

SolarShares Program Implementation

6/03/2008 08:29 am



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SOLAR SHARES

Program Overview

- Concept: PV for all residential customers
 - “Virtual Solar” subscription: large, locally sited array
 - Fixed monthly price
 - Net Metering benefits
 - Bill credit matches the output of a real system
- Program Attributes:
 - Make solar accessible to all District ratepayers
 - Renters
 - Multifamily
 - Low income
- Economies of scale – lower subsidy than ownership



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Market Research Key Findings

- Understood and well received
- Renters and multi-family residents find it particularly favorable
- More likely to buy if price is lower
- Key customer benefits
 - Clean
 - Green
 - Reduces reliance on fossil fuels
- Concerns
 - Complex
 - Need more information to make decision (e.g. brochure)
 - Did not like additional cost



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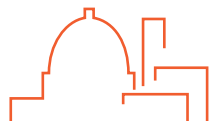
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Program Structure

Typical Customer Size [% participants]	Small [34%] (<6,000 kWh/yr)		Medium [48%] (6,000-14,000 kWh/yr)			Large [18%] (>14,000 kWh/yr)			Total/Blended
Expected Annual Usage (kWh/yr)	4,000		9,000			18,000			
Forecast kWh Sales (20 year average)	531,339		750,126			281,297			1,562,762
Customer Goals (# customers)	340-680		240-480			45-90			625-1,250
System Size (kW)	0.5	1	1	1.5	2	2	3	4	
SS Fixed Cost (\$/mo)	\$10.75	\$21.50	\$26.50	\$39.75	\$53.00	\$66.00	\$99.00	\$132.00	
SS Average Monthly Net Cost (\$/mo)	\$4.07	\$8.14	\$9.04	\$14.57	\$20.39	\$20.04	\$30.40	\$42.73	
% usage from SolarShares	22%	43%	19%	29%	39%	19%	29%	39%	

SMUD Subsidy (\$/W) - Goal <\$2.50/W	\$2.10	\$1.44	\$0.58	\$1.51
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SOLAR SHARES Marketing Plan

SolarShares Marketing Rollout

June	July	August	September	October
Customer Connections	direct mail			
smud.org program page	promo/launch email	updates/signups	updates/signups	updates/signups
"Coming Soon"	update with launch info			
	web banner ads	web banner ads	web banner ads	
	Co-op/REI Partnerships	Co-op/REI Partnerships		
	Media Event/Press Releases			
	Employee Communications			



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Marketing Materials Design

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SolarShares: Solar for everyone!

At SMUD, we believe that clean energy should be available and affordable for everyone. If you were unable to install a rooftop solar panels on your home due to shading or position OR if you are renting or are a homeowner living in multi-unit buildings, you're not left out anymore!



SolarShares, a new pilot program from SMUD, now makes it possible for everyone to get solar power. For a fixed monthly price - ranging from less than \$5 a month up to about \$30 a month - you can buy solar power from a locally-based "solar farm" without spending thousands of dollars on a rooftop solar system!

The amount of electricity you receive through participating in SolarShares will vary according to the amount of sunshine and by season. You'll receive higher amounts of electricity during the summer than in winter. Monthly SolarShares power will show as a credit on your bill and reduce the amount of grid power that you pay for. Also, SolarShares is portable - when you move, you can take it with you!

SolarShares is the first program of its kind in California, and the largest in the nation. The new 1MW SolarShares system is located in Sacramento County, and will be operational in July, with the capacity to serve between 800 and 1,000 customers. You can be part of this innovative effort to support local renewable energy for a cleaner environment. To enroll, contact Jim Burke, SolarShares Program Manager, at (916) 732-5441.

An affordable way to get your piece of the sun

Log in to Your Account

User ID:

Password:

[log in](#)

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[OurGreenCommunity.org](#)

SMUD is underwriting OurGreenCommunity.org, a web site developed to help improve the quality of life by providing a place for area residents, groups and businesses to share ideas about reducing the impact of carbon emissions from all sources.

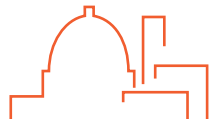
Visit and join in the conversation, at [OurGreenCommunity.org](#)

Get money back from SMUD

We've Got Some Solar to Share!

Find Out How You Can Get Some!

* A registered service mark of the Sacramento Municipal Utility District. 44.08 06/08



