

Community Solar Participant/Waitlist Satisfaction Summary

Prepared by Ameren Missouri
Customer Research & Insights
August 2020



Study Objective

Conduct research with our customers who are enrolled and waitlisted in the Community Solar program to understand their satisfaction with and impressions of the program.

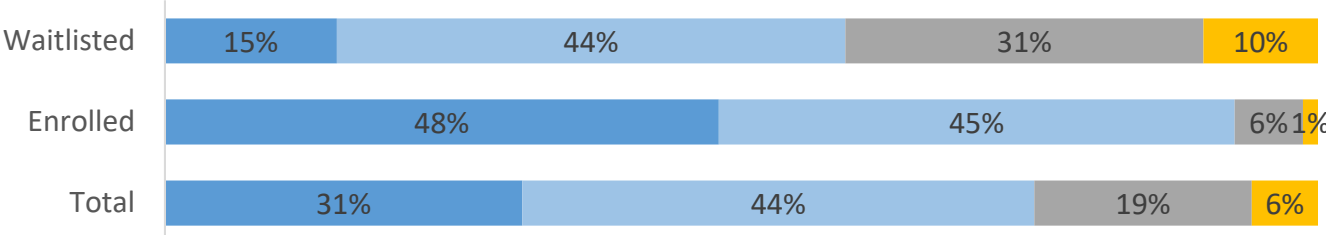
Survey Methodology

- The survey was fielded among Ameren Missouri customers who are enrolled or waitlisted (as of June 2020) in the Community Solar program.
- The survey was fielded between July 21- August 3, 2020.
- An email invitation to take the survey was sent to 1,669.
- A total of 369 (22% response rate) customers completed the survey.

Executive Summary

- Nearly all who are enrolled are satisfied with the Community Solar program overall (93% very/somewhat satisfied). Satisfaction wanes among those who are waitlisted (69% satisfied).
- The only program term that was not viewed by the majority as just right is *subscribing up to half of usage*. It is not considered to be enough.
- Three-fourths (77%) believe that Ameren Missouri's Community Solar program offers a solar option that would not otherwise be possible.
- The main reasons for enrolling in Community Solar include the positive environmental impact and taking advantage of solar energy.
- Almost two-thirds (62%) don't care where the Community Solar field is located, but nearly one-fourth (23%) like the idea of the solar field being located within a 10 mile radius of their home.
 - Having the field located closer to homes creates public awareness of the solar field in addition to the environmental benefits, namely adding a pollinator habitat.
 - The primary drawback is that it could potentially replace a natural environment.
- Individuals currently enrolled in the Community Solar program learned about it primarily from an email (44%) or postcard (21%). The waitlist group also received an email (30%), but most learned about it on the Ameren Missouri website (48%).

