

RENEWABLE ENERGY MARKETS 2024 PANEL DISCUSSION

EQUITY IN SUSTAINABLE RESIDENTIAL ELECTRIC AND MULTIFAMILY HOUSING PROGRAMS



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Tuesday, Sep 17 11:00 AM -12:00 PM



Equity in Sustainable Residential Electric and Multifamily Housing Programs



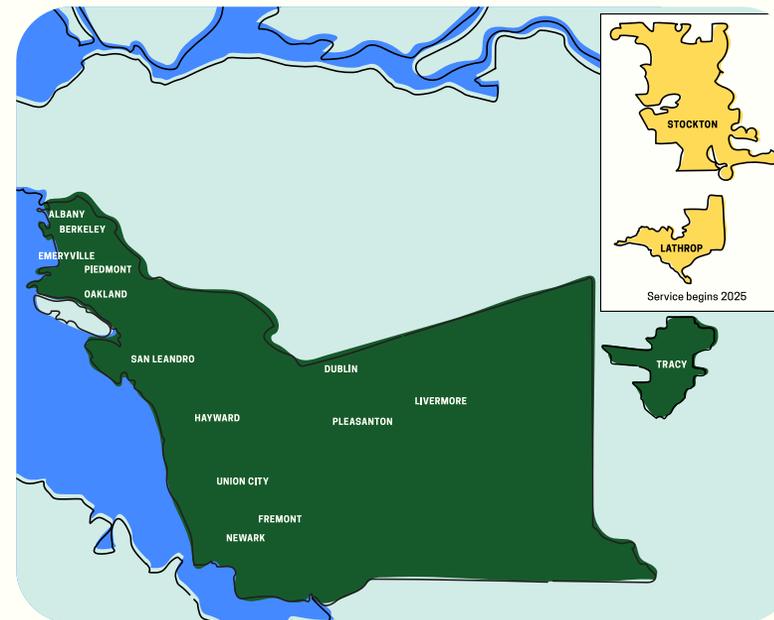
About Ava



Who are we?

Ava Community Energy (Ava) is a local, not-for-profit renewable energy provider that offers clean energy at competitive rates with goals to be 100% carbon-free by 2030.

- As a public agency, we do not have shareholders and are instead led by local officials
- We reinvest our earnings back into our communities through more electrification programs, lowered electrical rates, and increased clean energy



1.7M+
people served

\$23M
saved annually
by Ava
customers

46%
customers are
low-moderate
income

10
cities on 100%
renewable
energy

5th
largest green
power provider
in U.S.



How It Works



1. Ava buys and generates clean power

Ava buys from, and is building, clean power plants.

Ava sells the power to customers at low rates.



2. PG&E delivers the power to homes and businesses

Ava's power is delivered to customers by PG&E.

Customers pay PG&E for delivery as they always have.



3. Customers get the power and local benefits

Customers benefit from:

- low rates
- clean energy
- local governance
- innovative programs

What are Ava's rate choice options?



Bright Choice

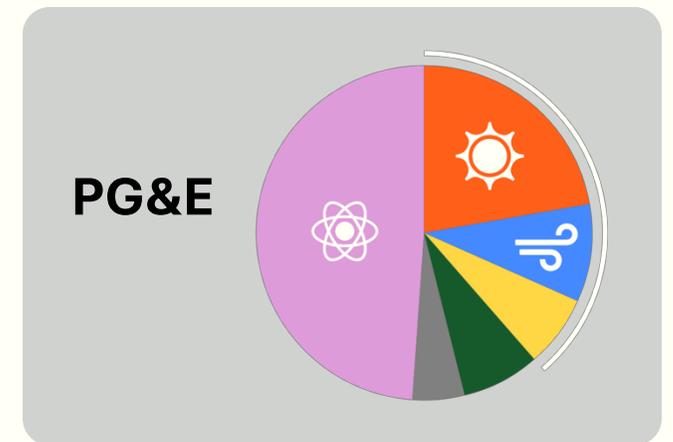
50% renewable energy at rates 5% below PG&E



