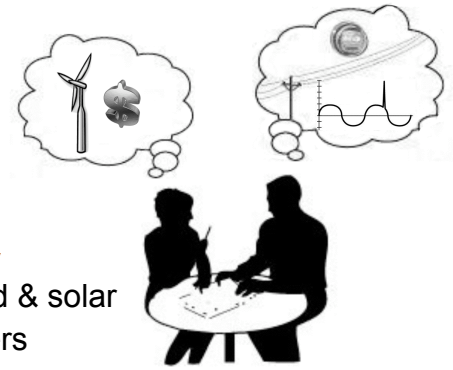


# Dealing With Customer Interest In On-Site Renewable Power

Developed jointly by **Richard Peterson, Kristi Robinson** and the  
**Rural Electricity Resource Council**  
April 21, 2009 in Cincinnati, Ohio



3:15 PM.

## I. Ready or Not, Customers Want to Generate Their Own Electricity

- Why utilities are getting more questions about residential-size wind & solar
- Comparing interest & options from farmers vs. residential customers
- Required net metering; know your own state's requirements
- The power supplier's role -- offer the facts, provide info., but it's their money

## II. Three Types of Customers & What They Want Out of Self-Generation

- Understanding the customer's interest is the first step
- 1<sup>st</sup> customer type – the environmentalist. What they care about.
- 2<sup>nd</sup> customer type – the tinkerer. They want to build something (often farmers).
- 3<sup>rd</sup> customer type – the investor. They think there's \$\$ to be made.

## III. Learning From an Experienced Power Supplier

**Mrs. Kristi Robinson**, P. E., Distribution Systems Engineer  
Steele-Waseca Co-op Electric (MN)

- A review of the total small wind & solar systems we serve
- Our experience with customer interest and perceptions
- How we developed our customer education plan

## IV. A List of Considerations for Customers

- Is there sufficient wind (and solar)? Have you measured it?
- County/City zoning issues; state electrical inspector requirements
- Consider net metering or separated as “an island”
- Liability insurance requirements/policy. Who provides it & what's the cost?
- First cost of the equipment; yearly maintenance expenses
- Utility interconnection costs, requirements, and contracts
- Available state and federal incentives?
- Is a 15-year payback out-of-the-question for this customer?

## V. Key Tips for Power Suppliers

- To find the serious customers, charge a fee for utility's time
- Be neutral but supportive; consistency with interconnect charges
- Communication and documentation

4:00 PM. – Quick Refreshment Break

## VI. Using Our Decision Chart Can Keep You On Track

- A visual “road map” to know each step in educating customers.
- Knowing when you have reached “the destination”

## VII. Case Study Examples from Farms in New York

- Dairy farm uses solar power in New York

## VIII. Resources (Handouts for everyone) & Useful Web Sites

4:45 PM. – Adjourn