

October 23, 2017

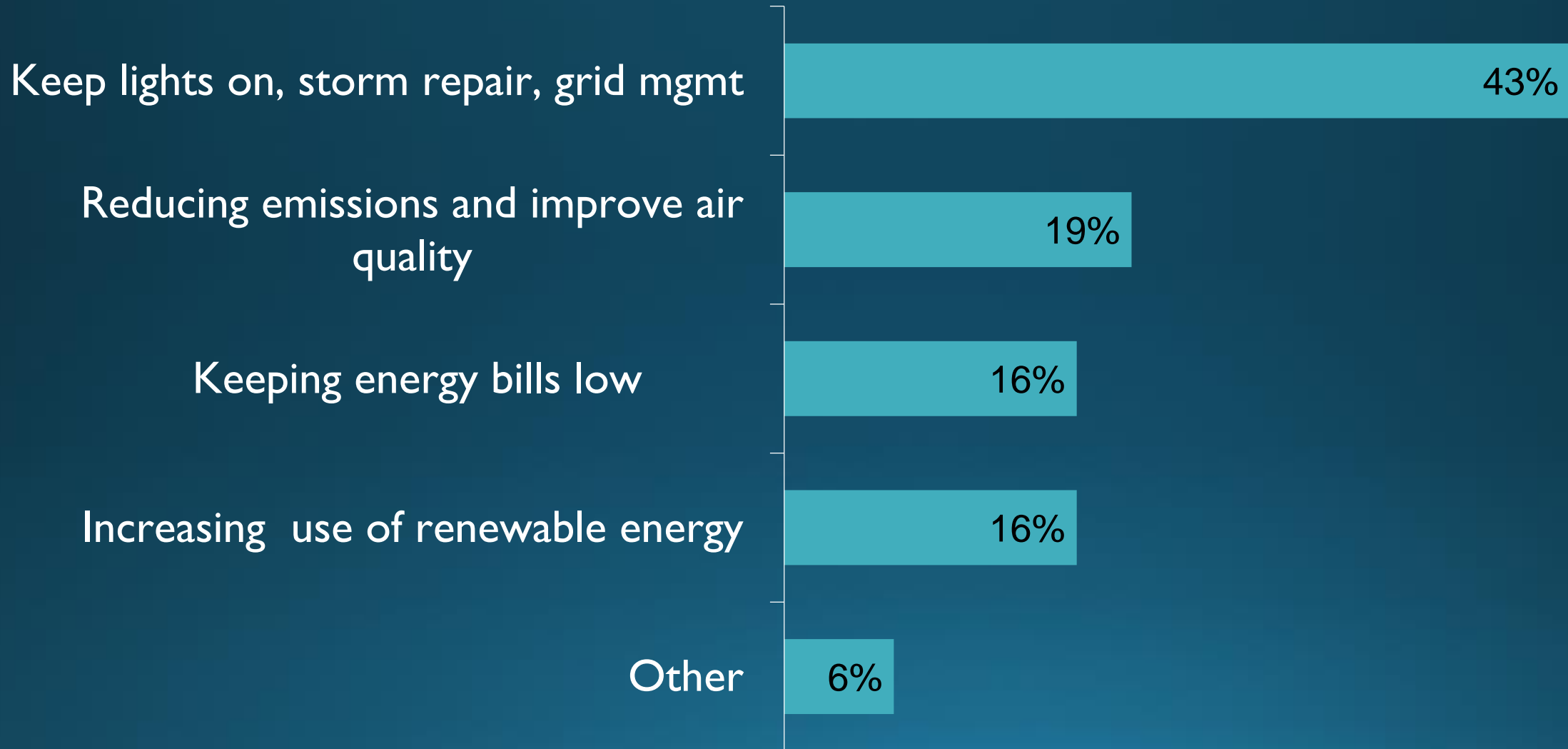
# The Path to Subscriber Solar



# The Road Map

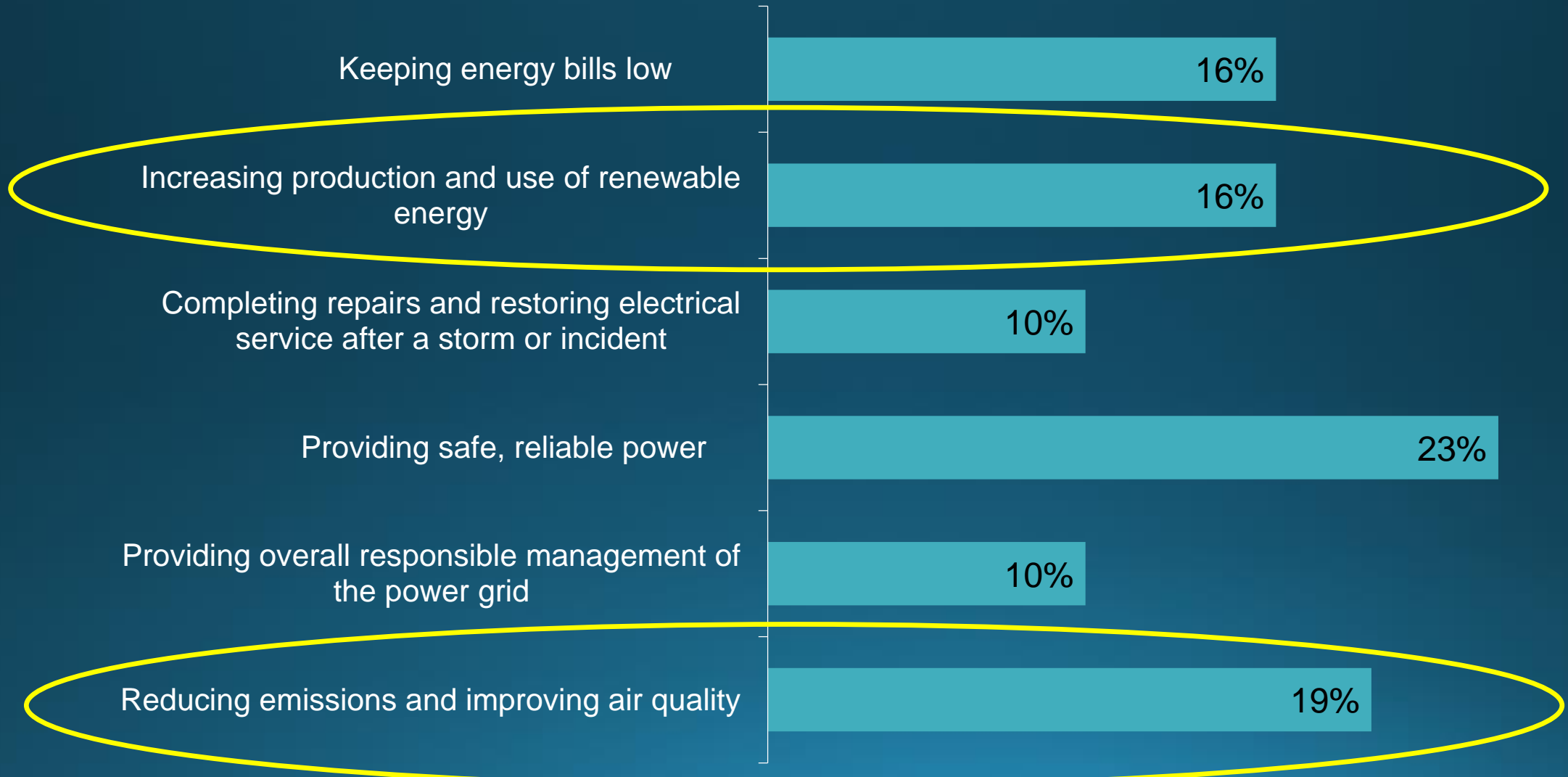
1. *Ask customers and involve stakeholders*
2. *Create value that matters to more than one customer*
3. *Market, promote and communicate "exclusivity"*
4. *Engage and recognize subscribers*

