



AMERICAN SOLAR TRANSFORMATION INITIATIVE

Developing regional solar markets, one community at a time



The **American Solar Transformation Initiative (ASTI)** represents a public-private partnership committed to advancing solar power adoption across the United States. ASTI will make it easier, faster, and more affordable to install solar in participating communities in order to capture the economic and environmental benefits of solar power. This program is supported by the U.S. Department of Energy’s (DOE) Rooftop Solar Challenge II program – part of the DOE’s SunShot Initiative, which seeks to make solar electricity cost competitive without subsidies by 2020.

Focus Areas



U.S. DEPARTMENT OF ENERGY



SEPA

solar electric power association



Solar Market Development



Project Financing Tools



Permitting Process Improvements



Planning and Zoning Standards



Interconnection Processes

Optony Inc. with funding from the U.S. DOE is bringing ASTI to participating municipalities and utilities across the U.S. in cooperation with the Solar Electric Power Association. These dynamic public-private partnerships will drive growth in local solar markets and make solar technology more accessible to residents and businesses.

Participants will Receive

1. Local Solar Market Potential Evaluation
2. Estimated Economic and Environmental Impact
3. Assessment of Current Solar Processes
4. Customized Solar Roadmap
5. Tailored Guidance to Deploy Industry Best Practices
6. Assistance Implementing Community Programs
7. Nationally Visibility and Recognition For Progress

“Optony’s efforts will help focus on overcoming solar market challenges, and will help make significant progress towards building a clean energy economy in New York.”

-U.S. Senator Kristen Gillibrand

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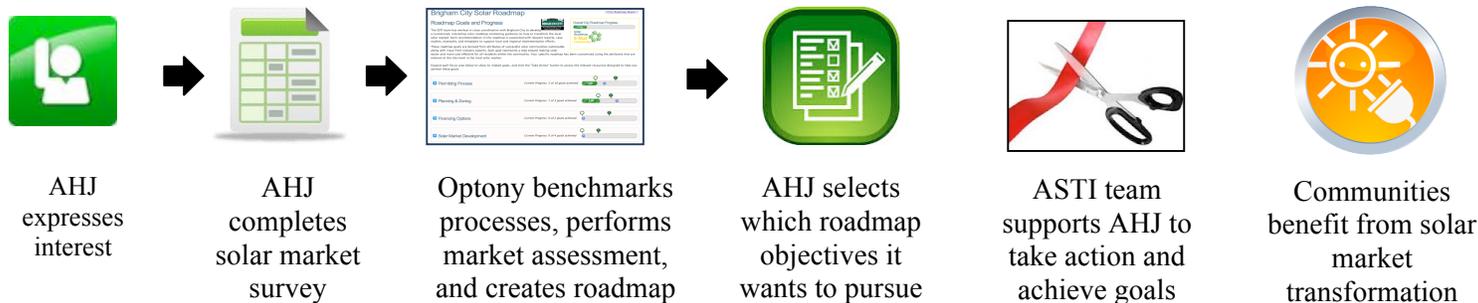
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The Solar Roadmap

To support the ASTI program Optony will deploy the Solar Roadmap, a market-leading online platform that brings national solar best practices to the local level. As the premier interactive resource for governments and industry, the Roadmap will unlock your community's full solar market potential. It is tailored to individual stakeholder needs, helping to drive local economic activity and clean energy deployment. The platform contains the largest comprehensive resource library of solar best practices and online tools entirely free and available today.

How to Get on the Solar Roadmap



Key features

- **Local solar market potential evaluation**, including economic and environmental impact
- **Interactive Roadmaps** individually tailored with customized goals and tools to track progress
- **Community landing page** with resources for residents, installers and finance providers
- Ability to measure your progress against others on the **Solar Roadmap Leaderboard**, and gain recognition for accomplishments
- **Solar Energy Resource Database** access containing hundreds of best practice resources, including policies, case studies, templates, educational and marketing materials, and more
- **Informational webinars and trainings** on permitting, planning, finance, planning and zoning, market development, and emerging topics
- **Hands-on technical implementation support** from Optony's expert solar consulting team
- **Bulk purchase program guides** for residential and commercial aggregation models

Participant Benefits

Municipality or Electric Utility

- Improve public perception and engage with residents/customers via customized web pages and outreach materials
- Process solar applications more effectively and improve solar knowledge of staff
- Nat'l visibility for accomplishments and successes

Business or Resident

- Access to educational materials and resources
- Portal to get connected to community activities
- Request & compare local solar vendor quotes
- Tools for making informed decision about solar
- Learn about efforts underway locally and nationally to make going solar easier

"Optony, where appropriate, integrated suggestions from LPEA. By assuring accuracy and completeness, you have made this Roadmap a document that is worthy of being shared with our community, employees, and board of directors."

-Mark Schwantes, Manager of Corporate Services, La Plata Electric Association