



Utility-Scale Solar Energy

Brought to you by United Solar Energy Supporters, Inc.

A 501(c)(3) Nonprofit Organization

[USESUSA.ORG](https://usesusa.org)



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

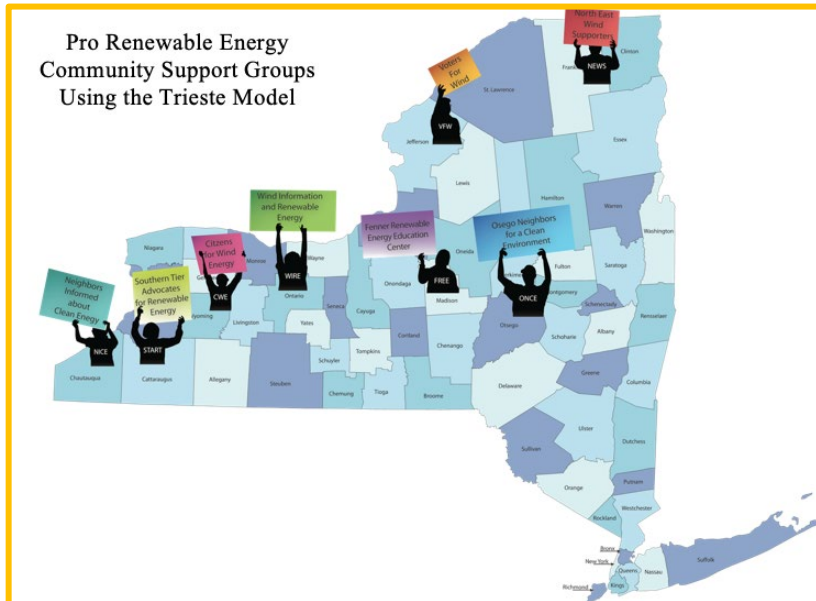
- Coming soon: USES Solar Film Series!





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!

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