

Addressing Solar Myths and Misconceptions



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U.S. Department of Energy

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About the SunShot Solar Outreach Partnership



The SunShot Solar Outreach Partnership (SolarOPs) is a U.S. Department of Energy (DOE) program designed to increase the use and integration of solar energy in communities across the US.

Meister Consultants Group



Areas of Expertise:

- Clean Energy Policy
- Energy Program Management
- Community Engagement
- Corporate Sustainability

Using global best practices to inform local decisions

Speakers

- **Chad Laurent, Meister Consultants Group, Inc.**

Chad Laurent is a Senior Consultant and MCG's General Counsel specializing in renewable energy law and policy, sustainable business strategies, and renewable energy project development. He currently manages MCG's work with the U.S. Dept. of Energy providing technical assistance and outreach consulting for the SunShot Solar Outreach Partnership, in which capacity he presents at national conferences on the topic of creating solar opportunities within local communities. Mr. Laurent has worked with a number of Cities and Towns on the topics of solar energy procurement along with sustainability and other energy initiatives.

He holds a J.D. from Suffolk University Law School where he was a Rappaport Honors Fellow in Law and Public Policy, and a B.S. from the University of Michigan in Environmental Policy & Behavior and Natural Resource Ecology & Management. He is admitted to the Massachusetts Bar.

- **Jayson Uppal, Meister Consultants Group, Inc.**

Jayson Uppal is a Consultant at Meister Consultants Group responsible for the development and implementation of municipal sustainability initiatives. He is currently working with the City of Boston on community outreach and education for their residential solar rebate program. Mr. Uppal also provides technical outreach for the US Department of Energy's SunShot Solar Outreach Partnership and also works with the Boston Redevelopment Authority to explore the feasibility of rooftop Solar PV systems in Boston's Newmarket district. Prior to joining MCG, he co-founded Emergent Energy Group, a consulting firm dedicated to facilitating proactive discussion around proposed distributed renewable energy projects in Massachusetts, Maine, and New York. Mr. Uppal holds a B.S. in Civil Engineering from Tufts University.

Why This Webinar?

1. To dispel some of the most common misconceptions
2. To provide you with some of the necessary information to enable you to talk effectively about solar in your own community

Solar Technologies



Solar Photovoltaic (PV)



Solar Hot Water



Concentrated Solar Power

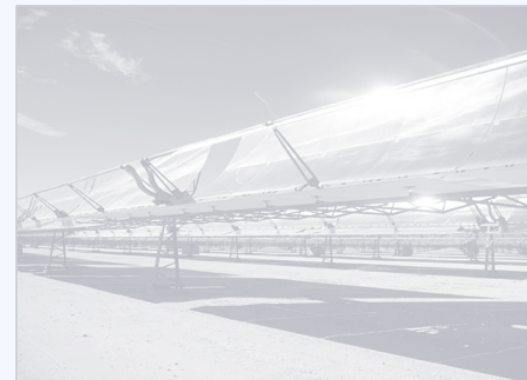
Solar Technologies



Solar Photovoltaic (PV)

