



# Solar Power

California is the largest solar market in the US, and its rapid growth is providing opportunities for companies throughout the value chain. The San Francisco Bay Area, in particular, has shown remarkable growth—in the first quarter of 2013 there were 71.3 megawatts of residential solar installed in California's three investor-owned utility territories, according to a U.S. Solar Market Insight report.

In July, San Francisco hosts Intersolar, the premier and largest solar event in North America, attracting industry leaders from around the world.

**Multiple initiatives in both California and San Francisco support the development and distribution of clean solar power. Summarized below, these programs are implemented by agencies such as the California Public Utilities Commission, the California Energy Commission and the World Resources Institute.**

- **California's Renewables Portfolio Standard** requires that by 2020, 33% of all electricity sold in the state comes from renewable energy resources.
- **Go Solar California!** aims to install 3,000 megawatts of solar energy systems on homes and businesses by the end of 2016, and 585 million therms of gas-displacing solar hot water systems by the end of 2017.
- As part of Go Solar California!, the **California Solar Initiative** offers solar and solar hot water rebate programs for customers of California's investor-owned utilities, including Pacific Gas & Electric (PG&E), San Diego Gas & Electric (SDG&E), and Southern California Edison (SCE). The program's New Solar Homes Partnership gives financial incentives and other support to encourage construction of new, energy-efficient solar homes.
- **California's Feed-In Tariff Program (FiT)** enables small renewable energy generators to sell power to utilities at predefined terms and conditions, without contract negotiation. In May 2013, the California Public Utilities Commission began implementing the broadened Feed-In Tariff program. The program size was increased from 480 megawatts of renewable generating capacity to 750 megawatts. The eligible project size was doubled from 1.5 megawatts to 3 megawatts. Both public and investor-owned utilities were brought into the program.
- In 2013, SB 843 established a framework for the **Community-Based Renewable Energy Self-Generation Program**, which expands access to renewable energy by enabling all customers of SCE, SDG&E and PG&E access to virtual net-metered renewable electricity. Customers can purchase up to 100% renewable power with no state subsidies or cost burdens on non-participating customers.
- **Solar@Work** is a pilot program designed to help San Francisco Bay Area businesses obtain affordable solar electric systems. It will combine multiple properties into one solar purchasing group—giving businesses buying power to negotiate lower prices and allowing them to attract financing for their solar electric systems through an equipment lease model.



# Why SAN FRANCISCO?

## *Highly Skilled, Diverse, Talented Workforce*

Approximately 52.4% of the labor force have a Bachelors, Graduate of Professional Degree (2011, ACS)

Named "The Best Educated City in the Nation" by Money Magazine

46% of local residents speak a language other than English (2011, ACS)

Highly skilled workforce drawing from region's renowned network of universities and graduate schools

## *Leading Technology Innovation Center*

Ranked #1 in annual high tech job growth (2011, JLL)

San Francisco is home to more than 1,850 Technology firms

Base for more than 300 digital and social media companies, including Lucas Film, Dolby Labs and Sega of America

The San Francisco-Oakland-Fremont area has the 3<sup>rd</sup> highest Technology Index Score

## *Financial, Professional Services Hub*

More than 653,500 professionals are employed in San Francisco

40% of all 4<sup>th</sup> Quarter 2012 Venture Capital Funding went into the San Francisco Bay Area region

## Incentives

- **Go Solar SF**, the largest municipal rebate program in the US, provides San Francisco residents and businesses significant incentives to install solar power on their properties.
- A **Clean Technology Payroll Tax Exclusion** (1.5% for up to 10 years) is offered for San Francisco businesses that engage in clean technology and employ a full-time staff of 100 or fewer employees. In 2014, the payroll tax rate will be reduced from 1.5 percent to 1.35 percent.
- **NorCal Solar** and the **Solar University** offer federal subsidies (66% discount) on Solar PV Installer Training to solar businesses, independent contractors, government employees, nonprofit organizations and individuals.

## Solar Future

- San Francisco is proving its commitment to a sustainable future by embracing solar power and associated clean technologies with unprecedented enthusiasm. Today there are nearly 2,000 individual solar installations throughout the City, which generate about nine megawatts of clean, renewable electricity—enough to power 9,000 residences. In 2013, San Francisco was ranked the Bay Area's number-one city for newly installed photovoltaic solar technology by the Northern California Solar Energy Association.

## Free and Confidential Advice

The San Francisco Center for Economic Development works collaboratively with the City and County of San Francisco and the private sector to attract and retain business and jobs in San Francisco. Funded entirely by the Bay Area business community, the SFCED works locally, nationally and internationally with digital media and entertainment companies to facilitate their location and expansion in San Francisco.

The SFCED is a department of the San Francisco Chamber of Commerce Foundation, a 501 (c) (3).

To learn more on the benefits of doing business in San Francisco, please contact the San Francisco Center for Economic Development.

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