



Debunking the Solar “Cost Shift” myth

Monopoly electric utilities falsely claim that rooftop solar owners create extra costs for non-solar customers. They describe this using the term “cost-shift”.

This myth serves utilities’ interests. They use it to push for policies that unfairly target solar owners. This includes:

- *Raising fixed costs and demand charges on utility bills.* These changes limit how much solar owners can save with their system. They lengthen the time it takes for a solar investment to pay off.
- *Weakening or eliminating net metering policies.* Net metering ensures rooftop solar owners receive fair credit for the solar energy they generate but don’t use themselves.

In reality, the adoption of rooftop solar benefits everyone. This is true whether they have solar or not.

Rooftop solar:

Provides cheap electricity when demand is high

In most places, the price we pay for electricity stays the same throughout the day. The cost to generate that electricity does not. When demand is high, utilities may need to buy electricity from more expensive sources to meet demand.

Customers pay for this in the form of higher rates. Solar can meet this demand by providing electricity during times of high demand. This saves money for all ratepayers.

Strengthens the electric grid

Rooftop solar lessens the need to send electricity over long distances from power plants. More solar means less wear and tear on the grid, lower maintenance costs, and fewer expensive utility upgrades. All customers share these savings.

Protects our communities

Rooftop solar is less likely to go offline during storms, wildfires, and other severe weather events. When paired with storage and connected in microgrids, solar can provide electricity even through multi-day power outages.

Makes us healthier

Generating more clean solar electricity means less pollution. This helps reduce the harmful and expensive public health and environmental impacts of climate change. These impacts disproportionately harm low-income communities and people of color.