



SOLAR, CHANGES TO NET NET METERING, AND THE SHIFT TO STORAGE

**Abby Yolda, Director of Solar & Digital Marketing
Strategy, and Cory Allyn, Associate Director of
Content & Strategy**

November 1, 2023

Ongoing Focus on the Implications of AI



THINKING ABOUT AI IN HVAC & HOME PERFORMANCE:

VIRTUAL ASSISTANT
FOR COMPLE

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March 29, 2023



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WHAT WILL CHANGE FOR CONTRACTORS AND THE CUSTOMER JOURNEY?

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WHY THE HUMAN COMPONENT IS CRITICAL FOR SUCCESS

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Ongoing Focus on the Inflation Reduction Act



LOW & MODERATE INCOME HOMEOWNERS ARE BIG FOCUS OF IRA

MARKETING TO REACH A

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September 13, 2023



END OF YEAR REBATE AND TAX CREDITS:

CRUCIAL MESSAGING FOR CONTRACTORS

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WHAT'S IN THE NEW STATE GUIDELINES FOR IRA REBATES:

THE CONTRACTOR PERSPECTIVE

Peter Troast, Founder & CEO
Cory Allyn, Senior Content Strategist

August 9, 2023



HURRY UP AND WAIT:

MANAGING LONG-TERM INFLATION REDUCTION ACT ROLLOUTS

Peter Troast, Founder & CEO

March 1, 2023



What We'll Discuss

1

Overview of Net Metering Today

2

Net Metering 3.0 in California

3

How Net Metering 3.0 Has Changed Solar Marketing in California

4

What You Can Do to Prepare for Potential Net Metering Changes in Your State

5

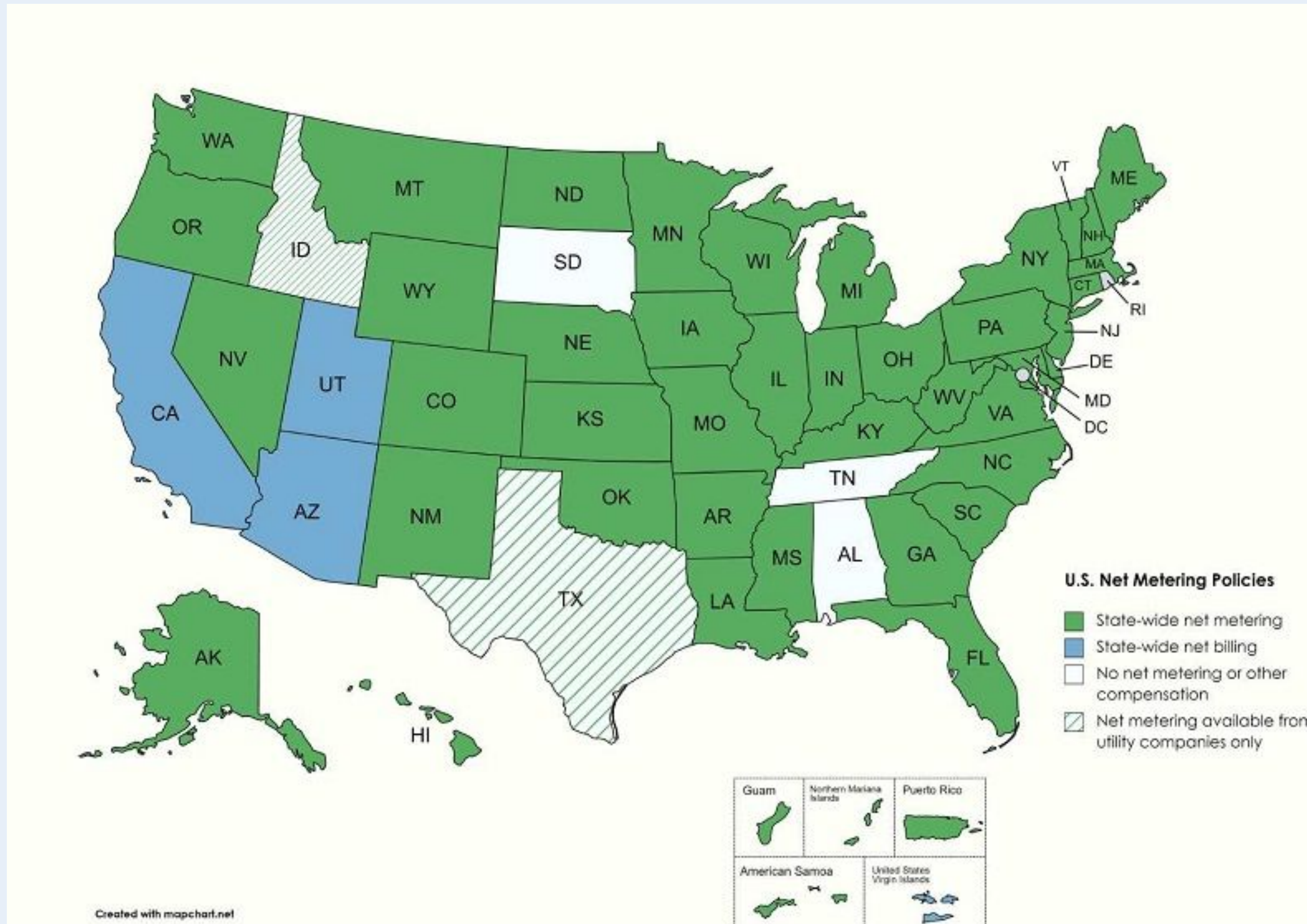
Marketing Tactics for After Net Metering Is Cut