Renewable 100

100% California solar and wind energy at 1/4 cent per kWh above PG&E rates

- Wind
- Solar
- Hydro
- Biomass & Biowaste, Geothermal, Eligible Hydroelectric
- Nuclear
- Other or Unspecified



What We Do



What We Do



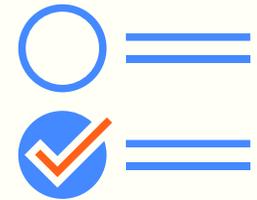
Lower rates



Local control and investment

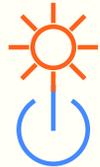


Sustainability



Customer choice and programs

Bringing Everyone Along in the Energy Transition



Creating pathways for the best, safest, and most affordable choices for our customers to be powered with clean energy:

- Community solar
- Enhanced solar compensation
- Installing free induction ranges
- Residential and portable battery storage incentives
- Public EV fast charging



Online

AvaEnergy.org

Phone

+1 833.699.3223

Email

customer-support@AvaEnergy.org

Social

PoweredWithAva



Community Energy



Clean Energy for Every Community

Sam Cote

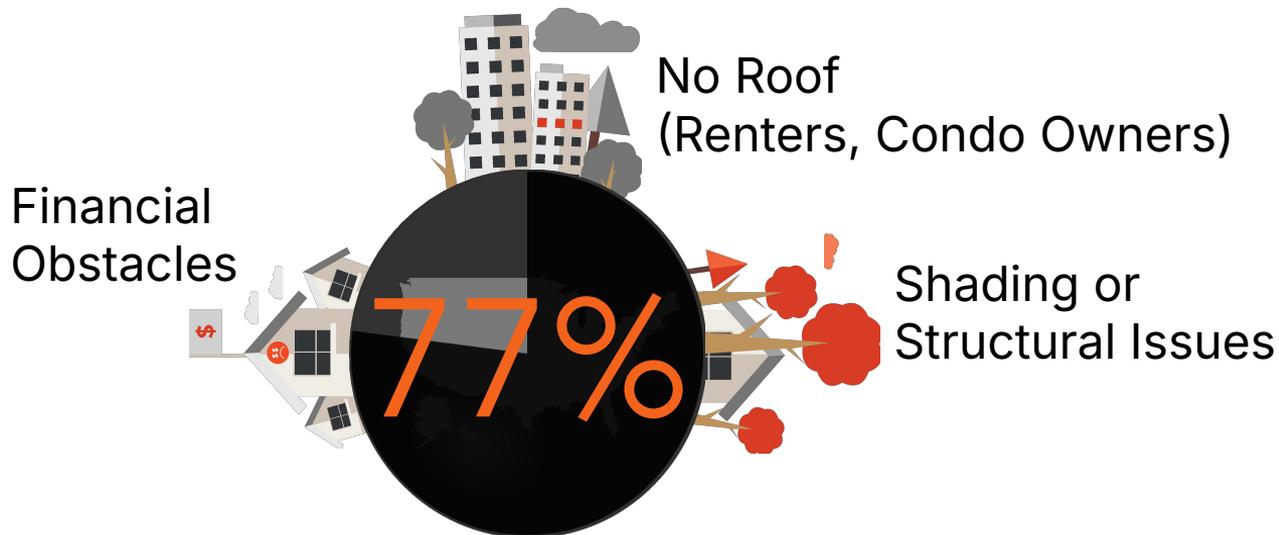
Account Executive

Sept 17, 2024

Equity in Sustainable Residential Electric
and Multifamily Housing Programs



The Problem



**American Households
Locked Out of Solar**

The Solution: Community Solar



Your Solar Farm

Your Utility

Households

Community Solar: Customer Acquisition & Management



Subscribers Get:

- Access to Affordable, Local Clean Energy
- Guaranteed Savings (10 - 60%)

Without:

- Any Upfront Cost
- Anything Installed on their Roof
- The Need for Control Over their Roof