# *What our customers tell us is most important to them...*



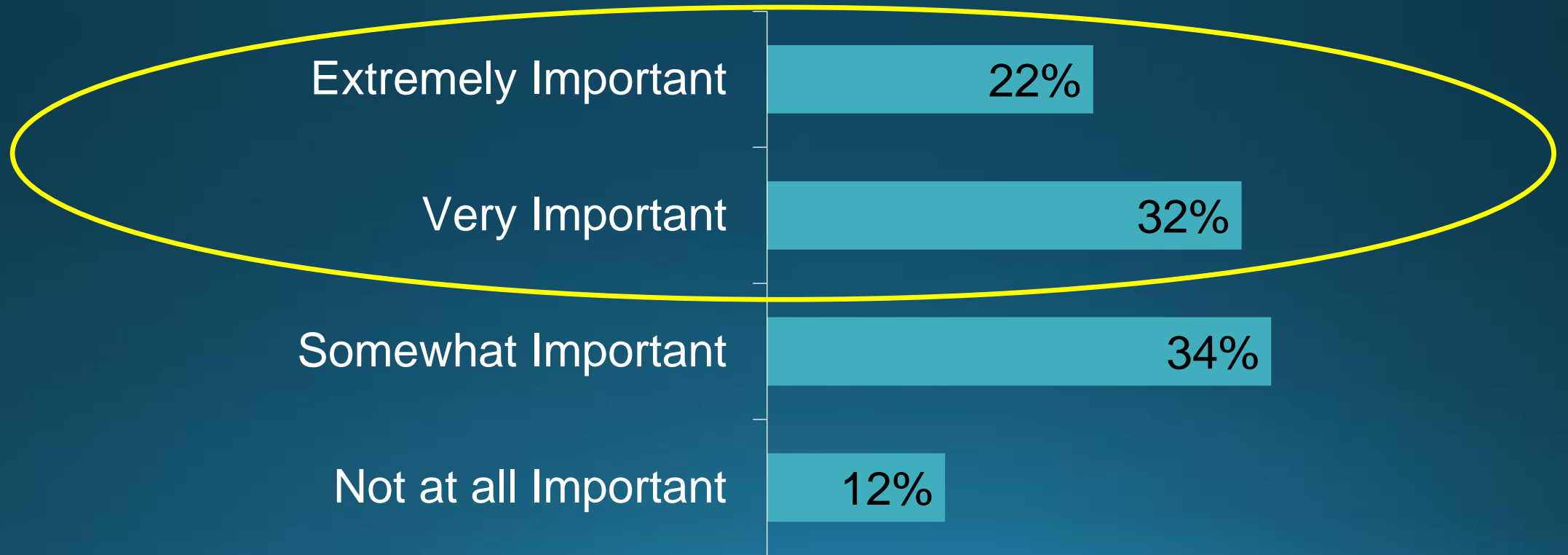
# Survey Results

## *What is most important?*



## Survey Results

*How important is it for Utah to move towards more renewable energy?*

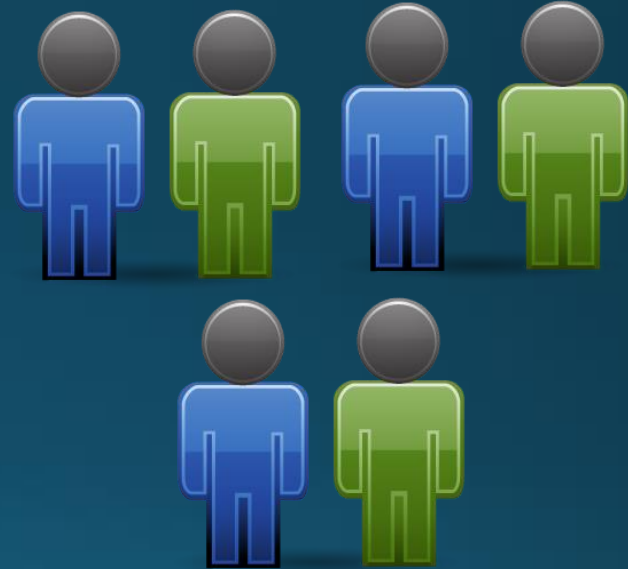


## *Survey Results*

*Are you willing to pay more for renewable?*



Yes



No

# Survey Results

*Answers: Create a program that is...*



EASY

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SUSTAINABLE

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CUSTOMIZABLE

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*...and has potential for **savings**.*

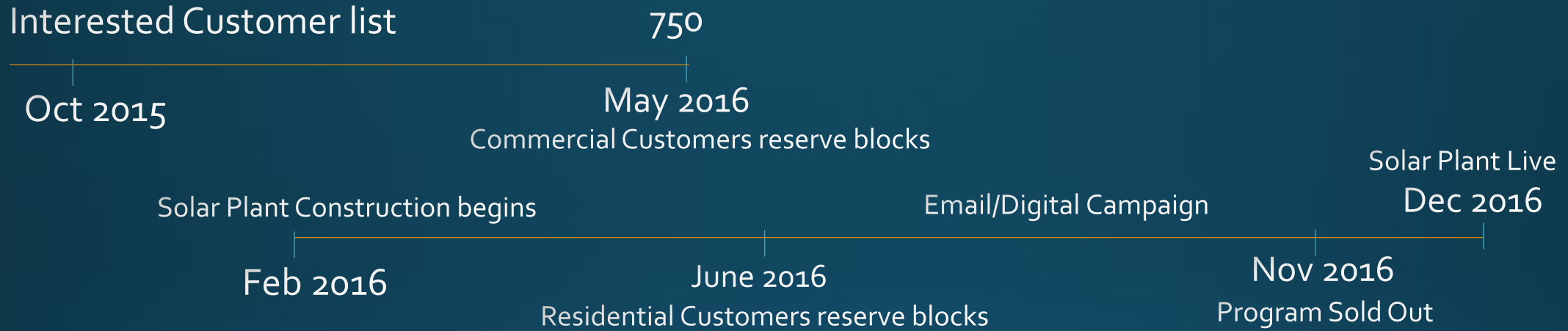


# Subscriber Solar Program





# Project Timeline & Milestones



- *Financial status: Approximately \$400k under budgeted spend*
- *Current Waitlist: 150+ blocks*
- *3,218 Subscriptions*
  - 2,555 Residential Meters – 6,890 blocks*
  - 663 Commercial Meters – 13,110 blocks*

# Risks

- 1) Selling out *too quickly* – could result in “dissatisfier”