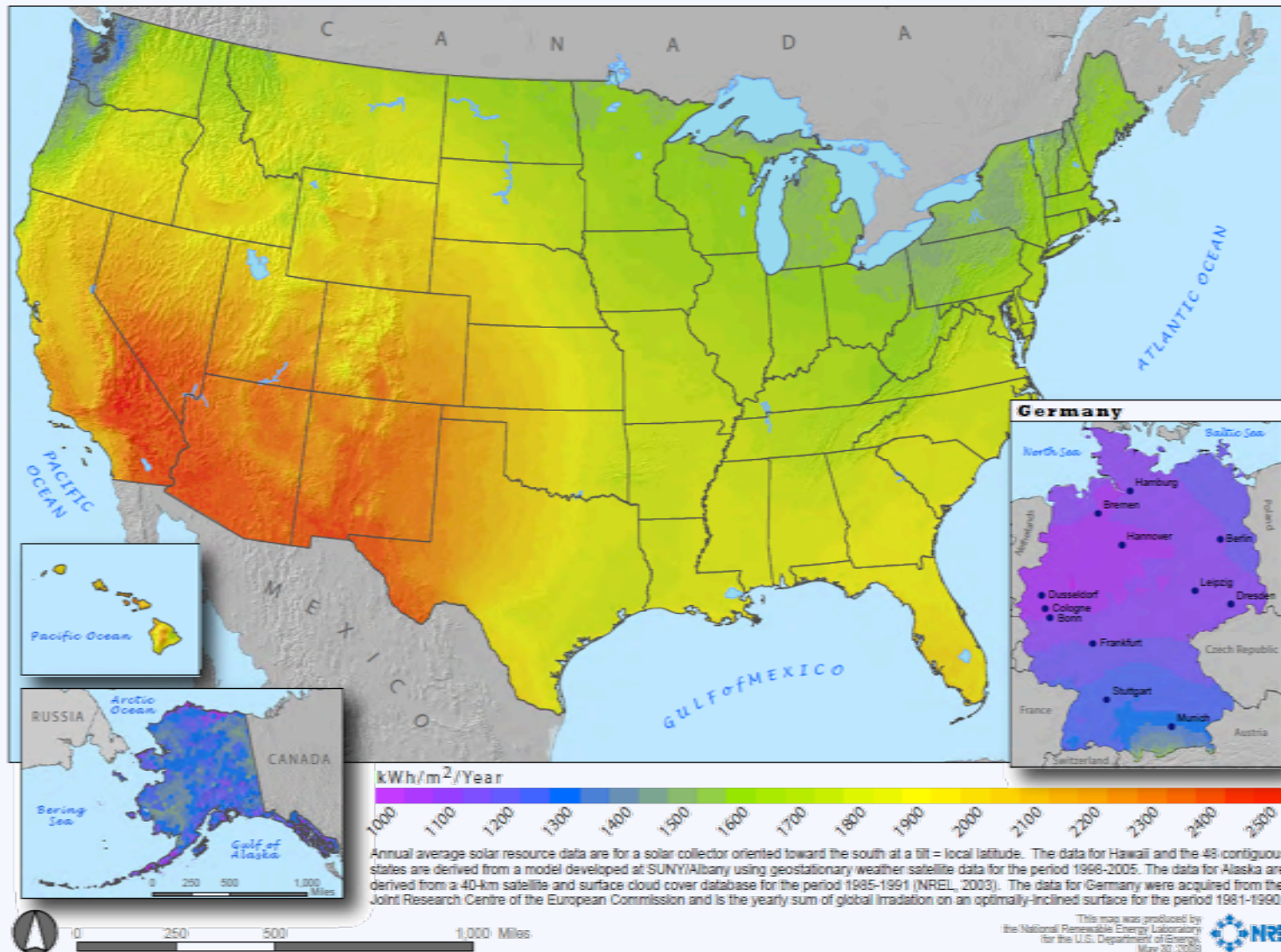


Solar Hot Water

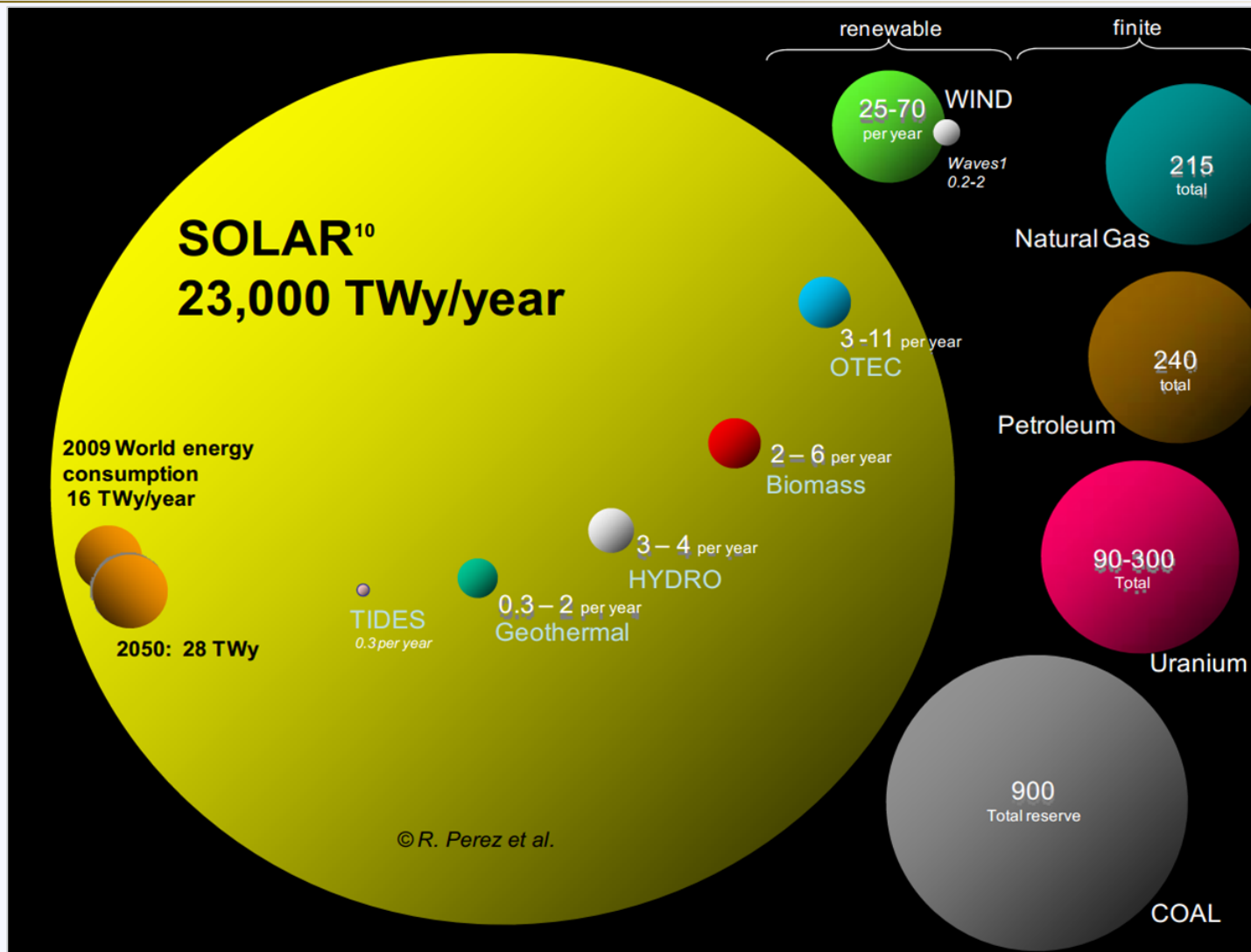


Concentrated Solar Power

Myth: It's not sunny enough where I live

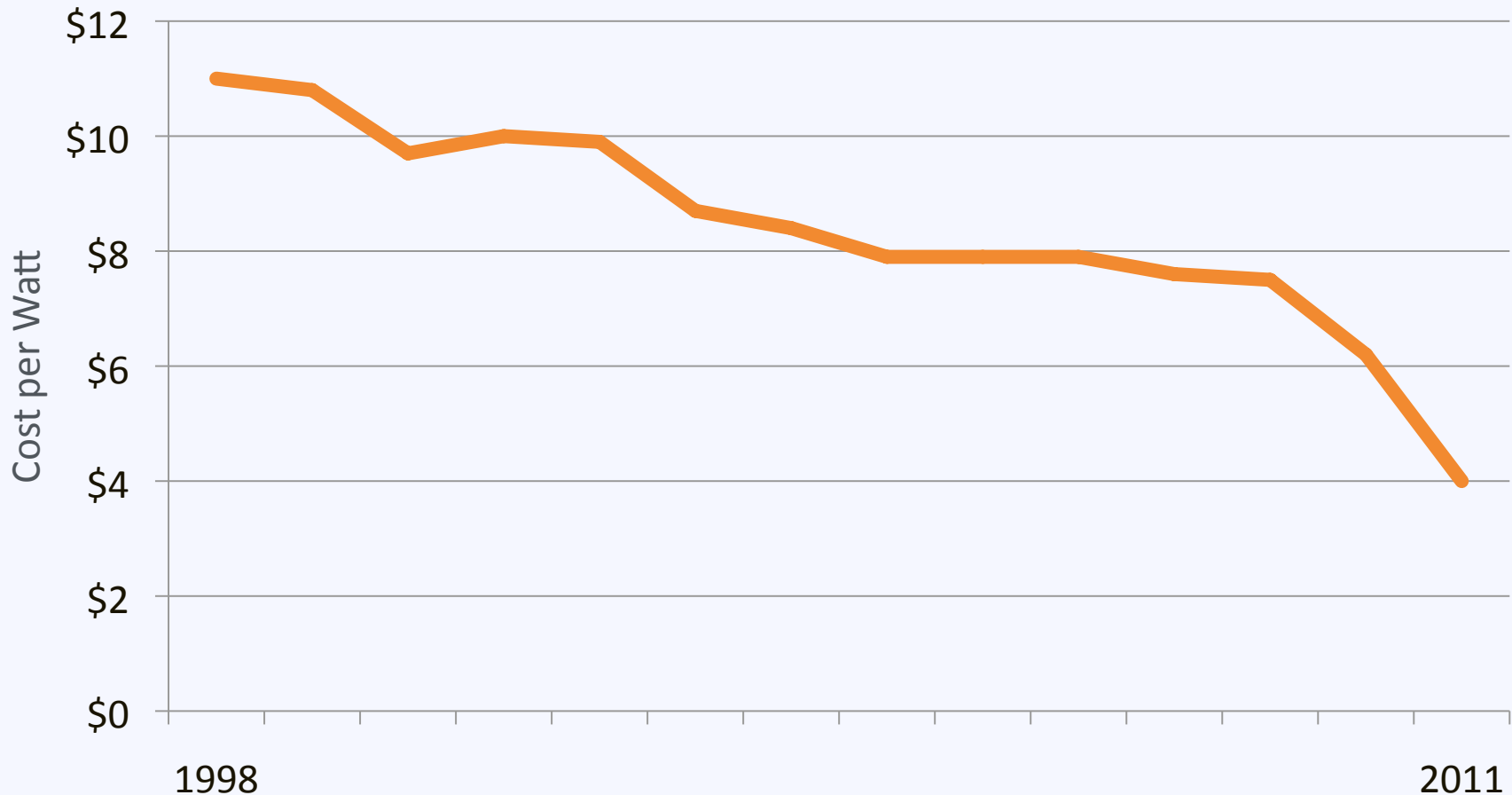