Overall Satisfaction with the Community Solar Program



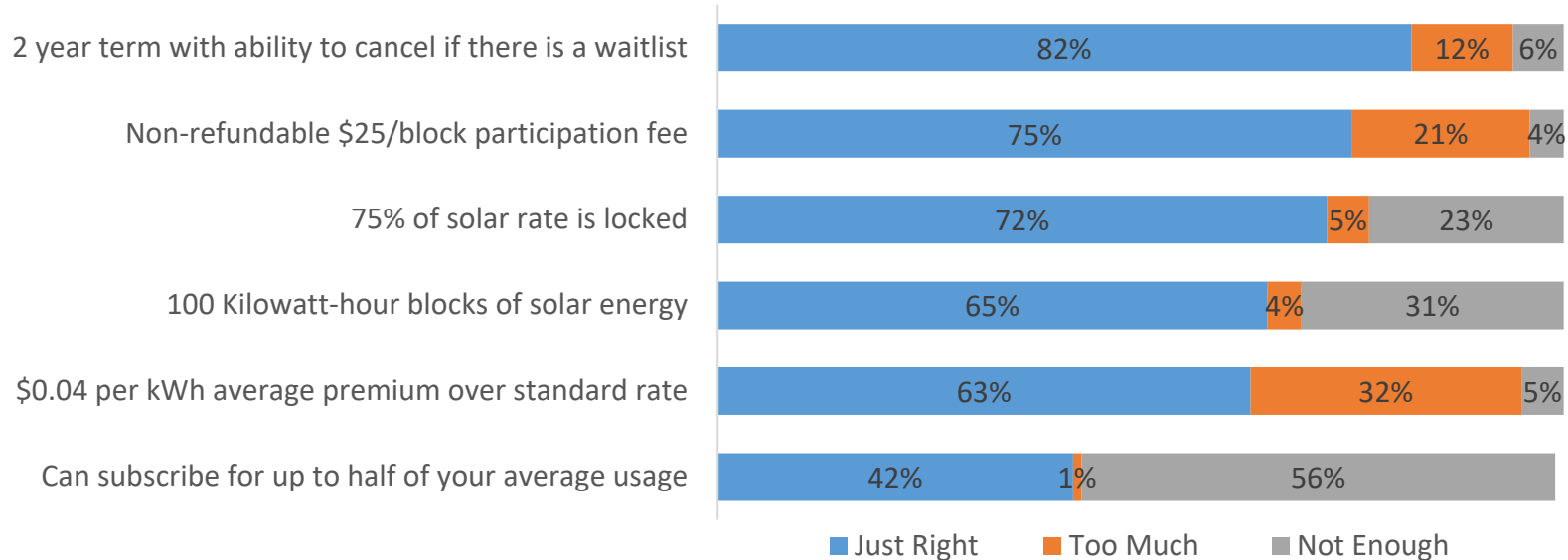
	Total	Enrolled	Waitlisted
Very satisfied	31%	48%	15%
Somewhat satisfied	44%	45%	44%
Not too satisfied	19%	6%	31%
Not at all satisfied	6%	1%	10%

■ Very satisfied
 ■ Somewhat satisfied
 ■ Not too satisfied
 ■ Not at all satisfied

Q. Based on your experience to date with the Ameren Missouri Community Solar program, how satisfied are you with the Community Solar program overall?

Impression of the Program Terms

Most of the terms were viewed as just right by the majority of respondents. The one term that most felt was not enough is *subscribing up to half of average usage*.



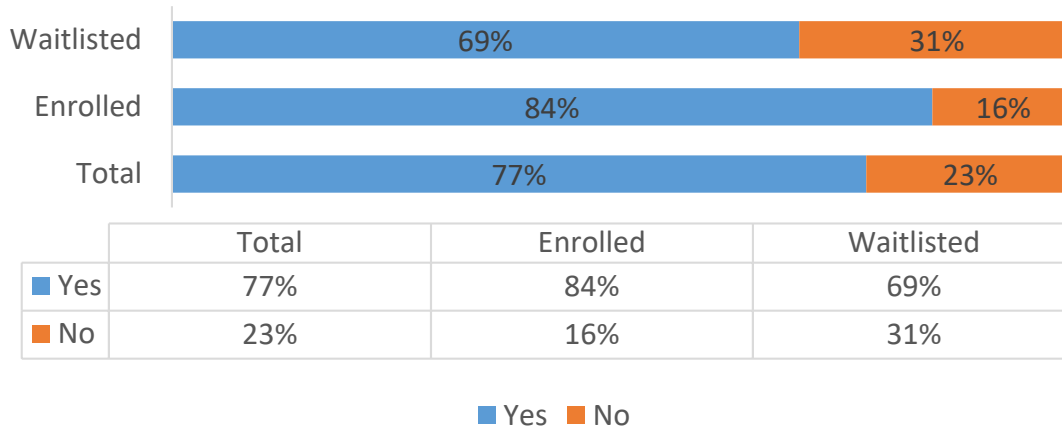
Q. Thinking about the various aspects of the Community Solar program, please indicate if you feel the terms are just right, too much or not enough.

