

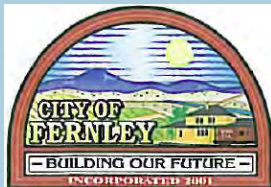
# SOLAR ROADMAP™

## FERNLEY CASE STUDY

### FERNLEY, NEVADA

Fernley is the largest city within Lyon County.

Fernley is located at the western region of the state with a population of 19,368 over 122 square miles. The City is situated in an excellent area for solar due to its above average solar energy resource. Fernley yields 1,467 kWh/kW per year, which is more than 10% greater than the national average of 1,200 kWh/kW per year.



### SOLAR POTENTIAL & BENEFITS

Making solar projects easier and cheaper to permit and build will benefit local economic activity, create jobs and protect the regional environment. There are approximately 2,898 solar viable homes in Fernley with a solar potential of over 41 MW of total capacity. Capturing this market would result in over \$77M of economic activity and 398 worker-years of job creation in the local region.

### OVERVIEW

The City of Fernley is committed to contributing positively to the local community by engaging in economic development and environmental efforts. Supporting local renewable energy generation is a key value in their strategic plan.

### FERNLEY SOLAR HIGHLIGHTS

The Solar Roadmap assessment indicated existing areas of strength within the City, and uncovered key actions that would effect the greatest impact on the local solar market. Highlights include:

- Permit **fees are capped**, ensuring reasonable costs, and process times meets national best practices.
- Construction **permit applications** can be submitted online
- **Inspections** are conducted with a set appointment time. Turnaround time between inspection request and inspection has been shortened.
- Continued **solar leadership** in the community as well as the western region of Colorado

*"The greatest benefit of SSTI to the City of Fernley was the testing of our current policies and permitting processes for installing residential solar and providing customized recommendations for improvement. Optony Inc. and Strategic Energy Innovations took the time and effort, in a very detailed manner, to go through our system and then reported back with the issues, non-issues, and provided recommendations for how to streamline and perfect our permitting process. A secondary benefit was bringing awareness to the availability and importance of solar energy in our community. Solar Energy is a true asset in our area and a critical tool in counteracting the costs of building operations/lifecycle"*

*Mojra Hauenstein, Community & Economic Development Director*

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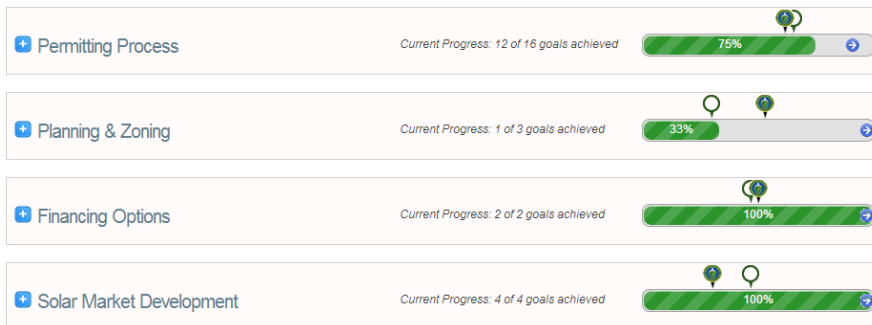
## SOLAR ROADMAP™ APPROACH

The Solar Roadmap™ team will work with local stakeholders to complete the following steps to get the community started on their path toward unlocking local solar power potential.



## SOLAR ROADMAP™ UNIQUE WEB-BASED DASHBOARD

The unique approach of the Solar Roadmap™ includes a web-based interface that guides participants as they progress through their customized plan for local market transformation. The dashboard groups goals and actionable steps in focus areas.



The Solar Roadmap™ dashboard helps participants select the activities with the highest impact according to their particular situation and measures and recognizes their successes along the way.

## ABOUT SOLAR ROADMAP™

The Solar Roadmap™ platform was designed to help cities and rural communities across the United States develop a local level policy and development framework to allow the local solar market to flourish, creating local economic activity, job creation, and environmental benefits. The activities and goals outlined in the Solar Roadmap™ are based on national best practices and lessons learned from successful case studies. Each goal represents a step toward making solar easier and more cost effective in the community.

## BUILD YOUR OWN ROADMAP

Interested in what could be done in your community? Visit the [My Roadmap](#) page to get started!

## FOR MORE INFORMATION

- Contact us at [sssti@solarroadmap.com](mailto:sssti@solarroadmap.com)
- Visit us online at [www.solarroadmap.com](http://www.solarroadmap.com)



## ABOUT OPTONY

Optony Inc. is a global research and consulting services firm focused on enabling government and commercial organizations to bridge the gap between solar energy goals and real-world results.

## ABOUT STRATEGIC ENERGY INNOVATIONS

SEI is a non-profit organization which helps empower schools and universities, small businesses, local governments, affordable housing agencies, and agricultural communities to reduce pollution and save money through energy and resource efficiency.



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