Myth: It's not sunny enough where I live



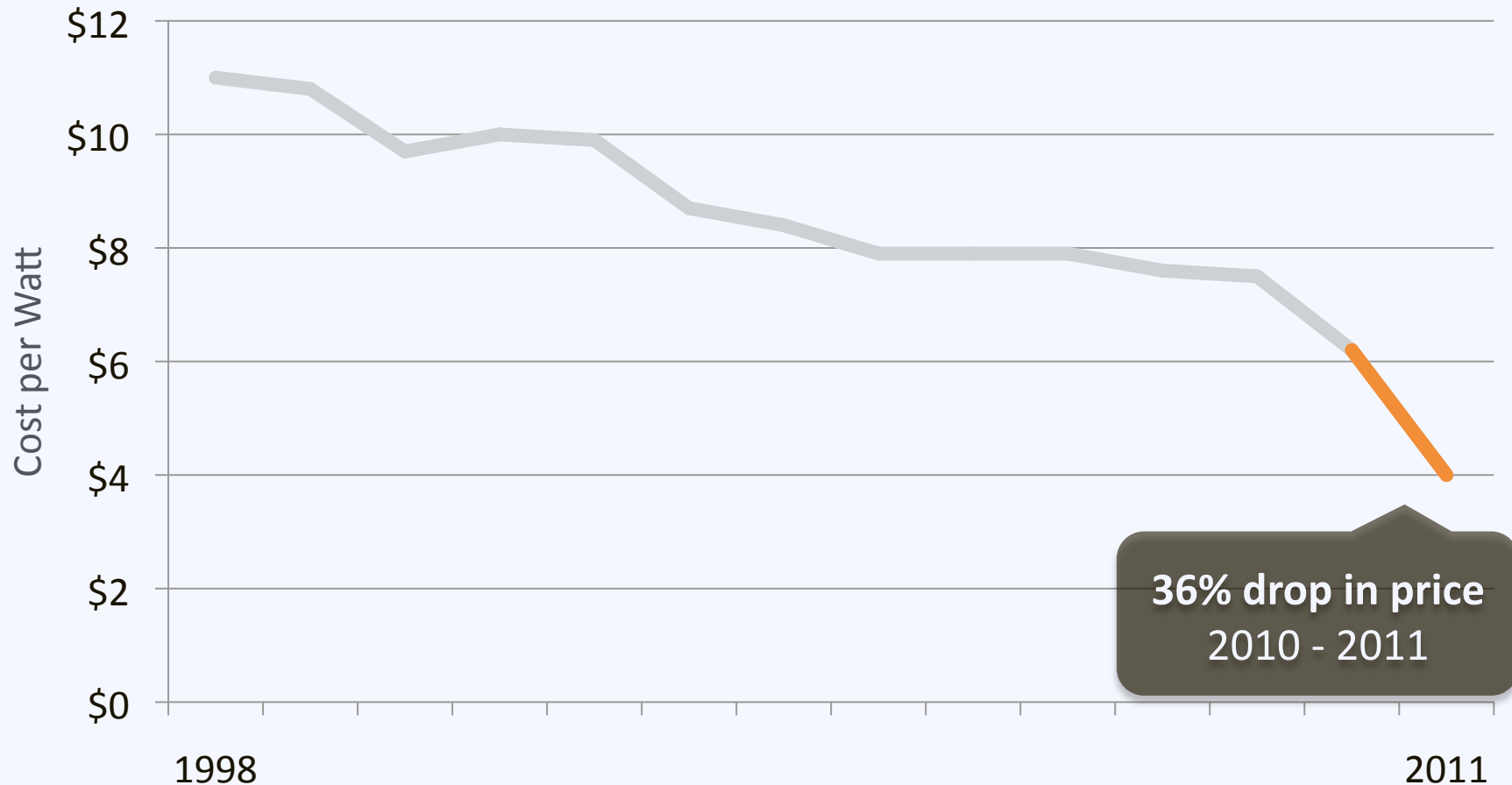
Myth: Solar is too expensive

US Average Installed Cost for Behind-the-Meter PV



