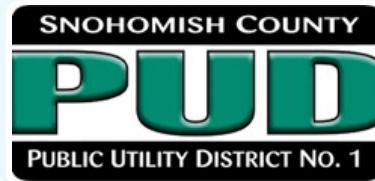


SnoPUD's Solar Express Program At A Glance

SnoPUD's Solar Express Program encourages residents to install grid-connected rooftop solar systems in exchange for a per-kilowatt hour incentive.

Program Highlights

- Generated by hundreds of customers, SnoPUD currently has 5 MW of installed rooftop solar capacity.
- Under a state incentive, residential customers are eligible to receive up to 54¢ per kilowatt hour for solar electricity generated and fed back onto the grid.
- All rooftop installations must be completed by a registered Installer to qualify for SnoPUD's rebate.
- SnoPUD has had tremendous success in recruiting customers to the Solar Express Program through varied channels that utilize both traditional and new media
- Solar Express customers qualify for SnoPUD's net metering rate and may qualify for other state and federal incentives.



Solar Express Program

The Snohomish County Public Utility District (SnoPUD) is the second largest publicly owned utility in Washington, serving more than 333,000 electric customers throughout a service territory that covers over 2,200 square miles, including all of Snohomish County and Camano Island. With a commitment to conservation, SnoPUD has been actively working to find additional clean sources of electricity to meet the needs of their growing service area. Already incorporating utility scale wind, biomass, biogas, and both utility scale and small hydropower projects, SnoPUD also supports customers who want to take advantage of rooftop solar.

SnoPUD's Solar Express Program offers incentives and support to customers looking to install grid connected solar photovoltaic (PV) panels on their property. Through the Solar Express Program, SnoPUD offers cash incentives for qualifying solar customers and has assisted customers in installing more than 5 megawatts of clean, renewable power since 2009.

Background

The Solar Express Program is available to SnoPUD residential, commercial and industrial customers for solar installations on their premises. All projects must be installed by a PUD registered installer, be pre-approved before work commences and must meet other Solar Express Program specifications. The incentive is currently \$300 per installed KW, up to \$2,000 for residential customers and \$8,000 for commercial customers. In exchange for this incentive, the PUD claims the Renewable Energy Credits (RECs) associated with all generation from these projects.

Consumer Engagement

Traditional Outreach

In an effort to inform consumers to the Solar Express Program, SnoPUD utilized all of the tools at their disposal to appeal to each type of consumer. This includes an active social media campaign, website updates, bill inserts, newsletters, and targeted letters to subsets of their customer base. Installers and word of mouth among solar enthusiasts has also proved effective. This also includes efforts to educate consumers about how solar energy benefits their community.

Is going solar a practical idea for your home or business?

3 important things to consider:

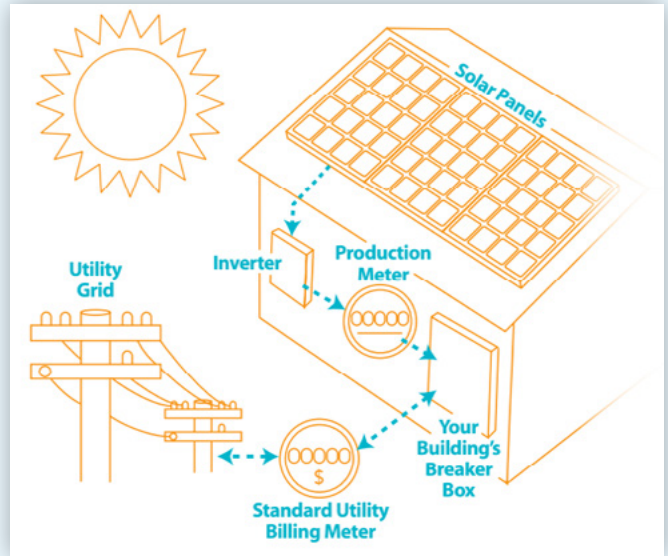
1. Does your site have good solar exposure? About 250 square feet of un-shaded roof space facing south (SE-SW) is a GREAT start, though not always required.
2. How much electricity do you use in a year? Review your PUD bills, keeping in mind that energy use can vary dramatically from winter to summer.
3. What are your financial goals? Do you have a fixed budget, are you considering financing options, or do you have a certain payback period in mind?

In addition to providing a cash incentive, the PUD works to educate customers about the technology as well as state and federal incentives so they can make the most informed decision. Industry Outreach

As SnoPUD does not actually perform any customer installations or equipment sales, solar installers have had a positive impact on the Solar Express Program by conducting their own advertising and recruitment initiatives. As all eligible solar systems must be installed by a SnoPUD-registered Solar Installer, there's a clear incentive for installers to attend a SnoPUD training session on the Solar Express Program requirements, specifications and application process. Registered Solar Installers are required to maintain, and provide proof of, current license(s), bonding and insurance and may only supply eligible equipment, install the system to SnoPUD specifications and provide warranties as required by the program. To become a Registered Installer, contractors must apply with the PUD as well as attend the training. Their program performance is monitored.

Program Success

As consumers have started to become aware of the Solar Express Program, accompanied by declining equipment and installation costs, the speed at which solar panels are installed has begun to accelerate. It took SnoPUD 3 years to achieve their first megawatt of installed capacity. Now that the program was in full force, SnoPUD has reported installing a new megawatt of rooftop solar every six months. Two new megawatts of capacity were added in 2015 alone.



Helping Customers Make Informed Decisions

SnoPUD has made it a top priority to help customers understand the upfront costs and long-term benefits associated with rooftop solar installations by providing easy to interpret graphs and charts that provide examples of pricing and incentives.

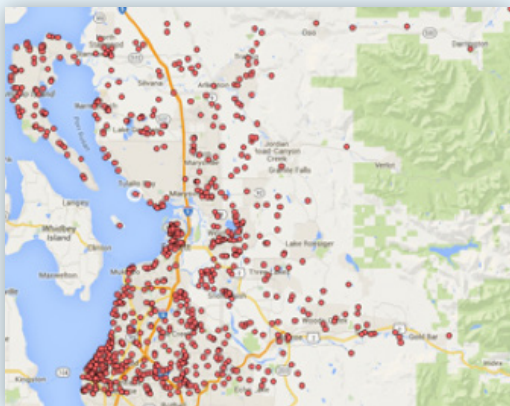
Challenges

While the Solar Express Program has been tremendously successful, there are always a few day to day challenges that SnoPud must address. With changing solar energy technologies and system prices, the market is constantly evolving.

Estimated Costs and Performance

Residential solar electric systems in the Puget Sound region typically cost \$3,000-\$5,000 per kilowatt (kW) installed, depending on equipment choices and design complexity. For an optimally installed PV system, you can expect generation of about 1,100 kilowatt hours (kWh) per year for each kW installed.

Example: 6 kW system	
Installed Cost	\$24,000
Federal Tax Credit	\$7,200
Solar Express Incentive	\$1,800
State Incentives Vary Annually	
Estimated Annual Production	6,600 kWh



Looking Ahead

As more and more consumers and businesses are looking for ways to shrink their carbon footprint, SnoPUD will continue to add new, distributed sources of generation to their grid and will continue to help customers make smarter energy choices in their homes. As the solar energy market is forever changing, SnoPUD will continue to offer support to customers interested in solar energy.

◀ Location of SnoPUD rooftop solar installations. Dec. 2015.