

NHE Solar Policy Webinar Identities

Identity #1: Government Member 1 - Federal Worker

Motive: As the federal government representative, you set the precedent and many of the funding for opportunities across the country. You have a lot of power but must represent all states.

Values:

- Advocate for policies that promote equal solar development in all good candidate states, including New Hampshire, Massachusetts, California, Texas, Florida, New Jersey, New York, Georgia, etc.
- Equity is important to you. Environmental considerations are also important to you, but you must find the best environmental compromise for all states. This is hard because states in the West are more arid while states in the Northeast are more forested.

Who do you frequently work with / feel favorable about:

- Anyone who wants to expand solar and other clean energy, including the state government, solar companies, community members, etc.

Your own possible solar capacity:

- New Hampshire boasts a total area of 9,304 square miles. 13.48% of New Hampshire's total land, 777,807 acres out of 5,768,960 total acres is owned by the federal government and this land **may** have solar development possibilities including rooftop, canopy and ground mounted ([more info](#))
- [Federal Land Management Agency](#) partners with several agencies to manage federally owned lands across the U.S. Those agencies are: Bureau of Indian Affairs and Tribal Governments, Bureau of Land Management, Bureau of Reclamation, Department of Defense, National Park Service, U.S. Army Corps of Engineers, USDA Forest Service, U.S. Fish and Wildlife Service.

Other Notes:

- You have a good solar tax credit incentives program for the implementation of solar system on individual property [Homeowner's Guide to the Federal Tax Credit for Solar Photovoltaics | Department of Energy](#) - however these will end in 2035
- The federal government has allocated \$7 billion to create a new Solar for All grant program which boosts the ability for low-income solar development.
- **Climate Pollution Reduction Grants**
 - New Hampshire has been awarded a [Climate Pollution Reduction Grant](#) (CPRG) from the U.S. Environmental Protection Agency (EPA, federal funding) to update the state's climate action plan to reduce emissions of greenhouse gasses. EPA is administering this CPRG Program as part of the [Inflation Reduction Act of 2022](#). The CPRG program has two phases: planning and implementation.

Identity #2: Government Member 2 - State Representative

Motive: As an elected state rep and citizen, you want to keep your constituents aware and

happy. They know that you are concerned with the NH environment, citizen health, NH nature and beauty, tourism, and business.

Values:

- You must equally balance the many state government values including cost, business friendliness, equity, inclusion, and regulatory laws (like zoning and environmental protection laws)

Who do you frequently work with / feel favorable about:

- Frequently work with federal and local government and you must equally balance their values and motives along with your own.

Other Notes:

- NH is currently ranked 41st as a state for solar development.
<https://www.seia.org/state-solar-policy/new-hampshire-solar>
- The current state solar program is New Hampshire's **Residential Renewable Electrical Generation Rebate program** is the state's local solar rebate option. It provides cash-back perks of \$0.20 per watt (\$200 per kW) installed. You can get a total rebate of up to \$1,000 or 30% of your entire system costs, whichever is lower. However, those incentives may also play a partial role in the loss of critical natural and working lands (forests, agriculture land, etc.)
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)
- The **RPS law** mandates that 25.2% of the state's electricity come from renewable sources **by 2025**. Each year electric service providers comply with the law by acquiring Renewable Energy Certificates, or RECs, representing electricity generated from renewable sources.
 - **The goals of the NHDES CPRG program are to:**
 - Reduce greenhouse gas emissions while supporting the creation of good jobs and lowering energy costs for families.
 - Empower community-driven solutions in neighborhoods overburdened by pollution and the impacts of climate change by directly seeking input from those communities. Under Justice40 guidance, the program's goal is to have 40% of overall benefits flow to these communities.
 - Deliver cleaner air by reducing harmful air pollution in places where people live, work, play, and go to school.
 - Clean Energy municipal member towns:
<https://www.cleanenergynh.org/municipal-members>

Identity #3: Government Member 3 – Local/Town Government Officer

Motive: Help your town lower costs and help reach the state's clean energy and decarbonization goals.

Values:

- Cost is one of your biggest considerations because as a small local government you have limited funds.

Who do you frequently work with / feel favorable about:

- You have a strong public commitment to significantly reduce their greenhouse gas emissions, protect biodiversity, and promote equity.
- Work with both urban and rural individuals in your community and you advocate for both their different needs, wants, and values.

Your own possible solar capacity:

- Also own and/or manage many buildings, parking lots, and highly developed lands that could host low-impact solar (rooftop or canopy)

Other Notes:

- Could install solar projects which may have longer payback periods in comparison to the private sector but would benefit from incentives for more costly low-impact solar opportunities such as canopies.
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #4: Industry Worker 1 – Mission-driven, Employee-owned Private Solar Company

Motive: You want to build a better world through solar power, while prioritizing people over profit, community over competition, and sustainable growth over rapid expansion.

You also want to make the most money for your solar company and compete with other private solar energy companies.

Values:

- Making money and development of solar systems while maintaining your standards.

Who do you frequently work with / feel favorable about:

- You are in favor of both the New Hampshire government and the federal government which has incentives for solar development on private properties.
- You enjoy working with home and property owners who are in favor of solar and heat pumps.

Other Notes:

- You want to be in favor of local community members in both urban and rural areas. You appeal and market to their values, such as having a competitive (affordable) cost, being trustworthy, safe, etc.
- Inseparable from the climate fight, our mission extends to building economic equity and social justice within our company and the greater solar industry.
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #5: Industry Worker 2 - Capitalist Energy Company

Motive: You want to make the most money for your company, and you must compete with other private energy companies to develop the most energy. Environmental or equity concerns are not your priority, but you will negotiate with others about their concerns.

