

SEIA Tax and Finance Seminar: Investment Tax Credit February 18, 2016

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ITC: The Goal and The Plan

- **Multi-Pronged approach to get Congress to extend the 30% ITC beyond 2016, with commence construction**
 1. Lobbying/Advocacy
 2. Political Action (PAC)
 3. Public Campaign (Media/Communications)
 4. Grassroots Campaign
 5. Research

ITC: The Plan Implemented

1. Lobbying/Advocacy, dozens of Hill meetings, 4 Member Lobby Days, 3 Board Lobby Days, CEO Fly In
2. Political Action (PAC), 6 solar-only fundraisers, total of \$160,000 generated
3. Public Campaign (Media/Communications), almost 100 ITC opinion editorials placed in key states, nearly 12,000 activists emailed 35,000 letters to Congress
4. Research, two studies showed 'what if'
5. Grassroots Campaign

ITC Plan Implemented: Grassroots

- SEIA built state and district targeted coalitions for seven Senate Finance Committee Republican Senators and thirteen House Ways & Means Committee Republican Members
- SEIA coordinated company sign-on letters tailored to each state/district and has organized meetings with Members of Congress and SEIA members in state and here in Washington
- SEIA coordinated several regionally focused lobby days in addition to our Board lobby days
- SEIA worked to invite federal legislators to attend solar tours, groundbreakings, and ribbon-cuttings



SEIA Board Members talk to Representative Tom Reed (R-NY-23) in his office and were instrumental in gaining his support for the solar industry and the ITC

ITC: The Results, in the Senate

- We started this Congress with 45 of the 46 Democratic Senators supporting the ITC, but only one Republican Senator [Dean Heller (R-NV)] willing to openly support
- When the Senate Finance Committee approved a two-year tax extenders bill on July 21, we had two Republicans publically supporting ITC [Heller and Rob Portman (R-OH)]
- We ended with 10+ Senate Republicans as active supporters



Sen. Heller (NV)



Sen. Portman (OH)



Sen. Burr (NC)



Sen. Tillis (NC)



Sen. Gardner (CO)



Sen. Roberts (KS)



Sen. Crapo (ID)



Sen. Grassley (IA)



Sen. Graham (SC)



Sen. Ayotte (NH)

ITC: The Results, in the House

- House Democrats: H.R. 2412, the New Energy for America Act, sponsored by Rep. Mike Thompson [D-CA]. It would extend for five years at 30% both Section 48 [with commence construction] and Section 25D. A total of 41 House Members cosponsored the bill.
- House Ways and Means Republicans:



- Rep. Tom Reed [R-NY] was solar's champion inside the Ways and Means Committee. SEIA created a public event with solar-powered wineries in his up-state New York district, co-hosted a Washington DC fundraiser, and he met with SEIA solar CEOs



