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2019 Q1 Community Solar PSC Report

File No. EA-2016-0207

Project Pre-launch

The communication plan to promote the program to customers was developed in the fall of 2018 and included three approaches:

- 1) Community Solar website
- 2) Targeted email campaign
- 3) Targeted post card campaign
- 4) Energy statement message
- 5) Social media
- 6) Banner on AmerenMissouri.com

The Community Solar website was created to allow all eligible customers access to participate in the program. The website includes a program description, how the program works, frequently asked questions which are associated with the Solar Plant Construction, Program Overview, Eligibility and Billing, and on-line enrollment process. Below is a screen image of the current website.

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- Solar Energy
- Getting Started
- Private Solar Credit
- Ameren Solar Projects
- Community Solar
- Clean Energy



Community Solar

Take part in solar energy generation without installing a single solar panel.

Ameren Missouri introduces an energy subscription plan, Community Solar

12/10/2018

The Community Solar program is fully subscribed. You may still apply for blocks but you will be placed on a waiting list

Community Solar is a simple solution for customers who want to take part in solar generation. Nothing is installed on a customer's roof and experts at Ameren Missouri take care of maintaining the solar panels. It's easy and accessible for virtually everyone; homeowners, renters and small businesses. Only customers who sign up for the program pay the cost of installing this new solar generation facility.

The one megawatt solar energy generation facility will be built at St. Louis Lambert International Airport, an ideal location for solar panels with an abundance of open land that would otherwise go unused. Panels would be positioned away from runways and out of the line-of-sight of pilots taking off or coming in for a landing.

How Community Solar works:

- The subscription program is open to all residential and small business customers
- Interested customers who qualify can sign up for 100 kilowatt-hour blocks of solar energy
- Each block replaces 100 kWh of energy from your normal bill
- Customers can subscribe to up to half of their average usage over the past 12 months
- A limited number of blocks will be made available
- Once the program is fully subscribed, construction of the solar facility will begin at Lambert International Airport
- Solar generation could start as soon as next spring, billing will begin when generation begins
- It's easy to enroll from a desktop computer. You'll need an online account to complete the process

SIGN UP NOW

Frequently Asked Questions



- [Solar Plant Construction](#)
- [Program overview](#)
- [Eligibility](#)
- [Billing](#)

*Both Community Solar and Pure Power are voluntary, renewable energy programs offered by Ameren Missouri. [Find out more.](#)

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A targeted email campaign was developed to inform customers about the program. To alleviate the concern of over subscribing the program too quickly, the email campaign was designed go out to approximately 138,000 customers, who have opted in to receive promotional materials from Ameren Missouri. A reminder email was also designed as a final promotion.

For customers who prefer paper communication, a targeted post card campaign was designed to go out to 113,000 customers.





SUBSCRIBE TO SUPPORT
COMMUNITY SOLAR

**BE A PART OF OUR
CLEAN ENERGY FUTURE
NO INSTALL REQUIRED**

Now you can skip the expense of installing solar panels while still harnessing the power of the sun. By subscribing to the Ameren Missouri Community Solar program, you'll make monthly contributions on your bill, which will help support a new solar field. It's a simple way you can help build sustainable solar energy for you, your neighborhood and our environment. Are you ready for a more sustainable future?



SUBSCRIBE TODAY
AMERENMISSOURI.COM/COMMUNITY SOLAR

Both Community Solar and Pure Power are voluntary, renewable energy programs offered by Ameren Missouri.
Find out more at AmerenMissouri.com/CleanEnergyPrograms

Ameren Missouri
P.O. Box 790352, St. Louis, MO 63179-0352
[Unsubscribe](#) - [Unsubscribe Preferences](#)





SUBSCRIBE TO SUPPORT
COMMUNITY SOLAR

**BE A PART OF OUR
CLEAN ENERGY FUTURE
HURRY, ONLY A FEW SPOTS LEFT**

Since launching a few weeks ago, Ameren Missouri's Community Solar program has generated significant customer interest. With the program more than 91 percent subscribed, customers interested in participating are urged to sign up now. The Community Solar program allows you to skip the expense of installing solar panels while still harnessing the power of the sun. By subscribing to the program, you'll make monthly contributions on your bill which will help support a new solar field. It's a simple way you can help build sustainable solar energy for you, your neighborhood and our environment. Are you ready for a more sustainable future?



SUBSCRIBE TODAY
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INTRODUCING

COMMUNITY SOLAR

Ameren Missouri now offers a way for you to harness the power of the sun without installing a single solar panel. When you subscribe to our Community Solar program, you'll make monthly contributions on your bill, which will help support a new solar field. It's a simple way you can help build sustainable solar energy for you, your neighborhood and our environment.



VISIT
AMERENMISSOURI.COM/COMMUNITYSOLAR
FOR MORE DETAILS.

Both Community Solar and Pure Power are voluntary, renewable energy programs offered by Ameren Missouri. Find out more at AmerenMissouri.com/CleanEnergyPrograms.

Program Enrollment

The Community Solar program was open for enrollment on October 15 via an on-line application process. The initial email went out on October 17, 2018, along with the post cards on October 23, 2018. A reminder email went out to approximately 20,000 high propensity customers on December 6, 2018.

