



**Activating Citizen Solar**

---

# Solarize Task Force

## → Rachel Norton

Graduated from UK with a degree in Biosystems Engineering. Now works across the state to implement energy efficiency programs and train displaced coal industry workers in new energy fields. Kentucky Solar Energy Society Board member.

## → Barbara Szubinska

Retired from ECU where she taught English and Environmental Studies. She lives in the Penmoken area and owns 28 solar panels that provide all the electricity the family needs. Kentucky Solar Energy Society Board member.

## → David Butler

Founder of Solar Kentucky, an online community of engaged solar enthusiasts and advocates. His podcast, CleanPowerPlanet.com shares stories from people across the country working to build the clean energy industry. He served on the board of the Kentucky Solar Energy Society and currently serves on the New Energy Transition committee of Kentuckians for the Commonwealth.

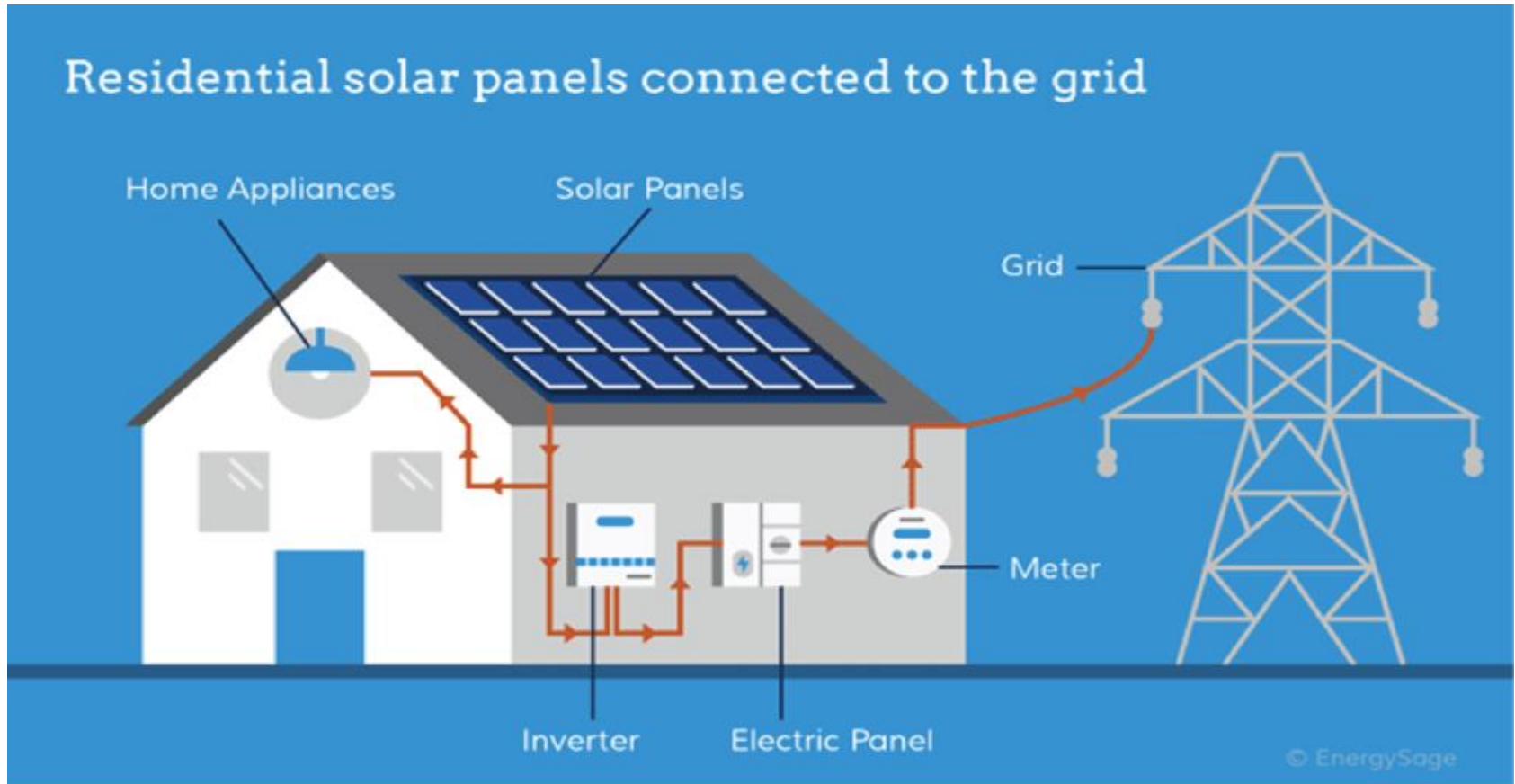
—  
**What we're NOT asking for:**

**Labor**  
**Money**  
**Time**

# — Solar is now the #1 energy growth category in the US.

- As cheap as natural gas power stations
- The fastest growing job category in US thru 2026
- A 25+ year guarantee of stable homeowner utility costs
- A 100% effective way to eliminate greenhouse gas emissions
- A way to attract and retain future employers & workforce
- Limitless power that gets cheaper (- 15+%) every year