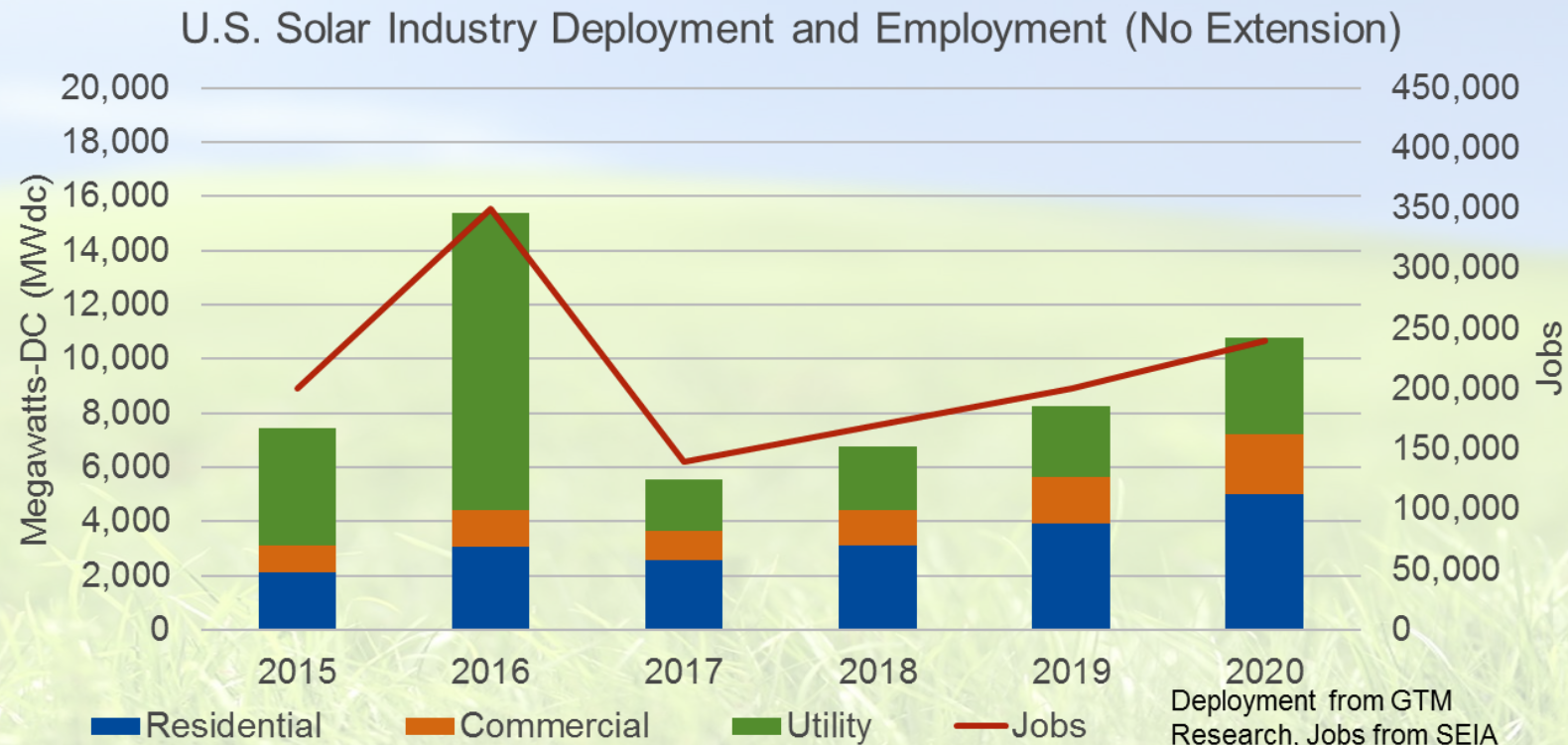
- Rep. George Holding [R-NC] with Senators Burr and Tillis on board, Holding talked directly to House Republican leaders



- Rep. Patrick Meehan [R-PA] As a result of SEIA member companies' efforts, Meehan talked with Republican leaders

