



VILLAGE OF PINECREST
Press Release

For Additional Information:

Michelle Hammontree
Communications Manager
305.234.2121, Ext. 122
mhammontree@pinecrest-fl.gov

Guido H. Inguanzo, Jr., CMC
Village Clerk
305.234.2121, Ext. 120
clerk@pinecrest-fl.gov

Media Contact: Michelle Hammontree
Communications Manager
mhammontree@pinecrest-fl.gov
786-606-3042

FOR IMMEDIATE RELEASE

Pinecrest Receives SolSmart Silver Award for Advancing Solar Energy Growth

Pinecrest, Fla. –[SolSmart](#), a program funded by the [U.S. Department of Energy SunShot Initiative](#), is awarding a silver designation to Pinecrest for its significant action to promote a robust local solar market.

As a SolSmart Silver designee, Pinecrest is receiving national recognition for adopting programs and practices that make it faster, easier, and cheaper to go solar. A SolSmart designation is a signal that the community is “open for solar business,” helping to attract solar industry investment and generate economic development and local jobs.

To achieve designation, cities and counties take steps to reduce solar “soft costs,” which are non-hardware costs that can increase the time and money it takes to install a solar energy system. Examples of soft costs include planning and zoning; permitting; financing; customer acquisition; and installation labor. Soft costs now represent roughly two-thirds of the total price of an installed residential system. Reducing these costs leads to savings that are passed on to consumers.

Communities that take sufficient action are designed gold, silver, or bronze. As a silver designee, Pinecrest will now have the opportunity earn additional points to qualify as gold. A total of 36 communities have now received SolSmart designation since the program was launched in 2016, representing 21.8 million people in 18 states. SolSmart aims to designate 300 communities during the three-year, federally funded program.

###

12645 Pinecrest Parkway, Pinecrest, Florida 33156
T: 305.234.2121 | F: 305.234.2131
www.pinecrest-fl.gov

