



Product Innovation to Increase Low-to-Moderate-Income Customers' Adoption of Community Solar PV

With support from the Department of Energy Solar Energy Technologies Office, Solstice Initiative is researching community shared solar contracts that may lead to increased participation in projects by low-to-moderate-income (LMI) communities. Upon completing this research, Solstice “better practice” community solar subscriber agreements that weigh LMI communities’ preferences in contract design. As a component of this research, Solstice will weigh price sensitivities that community solar developers and financiers face when developing and implementing community solar projects. Our goal is to develop a product that incentivizes LMI participation without elevating the risk taken on by financiers and developers.

To assess a baseline level of risk present in current community solar projects, Solstice seeks to acquire and analyze subscriber churn and default data from existing projects to quantify variance across demographic variables. We seek approximately 2MW of subscriber data from projects that span the full income spectrum, being representative of both LMI and market-rate subscribers. Data acquired will be anonymous and completely deidentified throughout the entire research process. Solstice will append additional data to the original dataset anonymously through a third-party credit reporting agency, which can be shared with the original data owner at no cost. The data append is to include Experian Premier Credit Attributes. Subscriber anonymity will be maintained upon Solstice’s receipt of the appended data. At no point will Solstice have access to the identifying information as requested from your organization. The data set provided will be combined with datasets from 2-4 other solar projects and the full analysis will not include the names or identifying information of any of the data furnishers. Solstice seeks data collected from projects active between 2018 - 2020, but will adjust this request in relation to what project data is available.

Subscriber data requested from your organization includes:

- Subscriber name,
- Subscriber address,
- Subscriber date of birth,
- Subscriber allocation in kilowatts
- Subscriber monthly status throughout the 24-month period
 - (i.e. Month 1=paid, month 2=moved, month 3=default)



In addition to the requested subscriber data, Solstice asks that basic information be provided related to the contract terms used for the given project. This information is to include:

- Subscriber savings rate,
- Contract-term length,
- Cancellation clause, and
- The total number of pages used in the subscriber agreement.

In addition to providing the acquired Experian data set with your organization, Solstice commits to sharing all research findings as we work collectively to move the community shared solar industry forward.

For more information on the process described above, please contact Eli Goldman (eli@solstice.us)