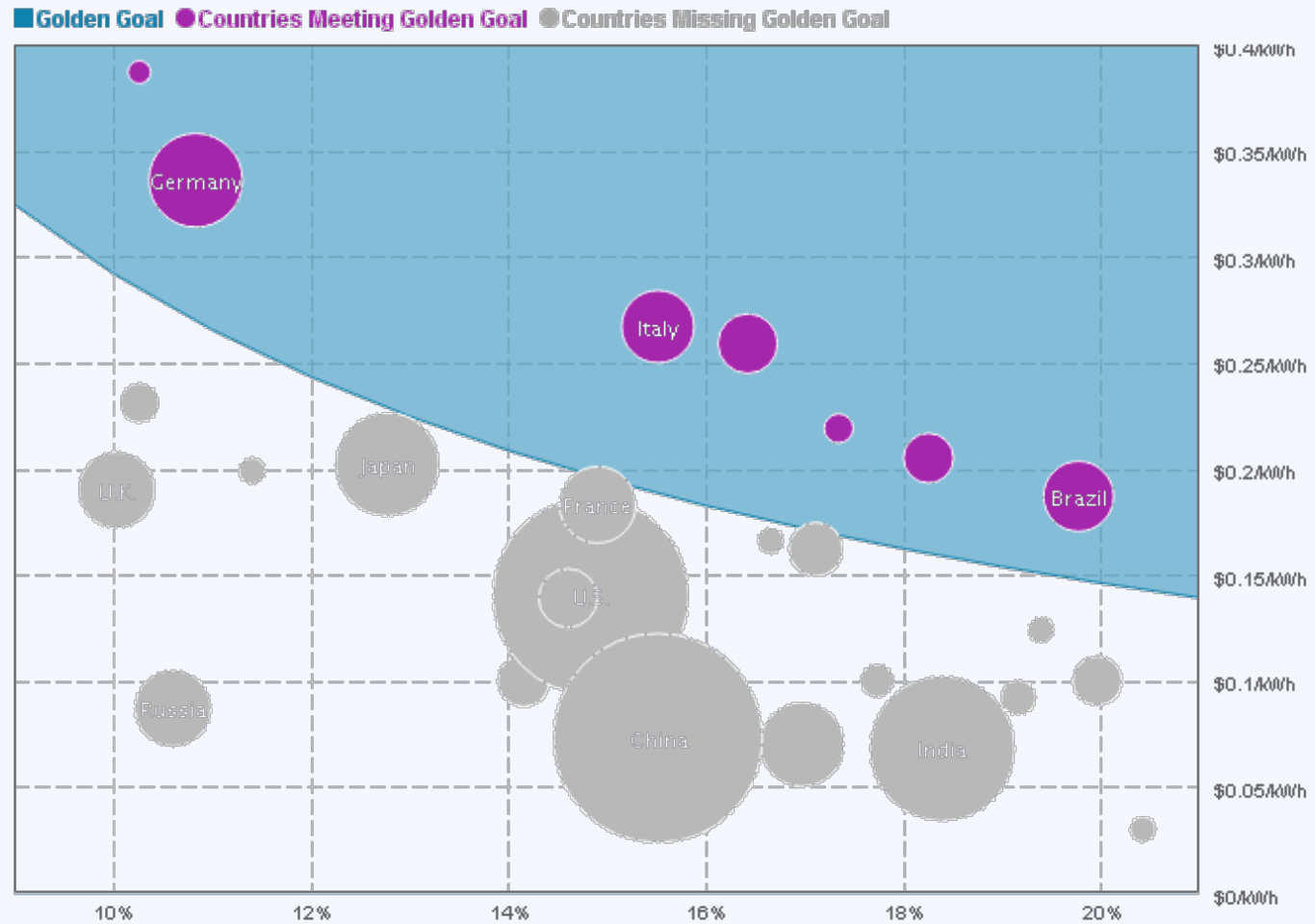
Myth: Solar is too expensive

US Average Installed Cost for Behind-the-Meter PV



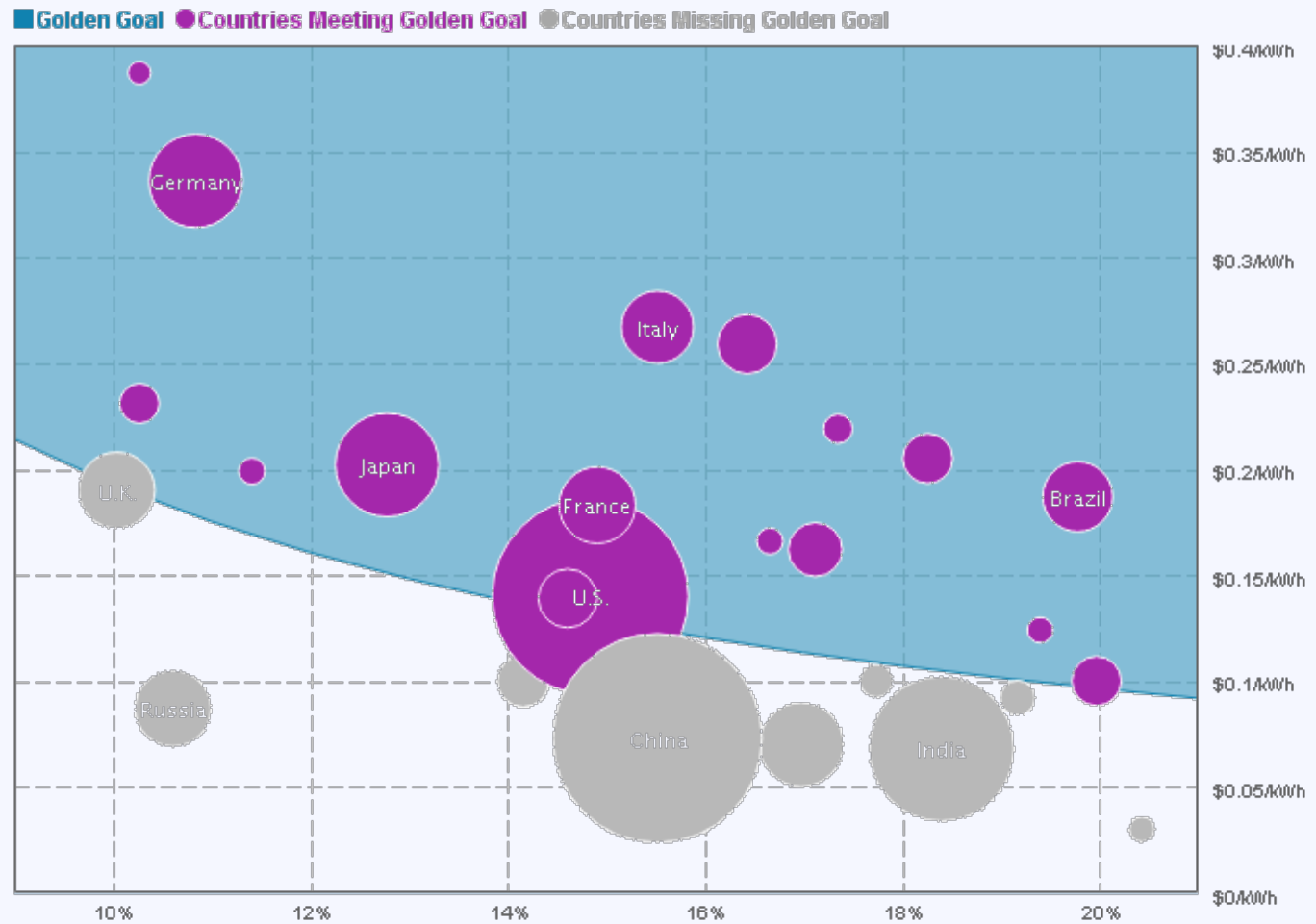
Myth: Solar is too expensive

2012

