



Solar + EV = a Groupon for a
Sustainable Future

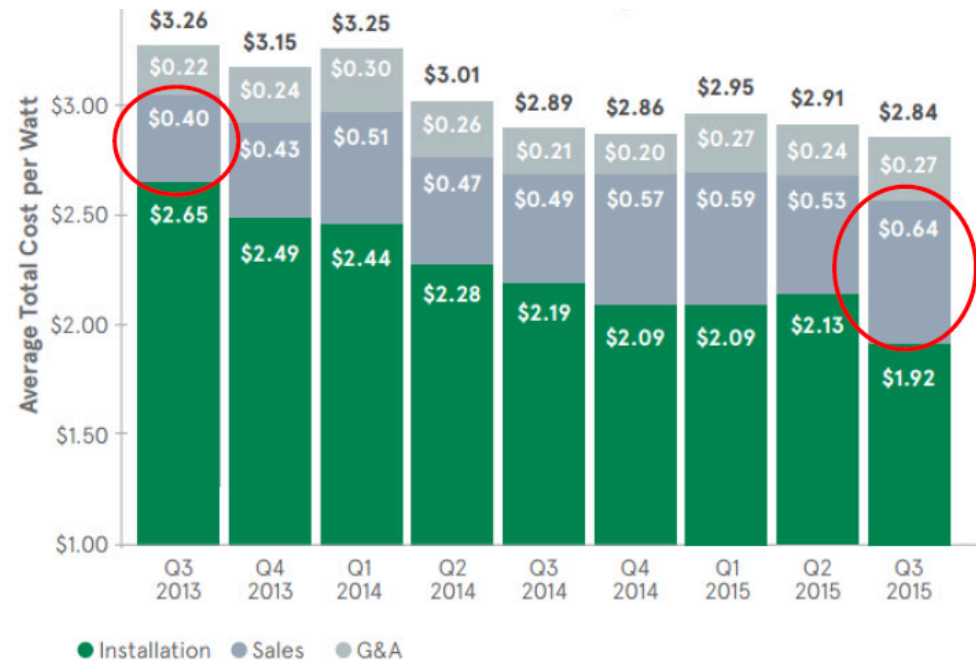
Vote Solar
December 8, 2015



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Barriers to Solar & EV Market Transformation

- High upfront cost
 - Marketing & customer acquisition
- Customer confusion
 - Information overload
 - Who to call?
 - What's best for my home?
 - EV - Range anxiety



U.S. Solar Market Insight - Nov. 2015. GTM Research



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Benefits of Group Buying?

Limited-time procurement model for residential solar installations to reduce the confusion of “going solar,” making the process simple and affordable.

How?

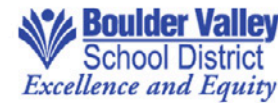
- By pooling the buying power of homeowners
- By providing vetted contractors

Goals:

- Help affinity groups (e.g. community, employees) save on energy costs for years to come
- Make it easy to engage group in larger CSR and/or community sustainability goals



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BUSINESS COUNCIL ON
CLIMATE CHANGE




Peninsula SunShares

- 4 months
- Community wide
- No-cost / obligation solar evaluation & proposal
- Contract signing deadline

Motivation

- ITC to expire
- April tax season
- **Changes to NEM in CA**
- **975 kilowatts**

 Peninsula SunShares

[Group Buy](#) [Learn More](#) [News & Events](#) [Have Questions?](#)

Solar. Simple. Together.

Thank you for your interest in Peninsula SunShares.

After 4 months the program registration period has come to a close with 1,100 participants and more than 200 installations totaling almost 975 kilowatts of clean energy around the Bay Area.

We appreciate everyone's engagement in the program, thank you!

