



## LCV VF – (0:30 “CHOICE”) RESEARCH BACKUP

VISUAL	AUDIO	RESEARCH BACKUP
<p>Graphical treatment. Open on fiery sun filling screen. Nevada map outline contains sun</p> <p><b>A CHOICE ON SOLAR</b></p>	<p><i>Lightly upbeat music</i></p> <p><b>ANNCR: (friendly voice)</b></p> <p>Nevadans face a big choice on solar power.</p>	
<p><b>MOVE FORWARD</b></p> <p>Appears to the left of map</p> <p>Sun flares</p>	<p>Move forward?</p>	
<p><b>FALL BACK</b></p> <p>to the right of map</p> <p>sun flickers out</p>	<p>Or fall back.</p>	
<p>Map fills with icons representing solar installations</p> <p>Under “MOVE FORWARD”: <b>#1 in solar job creation</b> Solar Foundation, 2/10/16; SEIA, 2/13/15</p> <p><b>8,764 solar jobs</b> Solar Foundation, 2/10/16</p>	<p>More and more families and businesses are going solar, putting thousands of Nevadans to work.</p>	<p><b>Demand For Solar In The U.S. “Is At An All-Time High.”</b> In June 2016, the Dept. of Energy stated, “Today, demand for solar in the United States is at an all-time high. The amount of solar power installed in the U.S. has increased more than 23 times over the past eight years -- from 1.2 gigawatts (GW) in 2008 to an estimated 27.4 GW at the end of 2015. That’s enough energy to power the equivalent of 5.4 million average American homes, according to the Solar Energy Industries Association. The U.S. is currently the third-largest solar market in the world and is positioned to become the second.” [Dept. of Energy, <a href="#">6/6/16</a>]</p> <p><b>Nevada Was First In The Country In Solar Job Creation.</b> The Solar Foundation’s 2015 report (analyzing 2014 solar economic activity) found that Nevada had the best per-capita job growth. The Associated Press reported this with the headline, “Nevada leads nation in solar jobs growth.” Responding to this report, Sen. Reid said that Nevada had the “fastest growing solar energy industry,” and Sen. Heller said that the state was “number one in solar job creation.” The Solar Foundation’s 2016 report (analyzing 2015 solar economic activity) found that once again, Nevada had the best per-capita job growth in the country. [Associated Press, <a href="#">2/12/15</a>; SEIA, <a href="#">2/13/15</a>; Solar Foundation, <a href="#">2/10/16</a>]</p> <p><b>Nevada Has More Than 8,700 Solar Jobs.</b> In February 2016, the Solar Foundation released a report on the state of the solar energy industry in the United States in 2015. The report found that Nevada had 8,764 solar jobs last year. [Solar Foundation, <a href="#">2/10/16</a>]</p>



<p>Heck head shot appears under "FALL BACK"</p> <p><b>Congressman Heck's votes <i>against</i> Nevada solar</b> HR 2609, Votes 313, 316, 321, 322. 7/2013</p> <p><b>Risking jobs and energy cost hikes</b> Solar installations fade from map</p>	<p>But Washington politician Joe Heck voted against Nevada solar. Risking jobs and rate hikes.</p>	<p><b>Rep. Heck Voted Against Increasing Renewable Energy and Energy Efficiency Programs By \$245 Million.</b> In July 2013, Rep. Heck voted against a: "Takano, D-Calif., amendment that would increase by \$245 million the amount provided for renewable-energy, energy reliability and efficiency programs, offset by an equal reduction for National Nuclear Security Administration weapons activities." The amendment was rejected by 152-264. [CQ, <a href="#">7/9/13</a>, <a href="#">HR 2609</a>, <a href="#">Vote 313</a>, <a href="#">7/9/13</a>]</p> <p><b>Rep. Heck Voted Against Increasing Renewable Energy and Energy Efficiency By \$50 Million.</b> In July 2013, Rep. Heck voted against a: "Cohen, D-Tenn., amendment that would increase by \$50 million the amount provided for energy efficiency and renewable-energy activities and electricity delivery and energy reliability activities, offset by an equal reduction to the amount provided for nuclear-weapons activities." The amendment was rejected by 168-241. [CQ, <a href="#">7/9/13</a>, <a href="#">HR 2609</a>, <a href="#">Vote 316</a>, <a href="#">7/9/13</a>]</p> <p><b>Rep. Heck Voted Against \$15 Million Increase For Renewable Energy And Energy Efficiency Funding.</b> In July 2013, Rep. Heck voted against a: "Perlmutter, D-Colo., amendment that would increase by \$15 million the amount provided for energy efficiency and renewable-energy activities, offset by an equal reduction to the amount provided for nuclear-weapons activities." The amendment was rejected by 177-238. [CQ, <a href="#">7/9/13</a>, <a href="#">HR 2609</a>, <a href="#">Vote 321</a>, <a href="#">7/9/13</a>]</p> <p><b>Rep. Heck Voted Against Increased Funding for Renewable Energy And Energy Efficiency Programs.