The marketing campaign was very successful and fully subscribed the program in 55 days, on December 10, 2018. 355 customers signed up for 1,302 blocks to fully utilize the 1MW solar facility to be built at Lambert Airport. The average enrollment per customer was just under 4 blocks.

After December 10, 2018, the website was updated to inform customers the program was fully subscribed, however customers could still enroll in the program and be placed on a wait list. As of January 31, 2019, 66 customers and an associated 328 blocks are on the wait list, which is 25% of a future second 1MW solar facility.

Lambert Community Solar Center Construction

The final design and engineering of the solar facility was completed in December 2018 and January 2019. In January 2019, the contract was awarded to Azimuth Energy for the construction of the Lambert Community Solar Center. The material for the project was also ordered in January.

Grading and site preparation will start in late February 2019 and the construction is expected to begin in March, 2019 with a planned in-service date of summer 2019.

During the construction phase of the project, participants will be proactively updated on a regular basis as to the status of the project to maintain engagement. The Community Solar website will also reflect updates of the solar construction activity.

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Customer Billing

The Ameren Missouri billing system and customer energy statement changes were completed to display the charges associated with the new tariff. Participating customers have received the participation fee on their energy statement and will receive their first energy statement reflecting the new energy charges after the solar center construction is completed and placed in-service.

Future Considerations

Appendix D to the *Non-Unanimous Stipulation and Agreement* submitted in this proceeding on September 23, 2016 ("*Stipulation*") identifies topics for **Learning Opportunities, Key Questions to Explore** and **Planned Activities to Gain Insight**. Information from this analysis will assist Ameren Missouri in determining first-hand how best to structure supply options related to distributive solar generation. The intent is to engage customers, solicit their feedback and provide a basis to continually adjust the program offering in order to meet their expectations. The lessons learned through this pilot program should provide insights into the advantages and challenges associated with distributed generation resources on the Ameren Missouri grid. Testing the

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deployment, this small-scale pilot project may be helpful in developing real time solutions for distributed generation.

Learning Opportunities

Q: How did customers react to the various pricing opportunities presented?

A: Based upon the over subscription participation from the initial enrollment process, the pricing of the Community Solar program was appropriate for this segment of customers. A future survey to various customer segmentation groups will be conducted in the second quarter of 2019 to gain further insight to various pricing models.

Q: Did the offering of the community solar program provide customers who didn't have access to Net Energy Metering an opportunity to participate in adding solar to the grid?

A: Customers who reside in buildings which are not conducive to solar panel installations and associated net metering opportunities are key candidates for this program. Anecdotal conversations with participants and non-participants confirmed this premise. A future survey to various customer segmentation groups will be conducted in the second quarter of 2019 to gain further insight into this premise.

Q: What value or benefits do customers perceive from adding solar at the distribution level, compared to adding large-scale solar at the transmission level?

A: A future survey to various customer segmentation groups will be conducted in the second quarter of 2019 to gain insight on these values and/or benefits.

Q: What were customer's reactions and sensitivity to other program design aspects? (e.g. Timing, Fees, Quantities, Length, Commitments, Transferability, Caps, and potential for pricing to increase though facilities charge)

A: A future survey to various customer segmentation groups will be conducted in the second quarter of 2019 to gain insight on these program design aspects.

Future Key Questions to Explore and Planned Activities to Gain Insights

In accordance with Appendix D, Ameren Missouri will conduct a survey of the program participants after the first 18 months of program operation. At this time, the project is in the construction phase. A participant survey will be conducted in the second quarter of 2019 and a follow up survey after 18 months of program operation to gather customer feedback on the following list of topics:

- What were customer's expectations coming into the program?
- Is the program meeting customer expectations?
- What areas of the program need improvement?
- What aspects of the program do the customers like and dislike?
- Do participants find the timing, level, and refund limitation of the up-front reservation fee reasonable?
- Are current and potential subscribers willing to commit to a two-year subscription?
- Would a shorter mandatory subscription period (or no period at all) be more appropriate?
- Would current or potential subscribers be interested in the ability to transfer subscriptions to other customers without penalty?
- Is the block size appropriate?

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- Do current or potential subscribers want to be able to subscribe to more than 50% of their usage? Should the limitation be relaxed or eliminated for customers exhibiting high load factors?
- Are customers aware of the potential for part of the subscription fee to increase with rate cases? With this knowledge, are they still willing to participate?
- Are there any aspects of the program that provide the customer with a greater understanding of solar energy generation?
- What is the impact of the program on non-participating ratepayers?

A similar survey will then be conducted after three years to determine if the program has provided enough value to be extended and/or what changes would be necessary to gain a higher level or a continued level of participation. In addition to surveying program participants, Ameren Missouri will solicit input from non-participants to determine reasons for nonparticipation and alternative program design provisions which might encourage participation. This survey shall be conducted every six years thereafter over the life of the solar resource.

Lessons Learned and Recommendations

Initial customer demand and no customer concerns are indicating that this will be a successful program. Participant and non-participant surveys will be conducted in the second quarter of 2019. Based upon these results, a plan will be developed for the development of second phase Community Solar program to be launched later in 2019.