Share This: [Tweet](#) [Facebook](#)

Days Left to Join **0** Participants **1092** Registration Goal **700**

Solar Energy Pricing

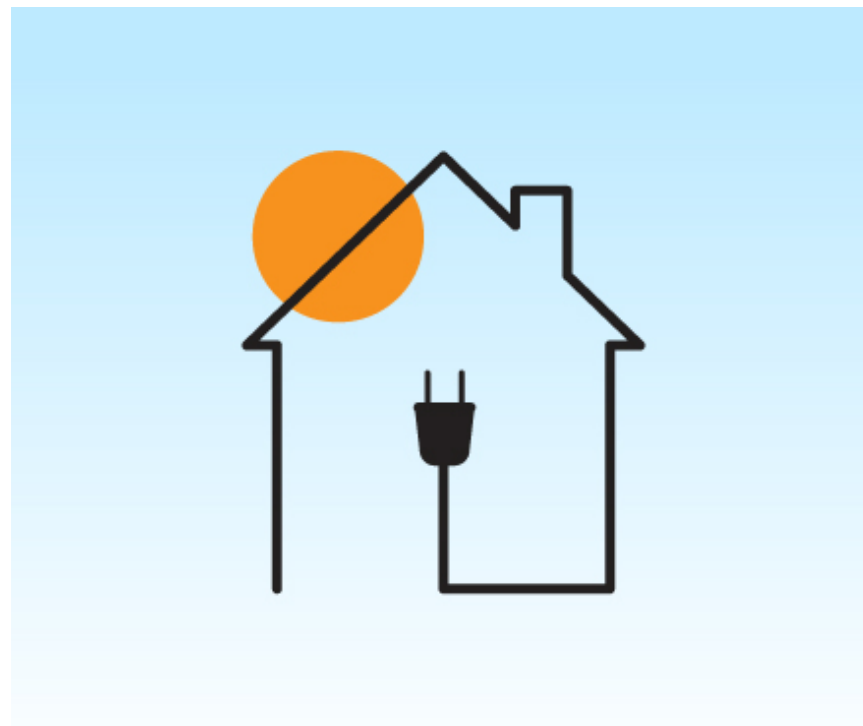
	Group Price	Selected Vendor
Solar PV	\$3.50 per watt	Discounted pricing starts at \$3.50/watt or 15% off market rate. Details on each of the installers offers can be found on the News page.



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East Bay SunShares

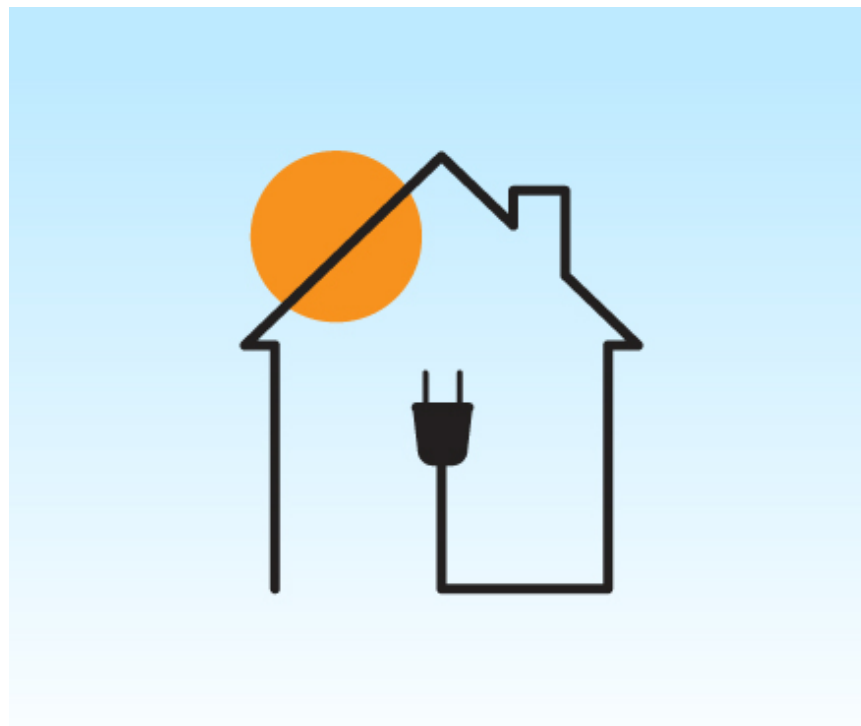
- 3 months
- 4 communities – Fremont, Walnut Creek, Lafayette, Piedmont
- 627 registrants
- **926 kilowatts**



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Business Council on Climate Change SunShares