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More Information

www.smud.org

www.ourgreencommunity.org



Thank You



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HIP POCKET SLIDES



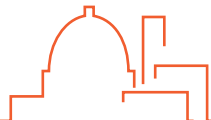
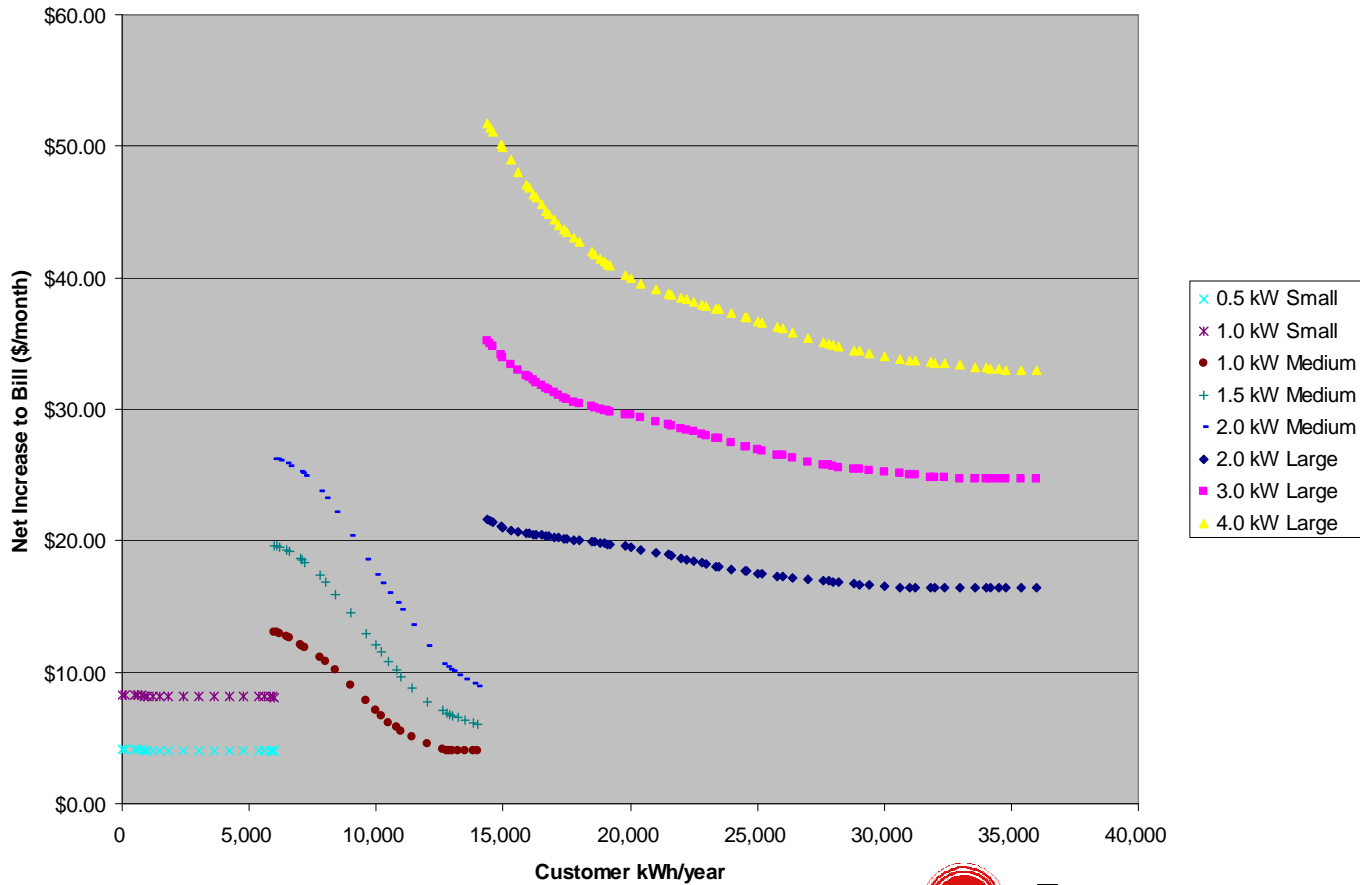
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Net Impact to Customers' Bills

SolarShares Pricing



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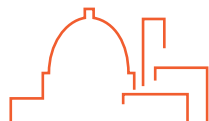
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Q13: If you could only choose from one of the following options, which would you buy: Enough solar power to replace ___% of your electricity for an extra \$___ per month.

Concept K		
% of Electric Bill	Extra per month	Would choose this option
20%	\$15	28%
25%	\$20	14%
35%	\$32	16%
Would not buy at any of these prices	N/A	30%

Concept M		
% of Electric Bill	Extra per month	Would choose this option
25%	\$5	20%
55%	\$10	47%
Would not buy at any of these prices	N/A	22%

Concept P		
% of Electric Bill	Extra per month	Would choose this option
25%	\$10	22%
35%	\$17	7%
50%	\$25	27%
Would not buy at any of these prices	N/A	28%