Community Solar provides a solar option that would not be possible



Little more than three-fourths overall believe that Ameren Missouri's Community Solar program offers a solar option that would not be possible otherwise.

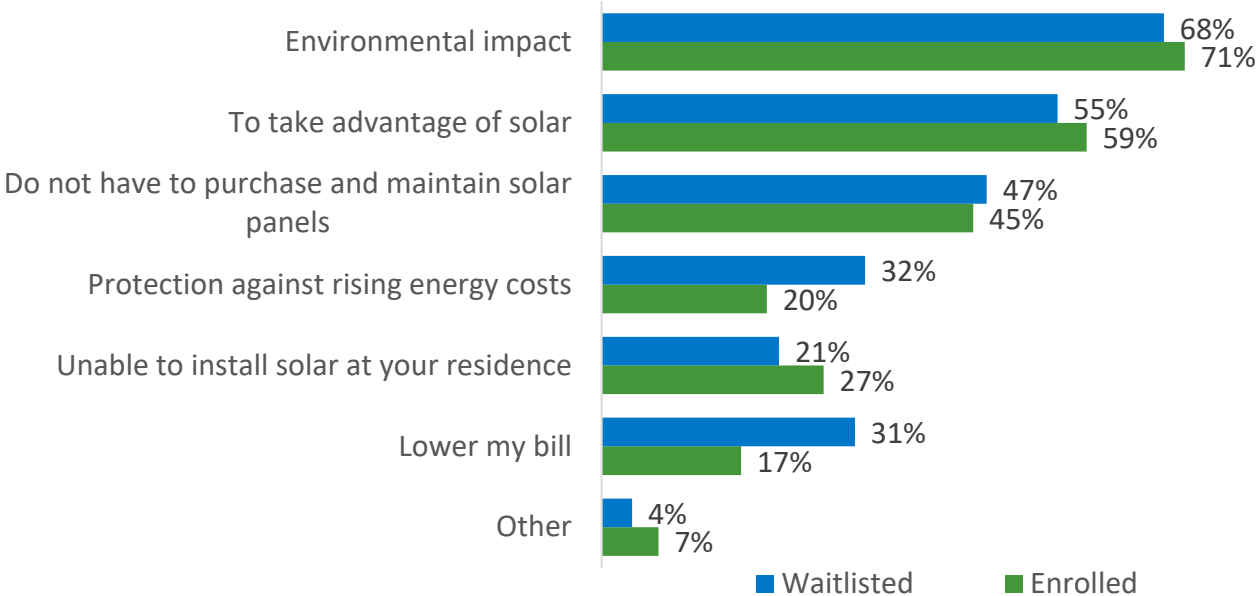
- There is a 15% gap between those enrolled and those waitlisted.



Q. Does Ameren Missouri's Community Solar program provide a solar option that otherwise would not be possible for your household?

Main reasons for enrolling in Community Solar

The positive environmental impact and taking advantage of solar energy were the main reasons for enrolling in Community Solar