- 2) I/T costs/billing requirements
- 3) Marketing Costs
- 4) Program Cannibalization (existing REC program)

# Groundbreaking





# *Construction*



# Customer Statement Sample 1

METER NUMBER	SERVICE PERIOD From	To	ELAPSED DAYS	METER READINGS Previous	Current	METER MULTIPLIER	AMOUNT USED THIS MONTH
51220628	Jun 2, 2017	Jul 3, 2017	31	58671	60750	1.0	2,079 kwh

Next scheduled read date: 08-03. Date may vary due to scheduling or weather.

<i><b>NEW CHARGES - 07/17</b></i>	UNITS	COST PER UNIT	CHARGE
Basic Charge - Single Phase			6.00
Solar Energy Block Charge	800 kwh	0.1170330	93.63
Standard Energy Summer Block 1	400 kwh	0.0884980	35.40
Standard Energy Summer Block 2	600 kwh	0.1154290	69.26
Standard Energy Summer Block 3	279 kwh	0.1445080	40.32
Renewable Energy Adjustment		-0.0006000	-0.14
Efficiency & S T E P Programs		0.0456000	10.87
Home Electric Lifeline Program			0.16
Municipal Energy Sales/use Tax		0.0600000	15.32
Utah Sales Tax		0.0415000	10.60
<b>Total New Charges</b>			<b>281.42</b>

