

Community Solar:
An Inconvenient Truth,
Money Talks



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What We Will Cover

- * Project Overview
- * Financial Structure
- * Participation Results
- * Objectives
- * Hurdles
- * Consumer Marketplace
- * The Potential



Project Facts

- Largest Community Solar Project in Oregon
- 1 year from “go” decision to permits granted
- 4 months construction
- Online January 2016
- 700 panels, 199,500-watts
- 1.3 acres
- 315,000 kilowatt-hours per year
- Serve appx. 20 average CEC homes
- Could grow to 500,000 watts



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Why Community Solar?

- Member feedback: do more!
- Individual constraints
 - Rooftop system costs, roof orientation, rent not own
- Utility industry discussions
- Solar costs declining, disruptive?
- Gain solar energy knowledge
- Policy debates
- Proactive stance



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Why Not?

- * Power not needed, secure through 2028
- * Current supply 96+% carbon emission-free
- * Renewable support not universal
- * Rural economic recovery lags
- * Bottom line: rate-based pushback



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Voluntary Structures

Green Power – 350 panels

- * Pay 1.8 cents extra per kWh
- * 100-kWh blocks up to entire bill
- * As little as \$1.80/month
- * Coffin Butte, too

Shared Solar – 350 panels

- * Purchase 20-year subscription
- * Receive energy credits monthly
- * Quarter panel: \$220
- * Half panel: \$440
- * Full panel: \$880



Objectives

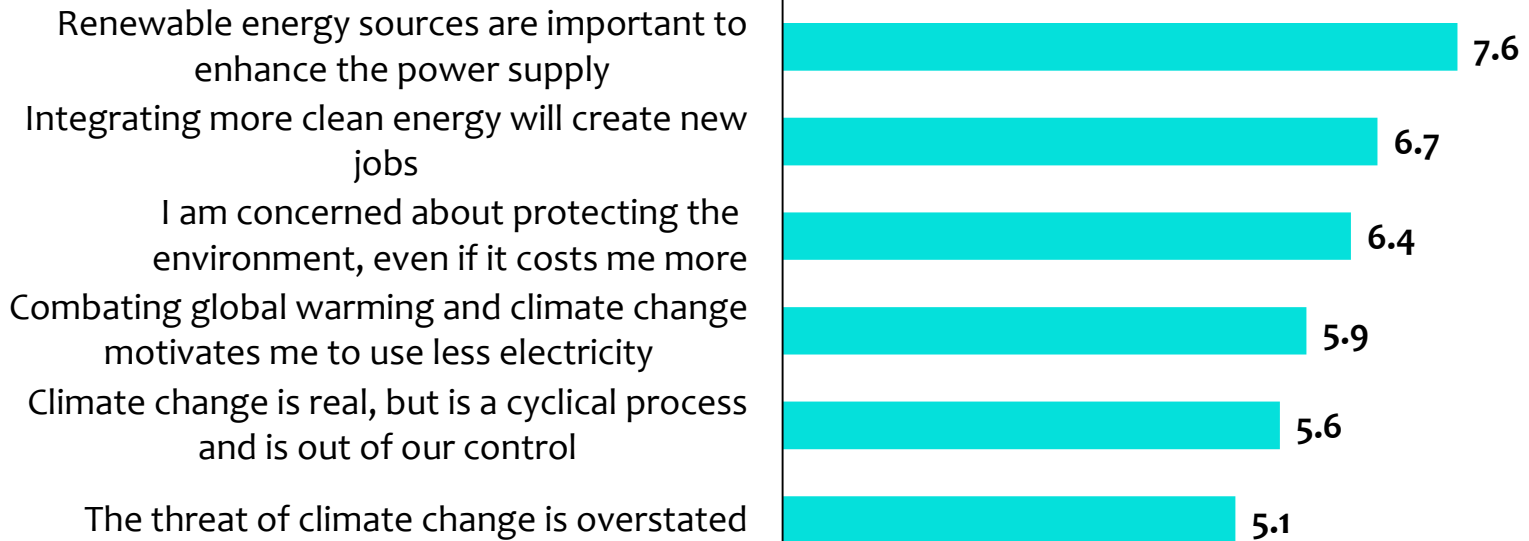
- * Green Power
 - * 2,000 participants by end of 2017
- * Shared Solar
 - * 350 panel subscriptions by end of 2017