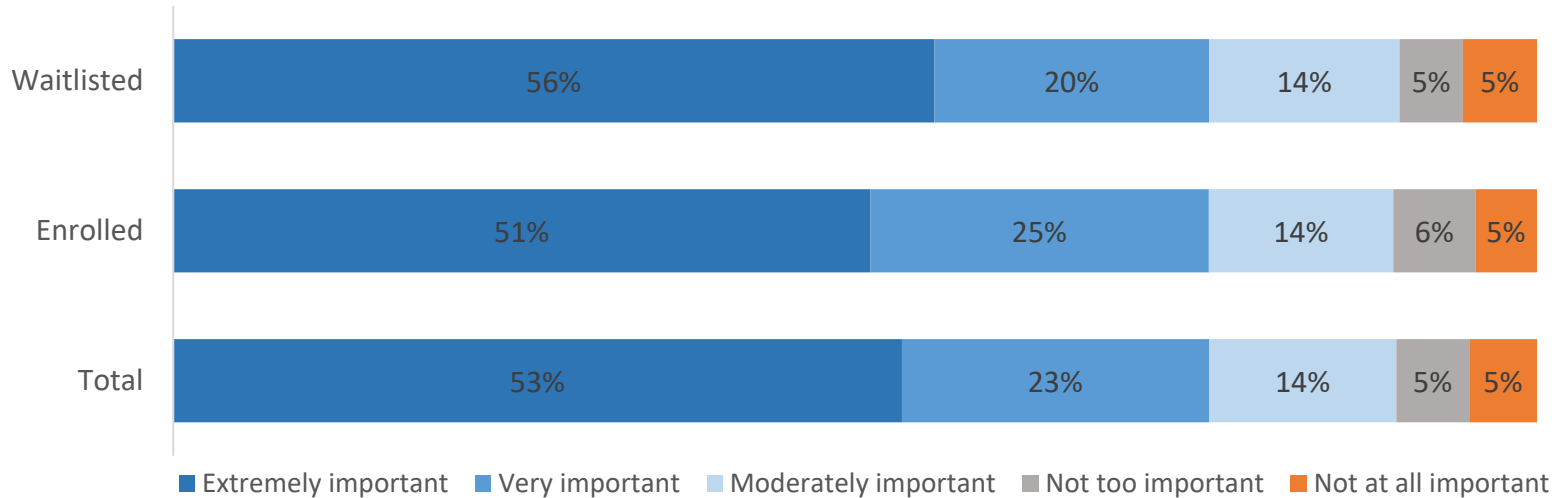


Q. What were your main reasons for enrolling in Community Solar? Multiple responses allowed

Importance of providing a diverse workforce with equitable and inclusive opportunities



Almost all (90%) feel it is important that Ameren Missouri provide diverse, equitable and inclusive career opportunities and workforce training.

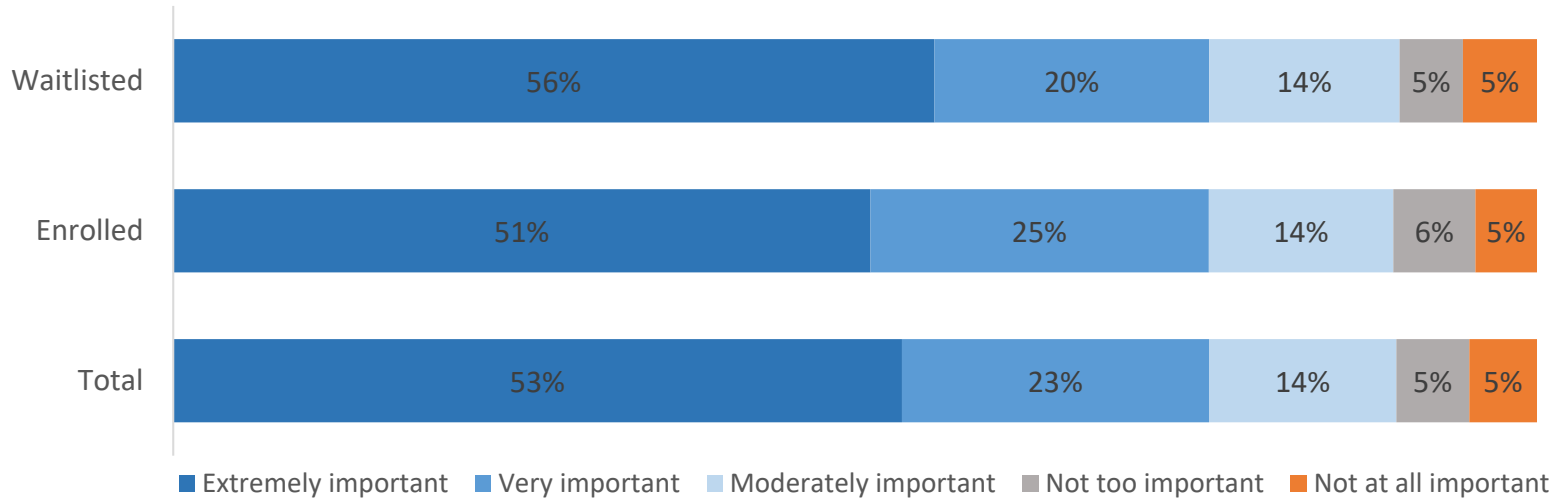


Q. How important is it to you that Ameren Missouri provide diverse, equitable, and inclusive career opportunities and workforce training as part of this solar program?

