



Community Solar Value Project

www.communitysolarvalueproject.com/solutions

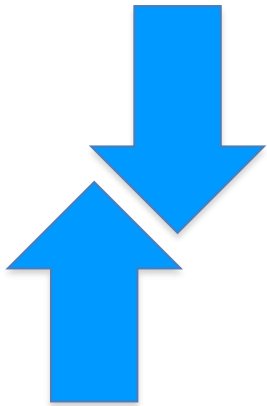
John Powers / Extensible Energy
john@extensibleenergy.com / 510-326-1761

The Community Solar Value Project

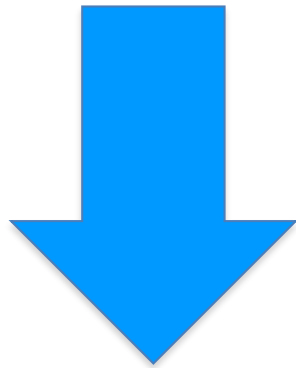
- Led by Extensible Energy, with expertise of 3 additional firms
- Funded by U.S. Department of Energy SunShot Initiative
- Utility-led community solar programs, using a variety of project ownership options and program innovations.



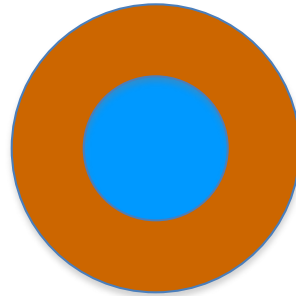
Five Ways to Add Net Value And Make Community Solar Better



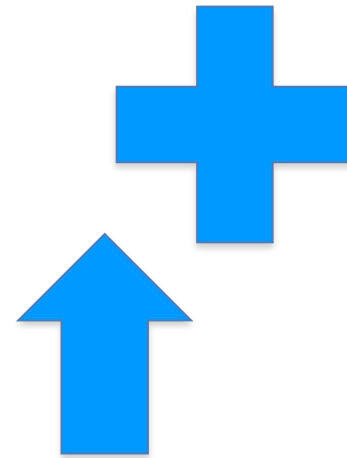
Strategic solar
design/specific
ations



Best-practice
project
financing &
procurement



Target market
development
& a more
customized
offer



DR and
storage
companion
measures
increase net
program value




Pricing for
Multiple
Objectives

In Five Challenge Areas...

- Guide
- Presentation(s)
- Checklist
- Webinar Recording(s)
- Resource Links

Jill Cliburn





THE PROCESS

**UTILITY LEADERSHIP
MAKES COMMUNITY
SOLAR BETTER**

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STRATEGIC DESIGN

- Local Benefits
- Design Specs
- Fleet Approach
- Carport Considerations

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PROCUREMENT

- The Market
- In- or Out-Source
- Financing Models
- RFOs & RFPs
- Case Studies

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TARGET MARKETING

- Good Questions
- New Tools
- Market Development
- The Offer

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COMPANION MEASURES

- Co-Marketing Value
- New DR
- New Storage
- Integration-Value Model

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NET-VALUE SOLUTIONS

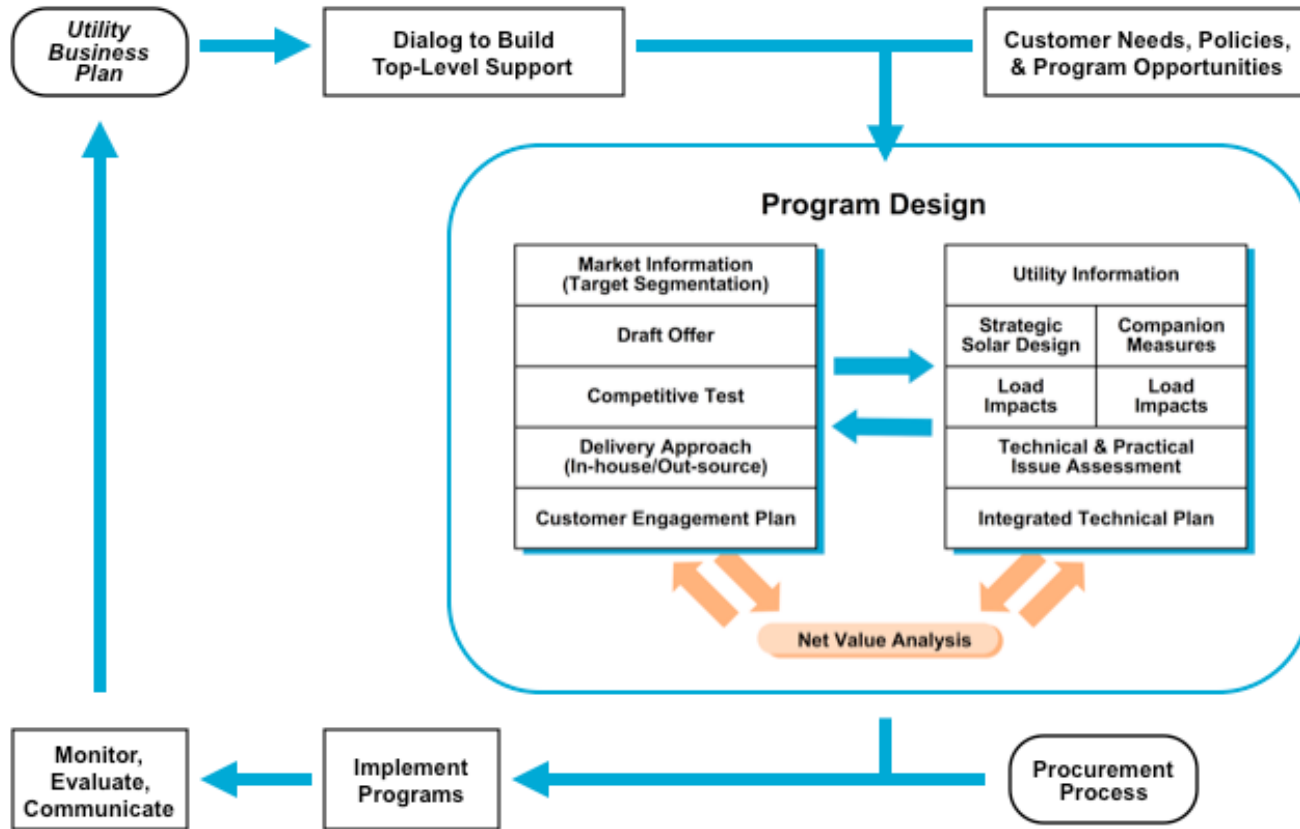
- GAP Process Notes
- Generic Models
- Policy Context
- SMUD Experience

**THE MAP IS NOT
THE TERRITORY**

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CSVP Program Planning Process



CSVP Program Planning Process: Silo Busting

- Management Support
- Value Stacking
- IDSM Metaphor
- Better Together





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