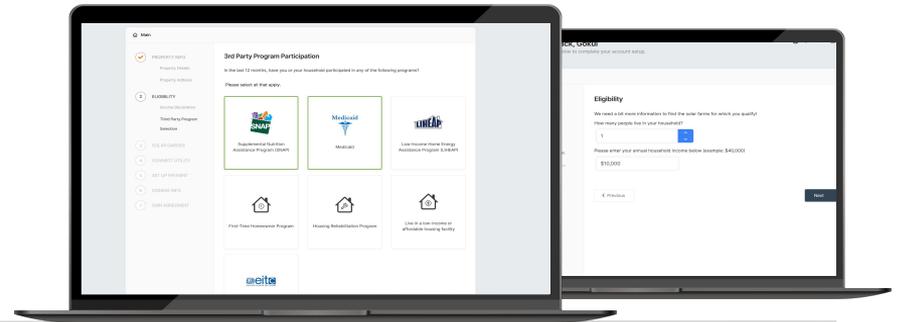
Solstice Platform

Easy, Inclusive Enrollment Platform:

- + **Education-Based Marketing**
Long-term engagement and product understanding
- + **Account Creation**
5 steps for hassle-free enrollment
- + **Utility Bill Upload**
- + **Platform in English and Spanish**
- + **Assignment Logic**
Leveraging current, project availability and needs, and customer's geographic location
- + **Personalized Enrollment Path**
Enrollment flow dynamically activates relevant steps while omitting unnecessary options

Equipped with every LMI qualification method in the industry:

- + **Geo-Qualification**
- + **Income Reporting and Self-Attestation**
- + **Integration with 3rd Party Benefits Programs**
- + **Customization**
For local regulations and adapted to comply with diverse local program rules and regulations



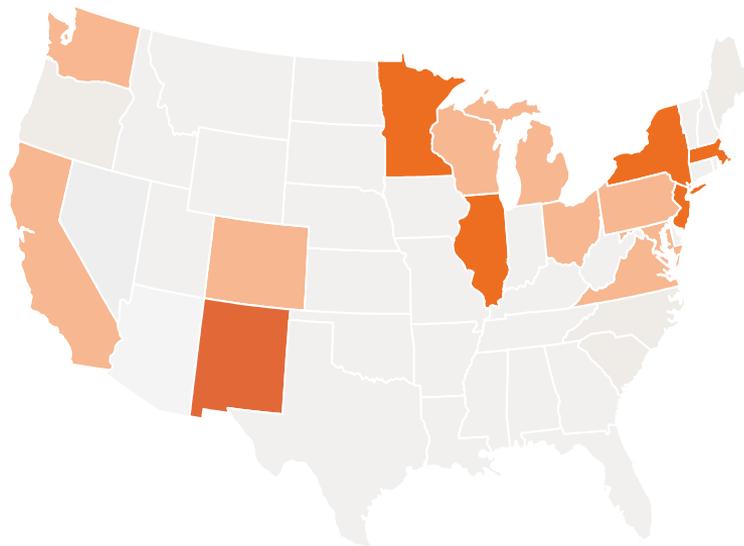
Solstice Markets

Current Markets

- IL
- MA
- MN
- NJ
- NM
- NY

Future Markets

- CA
- CO
- DE
- MD
- MI
- OH
- PA
- VA
- WA
- WI



Bringing Solar to Low-Income Customers

+ Championing Equity

Advocating for policies that promote inclusivity and support low- to moderate-income (LMI) individuals.

+ LMI Advocacy & Inclusion

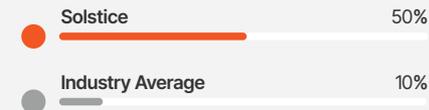
- Solstice was one of the first providers to advocate for flexible contracts to accommodate LMI participants, collaborate with housing authorities, and work within Section 8 Housing.
- 50% of Solstice subscribers are LMI households, compared to 10% industry average.

+ Proven Program Expertise

Extensive experience with projects including NYCHA, NJ Solar For All, IL Solar For All, NM initiatives, MA SMART, and LICSS.



LMI SUBSCRIBERSHIP RATE



* Source: Wood Mackenzie Report "Community Solar Outlook H1 2024".