Importance of including native plants and pollinator habitats into the solar fields



Almost all (90%) feel it is important that Ameren Missouri include native plants and pollinator habitats into the solar fields.

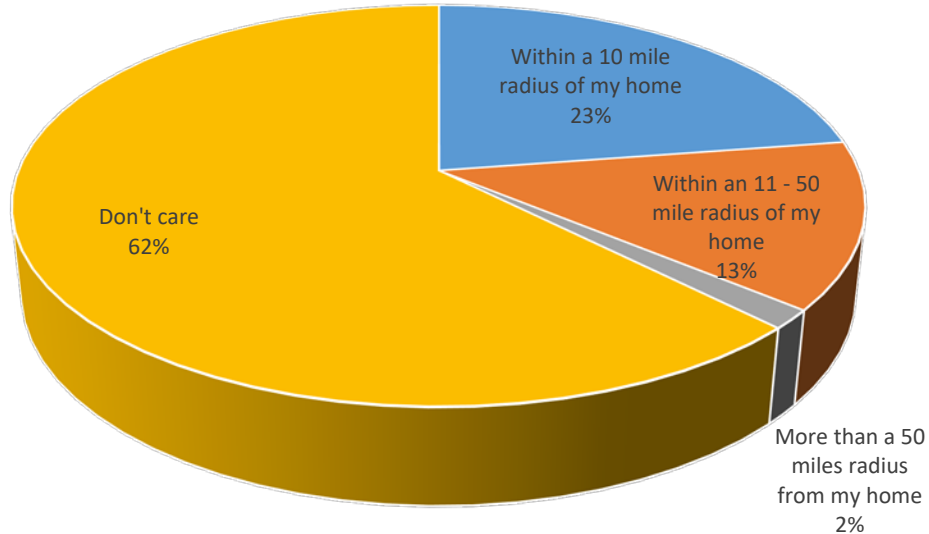


Q. How important is it that Ameren Missouri include native plants and pollinator habitats as part of the solar fields?

Location preference of solar field

(Reported in Total as there was no real difference between those who are enrolled versus waitlisted)

While the majority (62%) don't care where the Community Solar field is located, almost one-fourth (23%) like the idea of the solar field being located within a 10 mile radius of their home.



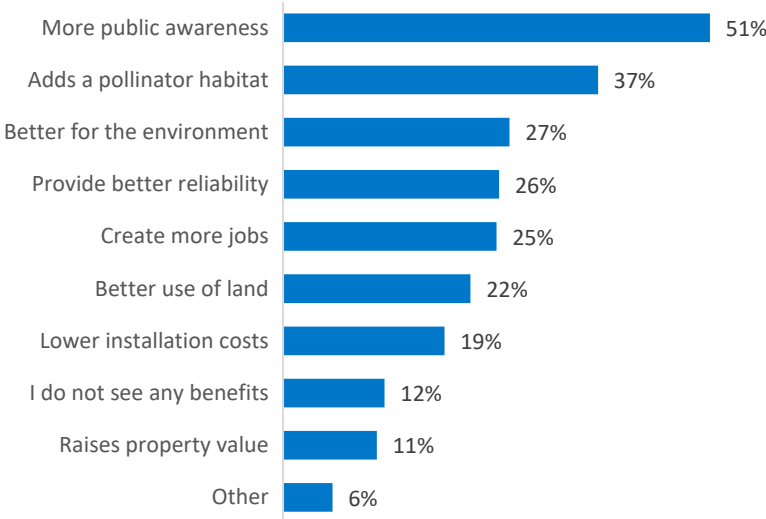
Q. Would you prefer the Community Solar field be located in or near your city/neighborhood? I would prefer the Community Solar field be located...

