

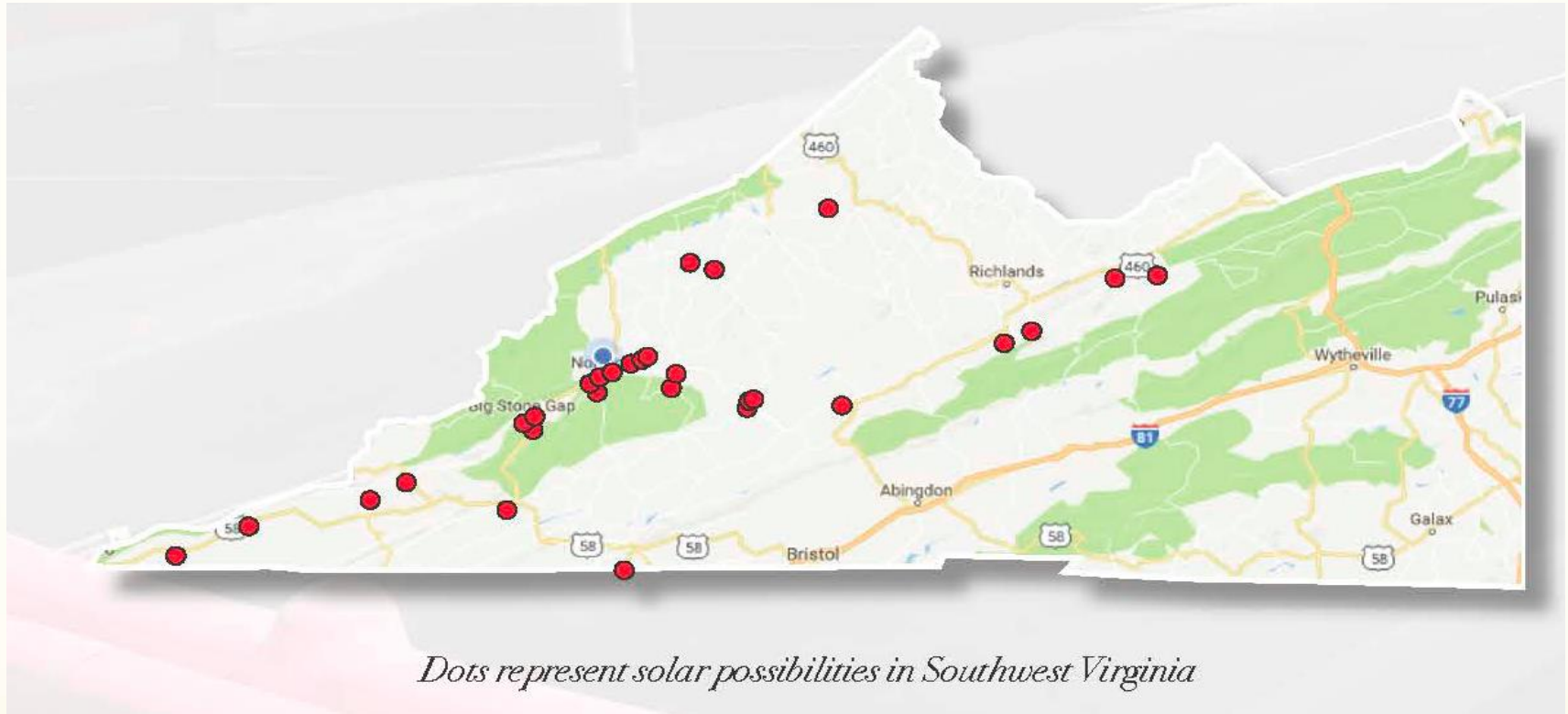
# Jumpstarting a Solar Industry in Southwest Virginia

