

Community Solar:

the Next Generation Utility Green Power Program

PROBLEM:

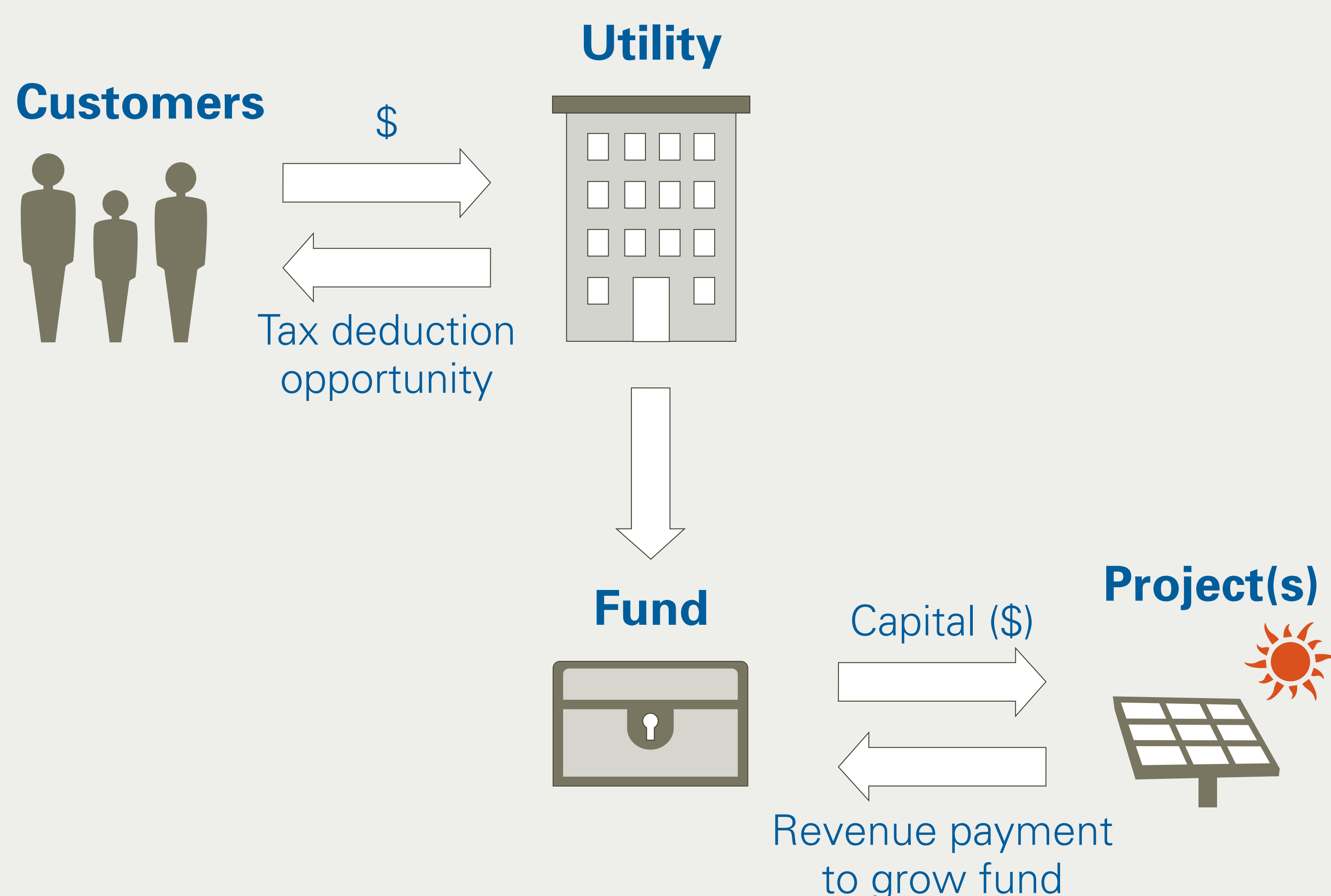
Only about 25% of electric utility customers can install solar on their roof.

SOLUTION:

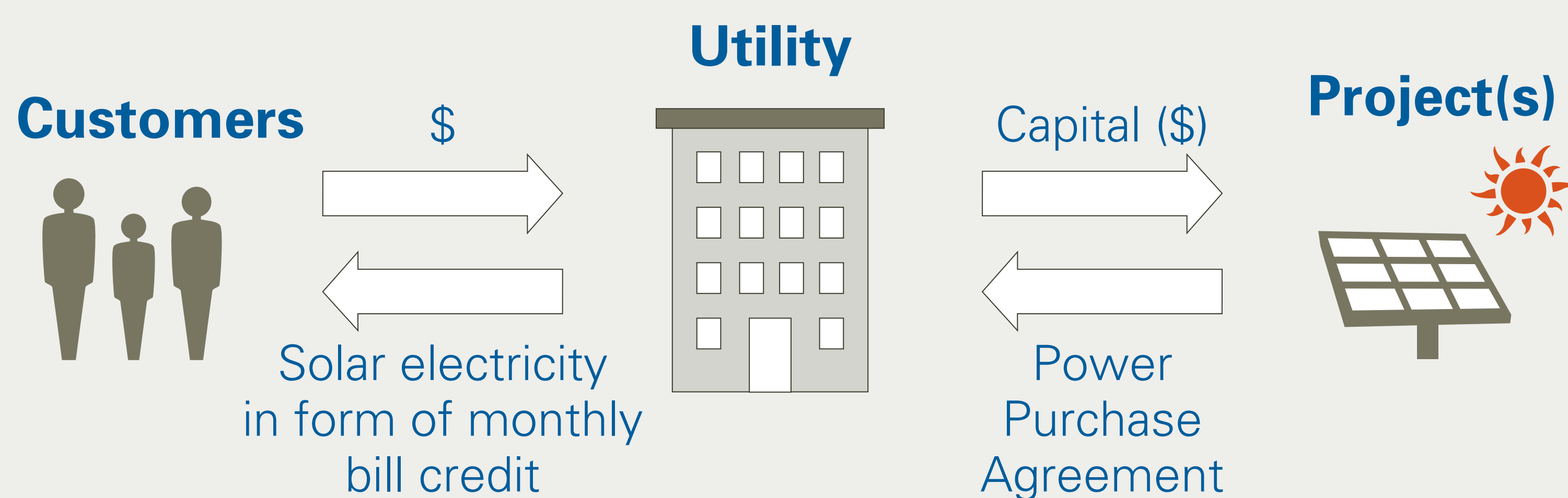
Community Solar: a local solar power installation that accepts capital from, and provides credit for the output to, individual voluntary customers.

TWO EXAMPLES

Contribution Growth Model *(no energy benefit to consumer)*



Subscription Model



KEY PROGRAM DESIGN DECISIONS

Product structure:

- generation value
- REC ownership
- min/max purchase

Supply:

- project size
- financing
- siting

Customer payment:

- frequency
- terms
- bill credit

Use of strategic partners:

- marketing
- program design & management