OVERVIEW OF NET METERING



Where is Net Metering Available?



- All states but TN and SD have some kind of net metering
- Available as net billing in CA, HI, UT, AZ
- Available thru utilities only in ID, TX

[YellowLite: "What Is Net Metering, And Which States Offer It? \(As Of 2023\)"](#)



NET METERING 3.0 IN CALIFORNIA



Net Metering 3.0 at a Glance

- Dec 2022 decision by California Public Utilities Commission
- Reduced export rate for new solar installations in California **by about 75%** with time-of-use structure
- Locked in rates shifted from 20 years to 9 years + annual
- Went into effect Apr 15, 2023



What Were Homeowners Seeing Leading Up to Net Metering 3.0?



CNET Tech Money Home Wellness Energy Home Internet

Home > Home Energy & Utilities

Net Metering in California: What the Big Change Means for Homeowners With Solar Panels

Critics say the new system will amount to a 75% cut in compensation for customers.



SECTIONS Q CANARY MEDIA GET THE NEWS

California is a rooftop solar giant. New rules could change that

Starting on April 15, new rooftop solar customers in California will earn much less for power they send to the grid, but adding batteries could improve the economics.

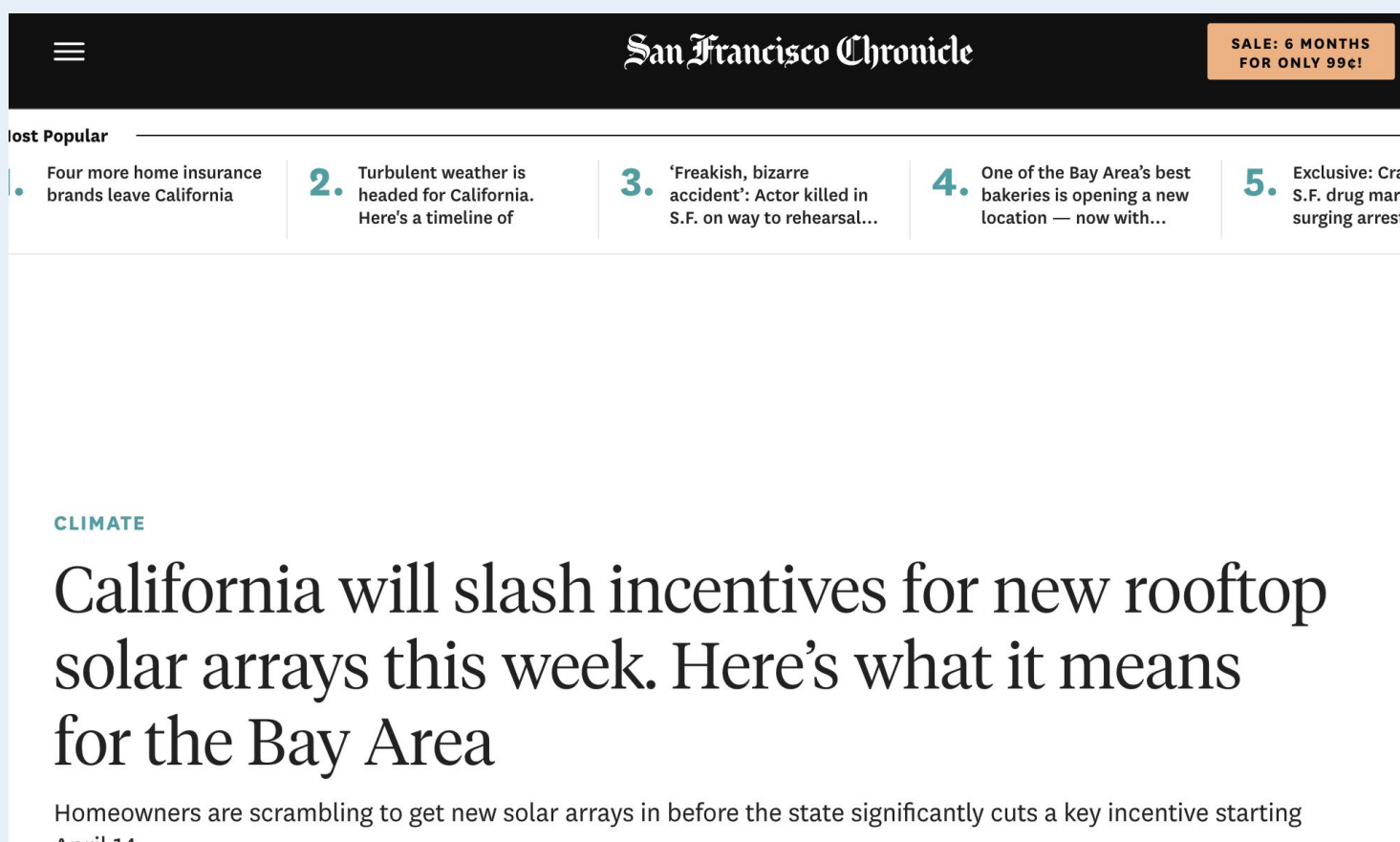
13 April 2023



Sections Los Angeles Times SUBSCRIBE LOG IN

CLIMATE & ENVIRONMENT

Two weeks until California slashes rooftop solar incentives



San Francisco Chronicle SALE: 6 MONTHS FOR ONLY \$94!

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CLIMATE

California will slash incentives for new rooftop solar arrays this week. Here's what it means for the Bay Area

Homeowners are scrambling to get new solar arrays in before the state significantly cuts a key incentive starting April 14.



The New York Times

California Reduces Subsidies for Homes With Rooftop Solar

The decision, which would reduce the incentive for homeowners to install solar panels, could influence other states to make similar changes.

Share full article



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Major changes coming to California's rooftop solar rules

A decision by the California Public Utilities Commission will make it much more expensive to get rooftop solar starting April 15th.



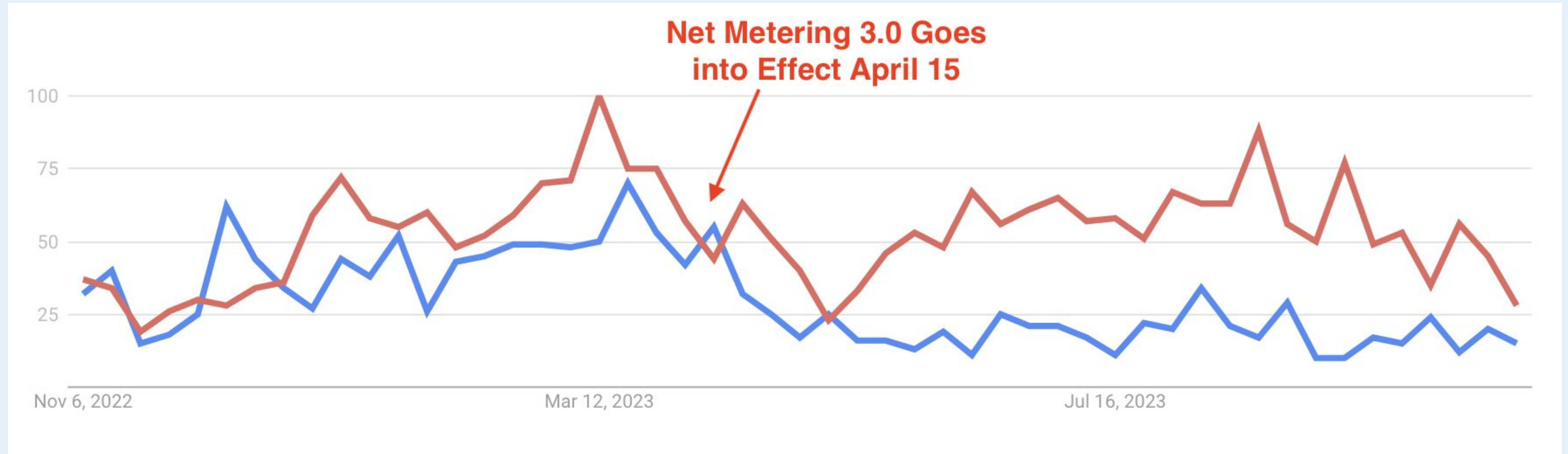
What Our Marketing Data Shows About the NEM 3.0 Transition



