Clean Energy COLLECTIVE

Community Solar Markets:

What to expect in 2015

12/4/14

Powered by SunShot U.S. Department of Energy

Solar Power Generation Awards
Most Innovative U.S. Solar Company

2011 BUSINESS ACHIEVEMENT AWARD WINNER

SEIA Solar Energy Industries Association®
Winner of the Sunny Award

SEPA solar electric power association
National PV Project Of Distinction

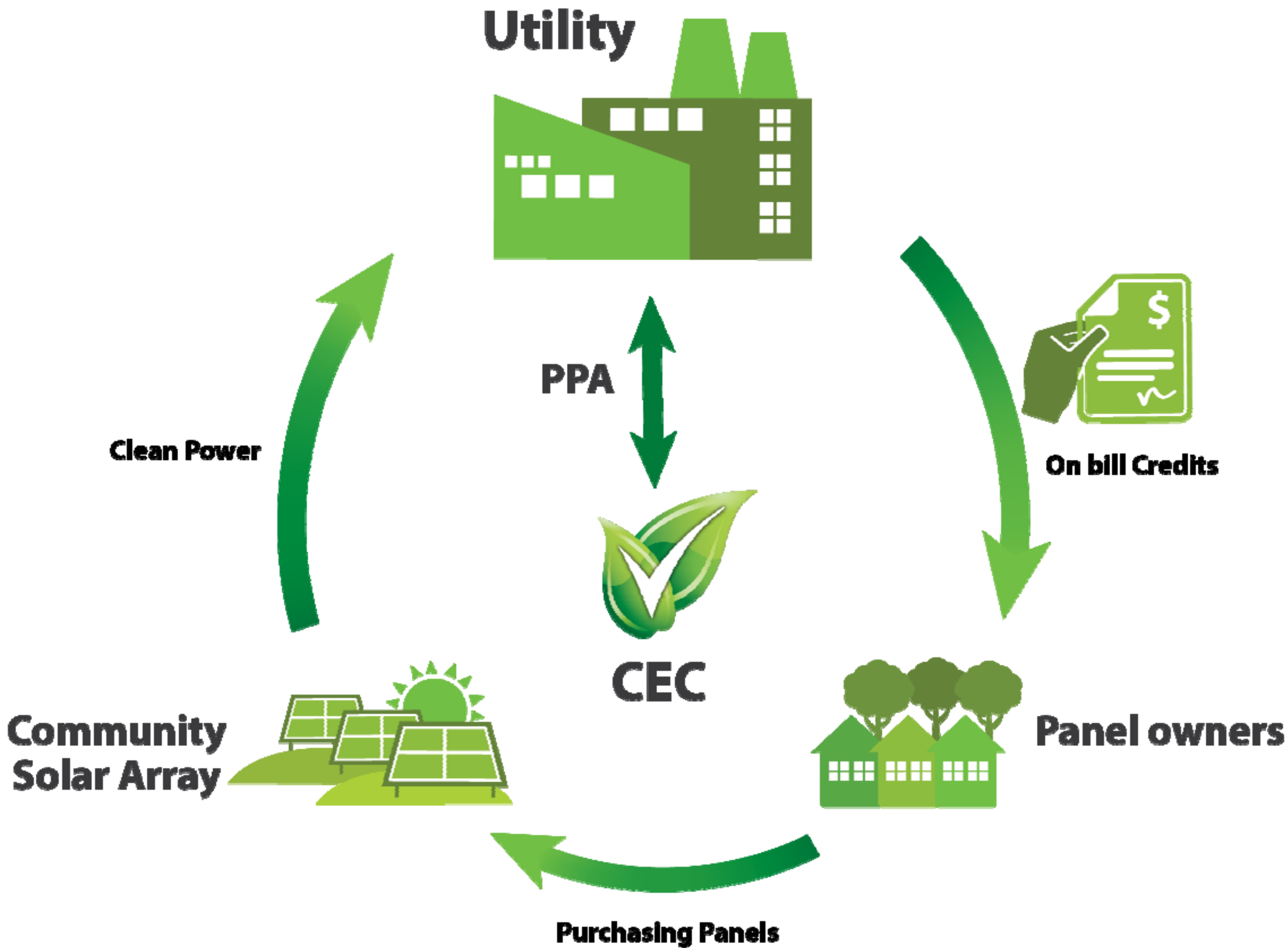
Inc. 500
Fastest Growing Private Companies in 2014

U.S. DEPARTMENT OF ENERGY
National Innovative Green Power Program of the Year

THE SOLAR FOUNDATION
Winner of the Industry Advancement Award

National Rural Electric Cooperative Association
A Touchstone Energy® Cooperative
ASSOCIATE MEMBER
*Associate membership in NRECA does not signify an endorsement of products or services.

How It Works



Clean Energy COLLECTIVE.