Adam Wells  
New Economy Program Manager  
Appalachian Voices

DDAA Annual Conference  
March 19, 2018

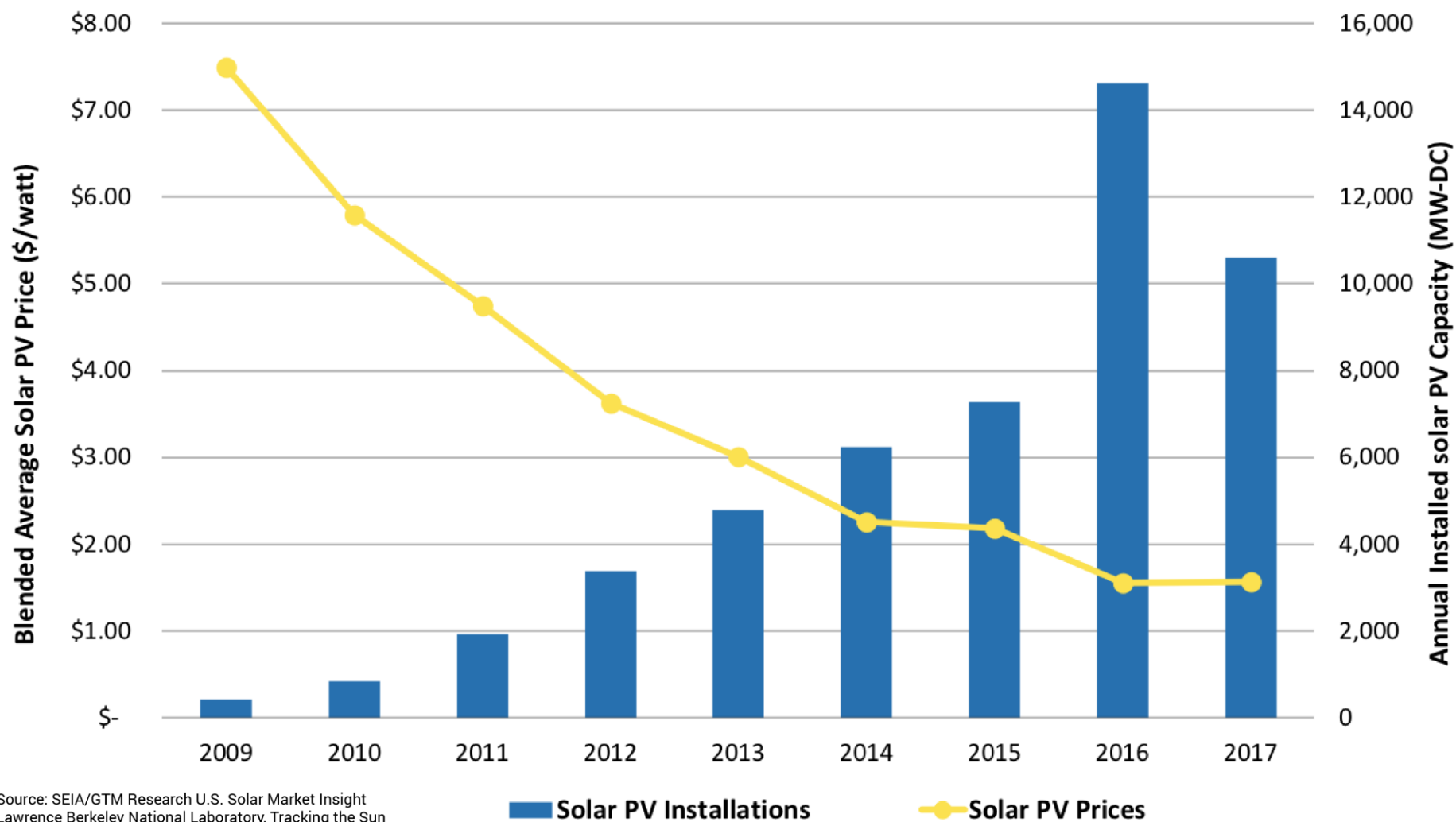


Appalachian  
Voices

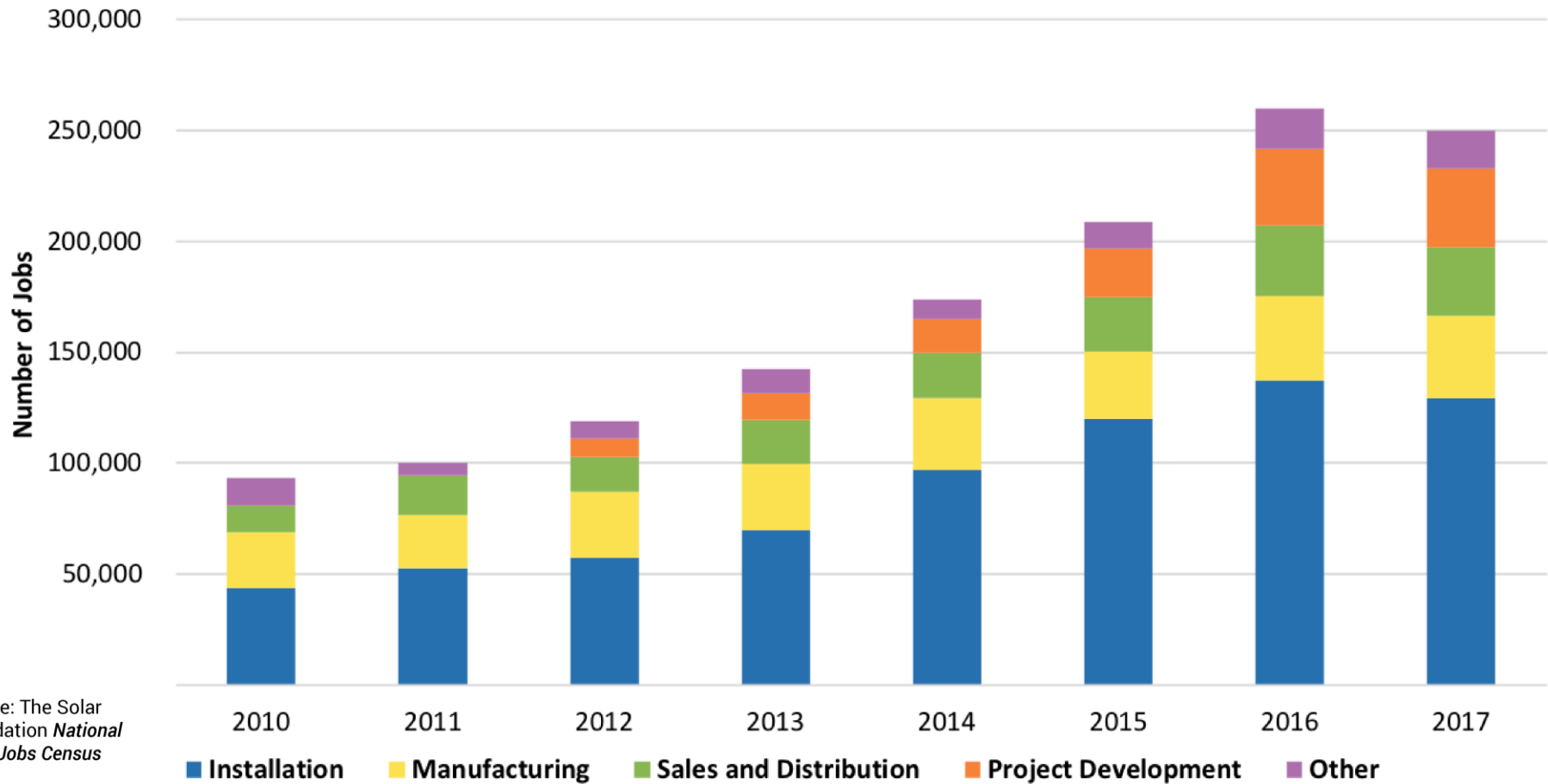


**LENOWISCO: Lee, Wise, Scott, Norton**

**Cumberland Plateau: Russell, Tazewell,  
Buchanan, Dickenson**



## Solar Industry Employment by Sector



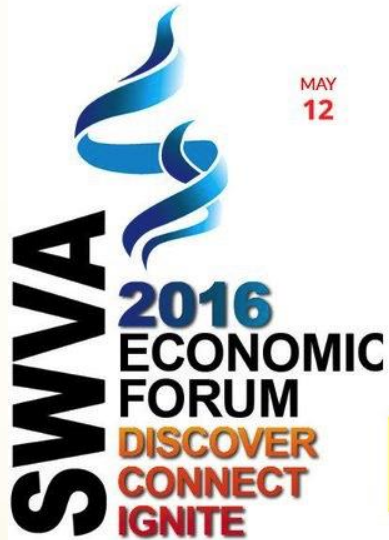
Source: The Solar Foundation *National Solar Jobs Census*