Perceptions of solar field being located near residence

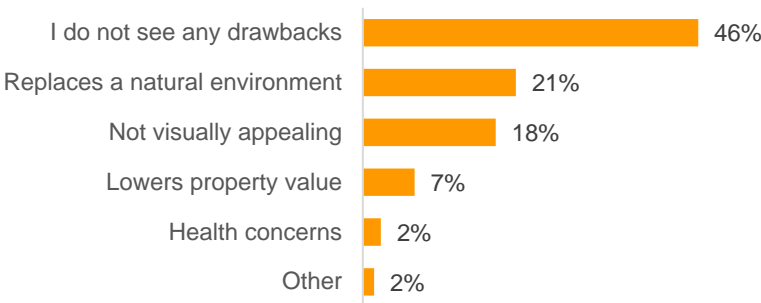
Having the field located closer to a customer’s residence creates public awareness of the solar effort in addition to the environmental benefits, namely adding a pollinator habitat.

The primary drawback is that it could potentially replace a natural environment.

Benefits of Solar Field Close to Residence



Drawbacks of Solar Field Close to Residence

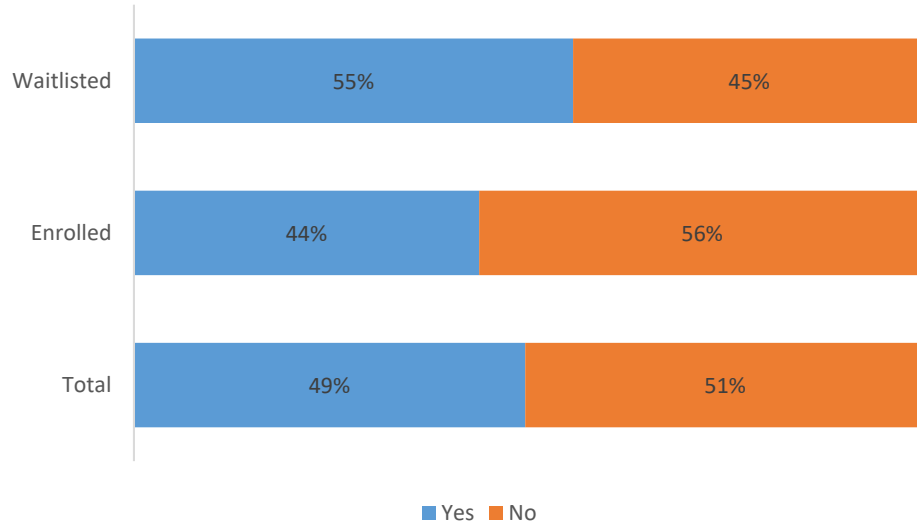


Q. What benefits do you see from having a solar field located closer to your primary residence?

Q. Which, if any, of the following do you feel would be a drawback to having a solar field located close to your home?

Visited the Community Solar site

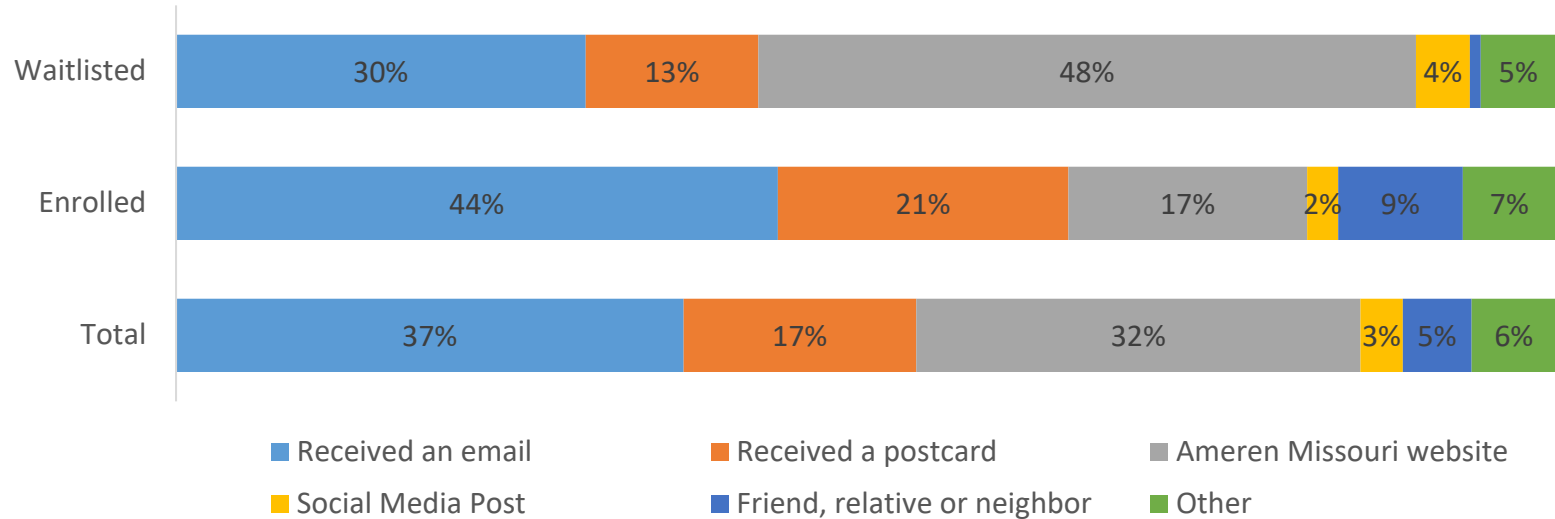
