

## **Program information/talking points:**

- SolSmart is a national solar designation and technical assistance program funded by the U.S. Department of Energy SunShot Initiative. It recognizes communities that have taken key steps to address local barriers to solar energy and otherwise foster the growth of strong local solar markets.
- SolSmart will designate communities that demonstrate leadership in solar energy at the level of Gold, Silver, or Bronze. SolSmart designation signals that a community is “open for solar business,” which distinguishes SolSmart communities from their peers.
- Communities committed to pursuing SolSmart designation will be eligible for no-cost technical assistance from a team of solar and local government experts. This technical assistance is designed to help communities meet the criteria for designation.
- The SolSmart program primarily seeks to address solar “soft costs,” the business process or administrative costs that can increase the time and money it takes to install a solar energy system – costs which are then passed on to solar customers.
- Communities can earn points toward designation in the following criteria categories: Permitting; Planning, Zoning, and Development Regulations; Inspection; Construction Codes; Solar Rights; Utility Engagement; Community Engagement; and Market Development and Finance.
- Communities that are interested in pursuing SolSmart designation can begin by completing the online Intake Form. A hard copy of the form is available for download as well.
- Visit [solsmart.org](http://solsmart.org) or contact Philip Haddix ([phaddix@solarfound.org](mailto:phaddix@solarfound.org)) to learn more about the SolSmart program.

## **Sample Letter/Email:**

Dear [Mayor/County Executive],

I wanted to contact you about SolSmart, the U.S. Department of Energy’s new flagship national solar designation program. SolSmart will designate communities that have taken key steps to cut red tape and improve local solar market conditions. Achieving SolSmart designation will not only serve as a point of pride for communities, but will signal to solar companies that these communities are “open for solar business.” Those committed to pursuing designation will be eligible for up to 100 hours of no-cost technical assistance from national solar experts to help them qualify for designation.

[City/County name] would be an ideal candidate for SolSmart designation, and I encourage you to apply by submitting an application. Pursuing SolSmart designation would improve our solar market locally and reduce the barriers for residents and businesses wishing to go solar. Learn more about the designation program at [solsmart.org](http://solsmart.org) and please contact Philip Haddix at [phaddix@solarfound.org](mailto:phaddix@solarfound.org) with any questions.

Sincerely,

## Sample Tweets:

Click to Tweet: Click on the links below to send these tweets from your feed. You'll have a chance to edit the tweets to personalize them for your community. We encourage you to include the name of your community and any appropriate Twitter handles.

- [Click to Tweet](#): I nominate our community to pursue #solar recognition from @ENERGY-funded @GoSolSmart: [solsmart.org](http://solsmart.org)
- [Click to Tweet](#): Our local #solar market deserves @GoSolSmart national recognition. Learn more: [solsmart.org](http://solsmart.org)
- [Click to Tweet](#): Our community can lower #solar #softcosts via @GoSolSmart: [solsmart.org](http://solsmart.org)
- [Click to Tweet](#): Streamlined #solar processes can save our community time and money. Learn more: [solsmart.org](http://solsmart.org) @GoSolSmart
- [Click to Tweet](#): To increase #solar installations, lower #softcosts! Get started with @GoSolSmart: [solsmart.org](http://solsmart.org)

## Sample Facebook Post and Graphics:

[I/We/Your org.] would like to encourage [CITY/COUNTY name] to join [SolSmart](#), a new program funded by the U.S. Department of Energy SunShot Initiative. SolSmart recognizes communities that have taken key steps to cut red tape and improve local solar market conditions. Those committed to joining SolSmart will be eligible for up to 100 hours of no-cost technical assistance from national solar experts.

[City/County name] should join SolSmart and help more residents and businesses go solar. Please like and share this post if you agree!