# Intro to Solar Energy



# — What is a Solarize campaign?

- **Resident-owned and managed city wide solar bulk buying**
  - **21 campaigns in IN/OH/WV since 2015**
- **Solar, home efficiency & green living community education**
- **Free market selection of best/lowest cost solar vendor(s)**
- **City & community joint action on energy, jobs & the environment**

## A Solarize campaign - 4 simple steps

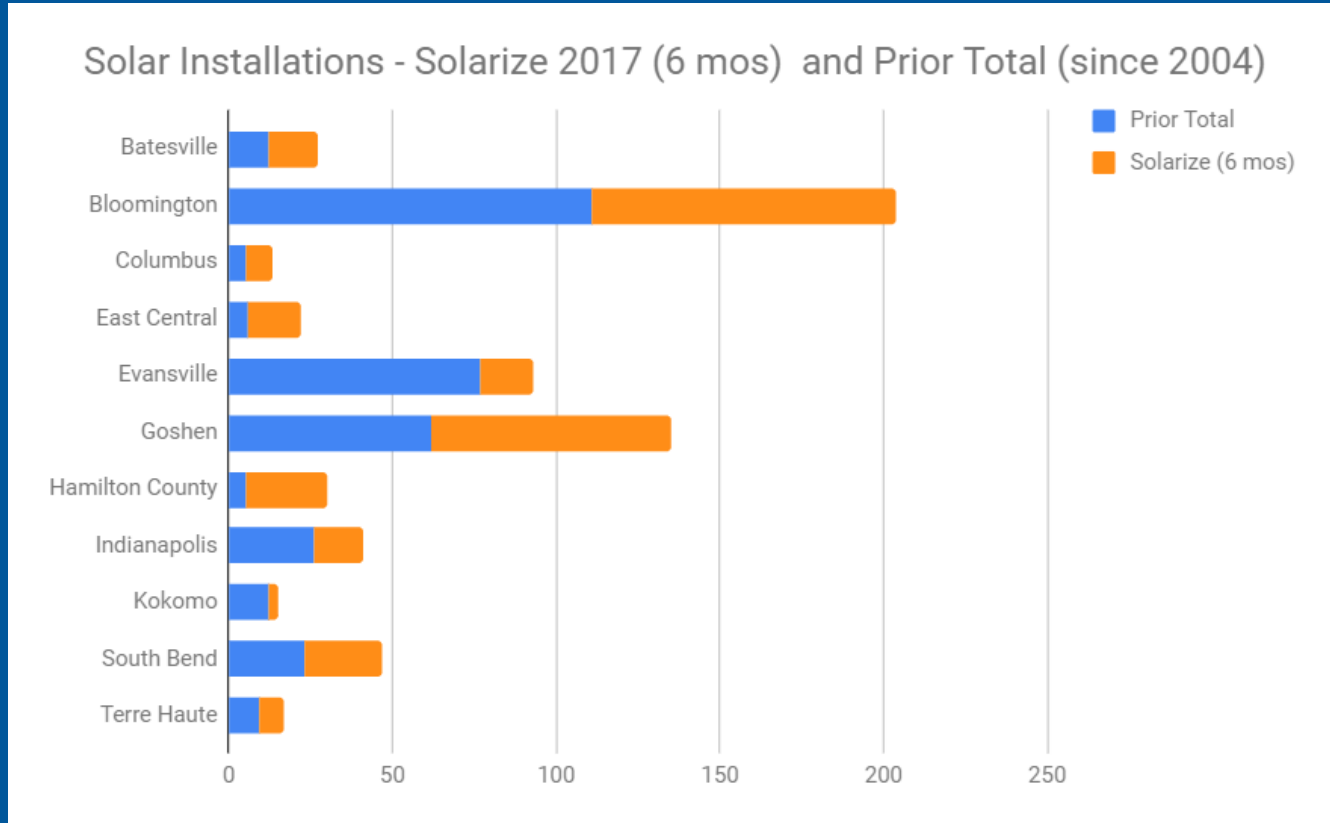
1. Community education and awareness
  2. RFP construction, issue, scoring and award
  3. Publicity, public meetings and homeowner application
  4. Solar install management
- Rinse and repeat each Spring