\$93.63 would have been \$115.61

# Customer Statement Sample 2: Using Banked Credits

METER NUMBER	SERVICE PERIOD From	To	ELAPSED DAYS	METER READINGS Previous	Current	METER MULTIPLIER	AMOUNT USED THIS MONTH
51124168	Apr 28, 2017	May 30, 2017	32	86066	86667	1.0	601 kwh

Next scheduled read date: 06-28. Date may vary due to scheduling or weather.

NEW CHARGES - 05/17	UNITS	COST PER UNIT	CHARGE
Basic Charge - Single Phase			6.00
Solar Energy Block Charge	600 kwh	0.1170330	70.22
( Solar Cr Appld Frm Prior Mo)	1 kwh		
( Unused Solar Cr Remaining )	289 kwh		
Renewable Energy Adjustment		0.0046000	0.32
Energy Balancing Account for 2 day(s)		0.0064000	0.03
Efficiency & S T E P Programs		0.0456000	3.22
Home Electric Lifeline Program			
for 30 day(s)			0.15
for 2 day(s)			0.01
Municipal Energy Sales/use Tax		0.0600000	4.08
Utah Sales Tax		0.0415000	2.82
<b>Total New Charges</b>			<b>86.85</b>



# Customer Statement Sample 2: Using Banked Credits

METER NUMBER	SERVICE PERIOD From	To	ELAPSED DAYS	METER READINGS Previous	Current	METER MULTIPLIER	AMOUNT USED THIS MONTH
51124168	May 30, 2017	Jun 28, 2017	29	86667	87638	1.0	971 kwh

Next scheduled read date: 07-31. Date may vary due to scheduling or weather.

<i><b>NEW CHARGES - 06/17</b></i>	UNITS	COST PER UNIT	CHARGE
Basic Charge - Single Phase			6.00
Solar Energy Block Charge	600 kwh	0.1170330	70.22
( Solar Cr Appld Frm Prior Mo)	289 kwh		
Standard Energy Summer Block 1	82 kwh	0.0884980	7.26
Renewable Energy Adjustment			
for 28 day(s)		-0.0006000	-0.04
for 1 day(s)		0.0046000	0.01
Efficiency & S T E P Programs		0.0456000	3.53
Home Electric Lifeline Program			0.16
Municipal Energy Sales/use Tax		0.0600000	5.22
Utah Sales Tax		0.0415000	3.61
<b>Total New Charges</b>			<b>95.97</b>

Solar credits roll over to next month until anniversary month

# Program Enrollment Site

## *Compare and enroll*

Vendor Talent: CLEAResult



OVERVIEW

RESIDENTIAL

COMMERCIAL

SEE THE SOLAR PLANT



## Get on the waitlist for solar

Thank you for your interest in Rocky Mountain Power's Subscriber Solar program. While the program is currently full, you can join our waitlist by completing the form to reserve your blocks.



GET STARTED NOW

# Program Enrollment Site

## Compare and enroll

1 2 3 4 5

### Get ready to go solar

You will need your account number to begin your reservation request. Here's where to [find it on your bill](#). If you don't have your account number, you can reserve your solar blocks by calling Rocky Mountain Power at 1-844-813-3971, 24 hours per day. You can still estimate your solar usage without your account number by entering your average monthly energy bill costs into our [seasonal calculator](#).

[Don't have your account number?](#)  
[Estimate your solar usage with our seasonal calculator.](#)

Rocky Mountain Power Account Number \*

(Format: XXXXXXXX-XXX X Please enter all numbers, including zeros)

Contact Name \*

Enter your full name exactly as it appears on your bill

NEXT

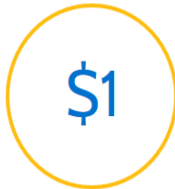
1 2 3 4 5

### Calculate your solar potential

Based on your average usage at 1981 E COVEY VIEW CT SALT LAKE CITY, UT 84106, we recommend starting with [1] solar blocks to maximize your energy potential. The maximum amount of blocks you can apply for based on your usage, is [4]. Use the slider to adjust your solar block level and see how using more or less solar can affect your annual energy costs and environmental impact.