# Solar Companies in SWVA





# Where it all began



# Solar Workgroup Co-Conveners



# Professional Facilitation

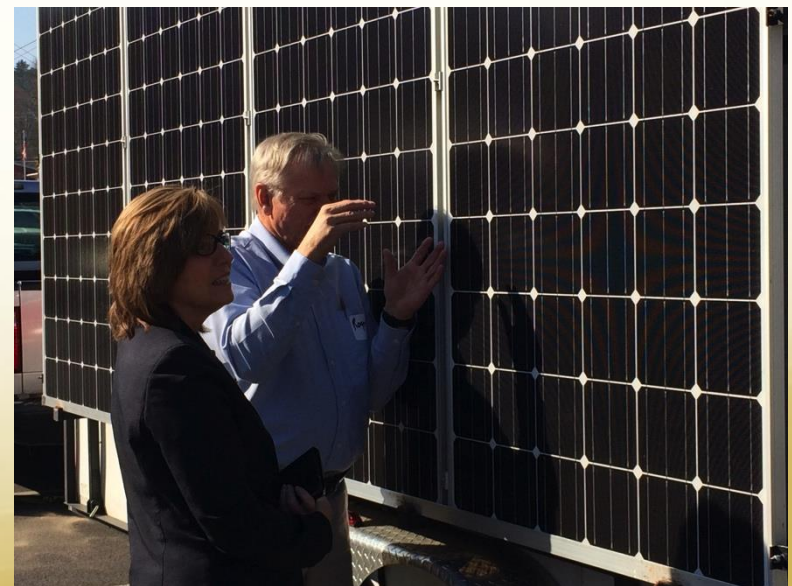


**DIALOGUE + DESIGN ASSOCIATES**

*Collaboration, Architecture, and Environmental Design*










# **SOLAR ROADMAP**

FOR SOUTHWEST VIRGINIA



Solar Workgroup of Southwest Virginia

[www.SWVaSolar.org](http://www.SWVaSolar.org)



- 1 Identify and develop sites that are ideal for solar development, especially solar “ambassador” projects.
- 2 Grow workforce development and entrepreneurship opportunities to advance solar projects and maximize local benefits.
- 3 Expand education and outreach in communities and with local leaders around solar benefits and opportunities.
- 4 Promote policy changes that will help grow the solar industry in Southwest Virginia.



Appalachian  
Voices repre-  
sentative Lydia  
Graves  
addressed  
members of the  
board of super-  
visors on  
Monday, seek-  
ing the county's  
support for a  
federal solar  
energy pro-  
gram.  
(Staff photo/  
Scotty Wampler)



## SolSmart Program Decision Tabled After Presentation by Appalach

by Scotty Wampler  
Virginia Mountaineer

County leaders have taken under advisement a request by a regional environmental group to support a department of energy program aimed at attracting solar industry businesses to communities throughout the U.S.

According to Lydia Graves, a representative of Appalachian Voices, participation in the SolSmart Designation program would boost the likelihood of the

department of energy providing "intensive technical advisory region in its efforts to embed industry partners.

"It's designed to help local governments make it cheaper and solar energy businesses to locate and establish new energy infrastructure," Graves said of the program in the counties of Dickenson and Russell, as well as the counties of Norton and St. Paul, have entered the application

the  
**Coalfield**  
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FEATURED

## Solar-friendly recognition sought

JEFF LESTER • NEWS EDITOR Oct 24, 2017 (0)

WISE — County supervisors have agreed to support an effort of local governments to seek official recognition from the U.S. Department of Energy for encouraging solar energy development.



The Appalachian Voices regional environmental and sustainable development organization is working with the National Association of Counties to seek solar-friendly designation of localities through the energy department's new SolSmart program.



## Key Takeaways

- Critical importance of Co-convenor and facilitation structure;
- Consistent engagement with local governments;
- Message: Southwest Virginia as Energy Producing Region.





**Thanks!**

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**[www.SWVaSolar.org](http://www.SWVaSolar.org)**



**Appalachian  
Voices**