



Delivering Community Solar Benefits Through Community Partnerships

An offer that's "too good to be true" - addressing subscriber distrust and misunderstanding

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About Solstice

Since our inception in 2014, our mission has been to bring affordable clean energy to every community.

- Community Solar Service Provider
- Customer Acquisition and Management Services for Community Solar Developers / Owners
- Dedicated Bilingual Sales and Customer Success Team
- Leaders in Low and Moderate Income (LMI) inclusion and advocacy
- Policy and Program Experts

How Community Solar Works



Subscribe to clean, renewable energy from your local solar farm



Nothing on your property



No upfront costs



Receive a discount on your utility costs



Subscriber Enrollment Experience

Program Eligibility

- May have to provide qualifying proof of income or participation in government assistance program if the project has Low and Moderate Income subscriber carve outs

Create an account

- Smartphone or computer to fill out application
- Active email address to set up account
- Utility account information to set up account
- Payment Information (CC or Checking Account) to pay for monthly bill credits

Dual Bill Subscriber Experience - 2 Monthly Bills

Net Discount



*The above illustration is not a real utility bill; it is only an example. Savings based on a guaranteed 10.25% discount on the solar bill credits generated by your allocation from the community solar farm. The impact of the solar bill credits on the utility charges can vary month to month due to each participant's solar allocation and seasonal variances affecting solar energy production.

Subscriber Experience - Utility Consolidated Billing

Simplified, no payment info required

Community Solar subscribers in states with utility consolidated billing have an easier sign up process - no need to provide payment info!



ELECTRIC BILL	
Delivery Fees	\$80
Supply Cost	\$100

Total	\$180
Community Solar Credits	-\$100.00

Balance	\$80
Community Solar Cost	\$50

Balance	\$130

AMOUNT YOU PAY	\$130

*** YOU SAVE \$50 ***	

Common Objections



Why do you need my payment information if this is going to save me money?



I signed up for this months ago - what is taking so long? Why haven't I started saving any money yet?



I rent my home, I can't install solar. This is not for me.



I signed up for an energy supply company and ended up paying more than my bill would have been. I don't trust this offer.



It's just confusing.



I don't want to sign up online.

Trust-Based Community Enrollment

Giving advocates the tools to amplify, educate, and earn

Ambassadors, Field Community Organizers, and
Community Partnerships



Municipal
Partnerships



Houses of
Worship



Small Businesses



Environmental
Groups



Residential
Service Orgs



Companies with
ESG goals



Non-Profits

Stat Spotlight

\$270,000+

given back to the community through
successful fundraisers

178

successful partnerships

20%

conversion rate for ambassador referrals

Successful community partnerships



THE GARDENS AT RHINEBECK

- Property management group
- Saving \$19K per year
- Enrolled management properties and condo-owning residents who otherwise could not access clean energy



ANDERSON CENTER FOR AUTISM

- Nonprofit organization; signed up both residential and commercial meters
- Saving \$39K per year
- Conducted a successful employee sign-up campaign



TOWN OF GALLATIN

- Secured formal partnership and launched campaign to educate residents about affordable, clean energy
- Town fundraising goal of \$10K to fund solar-powered lights for municipal parking lot



ARC OF ROCKLAND

- Signed up all eligible meters
- Saving \$10K per year
- Shared benefits with employees, majority of whom enrolled



VILLAGE OF KILDEER

- Kildeer partnered with Solstice to run a three-month campaign to educate residents on community solar as an alternative option and help them enroll in the program.
- Campaign enrollments exceeded Kildeer's goal by 38%, bringing on 800 kW-dc in a single month.

Thanks!