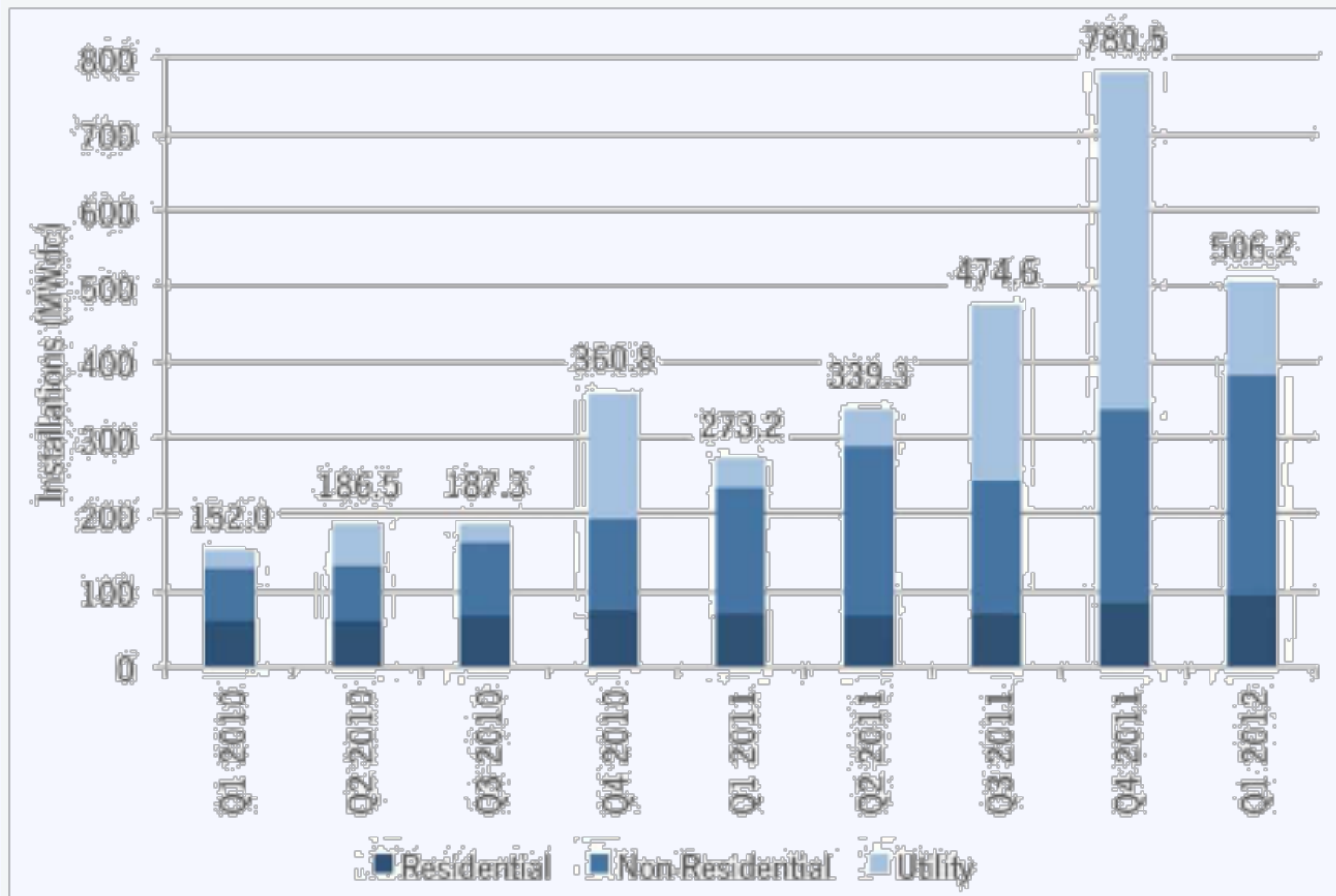


Myth: Solar is too expensive

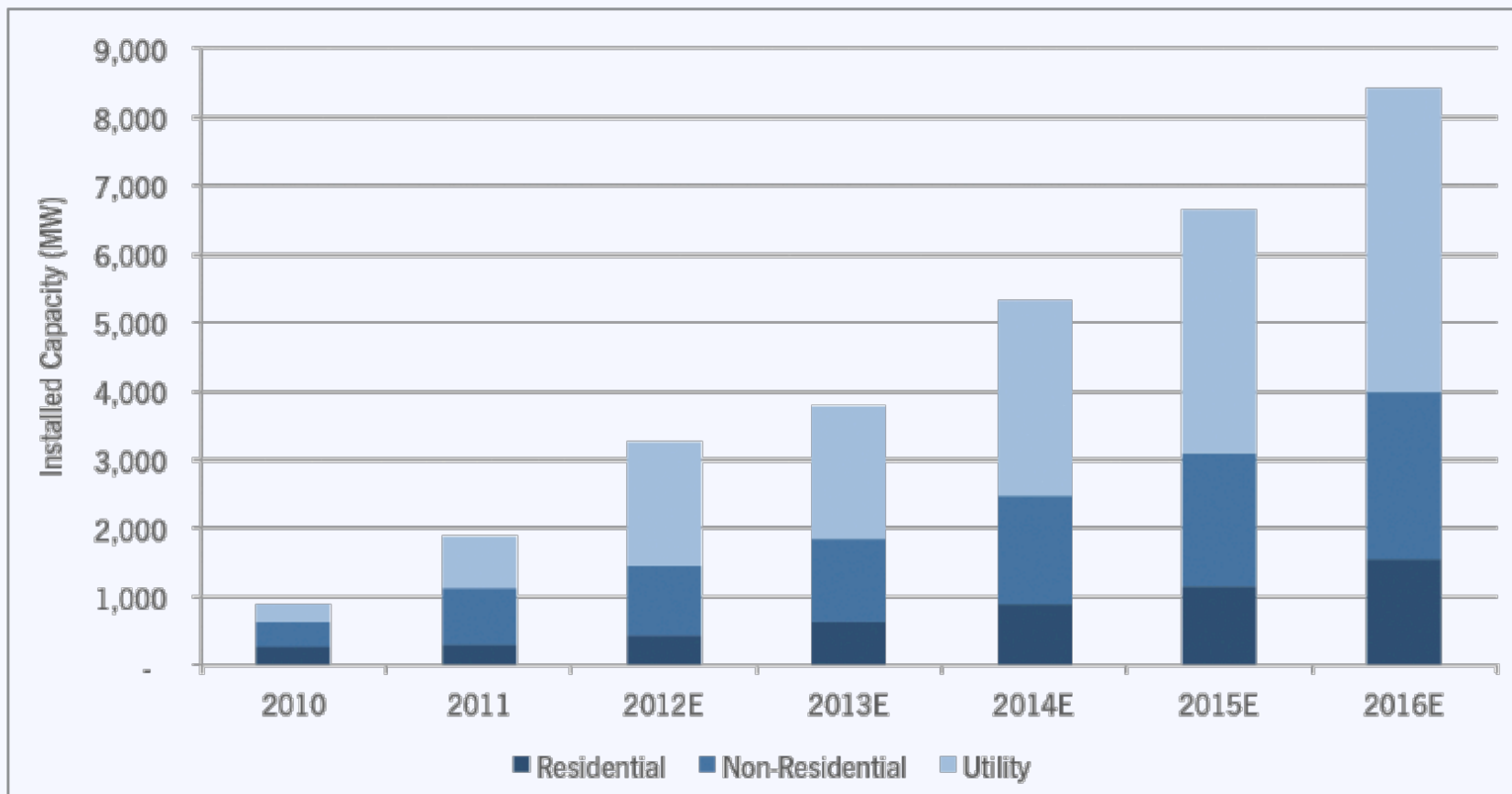
2020



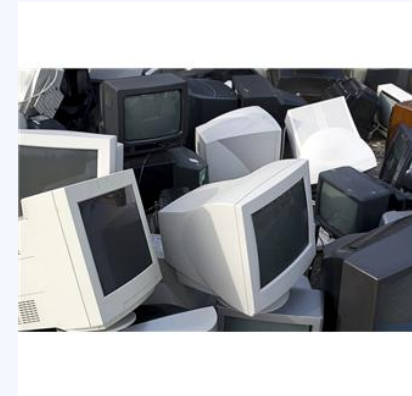
Myth: Solar is a commercial failure (Solyndra)