</b> In July 2013, Rep. Heck voted against a: "Connolly, D-Va., amendment that would increase by \$15.5 million the amount provided for energy efficiency and renewable-energy activities, offset by an equal reduction to the amount provided for nuclear-weapons activities." The amendment was rejected by 174-242. [CQ, <a href="#">7/9/13</a>, <a href="#">HR 2609</a>, <a href="#">Vote 322</a>, <a href="#">7/10/13</a>]</p> <p><b>SEIA: Investing In Solar Energy Creates Jobs And Drives Down The Cost Of Energy.</b> In November 2012, SEIA president and CEO Rhone Resch said, "The solar energy industry is creating jobs in America when we need them most. The rapid growth of jobs in the solar industry clearly demonstrates that smart policies, including the federal investment tax credit, are putting Americans back to work. In addition to jobs, these policies are driving down the cost of solar and providing a clean, reliable energy choice for millions of homeowners and businesses." The statement was in response to a report that</p>
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		<p>despite “difficult economic times across the nation,” solar jobs grew 13.2 percent over last year ... In 2011, the solar energy industry employed 105,145 workers, while 93,502 were employed by solar companies in 2010.” [SEIA, <a href="#">11/2/12</a>]</p> <p><b>Union Of Concerned Scientists: Investing In Renewable Energy Would Lower Utility Bills By Nearly \$100 Billion By 2030.</b> A 2009 Union of Concerned Scientists report found that by setting a 25 percent national renewable electricity standard by 2025, consumers across the United States could save \$64.3 on electricity and natural gas bills by 2025, and up to \$95.5 billion by 2030. [UCS, <a href="#">March 2009</a>]</p> <p><b>Increasing Percentage Of Overall Jobs Created Was In Solar Industry; Solar Jobs Were Created Almost 20 Times As Frequently As National Average.</b> In January 2015, the Solar Foundation released a report which found that the solar industry created one out of every 78 jobs in the United States in 2014 – a marked improvement from the year before. Solar Foundation’s Executive Director Andrea Luecke said that “the government and organizations need to continue to invest in solar research and development and continue to find ways to bring down the cost of solar.” The report also found that the “solar industry added jobs at a rate nearly 20 times faster than the national average” in the previous year. [Solar Foundation, <a href="#">1/15/15</a>; Think Progress, <a href="#">1/15/15</a>]</p> <p><b>“Solar Companies, Utilities And Elected Officials” To Nevadans: “Put [Solar] Panels On Your Roof, And You’ll Save Money By Buying Less Electricity.”</b> In February 2016, American Public Media’s Marketplace portfolio reported, “When it comes to rooftop solar, Nevada had the fastest growth in the U.S. In 2015, the state saw a new customer sign up every 40 minutes, on average. And at the heart of that growth was a pitch from solar companies, utilities and elected officials: put panels on your roof, and you’ll save money by buying less electricity. More, if you generate more electricity than you use, the utility will buy it — for the same price you pay for its power.”</p> <p><b>“Solar Companies, Utilities And Elected Officials” To Nevadans: “If You Sign A Lease Agreement” With A Solar Company, They Put Panels On Your Roof “And You Save On Your Electric Bill Without Putting Up A Single Dollar.”</b> In February 2016, American Public Media’s Marketplace portfolio reported that “solar companies, utilities and elected officials” urged Nevadans: “If you buy panels, you can pay yourself back quickly. If you sign a lease agreement with a</p>
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		<p>company like Solar City, the company will put panels on your roof, and you save on your electric bill without putting up a single dollar.” [Marketlace.org, <a href="#">2/23/16</a>]</p> <p><b>2015: NV Energy, The State’s Largest Utility, Boasted Of The “Magic” Of Net Metering, Allowing Customers To Trade In Kilowatt Hours One-For-One.</b> In February 2016, American Public Media’s Marketplace portfolio reported, “What makes it all work is that dollar-for-dollar exchange, called net metering. ‘Net metering is really the magic of how solar benefits a customer,’ went a consumer education video made by NV Energy — Nevada’s largest utility. ‘We are allowed to take care of customers by giving you one kilowatt hour for every kilowatt hour you give us. It’s one-for-one trade, which is really great, you’re essentially giving it to us at retail value. The company posted that sunny video on YouTube in the summer of 2015.” [Marketlace.org, <a href="#">2/23/16</a>]</p> <p><b>December 2015: NV’s Public Utilities Commission Approved A 302 Percent Increase In Nevadans’ Fixed Solar Fees, And “Cut The Value Of Incentive Credits For Rooftop Solar Customers.”