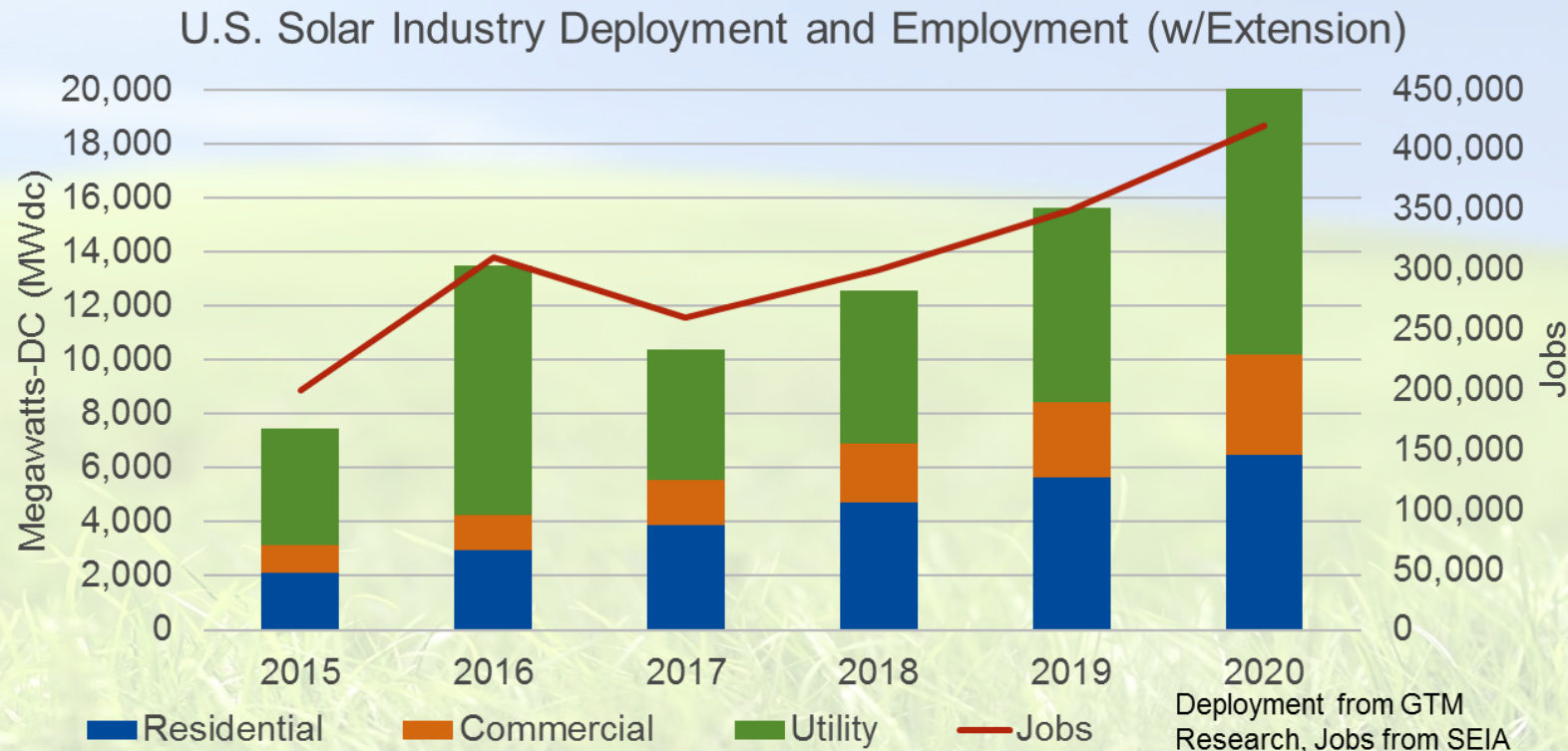
ITC: The Implications, without Extension

- Industry plummets from 15 GW in 2016 to 5.5 GW in 2017
- Over 100,000 jobs lost in 2017



ITC: The Implications, with Extension

- More stability and industry grows to 20 GW in 2020
- Jobs growing to 420,000 in 2020



ITC: The Projections

- Projections from both GTM Research and BNEF show solid growth with an extension
- According to GTM Research, 72 GW will be installed from 2016-2020, leading us to nearly 100 GW of cumulative solar capacity by 2020, enough to power 100 million homes
- Solar's share of generation increases from 0.1% in 2010 and around 1% today to 3.5% by 2020
- ITC extension adds 220,000 jobs over the next 5 years, with industry employment hitting 420,000 by 2020
- ITC extension will lead to \$132 billion in investment from 2016-2020, \$40 billion over baseline
- Extension fully offsets additional emissions from lift of oil export ban on an annual basis by 2019. By 2020, solar generation will offset 100 MMT of CO₂ yearly- equivalent to the yearly emissions of 27 coal power plants

Stay Engaged with your Elected Officials

- Visit members of Congress in their district offices or meet with their district staff.
- Invite your Representative/Senators to your facility to see solar in action and meet your employees.
- Invite your Representative/Senators to your groundbreakings and ribbon-cutting press events.
- Check to see if your elected officials are hosting in-district townhall meetings or events.
 - Visit their legislative website, Facebook page or Twitter site to see what their plans are when they are in the district.
- Be sure to check out SEIA's Advocacy Toolkit (<http://www.seia.org/act-now/advocacy-toolkit>) for more detailed look at how to set up a meeting or schedule a facility visit.
- Share the feedback you receive from your office visits or site tours with SEIA staff so we can follow up with their Washington, DC staff.