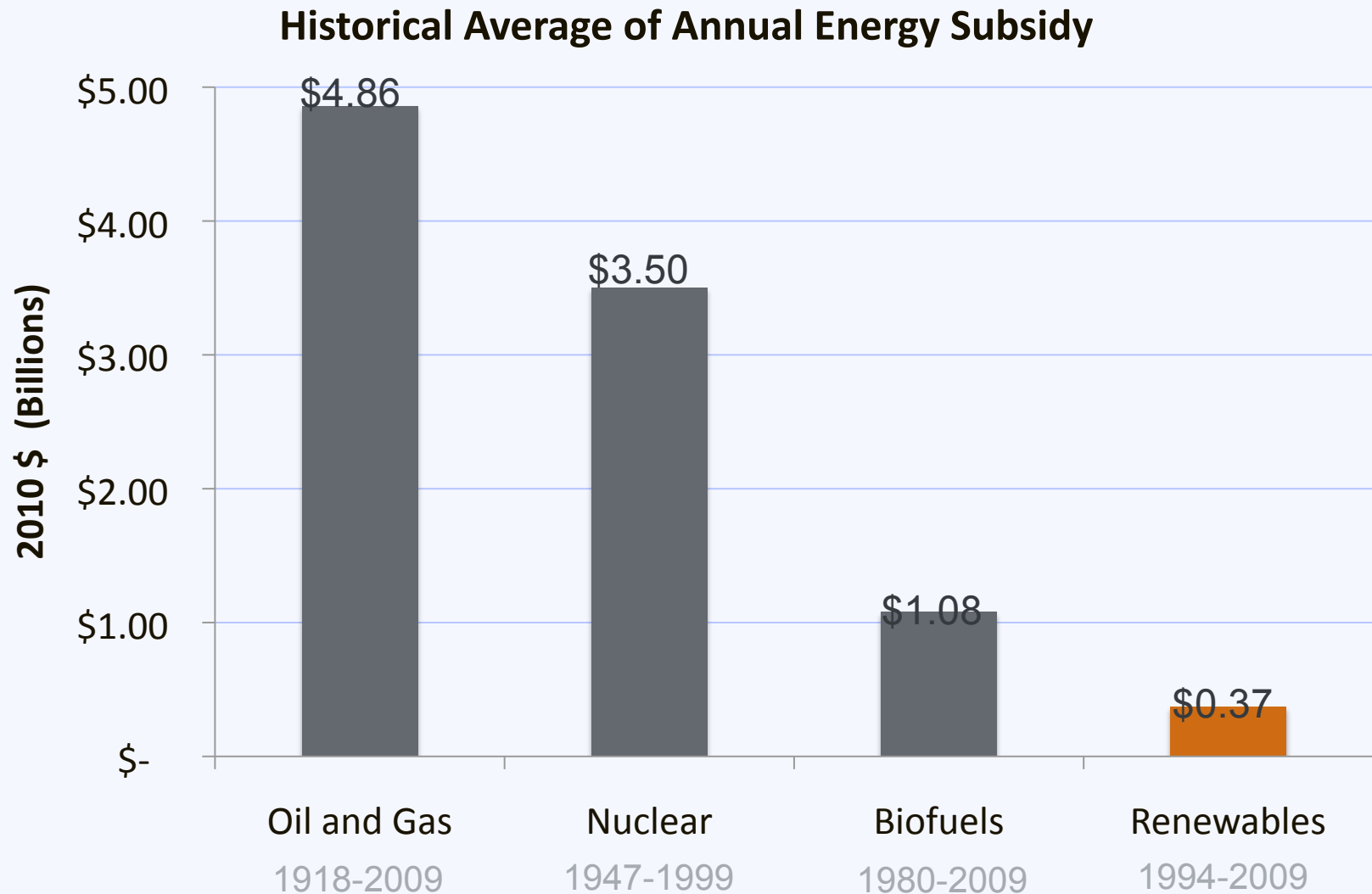
109% annual growth rate in 2011



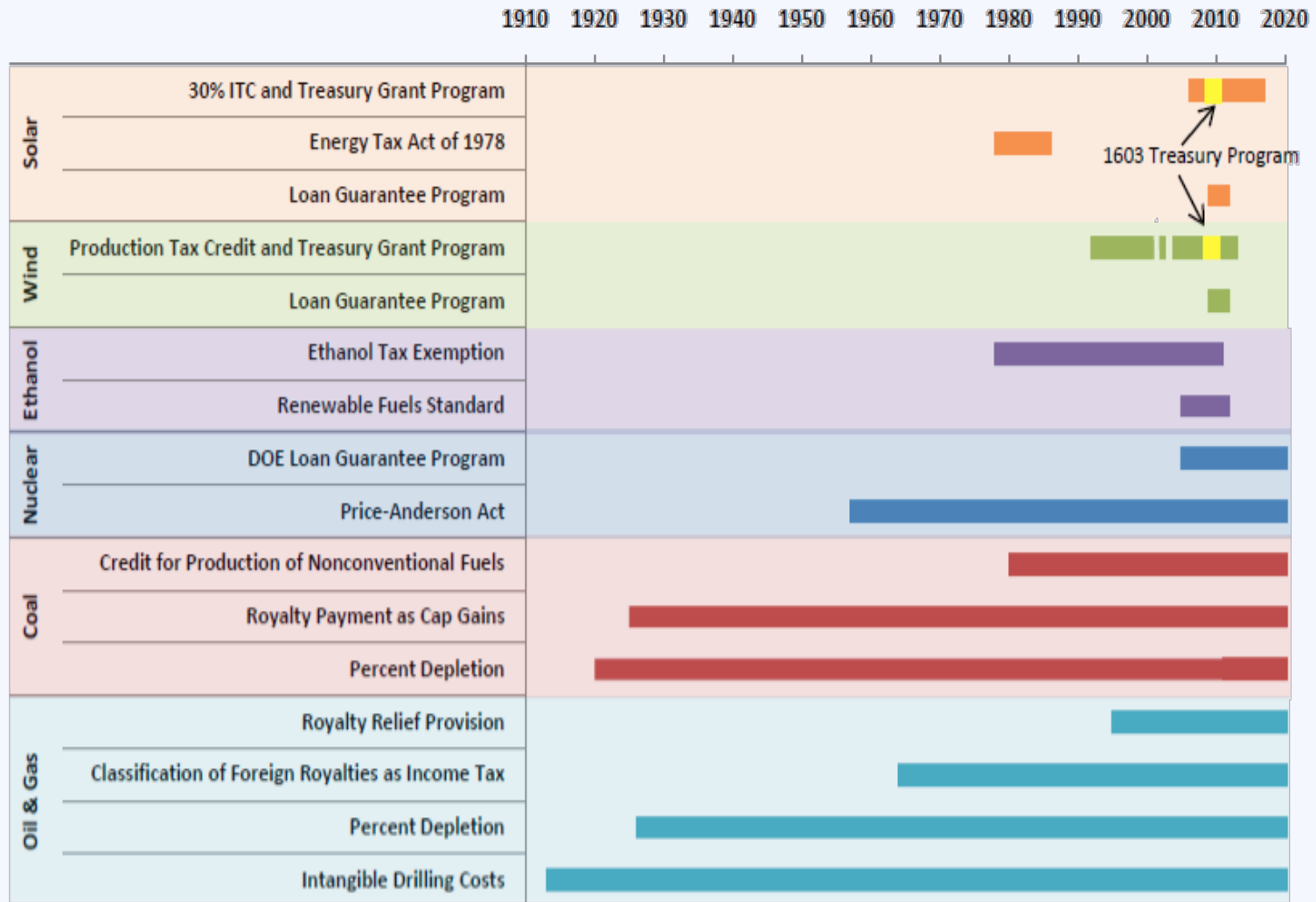
Myth: Solar tech is rapidly changing



Myth: Solar only works because of lavish subsidies



Myth: Solar only works because of lavish subsidies

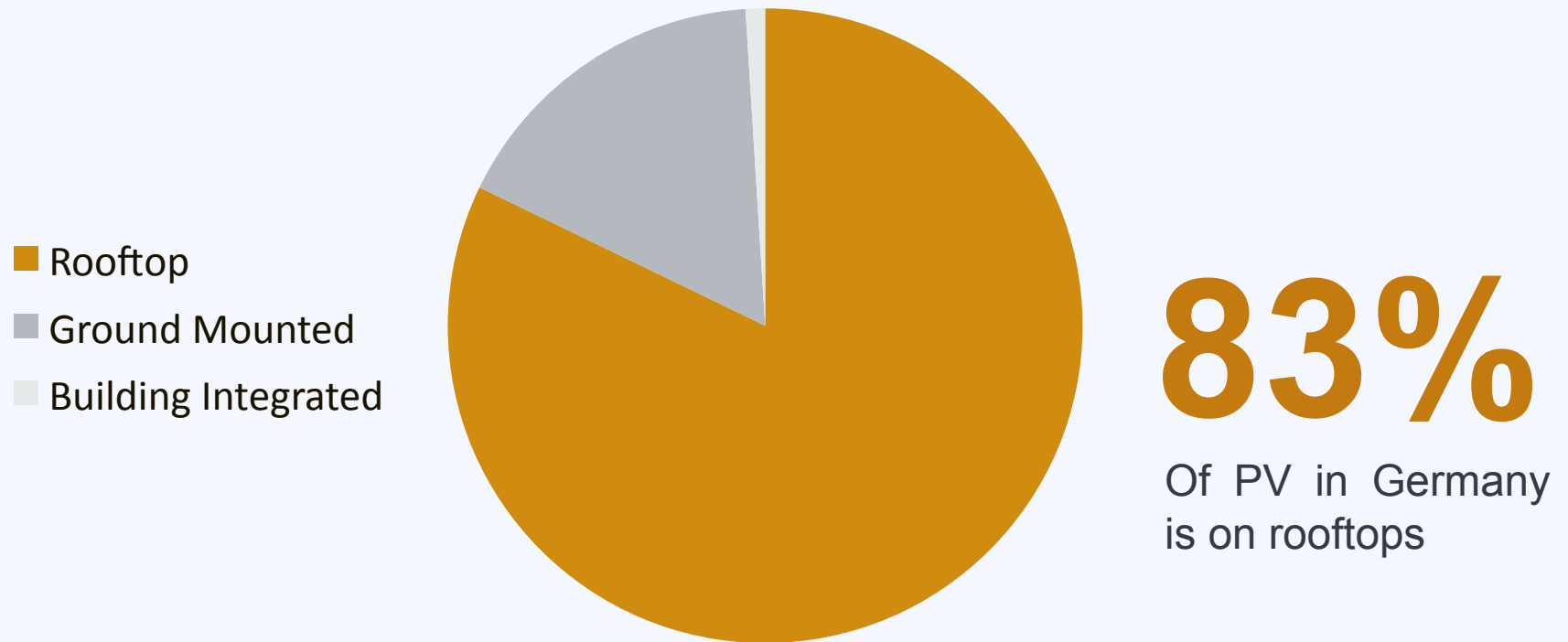


Myth: Solar takes up too much land



Myth: Solar takes up too much land

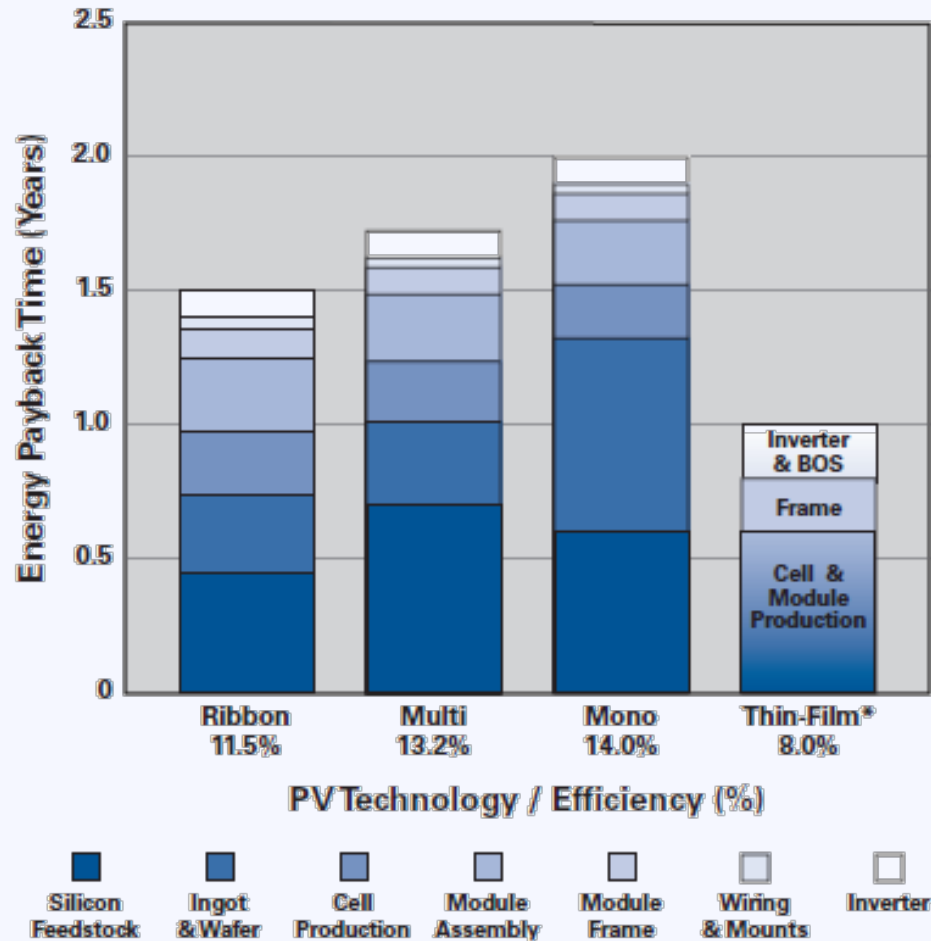
On-grid PV System Location in Germany



Myth: Solar takes up too much land



Myth: It takes more energy to produce the panels



Courtesy Home Power Magazine Oct./Nov. 2008

Notes: Energy payback time of PV systems in 2006, rooftop systems in southern Europe, irradiation 1,700 kWh/m²/year, system efficiency 75%. *2004 study on Thin-Film (CdTe) lumped all BOS together, not separating wiring/mounts and Inverter.

