Agenda

- About USES
- Importance of Grassroots Organizing
- Economic Benefits to Communities
- Health & Environmental Benefits
- Agriculture and Agrivoltaics
- Responsible solar development
About United Solar Energy Supporters

• USES is a 501(c)(3) non-profit organization, founded in New York State
• Goal: to be an educational resource for anyone who wants to learn more about solar projects
• USES does not advocate for specific projects, or lobby for legislation
• usesusa.org
How USES Educates

• Website, clearinghouse of information/tools/resources
• Webinar series
• Friends of USES
• Outreach materials
• Municipal Toolbox Resources
• USES Grassroots Model

• Coming soon: USES Solar Film Series!
Importance of Grassroots Organizing

- Silent Majority vs Vocal Minority
- Public Understanding
- Misinformation
- USES Grassroots Model:

For the Developer
- The Project Developer Plan
- Public Outreach Components
- How to Earn Positive Media and Control Your Message

For the Organizer
- Grassroots Organizing at a Glance
- Third Party Representation: How to Form a Local Volunteer Group
- How to Organize a Public Education Forum
- How to Help Volunteers Earn Positive Media

For the User
- How to plan a Productive Landowner Dinner
- Public Open House, Solar Farm Tours
- Production of Site-Specific Materials

Tool Kit: Examples from the Field
- Public Forum
- Media Outreach
- Advertisements & Newsletters
- Public Outreach Mailers
Economic Benefits to Communities

• Host Community Benefits

• Long term, stable income for landowners

• Millions into towns and schools

• Local construction jobs

According to the Bureau of Labor Statistics, Solar power is the fastest growing job sector in the United States.
Health & Environmental Benefits

- Reduction of air pollutants
- Reduction of cardiovascular and respiratory health issues
- Reduction of pesticide & herbicide usage
- Cleaner, healthier waterways
Agriculture and Solar

- Solar leases bring in a much higher revenue per acre for farmers
- Solar rests soil and land
- Stormwater retention, reducing flooding
- Reduced agrochemical use
- Pollinator habitats = higher crop yields
Agrivoltaics

Agrivoltaics: The practice of co-locating farming practices and solar on the same land

Examples:

- Solar Beekeeping paired with native vegetation planting
- Sheep Grazing
- Vegetable/Herb Planting
Responsible Solar Developments

USES supports solar that is developed with the host-community’s best interest in mind, this includes:

- Community engagement
- Frequent communication with the municipality
- Utilizing local labor
- Valuable host-community benefits
- Responsible soil management
- Commitment to decommissioning and recycling panels
- Emergency response plan
THANK YOU!

- Check out our website, jam packed with the latest solar energy resources!

- Find recordings of all USES Webinars: usesusa.org/education/webinars

- Check out FUSES grassroots resources: https://usesusa.org/education/friends-of-uses/

- Stay tuned for the release of the USES Solar Film Series!

- Become a member and stay connected on Facebook, LinkedIn and Instagram!

Keep in touch!

Marion “Maz” Trieste: mazstrieste@gmail.com
Eva Hoskin: eva@usesusa.org