Google Trends data, "solar panels", California only, previous 5 years



What Our Marketing Data Shows About the NEM 3.0 Transition



Google Trends data, "net metering" (blue) vs. "tesla powerwall" (red), California only, previous 12 months



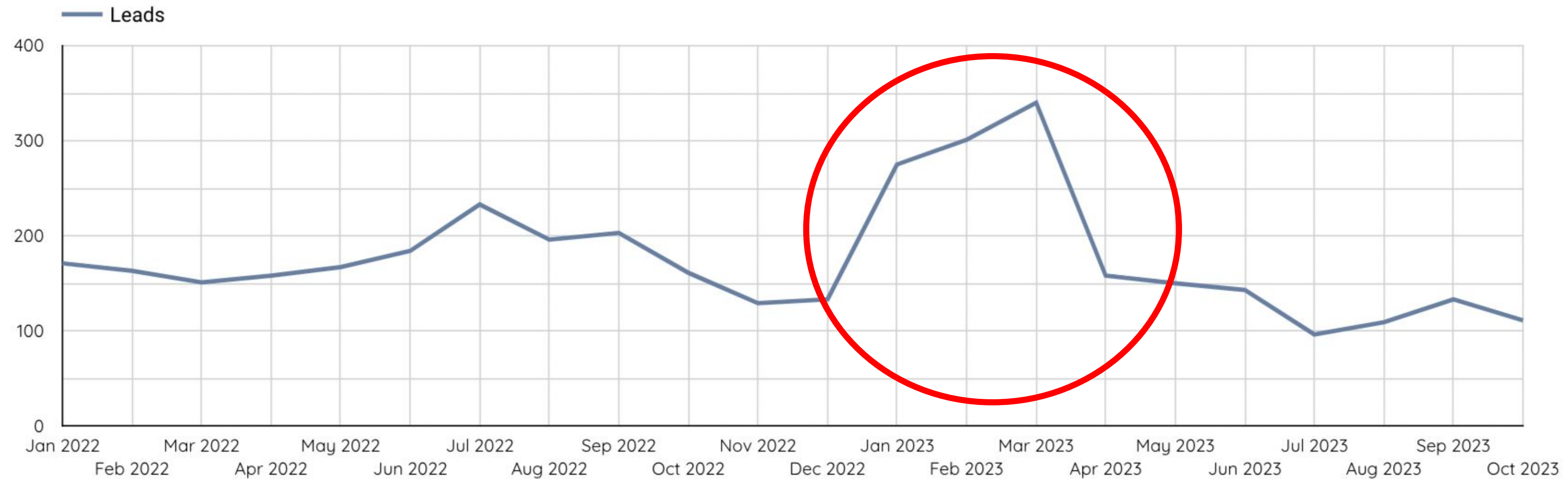
What Our Marketing Data Shows About the NEM 3.0 Transition



Google Search Console data for an Energy Circle solar client in California, screenshot shows last 12 months of organic website impressions



What Our Marketing Data Shows About the NEM 3.0 Transition



Number of leads for an Energy Circle solar client in California, Jan 2022 - Oct 2023



Overall Market Impact Following the NEM 3.0 Transition

What's more, California, which represents about half of the United States' residential solar market, essentially set its residential solar market on fire with its new net metering rules. As the backlog of customers who rushed in to secure legacy Net Energy Metering (NEM) 2.0 rates dries up, the devastation of NEM 3.0 has begun to reveal itself.

