



Community Solar Value Project

Extensible Energy, LLC, with Cliburn and Associates • Olivine, Inc. • Navigant Consulting
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Community Solar Value Project Solutions Workshop • August 3-4, 2016 Sacramento Municipal Utility District

Wednesday, August 3 • Hyatt Regency Sacramento • Ventura Room

- 3:30 pm **CSVP Utility Forum Update. A brief welcome will be followed by interactive discussions:**
- Roundtable introductions from Utility Forum participants
 - A tour of SMUD's proposed community solar portfolio (Patrick McCoy)
 - Focus on SMUD's plan for locally sited, high-value Solar Shares (Stephen Frantz)

Following the discussion, for a memorable Dutch treat reception and dinner!

Thursday, August 4 • SMUD Customer Service Center • Lighting Classroom

- 8:00 am **Registration and Coffee**
Participants heading over from the Hyatt will receive details on transportation/carpooling to the Utility. And the coffee will be good!
- 8:15 **Welcome**
- John Powers, CSVP Project Officer, introduces the overall agenda and participants
 - Participant and Team introductions
- 8:40 **Keynote**
SMUD's Evolving Perspective on Integrated DES
Rachel Huang, SMUD Director of Distributed Energy Strategy (invited)
- 9:15 **Community Solar Program-Design: Beyond the Box**
Jill Cliburn will introduce CSVP's utility-driven community solar program-design process, a strategic approach that adds net value in five areas: strategic solar design, procurement, pricing, target marketing, and solar-plus strategies. The presentation will include a hands-on introduction to the process and its flexibility for use in different utility environments.
- 10:00 **Program-Design Tools Beyond the Box**
CSVP team members provide speed-talks introducing specific program-design tools and guidelines for successful community solar programs. More in-depth content and discussions will be provided in break-out sessions.
- Andrea Romano: *Community Solar Periscope—For a Close-up Look at the Competitive Landscape*

- Jennifer Mitchell-Jackson: *The Segmen-tifier—Successful Micro-Target Marketing for Local Community Solar Programs*
- John Powers: *The Magic Pack-n-Shift—Practical Magic Around Solar-Plus-Storage Options*
- Andrea Romano: *The RF-Osterizer—For Better Community Solar Procurement*
- Jill Cliburn: *The Cool Calculator—Making Solar Carports Work*

10:45 **Break**

11:00 **Here's How We Did It**

Panel discussion, featuring replicable work by three utilities, CPS Energy, Minnesota Power, and Tucson Electric Power, on topics such as customer acquisition, pricing, and procurement.

11:40 **The Localizer: Creating a Compelling Case for Local Community Solar**

Joe Bourg, CSVP Project Analyst, Millennium Energy, LLC

12:20 **Lunch**

A buffet lunch and networking time. A breakout group of SMUD participants will meet separately to provide focus on specific pricing challenges.

1:30 **Toolbox Discussions: Session 1**

Participants pick one of two topics to explore and improve on draft tool/deliverables.

- The Community Solar Periscope
- The Magic Pack-n-Shift

2:15 **Toolbox Discussions: Session 2**

Participants pick one of two topics to explore and improve on draft tool/deliverables.

- The Segmen-tifier
- The RF-Osterizer

3:00 **Break**

3:15 **News of the World**

Stephen Frantz, SMUD, Moderator

A panel discussion, with Q&A, from community-solar insiders at each of the CSVP Team firms. The session also will include a wrap-up on the Beyond the Box activity.

4:00 **Adjourn**