Hurdles

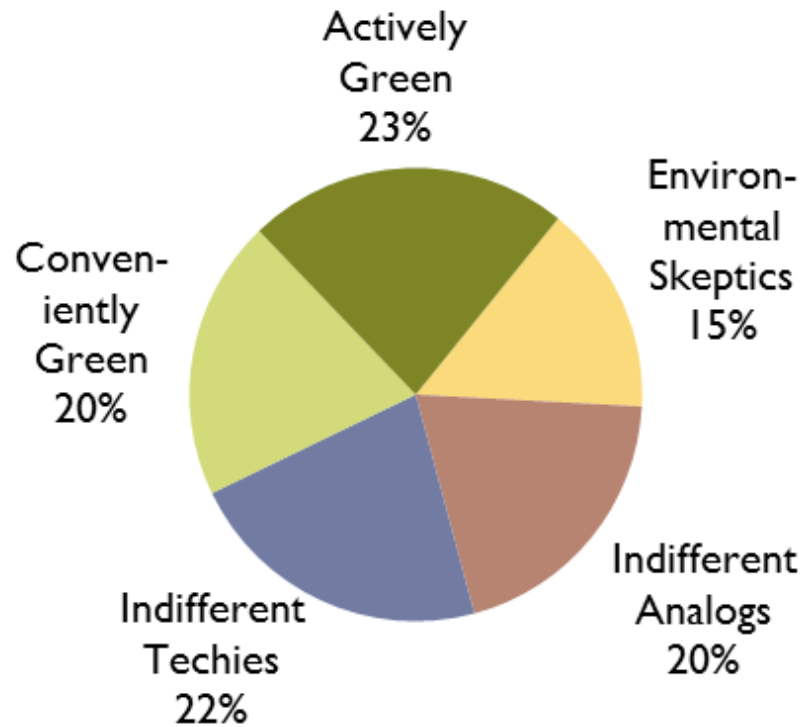
- * Attitudes not synched with economics
- * High interest expressed in surveys
 - * 69% favor CEC involvement
 - * 56% interested in participation
 - * No price tag
- * Low response to mass marketing
- * Energy credit = 445 kilowatt-hours per year
- * $7.8 \text{ cents} \times 445 = \text{appx. } \$35/\text{yr.}$
- * $\$35 \times 20 = \700
- * Panel subscription cost \$880
- * Purchaser in the red \$180



Renewables Important, Mixed Signals on Climate Change



Consumer Marketplace



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Consumer Marketplace

Actively Green – Renewable energy and climate change very important, motivated to conserve, internet savvy, involved in civic and local affairs

Conveniently Green – Renewable energy important, prefer once-and-done energy efficiency improvements, low-tech, busy, frugal

Indifferent Techies – Low concern about renewable energy/environment, room to improve energy efficiency but unwilling to change lifestyle, high-tech, state-of-the-art gadgets

Indifferent Analogs – Low concern about renewable energy and environment, room to improve energy efficiency but unwilling to change lifestyle, very low-tech, not involved

Environmental Skeptics – Renewable energy too expensive, not willing to conserve energy, low-tech, voters



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The Potential

- * CEC has approximately 26,000 members
- * 20% Actively Green = ~ 5,200 members
- * 20% Conveniently Green = ~ 5,200 members
 - * Half = 2,600
- * Conveniently Green: Income differentiation
- * Actively Green: reachable if affordable
- * Indifferent Techies: has to payoff



How We're Taking it On

- * Syncing local research with national research
- * Syncing customer data with marketing data
- * Targeted mail campaign: balance of 2016, all of 2017
- * After 2017, step back to mass marketing, occasional targeted marketing.
- * Ongoing pitch new customers



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Conclusion

Questions??



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