NEM 3.0 [slashed compensation for delivering local, clean electricity generated by a rooftop solar array to your neighbors](#). Rates paid by the utility for exporting solar were cut by about 80%. Installations have pulled back by 40% to 80% in California following the decision.



[PV Magazine: "Residential solar is getting crushed by high interest rates and regulatory changes"](#)



Will Net Metering Changes Spread to Other States?

More than a dozen states have ended their net metering policies in the past decade, according to a report from the National Academy of Sciences released this summer. But the recent pullbacks are occurring in some of the largest solar states — and political battlegrounds — while the industry is under pressure from supply chain constraints and inflation.

In March, North Carolina cut its rates and replaced them with tariffs that match the electricity price a customer pays. Other states — including Colorado, Idaho and Wisconsin — are weighing their own changes, while legislation introduced in states like Florida and Arkansas could cut their states' programs.

And in the most high-profile example, the climate hawkish state of California slashed its rates in a decision that took effect in April.

State rooftop solar crackdowns cloud the industry's future

By Jason Plautz | 10/24/2023 06:53 AM EDT

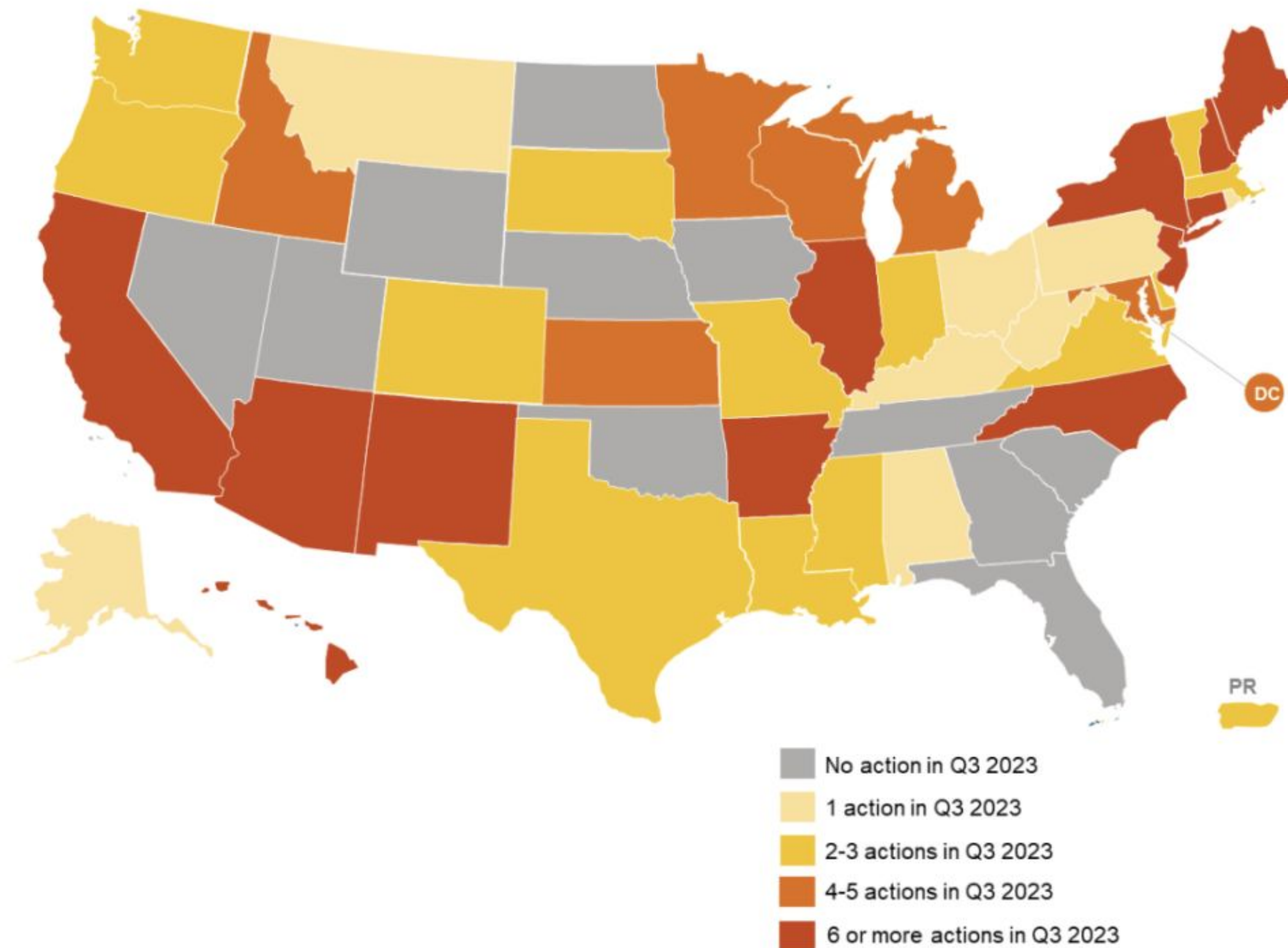


[Energy Wire: "State rooftop solar crackdowns cloud the industry's future"](#)



Will Net Metering 3.0 Spread to Other States?

Q3 2023 Policy Action on Net Metering, Rate Design, and Solar Ownership



“39 states [...] took some type of distributed solar policy action during Q3 2023 [...] with the greatest number of actions continuing to address net metering policies.”

[NC Clean Energy: "The 50 States of Solar: States Pursue Funding to Support Residential Solar in Low-Income and Disadvantaged Communities During Q3 2023"](#)



PREPARING FOR THE DEMAND PEAK IF/WHEN NET METERING IS CUT IN YOUR STATE



Do's and Don'ts

- 1 Be Prepared for Excess Demand Leading Up to Transition**
- 2 Responsible Urgency in Your Messaging**
- 3 Don't Give Customers the Impression that Solar Won't Be Worth It After Transition**
- 4 Have a Plan in Place for After the Transition**




Messaging examples from Energy Circle Solar Clients

Find out what's changing with NEM 3.0 and what the new California net metering policy means for your solar panel installation.



MESSENGER

What Does NEM 3.0 Mean for Solar &...

 Send message

