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Expert Testimonials Supporting LABC/UCLA Solar Feed-In Tariff Study  
And Proposed Program Guidelines

“The time is now for the City of Los Angeles and the LADWP to adopt a Solar Feed-in Tariff policy that allows business and non-profits to finance renewable projects in Los Angeles, control their escalating energy costs, create high-wage clean tech jobs, and comply with renewable energy mandates.”

—**Mary Leslie**, President, Los Angeles Business Council

“As an organization committed to encouraging the creation of a clean energy economy, the Rockefeller Brothers Fund strongly supports the Los Angeles Business Council’s concrete guidelines for a solar Feed-in Tariff (FIT) program, which draws on comprehensive academic research conducted by UCLA. This research shows that a successful program must offer businesses and nonprofits clear FiT contracts at a fair price and guaranteed access to the electrical grid to produce the maximum amount of cost-effective solar energy.”

—**Michael Northrop**, Program Director, Rockefeller Brothers Fund

“Our main goal in Gainesville was to dramatically increase our deployment of solar energy, and to create jobs in the process. We looked at all of the options available to us, and how they had worked in other jurisdictions, and decided that a feed-in-tariff was the most transparent and effective tool. We have been overwhelmed at the success of the program, and have seen a six fold increase in the deployment of solar PV in our city in just over a year. Given this success, I see the FIT as worthy of consideration for any community seriously committed to advancing renewable energy, as so many in California are.”

—**Pegeen Hanrahan**, *former* Mayor Gainesville, Florida

“Widespread adoption of FITs is the quickest and most efficient way to eventually relieve the federal government of the financial and administrative burden of offering and administering the ITC. In this sense, FITs will save the taxpayer money by over time shifting the financial burden from federal subsidy to traditional utility cost recovery, while at the same time hastening the shift to true grid parity which will save everyone money.”

—**John Crider**, Gainesville Regional Utilities - Strategic Planning

“There is strong evidence that Advanced Feed-in Tariff (FiT) programs that exhibit Transparency, Longevity and Certainty (TLC) can clearly reduce project risk, allow renewable energy developers to obtain a lower cost of

capital, and create new jobs. Core elements of successful FiT policies are: guaranteed payments, must take rules, differentiated payments by resource based on generation cost, long term payment tenures, and periodic degression toward grid parity based on changes in industry fundamentals. Such policies have proven effective in ensuring a volume response to support energy and climate targets. Nowhere has this been more apparent than in Germany, which is currently the world's largest solar market."

—**Mark Fulton**, Managing Director, Global Head of Climate Change Investment Research, DB Climate Change Advisors

"At this time of record unemployment, it is crucial that our policymakers make strategic decisions today to create good jobs in Los Angeles. Our public and private leaders must act now on an ambitious Solar FiT program because it will spur the growth of high-wage jobs across a range of green industries in the region. It's time to finally roll up our sleeves and do the hard work of getting people to work in the green- tech sector."

—**Mike Massey**, Executive Vice President of the National Inspection, Testing and Certification Corporation, a Los Angeles-based business that provides training and certification of workers in the skilled plumbing, piping, and air conditioning industries, many of which are employed in the green building sector

"A well-designed FiT would offer real incentives for local businesses to green their operations, achieve significant reductions in operating costs and receive a return on the capital invested in installing solar panels. This is a clear opportunity for collaboration between business and government to meet our renewable goals by capitalizing on our region's abundant sunshine and thousands of acres of available rooftop space."

—**Brad Cox**, Senior Managing Director for Trammell Crow Company

"If the correct design guidelines are put in place, ratepayers will save money over the life of a ten-year FiT program as the cost of installing solar panels continues to fall and the price of fossil fuels rises. Moreover, developing the country's largest Feed-in Tariff would signal a longterm political commitment to greening Los Angeles that could be used as an incentive to attract cleantech firms to our region and keep them here."

— **UCLA Professor J.R. DeShazo**, Director of the UCLA Luskin Center for Innovation