

# Commercial Acceleration of Solar Energy Silicon Valley Program

## CASE-SV



The Commercial Acceleration of Solar Energy (CASE) program is helping Silicon Valley businesses increase their use of clean energy. Enabled by the Smart Energy Enterprise Development Zone (SEEDZ) Initiative in partnership with the American Solar Transformation Initiative (ASTI), CASE-SV brings together the business community, municipal governments, and supportive organizations in the area to effectively use resources to aggregate solar energy purchases with no cost to participants. The program makes solar deployment easier, faster, and less expensive in the region.

## Local Government's Role

An aggregated solar purchase program can provide enormous benefits to businesses in your community, while improving the local environment and economy. Businesses can save money; receive faster permit approvals and expert technical assistance; and be recognized regionally and nationally for their sustainability leadership by EPA's Green Power Partnership and Joint Venture Silicon Valley's Solar Champion awards. Public partners are crucial for the program's success by working to streamline the process to obtain solar, and provide additional enticements for businesses to choose clean energy choices over "business as usual."



### Program goal

Advance solar energy by at least 5 MW or 10 commercial sites in the region over the next 12 months.

## Benefits to Local Governments

- Make progress on the city's Climate Action or Energy Plans' goals
- Leverage a U.S. DOE supported program for greater local impact
- Promote local economic development and job creation
- Improve internal permitting and inspection processes
- Foster a supportive business environment
- Local and national recognition for sustainability efforts

## Get Involved

Select from a variety of ways that your city can get involved in the CASE-SV program:

- **Join the Advisory Committee.** Help shape the program's goals and scope by becoming a member of the working group.
- **Publicly support the program.** Provide a support letter and issue a press release to encourage more solar activity.
- **Conduct outreach and recruitment.** Introduce local businesses to CASE-SV program and seminar series.
- **Offer easier permitting and inspection.** Improve internal processes to make it faster and simpler for businesses to install solar.
- **Revise or include solar in energy planning and zoning.** Incorporate solar adoption goals in long-term planning and local policies to drive the market.
- **Provide public recognition.** Publicize achievements in local media outlets, events, and sustainability awards for participating businesses.

## Additional opportunities

- **Provide incentives for participating businesses.** Examples include expediting permit processing, permit fee reductions, and rebates.
- **Partner with your local utility.** Work collaboratively to create financing and incentive programs for solar, such as green loans.



*The Green Power Partnership is a free, voluntary program of the U.S. Environmental Protection Agency (EPA) that assists organizations with procuring electricity generated from renewable resources and promoting their green power leadership.*

*More information: [epa.gov/greenpower](http://epa.gov/greenpower)*

### Find out more

[solarroadmap.com/case-sv](http://solarroadmap.com/case-sv)  
[jointventure.org/seedz/case-sv](http://jointventure.org/seedz/case-sv)

### Join the program

Contact Eileen Hays at [eileen.hays@optony.com](mailto:eileen.hays@optony.com)

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