Source: Erik Alsena and Mariska de Wild-Scholten, "Reduction of Environmental Impacts in Crystalline Silicon Photovoltaic Technology—An Analysis of Driving Forces and Opportunities," November 2007.

Myth: Solar causes too much glare



Myth: Solar won't add value to my home

From NREL:

Solar homes sold

20% faster

and for

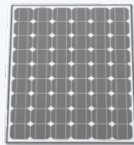
17% more

than the equivalent non-solar homes
in surveyed California subdivisions

Myth: Solar won't add value to my home

From SunRun:

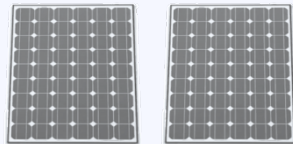
3 kW



=

\$ 16,500 *added sale premium*

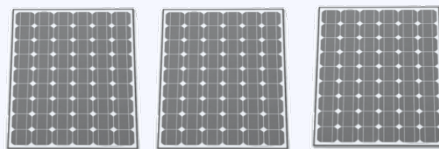
6 kW



=

\$ 33,000 *added sale premium*

9 kW



=

\$ 49,500 *added sale premium*

Myth: Solar is only for environmentalists



Solar is for everyone



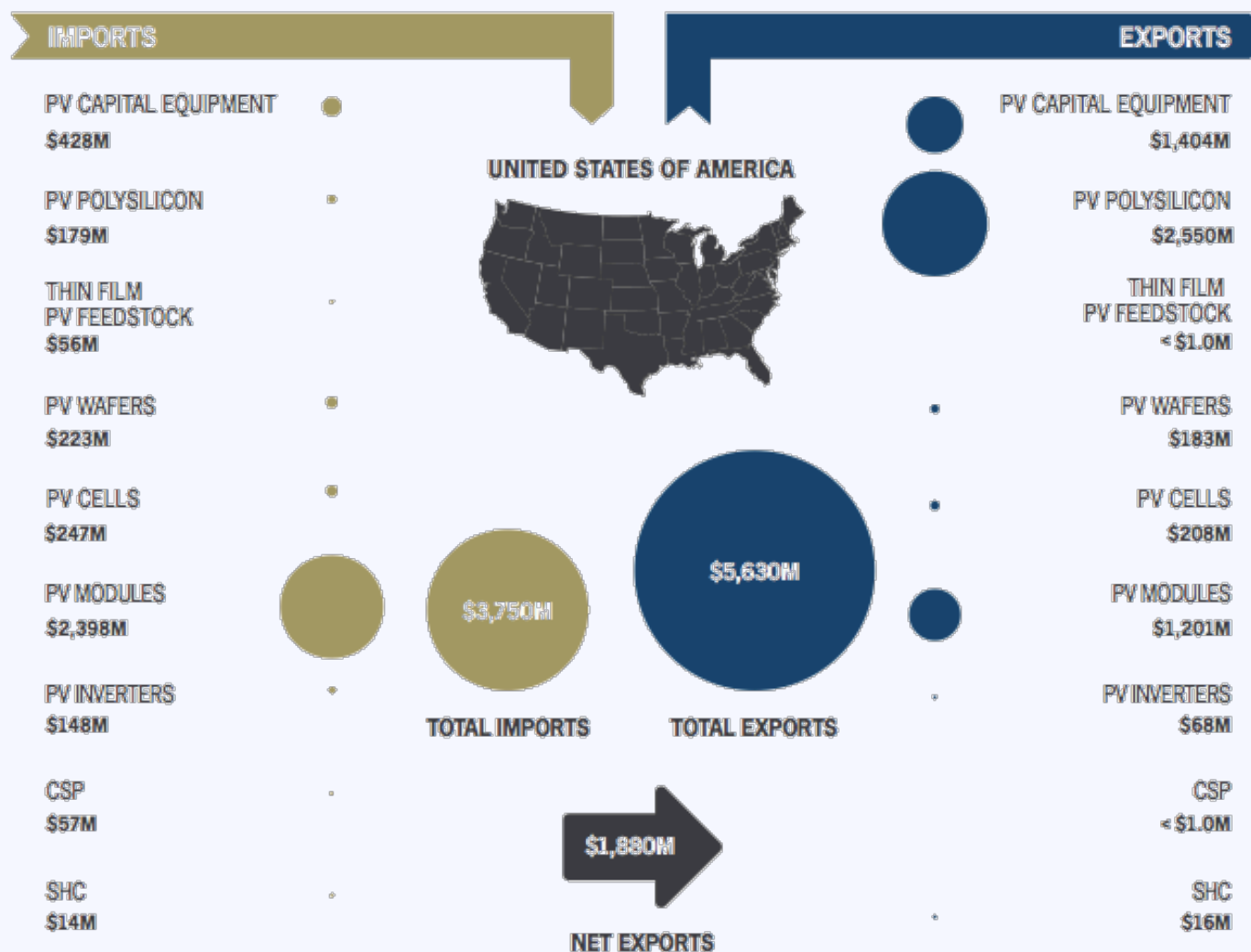
Pocono NASCAR track in Penn.