State of the Market

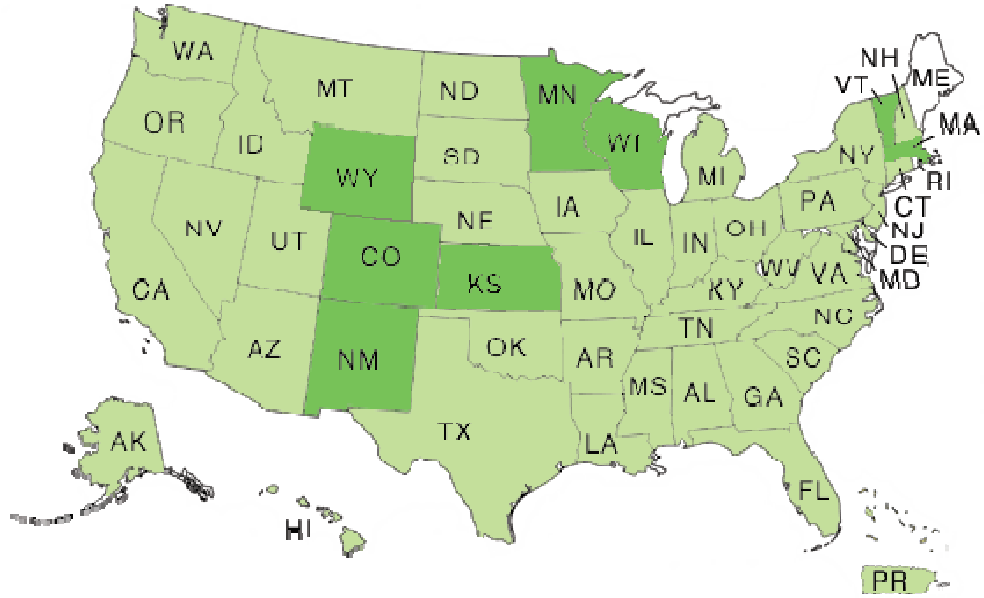
Market has progressed beyond pilot programs to significant adoption

Program details vary significantly but are becoming more standardized

SEPA study showed 64% increase in CS ‘programs’ in past 18 months

Clean Energy COLLECTIVE

Clean Energy Collective Now



- **Nation's leading community solar provider**
  - 18 utilities spanning 8 states
  - 40+ community solar facilities and growing
  - In conversations with nearly 200 utilities
- **Focused solely on turnkey community-owned solar solutions**
  - Built the nation's first community-owned solar facility in 2010
  - Built the nation's largest community-owned facility in 2011
  - Built the nation's new largest in 2012 and 2014

Clean Energy COLLECTIVE.

Future of Market | Potential Size

- Community solar can reach 100% of utility customers, unlike 20-25% for rooftop
- It also can be a much simpler product for consumers
- Thus the potential market is enormous

Commercial and governmental
73 kW

Average System Size

Residential
3.4 kW

Clean Energy COLLECTIVE.

Future of Market | Policy and Adoption

Munis and co-ops don't necessarily need policy to adopt

- Community solar fits in well with both business models, and has seen rapid growth recently

IOUs generally need legislation/policy for community solar

- Thus far in CO, WA, MN, DC, MA, VT, NH, CA, and elsewhere, with the structure varying by state (VNM vs. CSG, etc.)

Huge interest from policy makers going forward

- At least 8-10 states considering enabling community solar or expanding and refining existing programs in 2015

Regulatory is still a challenge

- Commissions often have to implement the legislation, and can stall (i.e., SB43)

Clean Energy COLLECTIVE.

Future of Market | Customer Experience

- **Ease of access is #1 factor driving customer interest in community solar**
  - Customers want to be able to own/control their own solar without having it cause headaches
  - Customers want to 'touch' and track their solar – provide them with these tools and experiences

- **Community solar needs to continue to innovate to provide smoother customer experiences**
  - Customer financing exists but must become easier
  - Secondary market and transfers of ownership will become more prominent and necessary
  - Better payback times always help
  - Make purchases easier and quicker

Clean Energy COLLECTIVE.

Future of Market | Development

- **Development of community solar still is not a turnkey experience for new participants**
  - Securities, tax, billing system integration, and consumer protection issues are all real and complicated
  - Program standardization helps, but still has a long way to go
  - Market participants are becoming savvier and more experienced (and bigger)

- **CEC is developing tools to make community solar replicable nationwide, in partnership with DOE's SunShot Initiative**
  - Building National Community Solar Platform – "Community Solar Hub"
  - Providing tools to address all of the above issues and make community solar turnkey

Barriers to Overcome

- **Product Standardization**
  - Makes everything easier
- **Policy Expansion**
  - Access is single most limiting factor
- **Low Expectations**
  - No longer a feel-good story or small-scale project
- **Common Solar Market Barriers**
  - Community solar is still solar

Thank you

Tom Hunt
Director of Research and Government Affairs
203-417-4027
tom.hunt@easycleanenergy.com