



# SHINING CITIES CAMPAIGN

## With solar on the rise, cities can reap the benefits

Hundreds of thousands of Americans have invested in solar panels on their roofs or solar projects in their communities, and millions more are ready to join them.

America's major cities have played a key role in the clean energy revolution and stand to reap tremendous benefits from solar energy. As population centers, they are major sources of electricity demand, and with millions of rooftops suitable for solar panels, they have the potential to be major sources of clean energy as well.

Solar can create more healthy and vibrant communities by:



Reducing pollution that harms our health and our climate.



Creating local jobs that can't be outsourced.



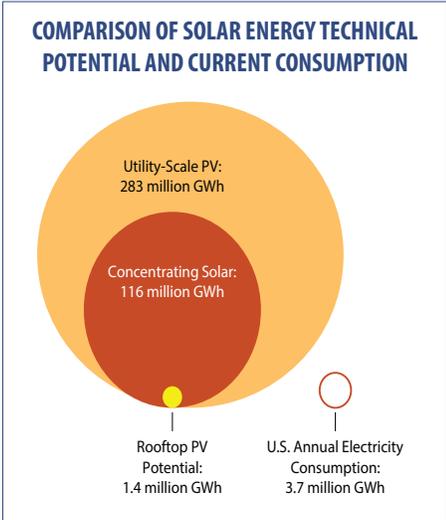
Saving governments, residents and businesses money on their electric bills.



Making the power system more resilient.



Keeping energy dollars in the local economy.



## Cities have only scratched the surface on solar energy

Cities have only begun to tap into their solar energy potential. Nationwide, we still generate less than 1 percent of our energy from the sun.

A recent study by the National Renewable Energy Laboratory shows that nearly 40 percent of U.S. electricity could come from rooftop solar alone. Many, if not most, of

the country's potential solar rooftops are located in cities and urban areas.

As solar prices continue to decline and technologies advance, we can do much more. By combining rooftop solar with energy efficiency and other renewable resources, we can power America's cities with 100 percent clean, renewable energy.

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## We're asking cities to take solar to the next level

Environment America and our state affiliates are working to get cities and local governments across America to tap into the benefits and potential of solar by making major commitments to capture the power of the sun.

The “Shining Cities” campaign will engage and mobilize thousands of members and volunteers and the growing ranks of stakeholders who recognize the tremendous environmental and economic benefits to urge local governments to expand their use of pollution-free solar power.

The goal of the campaign is to have at least 20 cities embrace big solar targets by year-end 2017. We're working in commu-



**In 2014, Philadelphia committed to 20,000 solar roofs by 2025**



**In 2015, Atlanta committed to putting solar on 28 city buildings.**

nities from coast to coast toward this goal, everywhere from Maine to California.

The effort builds off the momentum and success of dozens of successful campaigns to convince local and state governments to adopt strong solar

policies and programs, including in Los Angeles, Philadelphia, Atlanta, Athens (GA), Cincinnati, Lansing (MI), Austin (TX), Milwaukee (WI) and Lake Oswego (OR), as well as successful campaigns for state level renewable energy policy in nearly 20 states.

## What cities can do to go solar

Local governments can tap into solar power in their communities by:

- **Setting a strong solar goal**, such as: a number of solar rooftops, percentage of energy from solar, or a number of solar megawatts.
- **Leading by example** by putting solar on public buildings.

- **Establishing programs** that help citizens and businesses get better access to solar power, such as solar co-ops or wvsolarize programs.

Additionally, our campaign will seek to connect governments to experts and technical assistance programs to help execute these plans.

## Join us to get your community to go solar

We want you to join us by showing your support for solar. Local officials can propose strong solar goals and helpful programs. Citizens can send an email to your local officials, write a letter to your local newspaper, attend one of our solar forums, or join us at a news conference or other special event.

Whatever you can do, the time for action is now. Solar is at a tipping point. If we keep winning more pro-solar policies, we'll see millions more Americans go solar in the next decade, put-

ting us on a path to a 100% renewable future. If we let utilities and other special interests get in the way, that future will remain out of reach as solar sputters and stalls.

We can do this. Together, we can bring more solar power to our homes, our communities, our churches and schools, our workplaces and our lives—and leave a cleaner, healthier world for kids growing up today and future generations.