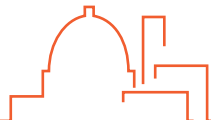
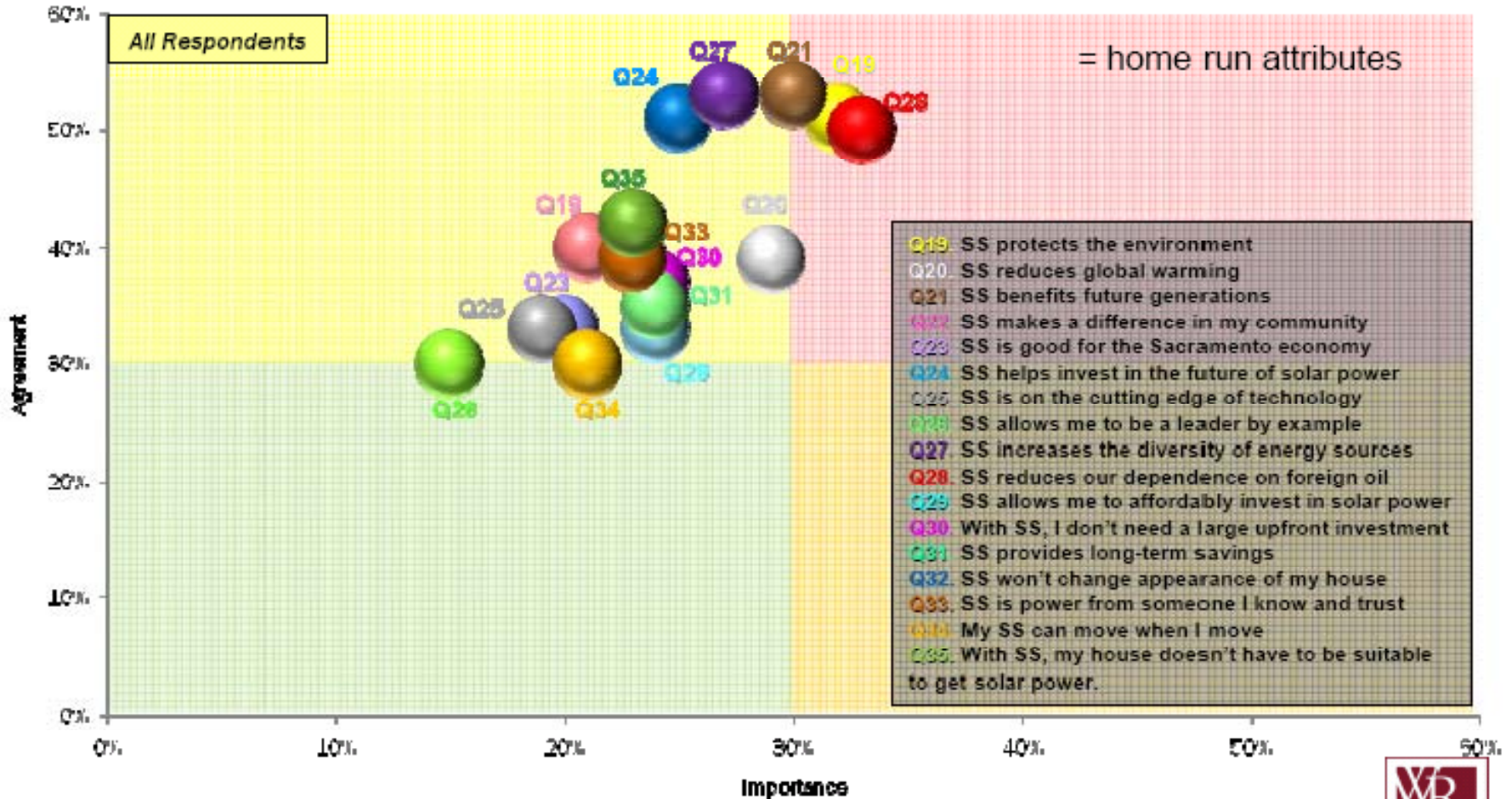


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Program Attributes



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Sample Bill: Tiered Rate



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P.O. Box 15830, Sacramento, CA 95852-1830

CUSTOMER BILL

Phone Inquiries: 1 (888) 742-7683

Power Outages: 1 (888) 456-7683

www.smud.org

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Account Number: 1838505

DAVID L NELSON
Issue Date: 05/15/08

Past Due Balance - Due Immediately **903.39**

Current Charges, Due 06/12/08 **962.13**

This date does not extend the date due for the past due balance

Total Amount 1,865.52

Location: 8817 EULA WAY
ORANGEVALE 95662
Rate: RSE_EL1: Heat w Assist & Green
Cycle: 10 Contract: 96409

Usage History	Dates	Days	KWh/Day	\$/Day
Billing Period	07/18/08 - 08/15/08	29	37.9	5.35
Last Year	02/14/04 - 01/17/08	434	0.5	0.01
Last Month	06/18/08 - 07/17/08	30	3.4	2.25

Meter No.	Current Meter Read	Previous Meter Read	Difference	Multiplier	Usage Usage Type
520330	92913	91813	1100	1	1,100 kWh

ELECTRIC SERVICE CHARGES/CREDITS	USAGE TYPE	RATE	TOTAL
Tier 1	700 Summer kWh @	0.092900	65.03
Tier 2	300 Summer kWh @	0.157300	47.19
Tier 3	100 Summer kWh @	0.174600	17.46
Monthly Service Charge*			2.50
MED Rate Discount			-8.49
Energy Assistance Program Discount			-8.49
Solar Shares kWh Credited	767 kWh		
Solar Shares Credit*			-98.74
Solar Shares Charge*			132.00
Greenery All Renewables	333.000 kWh @	0.010000	3.33
Solar Surcharge	333 kWh @	0.001000	0.33
Sacramento County Tax*			2.68
State Surcharge*			0.24
A) TOTAL ELECTRIC SERVICE CHARGES/CREDITS			155.04



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