Deeper Impact

+ Corporate-enabled Community Solar

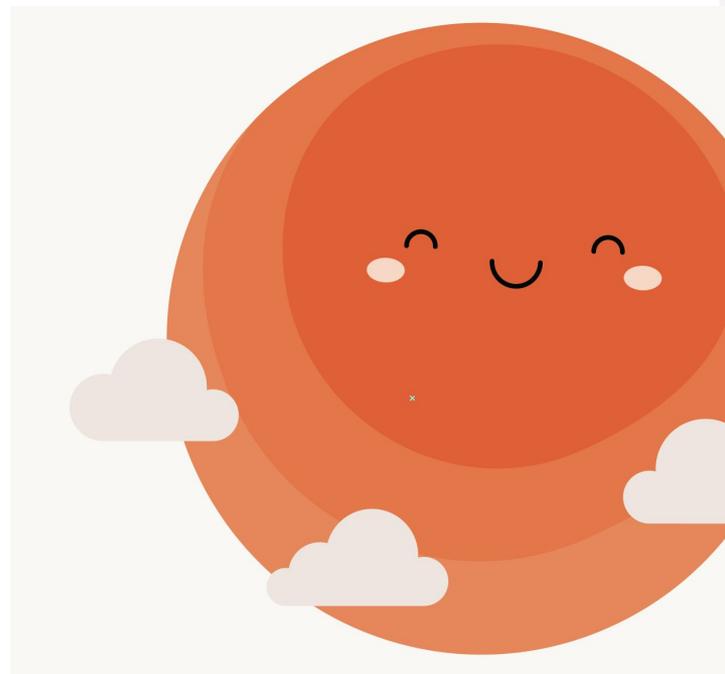
- Match solar developer partners with corporate clean energy buyers
- *'ENGIE collaborates with Microsoft and Solstice to accelerate access to community solar for under-resourced communities in Illinois'*

+ Community Benefit RECs

- Direct a portion of corporate REC purchases to disadvantaged communities
- Solstice serves as a REC Broker & Community Benefit Fund Administrator

+ EnergyScore

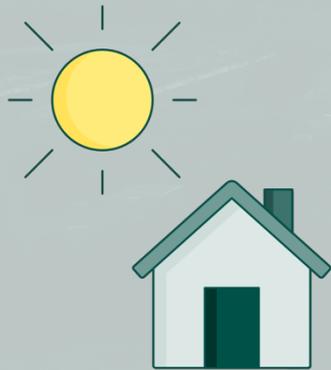
- Solstice's machine-learning tool for financial inclusion
- More accurate in predicting utility bill defaults than FICO and more inclusive of LMI households



An introduction to SolShare

SOLSHARE 100

Rooftop solar is booming, but not everyone can join in.

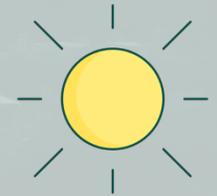


- ✓ Lower electricity bills
- ✓ Lower carbon footprint
- ✓ Access to renewables
- ✓ SRECs

