

**THE 10X20 PROJECT SOLAR FARM PROMOTES SOCIAL EQUITY--**  
And it does so for Ashland and the World.

A solar farm can be thought of as a sort of "solar roof" over Ashland. All ratepayers would support its construction and operation through their "monthly payments" (their rates). It is the most economical and logical choice for meeting the requirements of the 10X20 ordinance, which requires local renewably generated electricity to be substituted for 10% of our current power usage.

Rooftop solar *should* be encouraged *but* it has some negative features:

- It is not possible to site 10% of Ashland's power generation on rooftops because
  - There are not enough roofs in town and
  - the City does not own them in any case.
- Every rooftop installation **COSTS** the electric department and **RAISES RATES** for all those unable to do so. This clearly disproportionately injures the less affluent in town.
- Any investment by the City in rooftop solar as a substitute for solar farm generation is a comparatively poor one from the perspective of the less well off.

A solar farm is the most economical of the available methods available to Ashland to meet its 10X20 obligations. This means:

- The least well off among us (actually all of us) would likely see electric bills that may be somewhat higher initially but we will all benefit from improved air and making a step toward reducing green house gas generation.
- There is reason to believe initial rate increases could be less than one cent per kWh and would disappear in a short time.

The current plan to procure solar power from a farm on City owned land across the freeway (the Imperatrice property) is very safe financially for the City. The current plan is to seek an investor that would build operate and maintain the farm on the property (selling us the power) for a period of time, possibly 20 years, and after that term, turn the farm and its power plant back to the City.

What makes this plan so safe is that the rates Ashland agrees to pay will be defined before the project is agreed upon. The City would advertise for interested investors through what is called a request for proposals (RFP). The City evaluates the responses' impact on rates and decides to proceed or not. Hence, the public would have a means of influencing a decision very late in the process.

Over a short period of time the cost of locally generated, clean 10X20 solar power should be less than that purchased from our current power producer, Bonneville Power Administration. (This "crossover" point would be subject to analysis by the public and the city council.) Thus the farm reduces cost now and for future generations. (The modules will be productive for at least 40 years and are warranted to produce 85% of nameplate at 25 years.)  
*warranted output*

This analysis takes no account of greenhouse gas generation benefits and is entirely limited to the financial benefits to the community.