



Assistance and Recognition for Growing Your Local Solar Market

WHAT IS SOLSMART?

SolSmart is a local government designation program designed to recognize communities that have taken steps to improve solar market conditions. Communities pursuing SolSmart designation, regardless of their level of solar energy experience, can receive no-cost technical assistance (similar to consulting services) from a team of national solar experts.

SolSmart designation at the Bronze, Silver, or Gold level will provide high-profile, national recognition for communities that have made it faster, easier, and more affordable for residents and businesses to invest in solar energy. Achieving designation will signal that a community is “open for solar business,” attracting new solar businesses and helping SolSmart communities share the economic development benefits attached to solar market development.



WHAT ARE THE BENEFITS OF PARTICIPATING?

Program benefits

- Earn national recognition by the premier solar designation program for local governments.
- Showcase your community's achievements via the SolSmart website, media opportunities, and public events and announcements.
- Receive special awards for exceeding basic requirements and further distinguish your community from its peers.
- Access no-cost technical assistance via national solar experts.

Jobs and growth

- Send a catalytic signal to solar installers and project developers that your community is solar-ready.
- Foster local solar market growth that can unleash American businesses and create American jobs.
- Grow and develop alongside your solar market. One megawatt – equivalent to about 200 typical residential systems – creates 28 total jobs and \$3.2 million in economic output on average.

Efficient government

- Make local processes more efficient, thereby better managing limited taxpayer resources.
- Explore the possibility of harnessing solar energy on public lands or facilities to meet municipal electricity needs while lowering or stabilizing costs.
- Foster local solar growth to realize co-benefits with related goals, such as those expressed in community sustainability, energy, or climate action plans.



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TECHNICAL ASSISTANCE OPPORTUNITIES

In-person assistance

- **Presentations:** Attend SolSmart presentations pertaining to local or regional solar challenges and opportunities.
- **Site Visits:** Get in-person assistance around specific criteria, categories, or projects via a short visit by a SolSmart solar expert.

Remote assistance

- **Online:** Email your community's dedicated technical assistance provider, participate in subject-matter webinars, or visit our online resource catalog.
- **Over the Phone:** Call the SolSmart Hotline or contact your community's SolSmart technical assistance provider for a one-on-one conversation or group conference call.

Peer-to-peer assistance

- **SolSmart Peer Mentor Network:** Engage online, over the phone, or at SolSmart events with local government elected officials or staff who have applied best practices in their own communities.

Intensive assistance

SolSmart Workshops: SolSmart Workshops are intensive, action-oriented sessions designed to empower communities to make significant progress toward achieving designation.

Workshops are single or multi-day events, the duration of which are driven by the capacity, needs, and priorities of community hosts. During SolSmart Workshops, technical assistance providers meet with departmental staff in pre-arranged sessions to assist in the deployment of best practices.

SolSmart Advisors: SolSmart Advisors are program-funded and trained staff that will work in a community or region for engagements lasting up to six months.

Host communities are selected through a competitive application process based on potential impact, strength of project narrative, level of need, and geographic and socioeconomic diversity.

THE SOLSMART TEAM

SolSmart is a coalition of partner organizations funded by the U.S. Department of Energy Solar Energy Technologies Office.

Designation team

International City/County Management Association (Lead), National Civic League, Home Innovation Research Labs, Meister Consultants Group, The Solar Foundation

Technical assistance team

The Solar Foundation (Lead), National Renewable Energy Laboratory, Meister Consultants Group, National League of Cities, National Association of Counties, Solar Energy Industries Association, Electric Power Research Institute, Regulatory Assistance Project, Brooks Engineering



[SOLSMART.ORG](https://www.solsmart.org)

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**The SOLAR
FOUNDATION™**