## What does it achieve?

- **15% - 20% discount for home and small business solar installs**
- **Significant lifetime utility bill savings vs KU usage**
- **200%- 300% increase in annual solar installations in Lexington**
- **An annual and ever expanding solar campaign structure**
- **Local skilled trade employment growth**



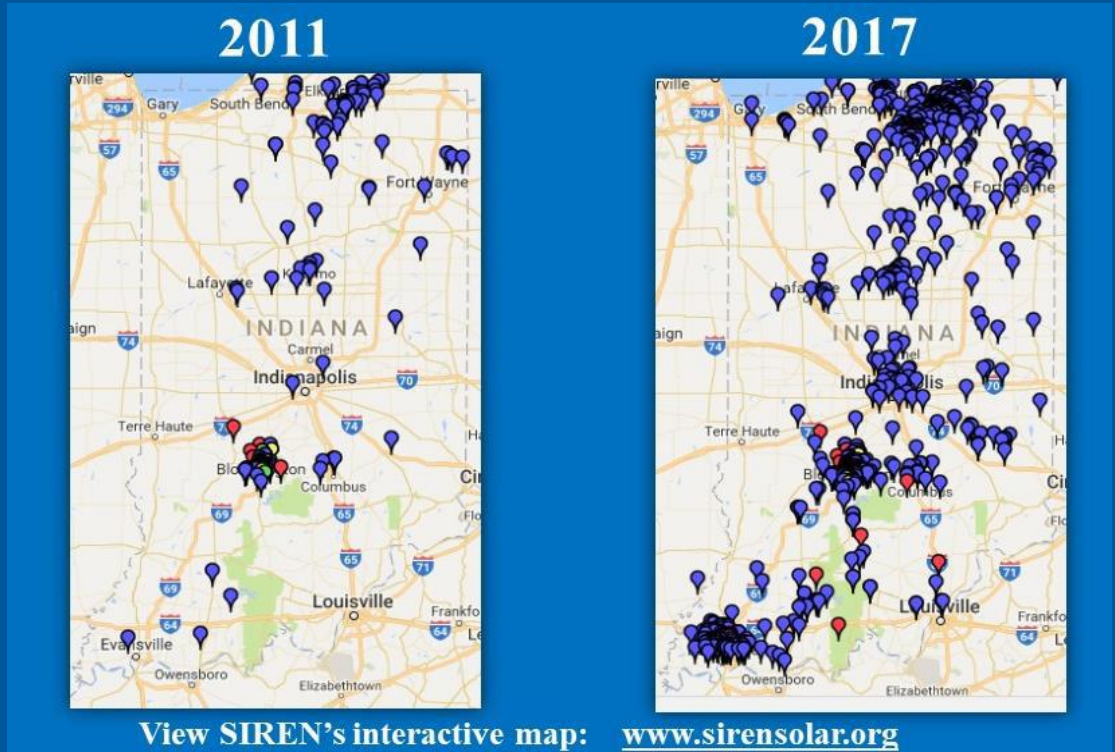
# Solar is viral. Wherever Solarize plants it, it grows like crazy



Solar is viral. Wherever Solarize plants it, it grows like crazy

US SOLAR RANKING/JOBS

IN	# 23	2775
KY	#44	1293
NC	#2	7622



# Solarize Lexington will...

- Make Lexington stand out as a clean energy 'hot spot'
- Prime the pump for home & community solar growth
- Drive down adoption costs ensuring solar is for all!
- Call on support from nearby successful Solarize campaigns
- Develop a repeatable 'no cost' annual model
- Move beyond good climate intentions to hard results

