



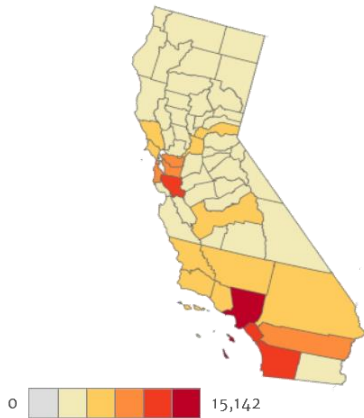
SANTA MONICA, CA

SOLSMART COMMUNITY PROFILE

A community's processes and programs can make or break the solar value proposition for its residents and businesses. At a community's request, SolSmart supports officials in building capacity through a suite of voluntary actions that can support market growth. SolSmart empowers communities to become designated at the Bronze, Silver, or Gold level via no-cost technical assistance based on best management practices in areas identified as community priorities. This community profile highlights several important solar-relevant metrics and opportunities for solar market growth.

SOLAR MARKET

CALIFORNIA HAS 75,598 SOLAR WORKERS



SOLAR JOBS BY METRO AREA



Los Angeles-Long Beach-Santa Ana, CA	21,263
San Francisco-Oakland-Fremont, CA	15,631
San Diego-Carlsbad-San Marcos, CA	8,402

SOLAR INDUSTRY



2,336
SOLAR COMPANIES IN CALIFORNIA
15
SOLAR COMPANIES IN SANTA MONICA

In 2015, California ranked

- 1 in the nation in solar jobs, ahead of Massachusetts; and
- 5 in solar jobs per capita, behind New York and ahead of Texas.

In 2015, there were over 208,000 American solar workers, a growth of more than 20% each year for the third year in a row.

MARKET POTENTIAL

ECONOMICS OF 200 SYSTEMS



\$4,066
ECONOMIC OUTPUT



35
TOTAL JOBS

IMPROVING PROJECT FINANCIALS



\$7,041
MORE SAVINGS



5.8
FASTER PAYBACK
YEARS

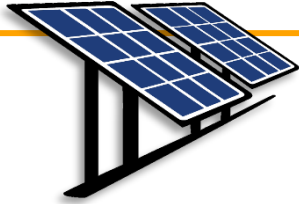
Creating a solar-friendly environment can contribute to local economic development and job creation for Santa Monica's residents. The TABLE ABOVE shows the projected economic development and job creation potential generated by about 200 typical residential systems of 5 kW each.

As a part of the Department of Energy SunShot Initiative, SolSmart will help communities make progress toward the SunShot target of \$1.50 per Watt. The TABLE ABOVE shows the projected improvement in savings and payback period for a 5kW project in Santa Monica, were it to hit the SunShot price target.

SANTA MONICA, CA

SOLSMART COMMUNITY PROFILE

SOLAR CAPACITY



TOTAL INSTALLED CAPACITY

CALIFORNIA	12,687 MW
United States	27,400 MW

DISTRIBUTED GENERATION

CALIFORNIA	41%
United States	42%

- Solar is forecast to rank 1st for capacity additions in 2016, outpacing additions of all other energy technologies.
- There are over 960,000 solar energy systems installed in the United States.

AVOIDED



EQUAL TO PLANTING 5.5
FOOTBALL FIELDS OF TREES

OR NOT DRIVING
194,000 MILES

Estimated avoided carbon dioxide equivalent, based on a 5 kW PV system over 20 years

ADVISORS

SOLSMART

- Program-funded temporary staff that work on-location in communities to help achieve designation.
- Advisors' engagements last up to six months.
- The next application period will begin in January 2017!

SOLAR CONTEXT



SANTA MONICA'S SMALL BUILDING STOCK

SUITABLE FOR PV	no data BLDGS
PERCENT OF SMALL BLDGS	%
PV CAPACITY POTENTIAL	MW
ENERGY GENERATION POTENTIAL	kWh
MEAN HOUSEHOLD USE YR (CA)	6,741 kWh



SANTA MONICA'S SOLAR RESOURCE

63%

MORE SUN THAN
BERLIN, GERMANY,
A WORLD LEADER IN
SOLAR

78%

AS MUCH SUN AS
YUMA, ARIZONA,
SUNNIEST CITY IN THE USA



VISIT SOLSMART.ORG OR CALL 202-469-3743 FOR INFORMATION.