

Safety, Transparency and Disclosure in Private Solar Marketing

PRESENTATION TO THE COURTS, CORRECTIONS AND JUSTICE INTERIM COMMITTEE

JAMES MOSHER - CST SOLAR, CHIEF EXECUTIVE OFFICER

MATTHEW JARAMILLO – PNM, FEDERAL AND STATE GOVERNMENT AFFAIRS



Talk to us.



NEW MEXICO'S PRIVATE SOLAR COMMUNITY

Local Solar Companies

Consumer Advocacy



National Solar Companies

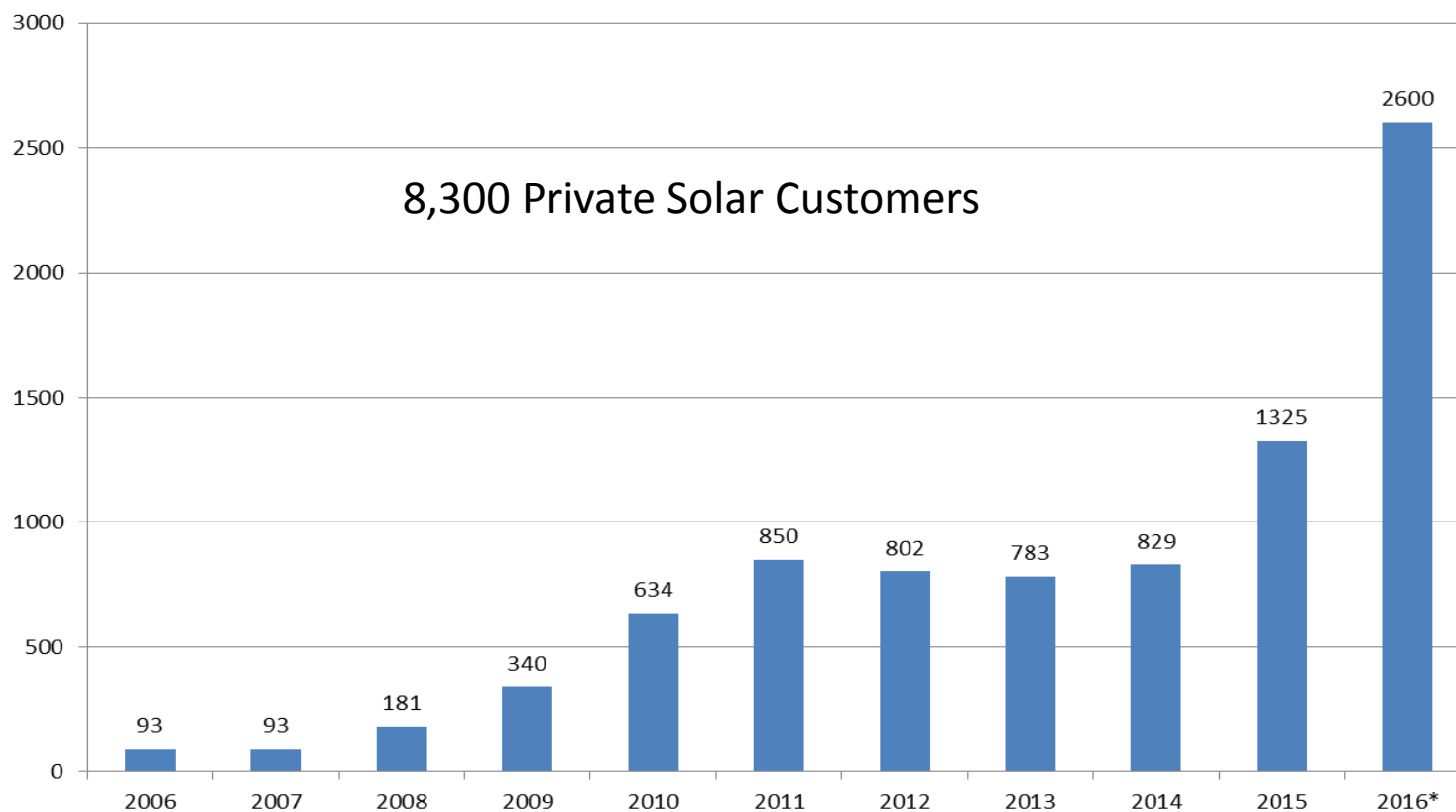
Real Estate

Business Community



Our goal - *To enhance our customer's solar investment experience*

POPULARITY OF OUR PRIVATE SOLAR PROGRAM



*Forecasted

“Improve safety, financial transparency and contractual disclosure so customers can make informed decisions when financing, leasing or purchasing private solar systems”



MARKETING – TWO COST ANALYSIS EXAMPLES

1

YOUR CURRENT ELECTRICITY CHARGES							
Meter Read	Meter Read Date	Days Billed	Meter: 0147311		Meter Constant	Total kWh	Rate
Actual	10/13/2015	32	Present	Previous	X 1.000	= 884,000	1A
			68336	- 67452			
Electricity You Used			Block 1		450,000 kWh @	\$ 0.0906237	\$40.75
			Block 2		434,000 kWh @	\$ 0.1185101	\$51.43
Fuel Cost Adjustment					684,000 kWh @	\$ 0.0093220	\$8.24
Renewable Energy Rider					884,000 kWh @	\$ 0.0058980	\$5.04
			Reduces fossil fuel costs and generation				
Service Charge							
Cost-Effective Energy Saving Prog.			2.901%				\$3.21
City/County Franchise Fee			2.000%				\$2.27
Gross Receipts Tax							
State			5.1250%				\$5.94
County			1.0000%				\$1.16
City			1.0625%				\$1.23
Current Electricity Charges							\$124.30

