

# 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.

## Making the Business CASE

Solar energy is a high impact solution to improve the sustainability of your business and help achieve corporate social responsibility goals. This initiative makes it simpler for your business to “go solar” by streamlining the process, providing expert assistance on the project, and publicizing environmental achievements at a local and national level.

### Why now?

It is a great time to consider solar energy for your business' facilities, due to these key factors:

- Federal 30% Investment Tax Credit will sunset by the end of 2016
- State Net Metering rules and rates will change in 2017
- Average installation costs are at an all time low
- CASE-SV provides a unique opportunity to get regional and national visibility for your efforts

### Program goal

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



# Business & Commercial Property Owner Benefits

Capture significant value by joining the CASE-SV program to adopt more solar:

- **Best practices.** Learn from other companies' solar project experiences and from industry experts.
- **Independent energy estimates.** Screen for solar power generation potential and economic benefits.
- **Credible vendors.** Receive a short list of quotes from solar providers qualified in industry-leading specifications.
- **Solar seminars.** Participate in solar project workshops on technology, financing, and contracting.
- **Expert assistance.** Access technical assistance throughout the planning, procurement, and contracting phases.
- **Sustainability choices.** Find the best solution with a menu of alternative clean energy options for challenging solar sites.
- Receive regional and national recognition for your company's sustainability efforts. Committed businesses can become a **Joint Venture Silicon Valley Solar Champion** and may be eligible to join **EPA's Green Power Partnership**, which supports aggregated purchase programs such as CASE-SV.

## Silicon Valley CASE Study

Kaiser Permanente, an initial member of the CASE-SV advisory committee, received a 2013 Green Power Leadership Award from the U.S. Environmental Protection Agency for the organization's leadership adopting solar power for its facilities. In 2011, the health care organization installed 11 MW of onsite solar capacity on 11 sites, including 1 MW on its Santa Clara facilities. It currently generates more than 17 million kWh of electricity, which is equivalent to the power used by nearly 1,800 average American homes annually.



Santa Clara Kaiser Permanente solar installations  
Photo courtesy of Kaiser Permanente



*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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