</b> In December 2015, the <a href="#">Las Vegas Sun</a> reported, “NV Energy will implement steep rate hikes on Friday that triple a fixed fee and cut the value of incentive credits for rooftop solar customers, despite several last-minute efforts this week to delay the increases until an appeals process runs its course. Solar companies, which argue the new rates devastate their model, have already pledged to challenge the rates with NV Energy’s regulator, the Public Utilities Commission, a three-member panel that approved the rates at the end of December ... NV Energy currently charges all ratepayers, including solar customers, a fixed service fee of \$12.75. With the rates approved by the PUC going into effect Friday, solar customers will pay \$17.90 starting Jan. 1. By Jan. 1, 2020, that fee will rise to \$38.51.” [<a href="#">Las Vegas Sun, 12/31/15</a>]</p> <ul style="list-style-type: none"><li>• <b><a href="#">Las Vegas Sun</a>: Before December 2015 PUC Ruling, Average Nevadan Homeowner Would Save Up To 20 Percent On Electric Bill; Some Paid As Low As \$5 Per Month.</b> In March 2016, the <a href="#">Las Vegas Sun</a> reported, “How much does the average homeowner save on his or her electric bill? Under previous net metering rules, homeowners were expected to save 10 to 20 percent on their NV Energy bill. However, some solar customers have reported seeing their bill as low as \$5 during some months. Why is there such a dramatic decrease when switching to solar? Because when solar users generate</li></ul>
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		<p>some of their own electricity, they buy less electricity from NV Energy, which lowers their utility bills. Also, under prior net-metering rules, NV Energy paid customers about 11 cents per kilowatt hour for energy they returned to the grid. The more electricity a solar customer sold, the lower his or her bill.” [Las Vegas Sun, <a href="#">3/28/16</a>]</p>
<p>Catherine Cortez Masto fights for Nevada solar. For good-paying jobs and cheaper power.</p>	<p>Catherine Cortez Masto fights for Nevada solar. For good-paying jobs and cheaper power.</p>	<p><b>Catherine Cortez Masto Will Work To Create Clean Energy Jobs In Nevada Like Solar.</b> In May 2016, the <u>Pahrump Valley Times</u> reported, “Nevada governments must utilize natural resources in rural counties, such as Nye, to create jobs and provide sustainable energy, U.S. Senate Democratic hopeful Catherine Cortez Masto said. The rural areas in Nevada have an abundance of natural resources such as wind, solar, and geothermal energy, that have the potential to create good-paying jobs and provide sustainable energy, Cortez Masto told the <u>Pahrump Valley Times</u>. ‘The federal, state, and local governments must fully utilize the natural resources in rural areas and I will work with Democrats and Republicans in the Senate to create jobs and secure a clean energy future for residents in all areas of Nevada,’ she said in an email.” [Pahrump Valley Times, <a href="#">5/6/16</a>]</p> <p><b>Report: Price Of Solar, On Average, Could Be Lower Than “Wholesale Electricity Prices ... Depending On The Region.”</b> A September 2015 report from the Berkeley Lab found: “Solar energy pricing is at an all-time low ... Driven by lower installed costs, improved project performance, and a race to build projects ahead of a reduction in a key federal incentive, utility-scale solar project developers have been negotiating power sales agreements with utilities at prices averaging just 5¢/kWh. These prices reflect receipt of the 30% federal investment tax credit, which is scheduled to decline to 10% after 2016, and would be higher if not for that incentive. By comparison, average wholesale electricity prices across the United States ranged from 3 to 6 cents/kWh in 2014, depending on the region.” [Berkeley Lab, <a href="#">9/30/15</a>]</p>
<p>Cut back to map graphic Highlight left side (MOVE FORWARD column)</p>	<p>The choice is clear. Catherine Cortez Masto fights for us.</p>	<p>utility-scale solar project developers have been negotiating power sales agreements with utilities at prices averaging just 5¢/kWh. These prices reflect receipt of the 30% federal investment tax credit, which is scheduled to decline to 10% after 2016, and would be higher if not for that incentive. By comparison, average wholesale electricity prices across the United States ranged from 3 to 6 cents/kWh in 2014, depending on the region.” [Berkeley Lab, <a href="#">9/30/15</a>]</p>
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