

# Solar Eclipse in Florida

*Lessons learned:*

*FPL Sunshine Energy® goes dark*

October 28, 2008

John Holtz



# FPL Sunshine Energy®



- More than 38,000 residential customers
- Supported 1.2 million MWhs of renewable generation
- Over 1 billion pounds CO2 avoided
- More than 500 kW new solar in FL
  - Rothenbach Park: largest solar array in the State
  - Sun Funds residential p.v. rebates
- Most renewable content at lowest price of any block product in U.S.
  - Block = 1,000 kWh
  - \$0.0975/kWh - - *less than a penny!*
- NREL “Top Ten” - - 4 consecutive years
- Green Mountain: 10 year marketing services and supply agreement

# Sun Funds

- Residential p.v. incentive program
- Supplemented FL State rebate program:
  - State: \$4 per watt
  - Sun Funds: \$1.50 per watt
- Promoted through Florida Solar Energy Industry Association
- 140 kW installed



July 29, 2008

sunshinenenergy®



# State Policy Shift

*“As a state we have kind of moved beyond the FPL Sunshine Energy program.*

*At this time it’s probably the more appropriate thing to terminate the program and focus on those things the Legislature and Governor is wanting us to focus on with the Renewable Portfolio Standard.*

*The program has had its day in the sun.”*

**FL Public Service Commissioners  
July 2008**



# Mixed signals

**February** – FL Gov. Crist  
“flips the switch,”  
FPL Sunshine Energy solar  
dedication ceremony



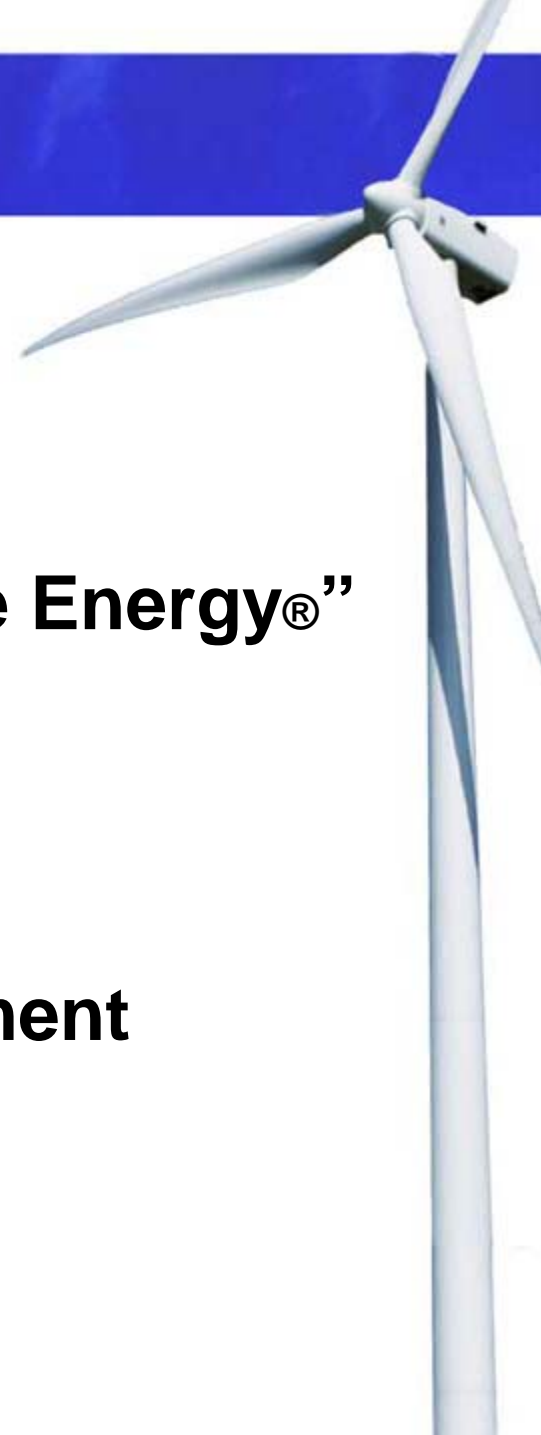
**March** – Gov. Crist spotlights  
Sunshine Energy in  
State of State speech

**September** – FPL wins Governor’s  
Green-to-Gold Award for developing  
innovative green power products



# FPSC Steps In

- **Docket opened Sept. 2007**
  - **“Investigation of FPL Sunshine Energy®”**
- **Key Issues**
  - **RECs sourcing**
  - **Fulfillment of solar commitment**
  - **Marketing costs**



# Regulatory Activities

- **More than 80 “interrogatories” answered**
- **3 Commission hearings**
- **2 FPSC audits**





# Lessons learned

- **Green Power Marketers:** reserve the right to interface with regulators & policymakers
- **Utilities:** see Green Power Marketer as a resource, not a threat in regulatory matters
- **Healthy relationships**
  - Policymakers as partners
    - Educate
    - Stay in touch
    - Get to know new appointees and elected officials
    - Cultivate green power “champions”
  - Turn stakeholders into allies
    - Environmental organizations
    - Consumer advocates
    - Business groups
  - Association membership
    - REMA
    - State/local business & industry association



# Postscript

“If you have no customers, then you have no program. You have to market to get the customer base to make the program work.

There might very well be a lot of voluntary customers in Florida that want a considerable amount spent on marketing because their \$9.75 is perhaps going to go a lot farther [in supporting renewables] if you have a lot of \$9.75 contributions.”

FL Public Service Commissioners  
Sep. 29, 2008

**“Florida PSC vindicates FP&L, Green Mountain”**

Electric Power Daily  
Sept. 30, 2008