Solar Blocks  
We recommend [1] blocks to match your current usage.



Average Monthly Bill Difference  
See the full table below to compare your monthly energy costs with and without solar.



# Program Enrollment Site

## Compare and enroll

83%

### Compare your energy usage

Based on your energy usage at this location for the past 12 months, we've estimated the difference in your energy costs without and with solar energy.

Date	kWh Used	Without Solar	With Solar	Difference
January	1273	\$128	\$141	\$13
February	1053	\$105	\$121	\$16
March	578	\$54	\$117	\$63
April	572	\$53	\$117	\$64
May	538	\$51	\$117	\$66
June	1079	\$116	\$117	\$1
July	1928	\$238	\$117	-\$121 ✓
August	1736	\$211	\$156	-\$55 ✓
September	1609	\$192	\$176	-\$16 ✓
October	755	\$73	\$117	\$44
November	546	\$51	\$117	\$66
December	1093	\$109	\$117	\$8
Annually	12,760	\$1,381	\$1,530	\$149

Recommended number of blocks is based upon lowest month usage. Increasing blocks will result in banked energy that may be used in later months.



Solar Plant Engagement Website:  
*Name Your Panels*

Vendor Talent: Project Economics



OVERVIEW

RESIDENTIAL

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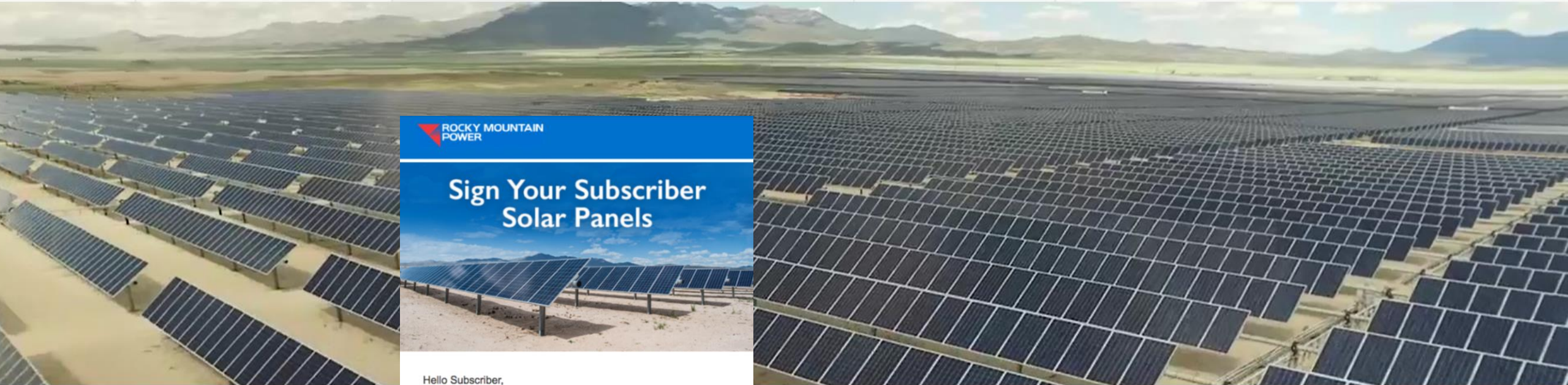
[SEE THE SOLAR PLANT](#)