Solar is rapidly being installed on single-family homes across the US



Limited ability to access solar electricity



Representing 40% of US households, multifamily residents are missing out

This gap creates major disparities for multifamily residents



Economic inequity

Multifamily residents typically face higher energy burdens

Missed carbon reduction

Missing out on reduced carbon emissions in densely populated areas

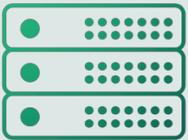
Lack of resilience

More vulnerable to energy price increases and grid outages

Barriers for Multifamily Solar



Cost to asset owners without direct benefit



Cost of multiple systems



Difficulty tracking tenant energy data



Reliance on utility policies and programs

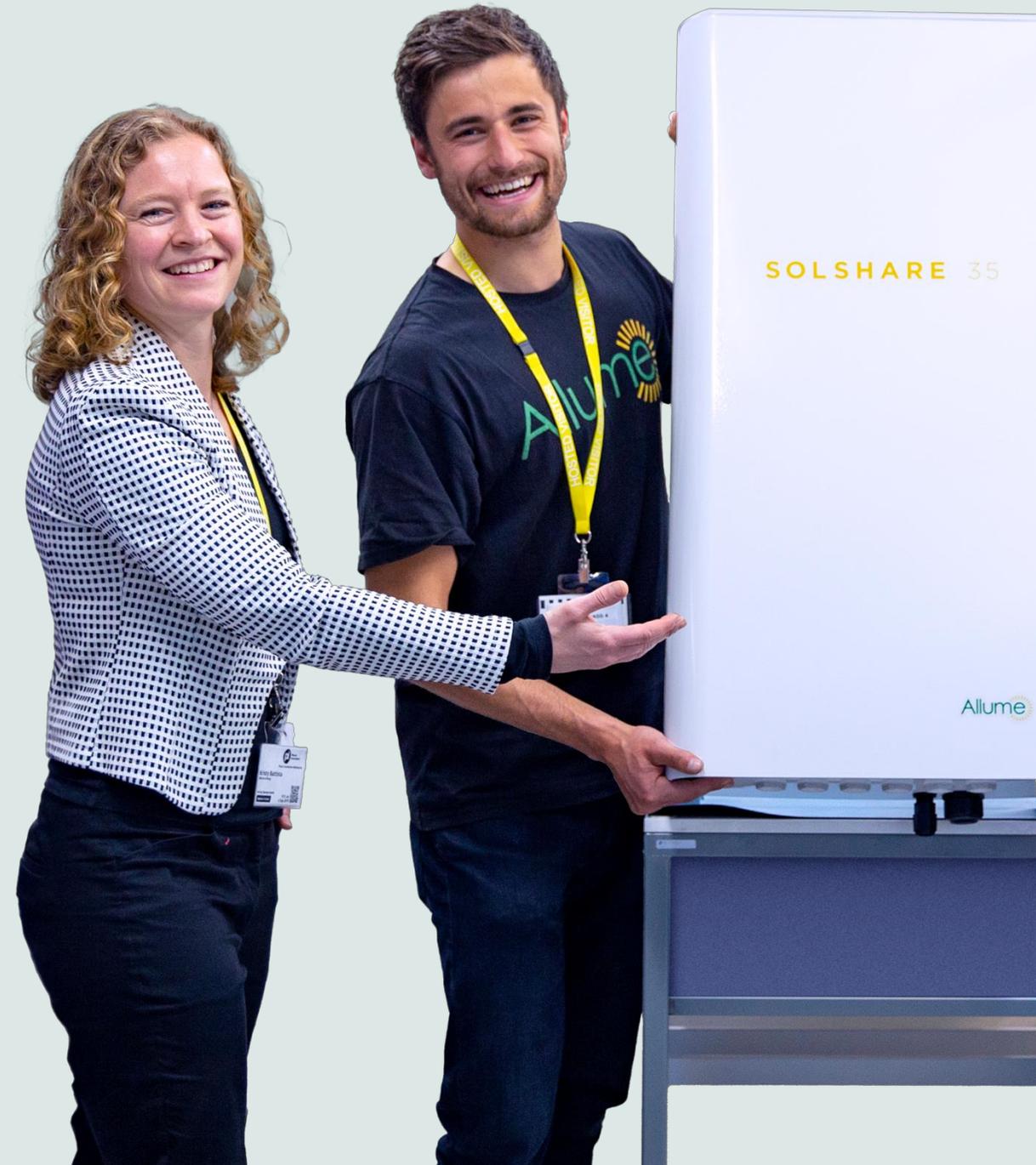


- ✗ More systems required & costly to install
- ✗ Excessive wall space necessary
- ✗ No ability to alter allocation