Half of those participating in Community Solar have visited their website on AmerenMissouri.com. Those who are waitlisted visit the solar site more so than those enrolled.



Q. To date, have you visited the [amerenmissouri.com/Community Solar](https://www.amerenmissouri.com/CommunitySolar) site?

How learned about the Community Solar Program

Individuals currently enrolled in the Community Solar program learned about it primarily from an email (44%) or postcard (21%). The waitlist group learned about it on the Ameren Missouri website (48%) and from an email they received (30%).

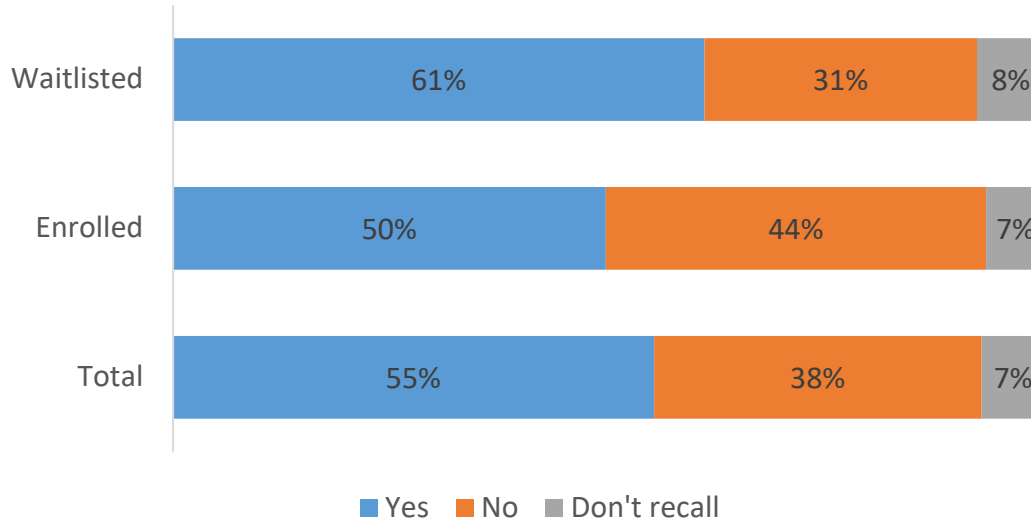


Q. How did you learn about the Community Solar program?

Awareness the program is being expanded to a second field

More than half are aware the Community Solar program is being expanded to a second field.

