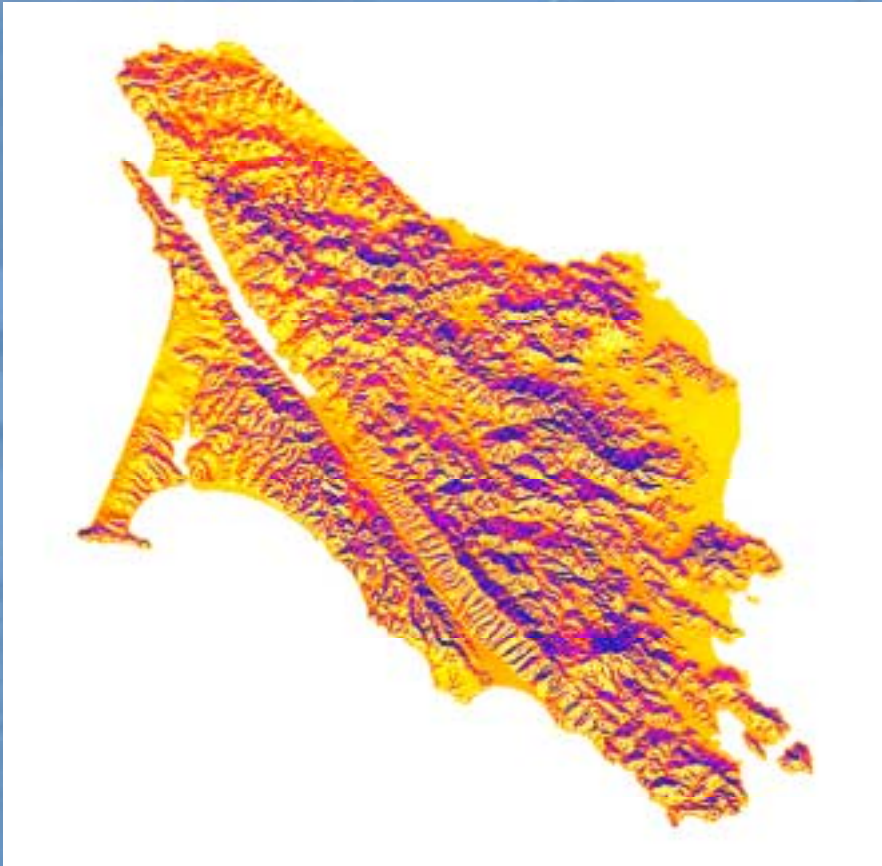




County of Marin  
Million Solar Roofs Partner



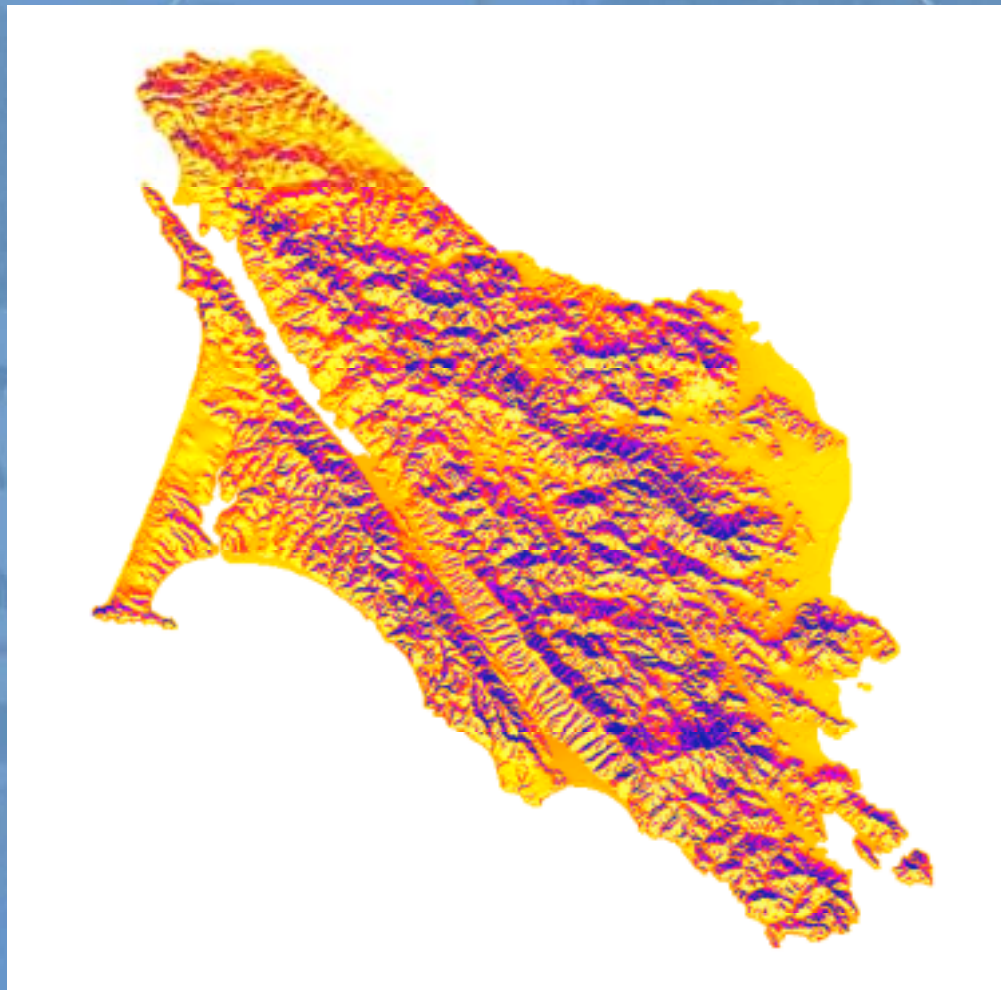
## GIS Analysis Tool for Community Development