2

PNM
14¢ kWh

Solar
10.5¢ kWh

\$92.82

2.9%
cap

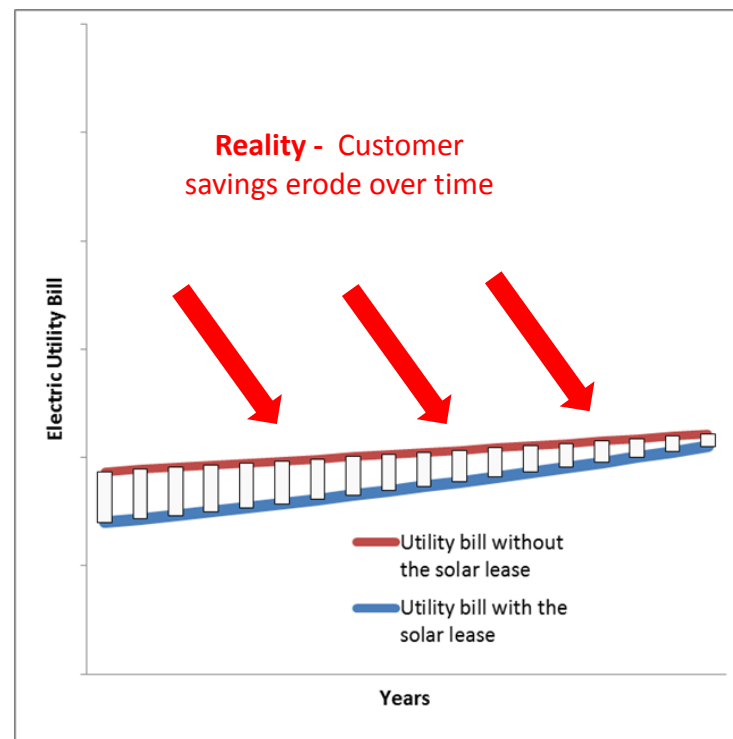
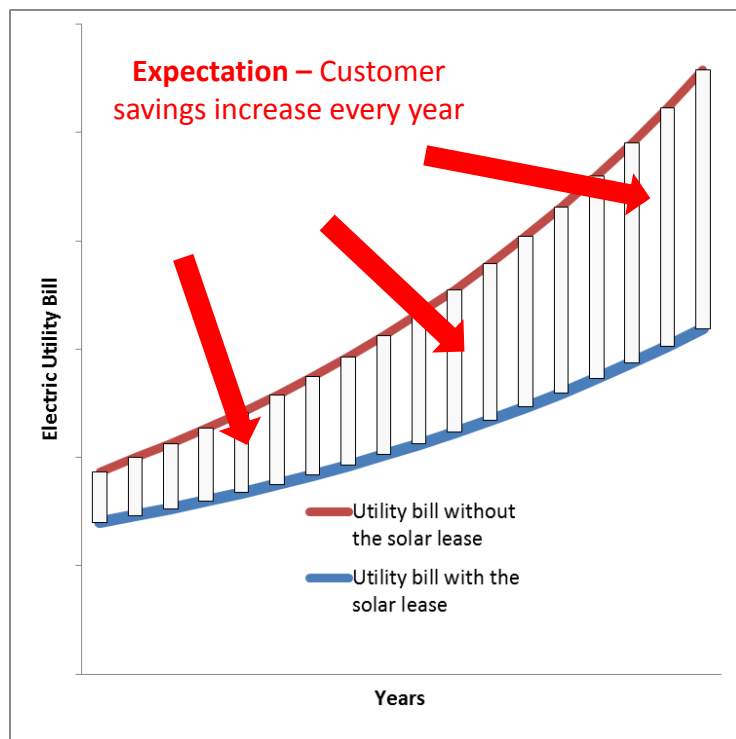
PNM 13.5¢ ↑ 12% 15.1¢
\$83.71

10.5¢ \$58.17
10.8¢ \$59.86

The complexity of these transactions lead our customers to believe -

- The system will always meet customer's monthly energy requirements.
- No energy purchases from PNM will be required or paid for by the customer.
- That no utility service charge or fixed costs are required.
- That utility rate increases will remain constant over time.
- That the customer will not bear any repair, maintenance or replacement costs.
- Comparison of total system/equipment costs to the customer is included in cost analysis.
- Assumes all tax incentives and renewable energy credits will continue in the future and customer is recipient.
- Excludes reference to financial encumbrances and other obligations.

Marketing Proposal vs. Realistic Average



What happens if I go solar
and then sell my house?



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SAFETY

Illegally Bypassed Meter



Properly Connected Meter



OUR ASK - MINIMUM DISCLOSURES FOR THE SAFETY OF OUR CUSTOMERS

- Agreement be in writing and at least 10 point font.
- Describe the capacity and expected energy production as it relates to the customers energy use.
- Identify all incentives, rebates, renewable energy credits and conditions required to obtain them.
- Acknowledge total purchase price and term's over the life of the agreement including any interest, fees or related costs paid by the buyer/lessee.
- Savings/costs/rate projections must be presented for the life of the financing agreement, and the methodology used to calculate those projections disclosed.
- Seller must provide a copy of the financing statement to the lessee.
- Lease shall not begin until the system is properly energized/connected.
- Violations will fall under the New Mexico Unfair Practices Act (UPA), enforced by the NMAGO and also subject to Private Remedies provided for under the UPA.

“Working together so **OUR** customers can make properly informed decisions when they finance, lease or purchase private solar systems”



Thank you



Talk to us.