See the power generation

Current subscribers

Find and sign your panels

Share your impact



Hello Subscriber,

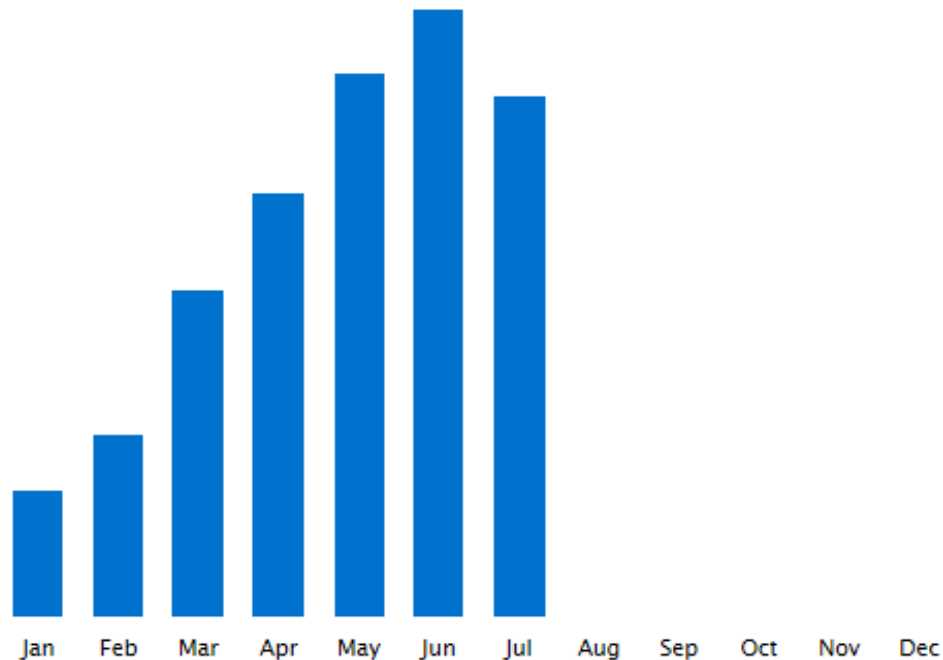
The Subscriber Solar plant has now generated more than 30 million kilowatt hours of renewable energy to help power your life!

To celebrate, you're invited to digitally sign your solar panels.

# Solar Plant Engagement Website:

## *Name Your Panels*

### Solar power generation of 81,000 panels



29,692,515

kilowatt-hours of solar energy generated.



That's like taking 4,348 cars off the road.



That's enough energy to power 2,173 homes.



That's equivalent to planting 533,521 trees.



Each solar block has generated an average of 1,464 kWh since January 2017.

\*\*Statistics shown above are based on generation recorded in the chart and the EPA greenhouse gas equivalencies calculator at <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>. These statistics are uploaded monthly.



# Solar Plant Engagement Website:

## *Name Your Panels*

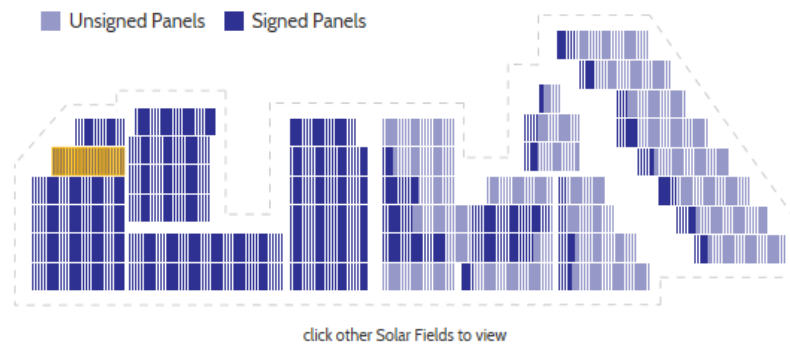
### Subscriber Solar Community: signed panels

Name	Solar Field #	Number of Blocks	Signature
SALT LAKE CITY CORPORATION	1 2 3 4 5 6 7	2994	Custom Image
CRYSTAL INN HOTEL	20	65	Crystal Inn Hotel & ..
YVONNE HOGLE	22	8	Yvonne Hogle
MOUNTAIN YOGA INC.	22	32	Custom Image
HUNTINGTON CITY	22	8	Huntington City
CITY OF OREM	23	90	City of Orem
KIM KENDALL	30	6	Kim M. Kendall

