COMMUNITY SOLAR

SOUTHERN ELECTRIC CO-OPS EMPOWER THEIR MEMBERS
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<tr>
<th>PROGRAM</th>
<th>RESULTS</th>
<th>LESSONS</th>
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<tr>
<td>• Limited number of solar “blocks” available first-come, first-served</td>
<td>• First installation (1 MW) of 750 blocks sold out in 7 business days</td>
<td>• Success attributed to solar installations being in the co-op territory</td>
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<tr>
<td>• Members pay $25/month per &quot;block&quot;</td>
<td>• Second installation of 1800 blocks sold out before it went online</td>
<td>• Members feel the connection to project</td>
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<td>• No long-term agreement required</td>
<td>• Third installment (3 MW) recently completed and already halfway subscribed</td>
<td>• Customer Service team trained to accurately communicate about program</td>
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<td>• Cost of solar kWh slightly higher, so price to participants is slightly higher</td>
<td>• 2,500 participants</td>
<td>• Recommendation to be aware of potential need for land rezoning when siting solar</td>
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<tr>
<td>• Natural-gas subsidiary owns solar site, takes advantage of tax credits</td>
<td>• Huge PR win</td>
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“"I'M PROUD OF WHAT YOU’RE DOING' -- WE HEARD THAT ALL THE TIME. WE GOT A TREMENDOUS PUBLIC RELATIONS BENEFIT OUT OF THIS EVEN BEFORE WE SOLD A KWH.”

-- Greg Brooks, Director of Walton EMC

Greg Brooks: gbrooks@waltonemc.com
# Program

- Member pays $400 up front for production of one solar panel
- Member receives a credit of $3/month
- Members can buy production of up to 15 solar panels
- Roanoke offered introductory special price $45 less than the standard price
- Roanoke's G&T owns the solar system

# Results

- Enrollment under 50%
- Participating members pleased
- Roanoke would do the project again due to advantage of having fixed rate of electricity
- Solar installation site chosen for visibility in co-op territory

# Lessons

- Roanoke to team with local university to improve marketing of community solar
- Future solar sites will be strategically placed improve line loss and resiliency -- a distributed-generation deployment strategy.
- Roanoke to consider on-bill financing for community solar similar to its residential energy-efficiency program

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"OUR COMMUNITY SOLAR PROJECT WAS CREATED IN THE SAME SPIRIT THAT DROVE THE CREATION OF OUR COOP MORE THAN 75 YEARS AGO, WHEN ELECTRICITY WAS OUT OF REACH FOR RESIDENTS."

-- Curtis Wynn, President & CEO of Roanoke Electric Cooperative

Curtis Wynn, President & CEO: cwynn@roanokeelectric.com
PROGRAM

• Member leases one or more solar panels for $999 each

• Member receives monthly credit for the full retail value of the electricity generated by their leased panel(s) for 25 years

• At the end of the lease, member would realize a return of $1285

• FKEC utilized the Clean Renewable Energy Bond to finance solar

RESULTS

• 2008 financial crisis in Florida negatively impacted the success of the program; membership only 12 people

• Co-op board has directed the CEO to develop more solar programs

• Second solar program now available -- Members can borrow up to $20,000 at 5% interest and pay it back with their electric bill for up to 10 years

LESSONS

• Gauge member interest carefully before proceeding or have members sign up in advance before building the array

• FKEC is considering reducing the size of a "block" to 50 watts

• Be careful to hire experienced and reputable installers

• Discovered that a solar loan program could be a more effective method for reaching customers

“IT THINK IT’S ONE OF THE BEST DECISIONS WE EVER MADE TO GET ON THE GREEN BANDWAGON.”

-- TJ Patterson, Florida Keys Electric Cooperative

TJ Patterson, Member Service Representative: tj.patterson@fkec.com
PROGRAM
- 183 "blocks" of solar; members limited to purchasing 1-2 "blocks"
- "Blocks" cost $25/month
- Cost of solar kWh slightly higher, so price to members is slightly higher than what they would otherwise pay
- Long-term agreement not required
- Co-op owns three solar sites and also purchases solar from Green Power

RESULTS
- Waiting list of 60 members before program offered
- Co-op benefited from decreasing costs of solar installations over last 10 years
- 165 members participating
- Three sites of community solar maxed out in membership
- Co-op expanded solar through purchasing from another co-op

LESSONS
- Polling members' interest is an important step
- Compile a list of interested members before moving forward
- Curb unrealistic expectations about lowered electric bills
- Create a script for customer-service team so that all employees are on the same page

"PEOPLE LOVE COMMUNITY SOLAR. THEY WANT IT AS QUICK AS WE CAN GIVE IT TO THEM."
-- Jason Smith, Coastal Electric Membership Corp.

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