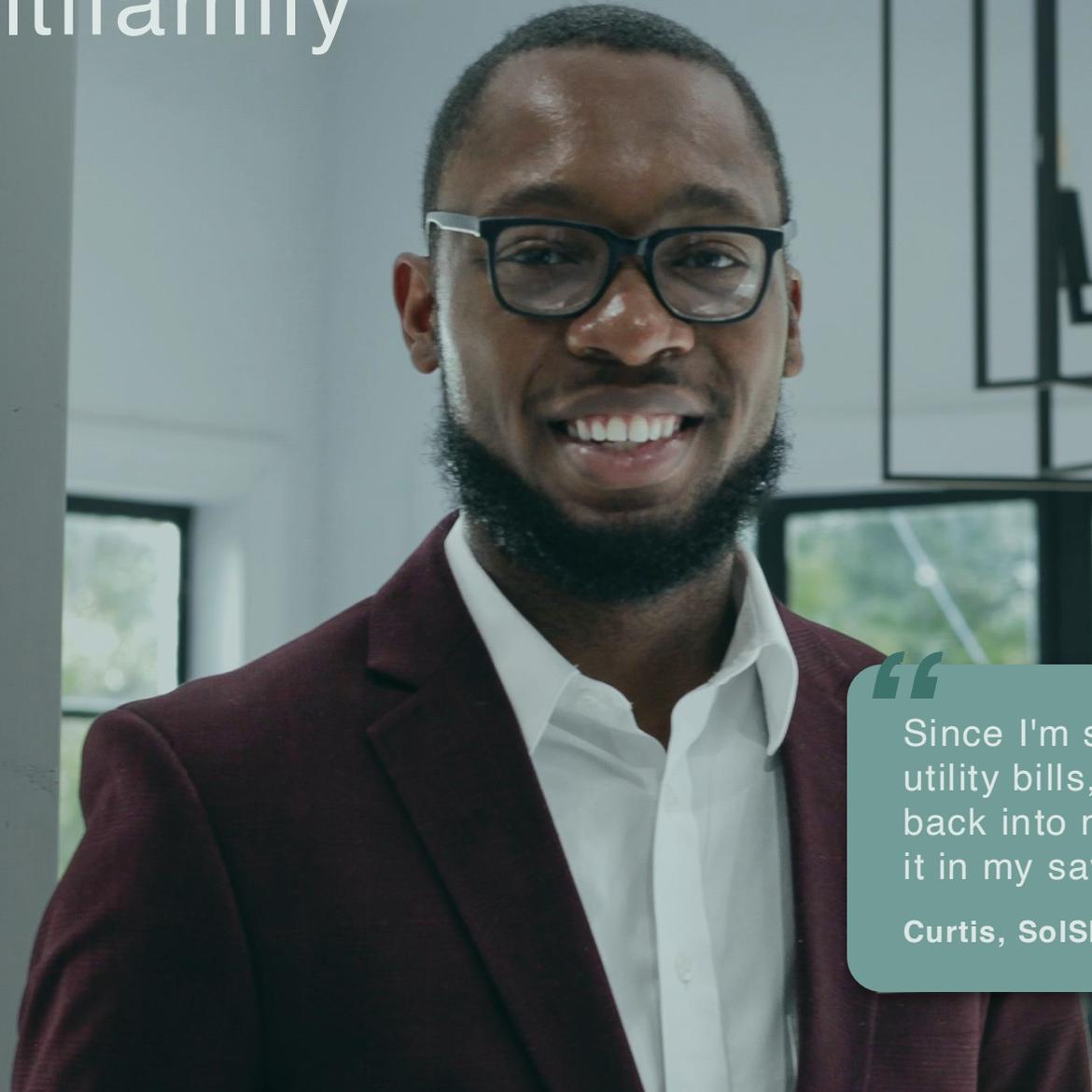
We didn't think this was right, so we built **SolShare**

The world's first and only smart hardware to provide multitenant properties a cost-effective way to go solar.

We've helped over 3,000 apartment units in the US, AUS, GER, UK and NZ gain access to renewable energy generated on their roof.