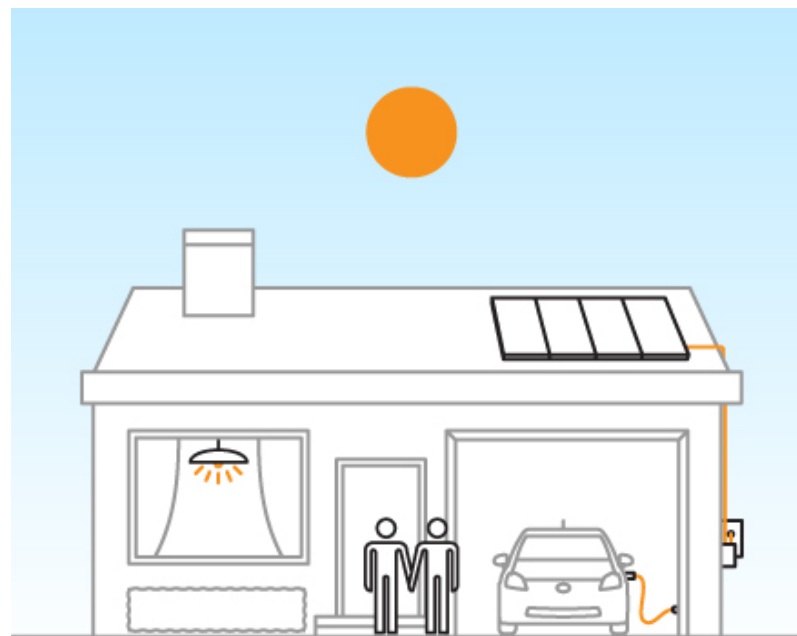
- 3 months
- Large employers - N. CA
- Autodesk, Blue Shield of CA, CCSF, Google, PG&E, UCSF, Salesforce, United, VMware, Workday and more
- 2,000 registrants
- **1.4 megawatts**



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Solar Benefits Colorado: EV + PV

- 4 months
- Community wide (3 counties)
- **1st EV Group Buy in U.S.**
 - EV Registrants = 186
 - EV + PV = 213
 - PV = 761
- **675 kilowatts** of PV contracts (and counting)



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Solar Benefits Colorado: EV Deal



- Negotiations with vehicle manufacturers → proposal from dealer
- Nissan + Boulder Nissan - 2015 Leaf (3 models)
- MSRP: \$31,810
- Group price: \$23,461
- Tax credits: \$7,500 (fed); \$5,000 (state)
- **\$10,961 = AMAZING**
- **200 + sold / leased (and counting) or almost half of EV registrants**



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Future is coming fast – more than just solar

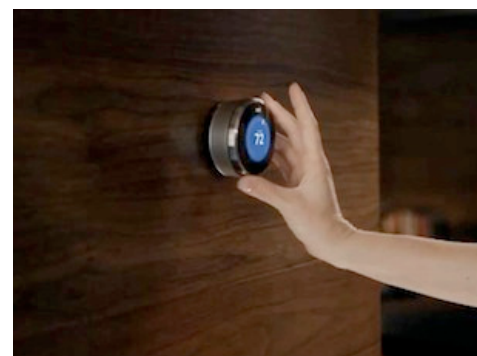
Distributed Energy Resources:

- EE, PV, EV, storage
- CA, NY, HI
- **Google didn't pay \$3.2B for a thermostat**
- NEST links to LG, Whirlpool, Phillips and utility DR programs.

Breaking: SCE Announces Winners of Energy Storage Contracts Worth 250MW



Stem, AES, Ice Energy, NRG Energy and Advanced Microgrid Solutions garner more than 250 megawatts in energy storage awards.



Photos: Greentechmedia.com



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Takeaways

- Solar and electric vehicles are contagious
- Group procurement works! Reduce cost & complexity + create clean energy communities – faster
- Last 10 years have been about market transformation for renewables
- Next phase: Grid Integration (aka - making it all work)
- Changing the relationship between utilities & customers:
 - Two-way flow of service and \$
 - Need policy to establish the transactional space (to activate and monetize)
- **The future is going to be awesome**

Thank You

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