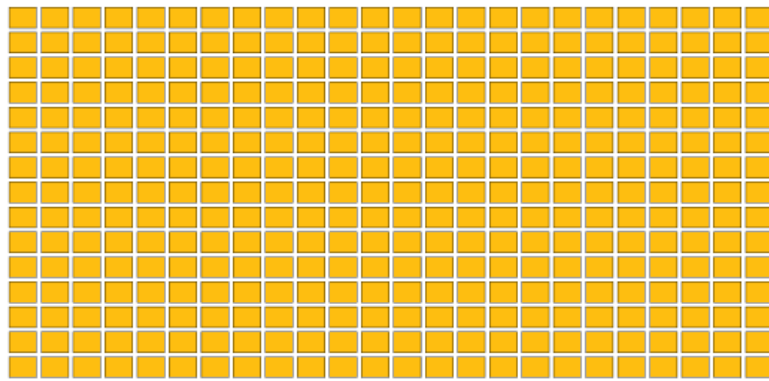
# Solar Plant Engagement Website:

## *Name Your Panels*

### Solar Field #2



Signed by: SALT LAKE CITY CORPORATION



11,976 total solar panels



SALT LAKE CITY CORPORATION's panels have generated up to **4,383,216 kWh** of energy so far this year.

More than 50% of panels signed after two email blasts

Engagement will continue through end of 2017

# Solar Plant Engagement Website:

## *Name Your Panels*

## Subscriber Character

Signed by: MOUNTAIN YOGA INC.



128 total solar panels



MOUNTAIN YOGA INC.'s panels have generated up to **46,848 kWh** of energy so far this year.

Signed by: F NICHOLAS THOMAS

*To our  
grandchildren's  
future!*



4 total solar panels



F NICHOLAS THOMAS's panels have generated up to **1,464 kWh** of energy so far this year.

Signed by: RACHEL R BECKER

*Rocky Mountain Yogi  
Girl*



4 total solar panels

Signed by: DOUGLAS N BENNION



8 total solar panels

Signed by: TRACIE L MCEWEN-GARRITSON



16 total solar panels



TRACIE L MCEWEN-GARRITSON's panels ha generated up to **5,856 kWh** of energy so far this year.

Signed by: ROBERT B DEWITT

*Solary McSolarFace  
DeNitt*



4 total solar panels



ROBERT B DEWITT's panels have generated up to **1,464 kWh** of energy so far this year.

Signed by: JIM OLIPHANT

*Oliphant Family  
Energy*



8 total solar panels



JIM OLIPHANT's panels have generated up to **2,928 kWh** of energy so far this year.

Signed by: THELMA T DIXON

*Paul and Thelma  
love the sun*



8 total solar panels



16 total solar panels



KEVEN HOOPIAINA's panels have generated up to **5,856 kWh** of energy so far this year.



# Continued Engagement Strategy

Milestones  
Recognition  
Rewards

=

Retention  
Referrals  
Growth

Yard Signs, Window Clings,  
Business Counter Display Signs, Solar Lanterns

Home Shows, Social Media Community,  
Customer Spotlights



# Lessons Learned

1. *Simple is better: if it takes more than a minute to explain your program, it's too complicated*
2. *Look for every opportunity to engage and recognize subscribers – they like to be noticed*
3. *Understand your customers' motivations – it's okay to profile, it shows you want to understand them*
4. *Pay attention to the 'buzz' in the media while marketing – these can be unforeseen opportunities and threats*



[See the power generation](#)[Current subscribers](#)[Find and sign your panels](#)[Share your impact](#)

# Subscriber Solar – the sequel

## Coming soon...

And one last shout-out to the talented vendors that helped make it all possible:

 **CLEAResult®** **PROJECT  
ECONOMICS** **3Degrees™**



**? 's**