SolShare unlocks solar for multifamily residents



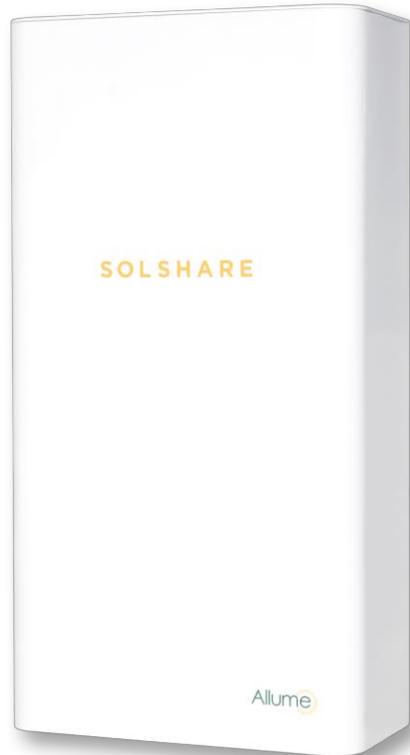
“

Since I'm saving money on my utility bills, that allows me to invest back into my small business or put it in my savings account.

Curtis, SolShare tenant in Jackson, MS

”

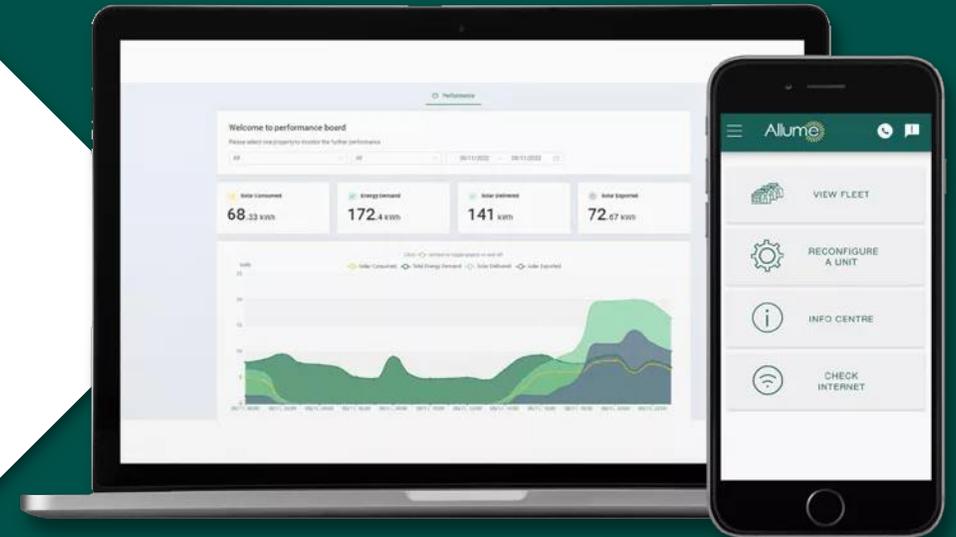
SOLSHARE



Award-winning smart hardware, connecting multiple apartments to shared rooftop solar.



SOLCENTER

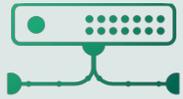


Sophisticated software to monitor, control and bill for shared solar energy.

How SolShare Helps



Increases owners' NOI by \$200-300/apt/yr *and* lowers tenant utilities by \$30-\$60/mo



Sharing energy from a single system



Tracking building-wide energy data



Providing privately-owned infrastructure



- ✓ Simple to install, cost-effective & less space
- ✓ Energy distribution data
- ✓ Flexible real-time allocation

Rooftop Solar



Excess Solar

Grid Supply



Inverter

Utility Meters

SOLSHARE

Behind-the-meter

No need for the utility to change its billing system or create a new solar program.

Distributes solar

Distributes solar from a single rooftop system to multiple 120/240v meters in a building.

Connected centrally

Outputs wire at the building's meter bank, offering a non-invasive installation process for tenants.



CASE STUDY Canopy Villa Apartments

Location: **Canopy Villa Apartments, Orlando, FL**

Solar System Size: **392 kW**

Building Type: **Multi-family rental units**

Residences Connected: **64 Apartments**

OUTCOMES FOR TENANTS

~\$97 / month

bill savings amounting
to \$1166 / year*

59.17%

reduction in electricity
use from the grid

CASE STUDY Canopy Villa Apartments

FAST COMPANY

06-29-2022 | IMPACT

Live in an apartment? You can now share solar with everyone in your building

In many large apartment complexes, solar energy is just powering the common areas while tenants still have their own electric bill. Now, a technology called SolShare lets tenants access the clean power themselves and reduce their energy costs.