# Lexington's future



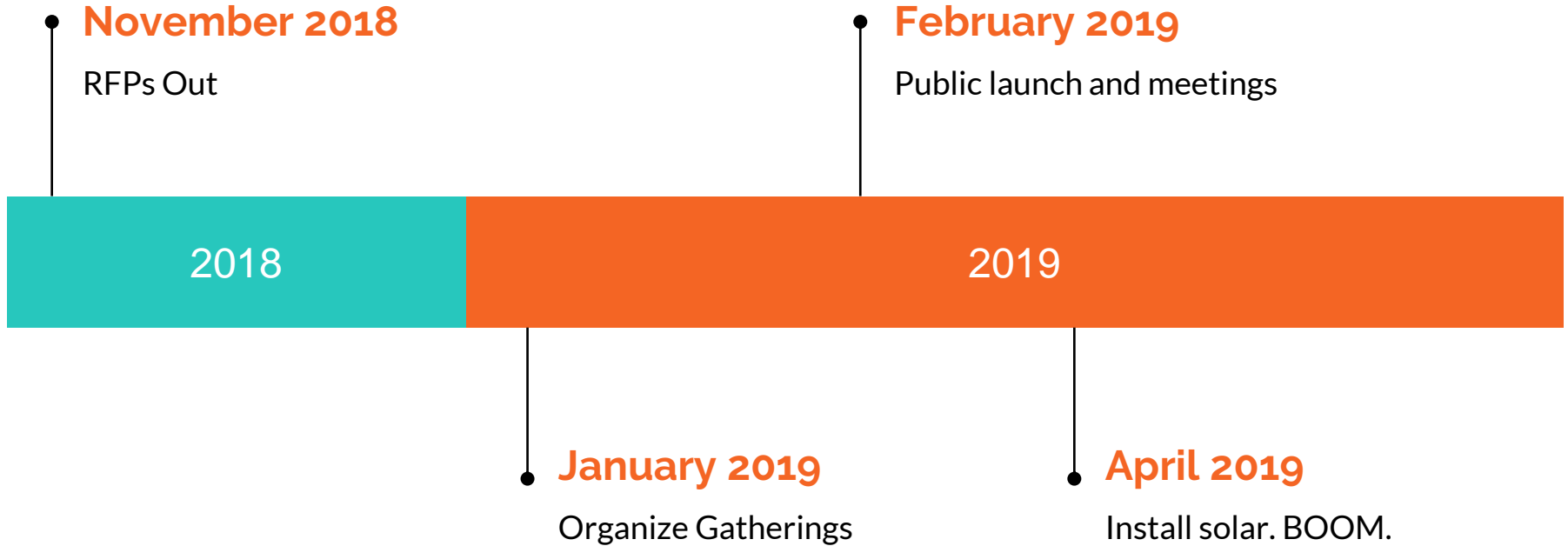
# What we ARE asking for:

- Resolution of support
- Press releases
- Informational page on [lexingtonky.gov](http://lexingtonky.gov)
- Social media posts
- City point person



Thank you

# Timeline



# Solar Jobs in Kentucky



## STATE SOLAR JOBS



**1,293**  
Solar Jobs



**34**  
State Ranking for  
Solar Jobs

**40**  
State Ranking for  
Solar Jobs Per Capita

**91**

New Solar Jobs,  
2017

**8%**

Solar Jobs  
Growth, 2017

**1.2%**

Projected Jobs  
Growth, 2018

**20**

State Rank  
by Solar Jobs  
Added in 2017

Solar jobs grew **9** times faster than the overall state economy in 2017.



## SOLAR JOBS BY SECTOR

Installation:



**783**

(8% increase ↑ from 2016)

Manufacturing:



**180**

(0% decrease ↓)

Sales &  
Distribution:



**34**

(24% increase ↑)

Project  
Development:



**246**

(6% increase ↑)

Other:



**50**

(35% increase ↑)



# Louisville's Solar Energy Resolution

RESOLUTION NO. 079, SERIES 2015

## A RESOLUTION SUPPORTING THE FUTURE OF SOLAR ENERGY IN METRO LOUISVILLE.

**Sponsored By:** Council Members Blackwell, Hollander, Johnson, Woolridge, Hamilton, James, Magre, Fowler, Flood and President Tandy

WHEREAS, solar power is a clean source of energy that can power Louisville's homes, businesses, cars, streetlights, and other infrastructure; and

WHEREAS, solar power will help achieve better air quality and will reduce carbon pollution; and

WHEREAS, the Commonwealth of Kentucky currently emits 90 million metric tons of carbon pollution annually to produce electricity; and

WHEREAS, every megawatt (MW) of solar energy installed is projected to create 20 manufacturing jobs and 13 installation or maintenance jobs, and each megawatt hour (MWh) of solar energy displaces approximately 2,000 pounds of carbon pollution from coal-burning power plants; and

WHEREAS, Louisville Metro Council recognizes the above assets of solar power, and desires to encourage this important clean energy solution; and

---