Values:

- Making money and fast development of energy delivery in New Hampshire.

Who do you frequently work with / feel favorable about:

- We are the largest energy delivery company in New England.
- We are committed to providing safe, reliable, and sustainable electric power to our customers.
- We're building the infrastructure our region needs to deliver clean energy to homes and businesses, and we're committed to having carbon-neutral operations by 2030.
- While solar is currently NOT a large part of our organization, we are working to develop, support, and lower solar energy costs in New Hampshire.
- In July 2022, the New Hampshire legislature established a low-to-moderate-income community solar program. We will be partnering with the New Hampshire Department of Energy to identify and enroll low-income customers participating in the electric assistance program into the community solar projects. Participating customers will receive a monthly solar bill credit for up to 20 years at no cost to them.
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #6: Non-government organization worker 2 - Representative of a community equity non-profit organization

Motive: Our vision is a future with sustainable, equitable and resilient buildings, land and communities through clean renewable energy.

Values:

- Motto: "Creating opportunities, advancing equitable development and community involvement."
- You want to make sure low income and marginalized communities are prioritized in solar policy.
- Environmental conservation is not your main priority however when it disproportionately affects low income and marginalized communities you want to assist and help those communities.

Who do you frequently work with / feel favorable about:

- You frequently work with both urban and rural community members. You advocate for both their voices, and their different needs, wants and values.
- If a low-income community member wants solar, part of your job is to be a liaison between the community member and the solar company.
- Another part of your job is to work with local government to serve their local needs.

Other Notes:

- Not in favor of the solar companies who want to develop quickly without equity in mind.
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #7: Non-government organization worker 1 - Environmental conservation non-profit

Motive: Advocate for solar policy where environmental conservation is the main priority.

Values:

- You recognize policy creates change and advocate for strong environmental solar policy.
- You value native species protection for plants, insects, and animals.
- To do your part to mitigate climate change, you advocate for non-living systems too, including clean water, soil health and overall ecosystem health.

Who do you frequently work with / feel favorable about:

- You frequently work with both urban and rural community members. You advocate for both their voices, and their different needs, wants and values.
- If a community member wants solar, part of your job is to educate them about different solar environmental considerations including the pros and cons.
- Another part of your job is to work with local government to serve their environmental needs.

Other Notes:

- Not in favor of solar companies who develop quickly without the environment in mind.
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #8: Community Member 1 - Urban Homeowner and Environmentalist

Motive: Environmental protection is a priority and if solar is implemented you advocate for dual use solar

Values:

- Cares about local native species biodiversity and conservation
- Homeowner who is open to change and development if done responsibly.

Who do you frequently work with / feel favorable about:

- As a homeowner who has solar on your house you are in favor of the Federal government solar tax credit program which allows you to gain fiscally from solar
- In favor of the solar incentives and rebates in NH.
- However, you are unsure of the state's goals and regulations.
- Community action non-profit, which focuses on equitable solar development, frequently reaches out and connects with you. They know you may be a target for solar development, and they want to advocate for your needs and wants.

Your own possible solar capacity:

- As a homeowner they have rooftop solar but are also a good candidate for small ground mounted solar
- [Solar incentives and rebates in NH.](#)
- [Homeowner guide](#)

- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #9: Community Member 2 - Rural Homeowner and Not Wanting Change

Motive: You don't mind solar in urban areas but advocate no change / development in rural areas

Values:

- As a lifelong resident in rural New Hampshire, you want to keep the land as it is - no more rural land development into urban areas.
- You don't want to "look at panels" and you like wildlife and nature.

Who do you frequently work with / feel favorable about:

- You would prefer to see urban solar development rather than rural development, as this urban development would not directly affect you.
- A community action non-profit focus on equitable solar development has been frequently reaching out to connect with you. This non-profit knows you may be a target for solar development, and they want to advocate for your needs and wants.

Your own possible solar capacity:

- As a homeowner you are a good candidate rooftop solar
- Living in a rural area you have a large property that would be a good candidate for a small ground mounted solar system.
- [Solar incentives and rebates in NH.](#)
- [Homeowner guide](#)
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Identity #10: Rural Farmer – you are deciding whether to sell your land to developers or lease the land to a solar company and have solar panels installed.

Values:

- As a lifelong resident in rural New Hampshire, you love the farm that you took over from your parents 25 years ago, but you can't keep it up and make a living.

Who do you frequently work with / feel favorable about:

- A community action non-profit focus on equitable solar development has been frequently reaching out to connect with you. This non-profit knows you may be a target for solar development, and they want to advocate for your needs and wants.
- Real estate developers have also been reaching out to you and tell you that you can easily make \$600K if you sell your 50 acres to them.

Your own possible solar capacity:

- As both a homeowner and landowner you are a good candidate for all three solar options being discussed.
- [Solar incentives and rebates in NH.](#)

- [Homeowner guide](#)
- [New Hampshire Solar Incentives \(Rebates, Tax Credits & More in 2024\)](#)

Solar Policy Webinar “Identities”

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| 1) Government worker 1 – Federal | 6) Non-government organization worker 1 – Equity NGO |
| 2) Government worker 2 – State | 7) Non-government organization worker 2 - Renewable energy NGO |
| 3) Government worker 3 - Local/municipal town official | 8) Community member 1 - Urban Environmentalist |
| 4) Industry Worker - Private Solar Company | 9) Community member 2 – Rural, not wanting change |
| 5) Industry Worker – Energy Company | 10) Community member 3 – Rural farmer |