



CADMUS



How Does Your Garden Grow?

Rocky Mountain Utility Efficiency Exchange Conference

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The secrets of the garden revealed...

- The differences between solar rooftop and community solar programs
- The benefits of CSG
- Grow strategies
- Myth-busting solar



Source: <http://www.cnn.com/2014/12/16/tech/innovation/sunflower-solar-harvester/>

Solar landscape

- How many have a rooftop program?



- How many have a community solar program?

Don't we already have a solar program?

Rooftop		Community solar garden
Light except beginning	Customer experience	Heavy, continuous engagement
Little to none	Marketing	Significant \$\$ over long period
Simple transaction/Developer markets system to customer	Value proposition	Complex/Developer markets subscription to shared customer/Bill credit varies
Call your installer	Customer service	Not clear—subscriber agreement, bill credit, who answers questions?
(Usually) simple	Interconnection	Complex due to size and site control
More standard	Financing	Not well understood
Financial and energy production benefit varies	Other	Tech demonstration possible



Rooftop vs garden: pros and cons



...not really pros and cons.



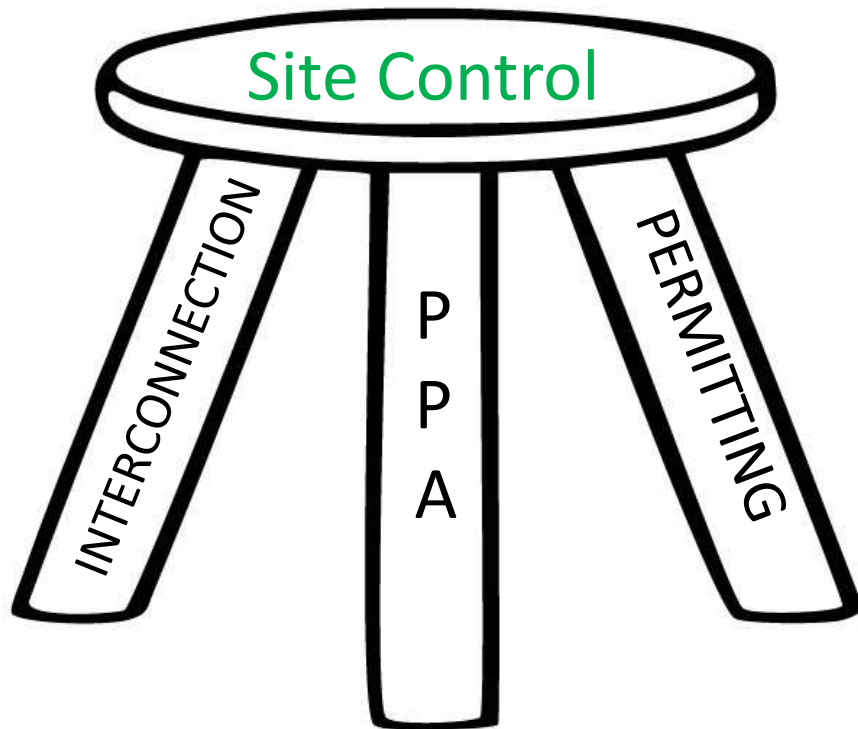
May depend on perspective.

Why do a CSG program?

- Providing customer choice/options
- Rooftop solar alternative for about 75% of population. Don't ignore the potential!
- Resolve cross-subsidy and non-participant issues related to rooftop
- Adaptive program option-the benefit can change over time to be relevant



Solar Asset + Customers = CSG



...customer-centric.

Isn't community solar cheaper than rooftop?

- Upfront
- Lifetime
- Delivery
- System cost/benefits





What happened to premium green?

If we build it, will they come?

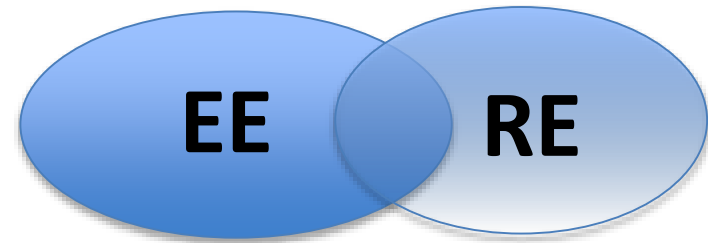


Jardine Nut Ranch, 1 MW, Paso Robles, CA

*If you build it...
will they come?*

If we build it, will they come?

- **Measure twice, cut once:**
Leverage customer research to understand level of interest, participation, and willingness to pay as a first step.
- **Early-adopters and all others:**
Early research indicates that although early-adopters are participating, customers *not* typically engaged w/ utility are becoming engaged thru solar program participation **FIRST**—roof and CSG. Mine this data for cross-pollination opportunities w/ EE.
- **Procure the PV separate from the program:**
Be adaptive in the program design. RFP the solar asset independent of any program design or marketing needs. The 2 program parts require very different sets of skills. If possible, the utility should **keep the customer relationship**.



Surprise!

Utilities:
Keep your
customers



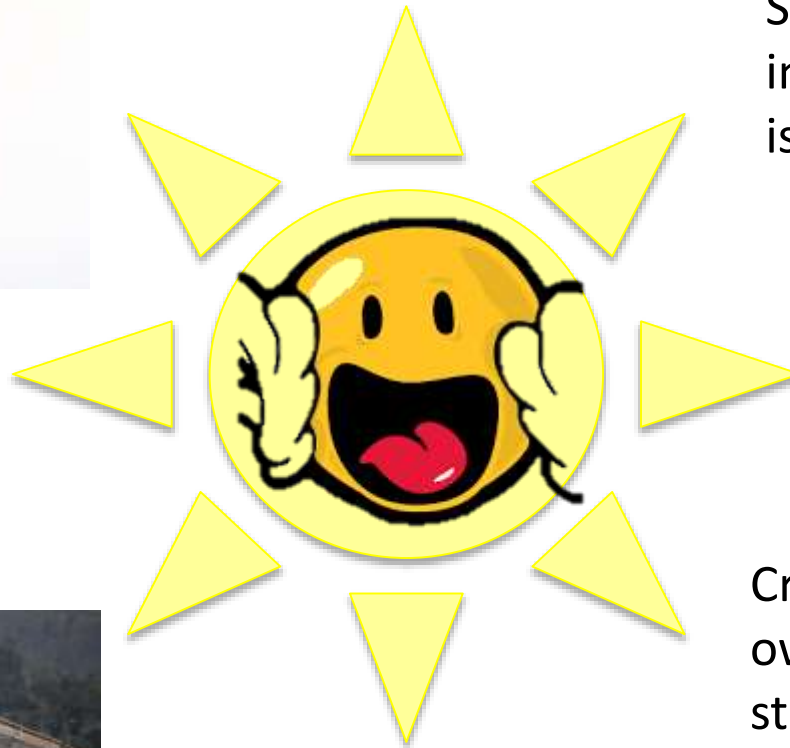
Work
collaboratively
to ID sites that
benefit the grid



Smooth out the
interconnection
issues



Create PPA or
ownership
structures that
benefit all parties



Now grow!

For more information

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