



# Seattle's Utility-Owned Community Solar Program



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# Background

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- 2008: Seattle a Solar America City
- 2008-2009: Identify and overcome barriers to solar.
  - Planning
  - Cost
  - Interconnection
  - Education
- Identified CS as an approach to increase access to solar
  - site barriers
  - entry cost barriers



# Seattle Context: One year ago

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- Policies, incentives, & financing options
- Municipal utility
- Solar resource



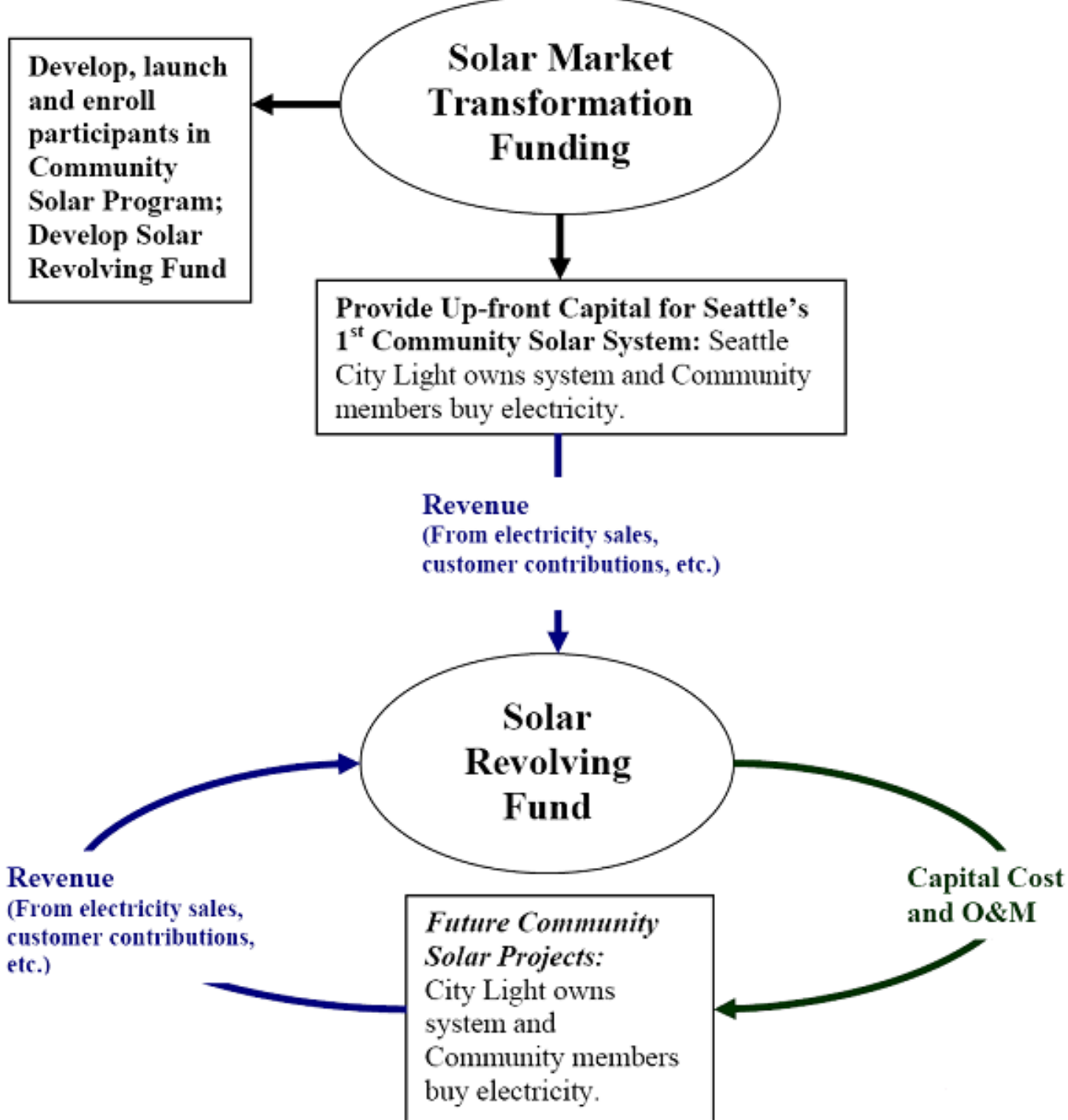
Poor solar resource + *few incentives* =  
very low production per \$

# How things have changed

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- WA State Production Incentive- expanded to CS!
- DOE Special Project Grant!
  - Enables installation before enrollment
  - Establishes revolving fund
  - Gives Seattle momentum and a timeline!

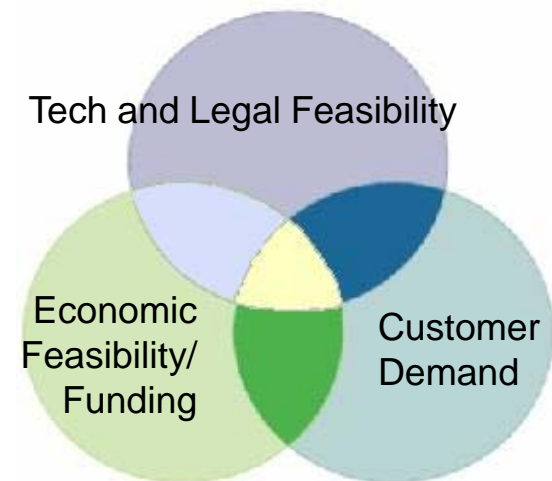
Cash for 1<sup>st</sup> installation + *substantial production incentives* =  
interesting value proposition!



# Program Design: Our Approach

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1. Evaluation of existing models
2. Legal research (securities issues)
3. Market research (customer preferences)
4. Secure initial funding
5. Make recommendations, design program



# Drivers of Program Design

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- State Production Incentive Program
- ARRA grant
- Securities laws
- Interconnection/Metering
- Billing IT
- Site opportunities
- Customer demand



# Market Research Results

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- Focus Groups January 2010
- Phone survey (approx 500 people) March 2010

So what DO customers want?

- Solar?
- Investments vs Monthly premiums
- Marketing/participant communications
- Cost levels
- Sites

# Site Evaluation

- Public w/ great host relationship
- Solar Access
- Structural integrity & feasible interconnection
- Ease of installation and maintenance
- Visibility to the community:  
visitor-ship, public access, artistic value
- Free of historic preservation & environmental impact barriers
- Provides community services
- Secure from vandalism



# Example from Participant POV

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- Enrollment: \$600-\$1200 range for
- 100-250 kWh/yr
- Value of power + \$.30 production incentive: \$38- \$100/yr
- 16 yr payback for participants
- Could be <6 year payback w/ WA made modules & inverter (assuming same installed cost)

*THIS IS JUST AN EXERCISE!*

# Does SCL support other CS projects?

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- Yes!

**Support private  
community  
groups**

Interconnection  
Incentive payments

**SCL manages demo  
projects on community  
buildings**

Green Power

**SCL runs  
voluntary prog for  
its customers**

- Launch utility-owned project 2010/2011.  
Stay tuned...

# Contact

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