

The *Floridians for Solar Choice (FSC)* ballot initiative isn't about freedom or choice -- it's about money, and using government and taxpayers to prop up the solar industry.

The solar industry cannot survive without taxpayer funded subsidies and mandates. Floridians are currently subsidizing solar at the federal, state and local levels. But if this ballot initiative passes you can expect those subsidies to grow. There are already bills filed to re-establish the now expired program that gave out hundreds of millions in taxpayer dollars to subsidize homeowners and businesses putting in solar.

“Solar doesn't follow the sun...it follows the money.”

The above quote is from Barry Jacobson, President of Solar Impact, one of Florida's largest solar installation companies, in a recent article about how solar will not grow in Florida without incentives.

Key facts about the FSC ballot initiative:

- **The initiative uses the Florida Constitution to promote solar energy over other forms of energy.** The ballot initiative will solidify in the Florida Constitution that “It shall be the policy of the state to encourage and promote” solar electricity. The Constitution shouldn't be used to promote any industry over another.
- **The ballot initiative is not opening up a free market for energy in Florida.** What it does is give solar a competitive advantage over other types of energy by deregulating only solar energy.
- **You are already free to put solar on your roof, your business or on your land.** Florida has tons of solar currently, largely thanks to we the taxpayers subsidizing it. There aren't regulatory barriers in place blocking solar. The biggest barrier to solar is its cost and, rather than improving technology to lower costs, the solar industry is spending its time and money lobbying for more handouts.
- **If this is about free markets, why doesn't the initiative deregulate all energy?** Solar can't stand on it's own, it isn't reliable enough to generate enough energy to provide 100% of the power we need. That's why the amendment requires the regulated utilities to still provide power to anyone generating their own solar energy, basically treating the power grid as battery back up.
- **The ballot initiative will result in higher electric rates.** The electric grid will still have to be maintained, and because solar is not reliable enough to replace traditional electric generation, new power plants will still have to be built. The cost for all of that maintenance

and electric generation will fall on the Floridians that don't have solar on their homes, subsidizing the grid for the folks that can afford solar.

- **Take a look at who's funding this to see the real story -- they don't support free markets.** Floridians for Solar Choice is just a front group for The Southern Alliance for Clean Energy (SACE), the real backer of this initiative. They have provided nearly 100% of the funding for FSC so far and their attorney is the campaign's Treasurer. SACE is funded by the California-based Energy Foundation, with direct ties to Tom Steyer and other liberal activists.
- **Government mandates and subsidies for renewable energy is the real goal.** SACE lobbies for government-mandated renewable energy and expanding federal and state subsidies for renewables. They want a National Renewable Standard that would require 25 percent of our energy to be generated by renewables. They want government to shut-out the traditional fuels that make up the majority of our electric generation while propping up renewables like solar that aren't market competitive.
- **Look no further than Gainesville for SACE's handiwork.** SACE opposes traditional energy no matter what the cost, and pushed for a new biomass plant in Gainesville. Now Gainesville has the highest electric rates in the state.
- **Are radical environmentalists, funded by Tom Steyer, trying to take-over the conservative grassroots?** It sure looks that way. They are trying to convince Florida's conservative and limited-government grassroots that using the Constitution to support solar energy is good free market policy. Tom Steyer, who makes money from solar energy production and leasing, is laughing all the way to the bank.