Dana Armanino  
November 20, 2003

# Benefits of Using a GIS Tool

- Assessment
  - Countywide Plan
  - Cities for Climate Protection
  - Solar Implementation Plan
- Targeted Outreach
  - Narrowing the Pool
  - Niche Markets

# Solar Analysis of Marin County



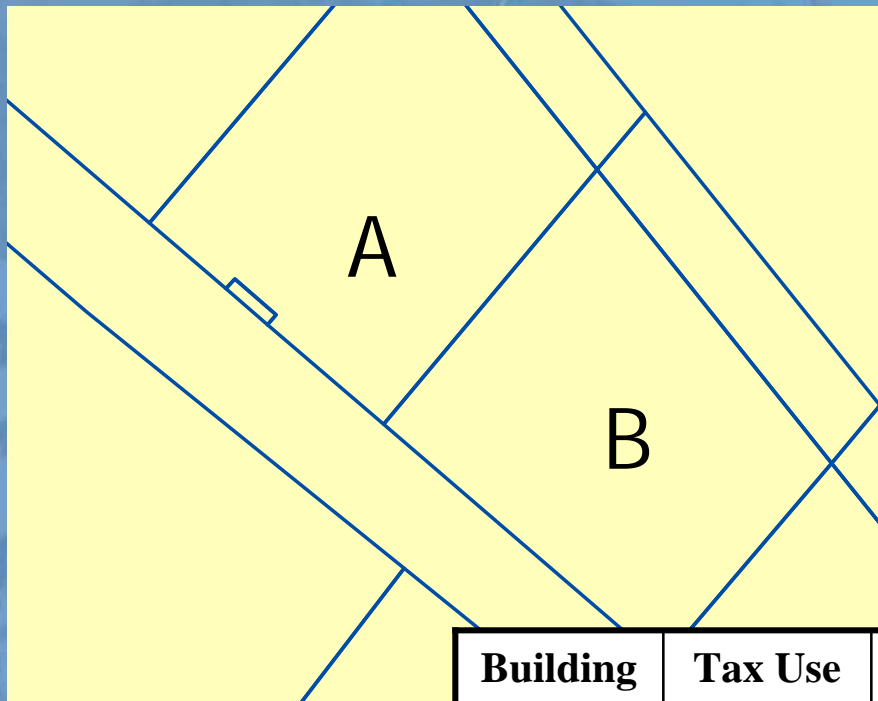
# Aerial Photos

## Limitations

- Buildings change
- Obstructions change



# Parcel Information



- Owner Address
- Physical Address
- Tax Use Code

Building	Tax Use Code	Owner Name	Owner Address	Site Address
A	40	John and Jane Smith	123 First St., Anywhere, CA	1 Main St
B	40	ABC Inc.	2 Main St., San Rafael, CA	2 Main St

# GIS Analysis Tool



Building	Area (ft <sup>2</sup> )	Owner	Address
A	12,685	John & Jane Smith	1 Main St
B	10,914	ABC Inc.	2 Main St

# Assessment

- Commercial – 30 MW
  - Along 101 Corridor
  - Buildings over 3,000 square feet
- Public Facilities – 18 MW
  - City and County Buildings
  - Police and Fire Stations
  - Water and Wastewater Treatment Facilities
  - Schools

# Commercial Outreach

Letters sent to facility managers detailing:

- Approximate solar potential
- Available rebates and financing options
- Reply card with three options:
  1. Information packet
  2. PV Basics class
  3. Free site visit by Solar Program Staff

# Commercial Outreach

## Results:

- Mailing: 500 letters sent out
- Response: total of 37
  - Information Packets: 34
  - Class Registrations: 25
  - Site Visit Requests: 24
- If only one facility out of 275 purchases a PV system, the program will be a success.

# Project Replication

- Applicability
  - Local Government Agencies
  - Non-profit Partnerships
- Limitations
  - Solar Analyst
  - Aerial Photos

# Thank You



Solar Program Team  
Dana Armanino  
Gwen Johnson

County of Marin  
[www.marinsolar.org](http://www.marinsolar.org)