

# Preserve Florida's Rooftop Solar Industry

**SB 1024 & HB 741 threaten thousands of solar jobs**

## Rooftop solar creates Florida jobs

Florida's rooftop solar market is an important part of the state economy:

- Supports more than 40,000 jobs
- Adds \$18.3 billion in economic value
- Provides \$3.2 billion in household income
- Generates \$3.3 billion in total tax revenues<sup>1</sup>

Despite its economic impact, rooftop solar is still only a small part of Florida's overall energy mix. According to the Florida Public Service Commission, solar makes up less than 1% of total energy generation in the state.

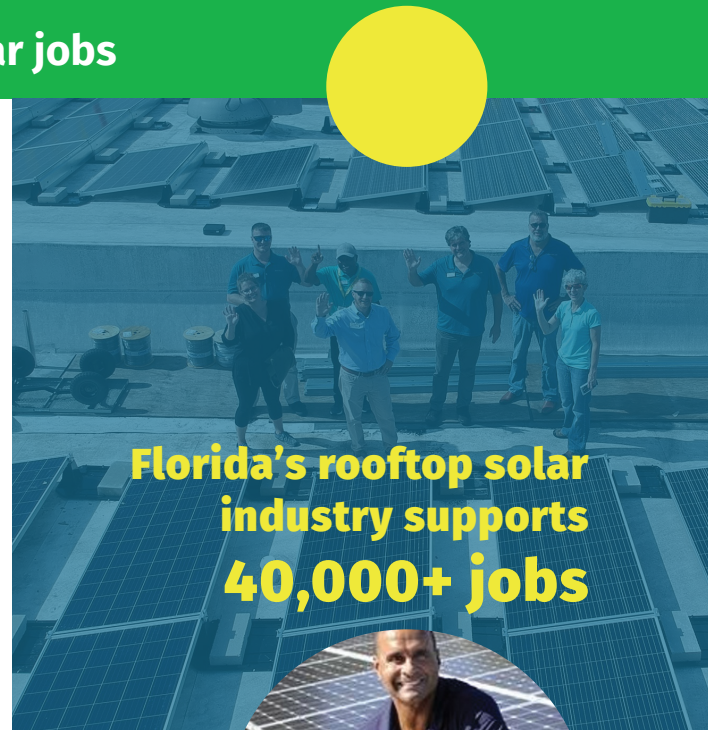
Florida's small but mighty rooftop solar industry is supported by state laws that protect Floridians' right to go solar. The most important of these laws requires Florida's electric utilities to offer solar customers a program known as net metering.

## Net metering is the backbone of rooftop solar rights

Net metering is a popular policy that empowers Floridians to take control of their electric bills and create local jobs while doing it. Florida's net metering policies have been in place for over a decade, and 93% of Florida voters support this policy.

Net metering is a simple, easy-to-understand billing mechanism that "rolls the meter backwards" whenever the customer sends solar energy they're not using back to the grid.

Similar to rollover minutes on a cell phone plan, it provides a credit for excess energy that is sent to the grid, which a solar customer can use to offset their usage later in the day, week, or month. The solar energy supplied to the grid is immediately sold by the utility to nearby neighbors at retail rates.



**Florida's rooftop solar industry supports 40,000+ jobs**



*Steve Rutherford is a service-disabled veteran who served 22 years in the Navy SEALs. After serving in Iraq to bring freedom abroad, he came home and started a solar company to help his neighbors achieve energy freedom. For the past nine years, Tampa Bay Solar has employed 30 people, a third of whom are veterans.*

**Florida's net metering policies create local jobs, improve resiliency, and empower Floridians.**

**Support Florida's solar workers.**

**Oppose SB 1024 & HB 741.**

**Learn more at [FlaSEIA.org](https://flaseia.org)**



<sup>1</sup> Conservatives for Clean Energy Study: Comprehensive Economic Development Impacts of the Rooftop Solar Power Industry on the State of Florida. November 2021.

Founded in 1977, the Florida Solar Energy Industries Association (FlaSEIA) is the leading voice of Florida's solar energy industry. FlaSEIA is dedicated to protecting and promoting the interests of the solar energy industry in Florida. Our diverse membership is comprised of over 500 local solar contractors, engineers, roofers and electricians.

# The myth of a solar cost shift

Opponents of rooftop solar claim net metering allows customers to offset their monthly bill to such an extent that it causes non-solar customers to have to pick up a greater share of the cost. However, even after accounting for the energy generated from rooftop solar, solar customers still purchase about the same amount of electricity as non-solar customers, with an average bill of at least \$80.

In Florida, regulated utilities have only approximately 72,000 net metered customers compared to more than 8.3 million total customers.

The myth of the solar cost shift simply isn't supported by the facts. A national study by Lawrence Berkeley National Lab found that net metering programs have a negligible cost increase attributed to solar, and that the cost picture remains this way until solar penetration meets 10% of a state's generation portfolio. Right now, only 0.86% of regulated utility customers have rooftop solar.



## Why take away Floridians' solar rights?

Despite overwhelming evidence about the benefits of rooftop solar, some utilities claim there is as much as a \$30 million dollar "cost shift" due to rooftop solar. This argument would be comparable to a grocery store attempting to charge you more for vegetables because you have a vegetable garden.

The "cost-shift argument" assumes a customer with solar creates the same grid costs as a customer without solar. Using this logic, any customer who took steps to reduce their electric bills - installing LED lights, lowering the thermostat, buying new windows - could be accused of not paying their "fair share." In fact, utility companies already charge solar customers for connection to the grid, this legislation seeks to further increase solar customers cost, putting rooftop solar out of reach for Floridians. This proposal will significantly impact an individual's right to choose solar for their household by adding a significant and unnecessary cost to the solar customers across the state.

*In 2018, Veteran-owned AIA Solar had to let go half of its 50 employees when Jacksonville's municipal utility changed its net metering policies. If similar policies are adopted statewide, it would have a devastating impact on solar jobs across the state.*

**It's time to put aside the myths and recognize the impact of this legislation.**

**The proposed changes to net metering in SB 1024 & HB 741 would decimate Florida's growing rooftop solar industry and result in the loss of thousands of solar jobs.**

**Support Florida's solar workers.  
Oppose SB 1024 & HB 741.  
Learn more at [FlaSEIA.org](http://FlaSEIA.org)**