Nellis Air Force Base

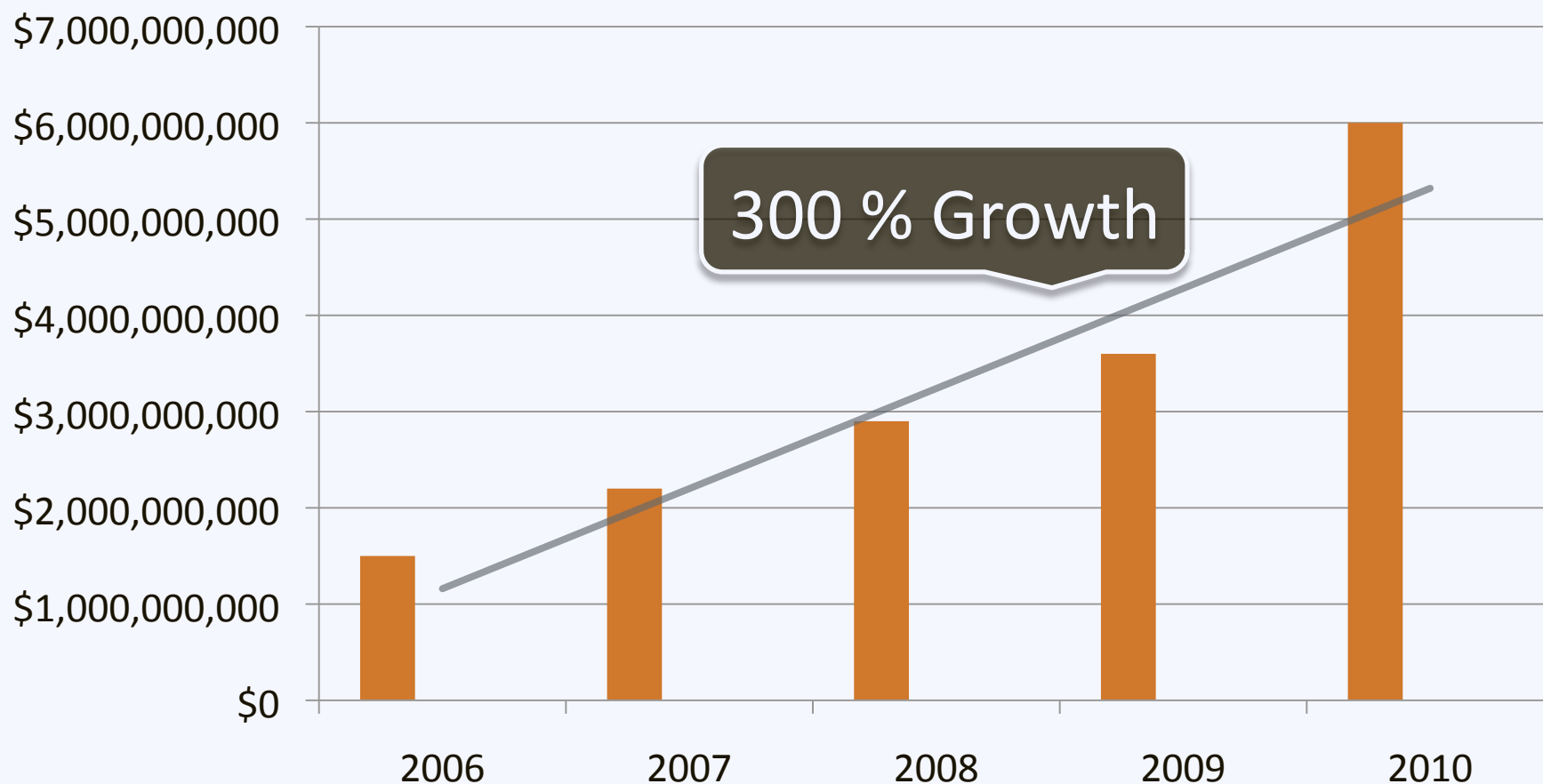


Myth: We can't compete with China



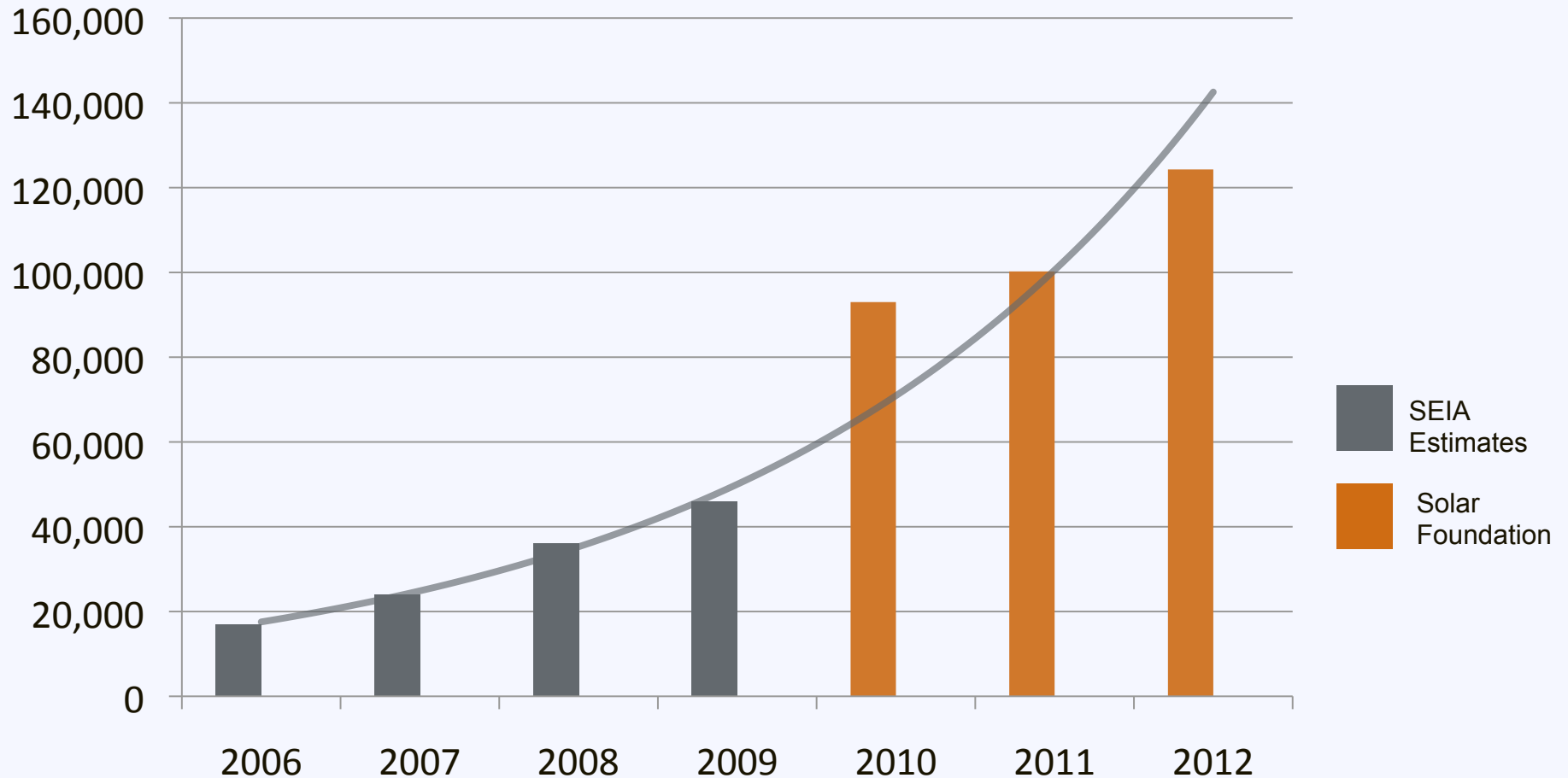
Myth: We can't compete with China

Economic Growth in the US



Myth: We can't compete with China

Solar Job Growth in the US





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Questions?

What other myths have you heard?