[Images: Svetlana Marchuk]

BY ADELE PEI

At an apartment complex, solar power is the first of a kind. Panels with...



Solar Power World

WEBINAR • September 3, 2022
Common Problems in Solar PV Operation

TOP SOLAR CONTRACTORS ARTICLES POLICY MARKETS PRODUCTS SUBSCRIBE RESOURCES

Behind-the-meter hardware SolShare allows for on-site solar sharing at apartment complexes

By Kelly Pickerel | June 28, 2022

Solar installer esaSolar has completed an installation of a "shared solar system" for a multi-family apartment complex in...

TCB

NEWSLETTER HOME AUTO TECH OUTDOORS BUSINESS SHOP

Company offers unconventional way for apartment dwellers to save money on their energy bills: '[It's] a major issue'

"The SolShare is the only hardware technology to do the work of splitting one single solar array into multiple meters."

By Brett Aresco / April 22, 2023



ORLANDO-NEW

Business Crime Gov't Arts & Entertainment Health Education Traffic Real Estate

Orlando apartment complex is first multi-family housing in U.S. with shared solar energy system



abc27 NEWS

Multi-Family Solar Arrives: Allume's SolShare Unlocks Clean Energy Access and Savings

NEWS PROVIDED BY EIN Presswire Apr 18, 2023, 7:07 AM ET

LOS ANGELES, CALIFORNIA, USA, April 18, 2023/EINPresswire.com/ -- Allume Energy today announced the successful deployment of its initial U.S. shared solar energy technology and plans to bring its SolShare solution to all apartments, in particular within low-to-moderate income (LMI) communities across the U.S. By allowing multi-family buildings, including renters, to access the benefits of solar energy, Allume's innovative technology could unlock widespread rooftop solar and provide a solution to energy equity. Given rising energy costs, growing concerns about climate change, and growing disparities in energy burdens, Allume's SolShare could be the key to proliferating solar power adoption.

The number of U.S. homeowners who have installed solar panels has doubled since 2016, and 86% of Americans say they would welcome rooftop solar in their community. This is no surprise given that self-generated solar energy is one of the easiest solutions for standalone homeowners to reduce their energy bills, access renewable energy, and increase resilience to blackouts. Yet apartment owners and renters, who are more likely to be LMI earners, have historically been unable to access solar energy due to financial and technical considerations.



It's a **win-win** for asset owners & tenants

With SolShare, the tenant can get the full energy bill benefit and the landlord can receive a small rent surcharge.

Alicia Brown - City Official, Former DOE Solar Innovator



[Unlocking Rooftop Solar](#)



BENEFITS FOR TENANTS



Reduces electricity bills and overall inflation-related rent burdens.



Protects communities from energy poverty via direct solar access.



Provides multi-family tenants access to the renewable energy transition.



Provides visibility into energy usage, creating tenant confidence in savings.

“
When I saw my new electricity bill for the first time I was like ‘Ooh let’s go get a steak!’
Darren, SolShare tenant in Jackson, MS
”

[!\[\]\(eab383c25696c57e6bcdb3ad61f0aab1_img.jpg\) Benefits for Tenants](#)



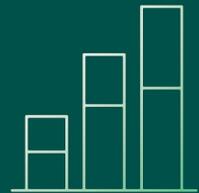
BENEFITS FOR ASSET OWNERS



Reduced carbon footprint with an average reduction of ~2+ tons of emissions per year.



Potential to increase net operating income by \$200-300 per apartment/per year and rent recovery.



Provides visibility into renewable energy data and detailed property-related energy information that is beneficial for ESG reports.



Tailoring solar allocation with the ability to remotely turn off to vacant apartments during tenant churn.



Both in terms of the tenant and in terms of me as an investor, it was a win-win situation.

Jennifer Welch - Building Owner, MS



[Unlocking Rooftop Solar](#)

We're here to help.

213-789-6044

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