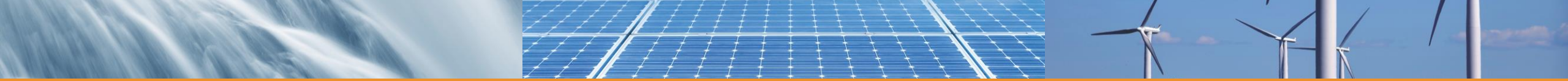


# Consumer Protection

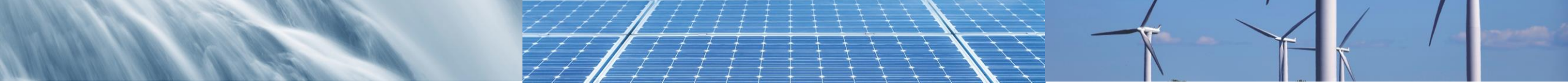
Renewable Energy Markets Conference 2016  
San Francisco, California  
October 17, 2016





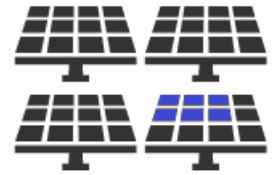
# What is Consumer Protection?

- Who is the consumer?
- What needs protecting?
- Its complex and complicated
- Few answers – Many questions



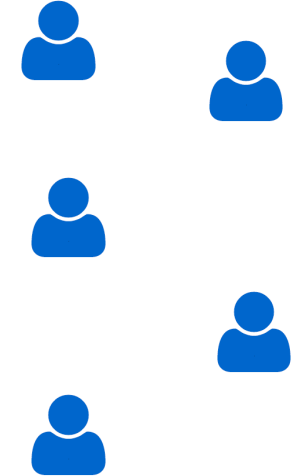
### Supplier Marketing Claims

Sign Up  
Get  
SOLAR  
Energy



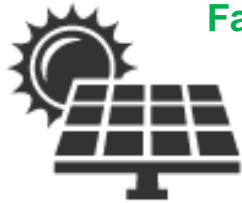
Community Solar

### Rate Payer Impacts



Utility Consumer

### Grid Access Fair Competition



Third-Party  
Ownership

### Compensation / Value of Solar



Contracts / REC  
Ownership

### Consumer Marketing Claims

I Use  
Solar  
Energy

“ACME Inc., uses solar energy to power 75% of its operations”

“ACME Inc., has reduced its carbon footprint by 50% globally”

“ACME Inc. has been making widgets using green power since 1997”



Corporate Consumer

### Consumer Decision Process Information Disclosure



DG Consumer  
Individual / Corporation



# Summary

- Consumer decision process and information disclosure
- Grid access and fair competition
- Compensation and the value of solar
- Supplier marketing claims
- Contracts and REC ownership issues
- Marketing Claims
- Rate payer impacts