- The waitlisted individuals have a greater awareness than those enrolled.

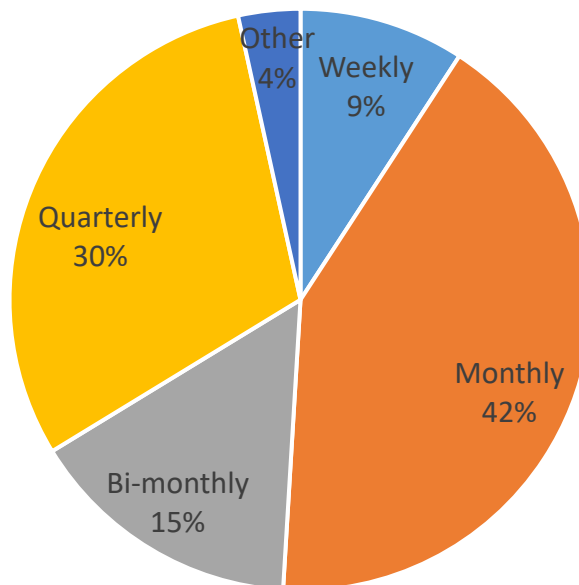


Q. Are you aware that the Community Solar program is being expanded to a second solar field?

Preferred frequency to receive updates on construction of second field

(Reported in Total as there was no real difference between those who are enrolled versus waitlisted)

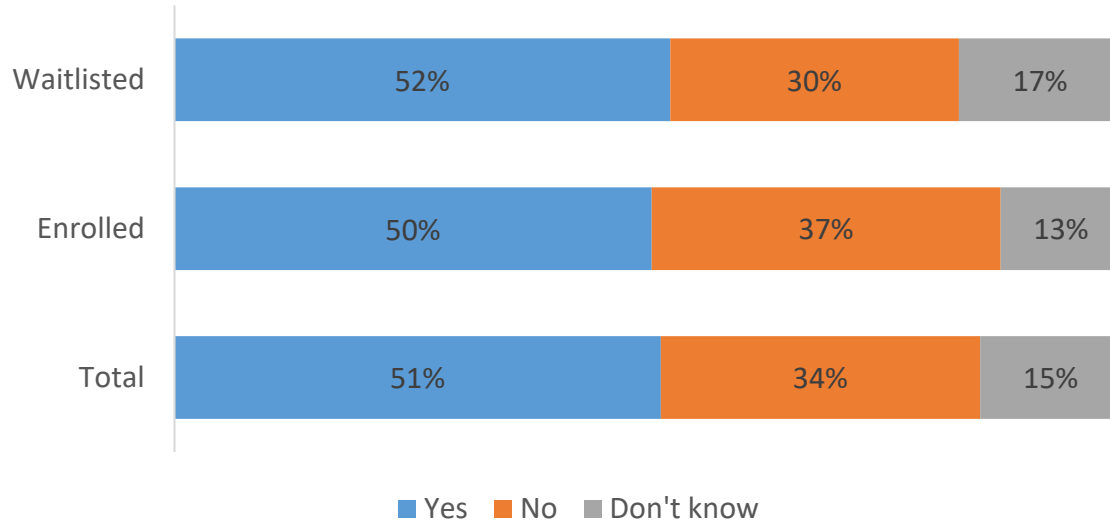
The largest percent of customers (42%) would like to see Ameren Missouri provide monthly updates on the construction of the second solar field.



Q. How often should Ameren Missouri send updates on the construction of the second solar field while it is being built?

Have a better understanding of solar energy generation

Half indicated they have a better understanding of solar generation as a result of the Ameren Missouri Community Solar program.



Q. Do you feel you have a better understanding of solar energy generation, based on what you have learned through the Ameren Missouri Community Solar program?