RESIDENTIAL SOLAR | COMMERCIAL SOLAR | SOLAR BATTERY STORAGE | OFF-GRID SOLAR | MICROGRIDS

WHAT DOES NEM 3.0 MEAN FOR SOLAR INSTALLATION IN CALIFORNIA?

January 18, 2023

The California Public Utilities Commission (CPUC) unanimously approved the long-anticipated Net Energy Metering (NEM) 3.0 on December 15, 2022. This controversial decision will bring major changes to net metering in California.

In this blog, we'll explain what's happening to net metering in California and what the changes mean for your [home solar installation](#).


NET ENERGY METERING: HOW IT WORKS

Net Energy Metering or net metering is a billing structure that's offered by utility companies to their solar customers. Under a net metering agreement, solar customers can export the excess electricity their solar panels produce to the electric grid. In return, they receive a credit from their utility that can be used to pay for the electricity they pull from the grid when there isn't enough sunlight to produce solar power.

Under traditional net metering policies, including California's NEM 2.0, solar customers are credited at the full retail rate for the electricity they send to the grid. Under NEM 3.0 in California, solar customers will be credited at a lower rate, reducing the value of this longstanding [California solar incentive](#).

WHAT IS NEM 3.0?

California's NEM 3.0 is a new version of the state's net metering policy that was approved by the CPUC in December 2022. Net metering 3.0 brings several changes to California's net metering policy, the most significant being lower solar export rates.



0:30

Here's what will change when NEM 3.0 takes effect:

LOWER SOLAR EXPORT RATES

Under NEM 3.0, solar customers will no longer be credited for the full retail value of the electricity they send to the grid. The new export rates will vary depending on the time of use. The highest rates will be available during peak demand periods, when consumer demand for electricity is at its highest.

Although the lower rates impact the benefits of net metering in California, NEM 3.0 is still a valuable solar incentive for California homeowners, especially those who install battery storage.

SOLAR BATTERIES HAVE MORE VALUE

Customers who install solar panels paired with [battery storage](#) stand to benefit the most from the new NEM 3.0. Stored solar energy is extremely valuable

Net Energy Metering 2.0 expires on April 14, 2023. We're encouraging homeowners to sign up for solar no later than March 17th to guarantee they can get grandfathered in and not miss the savings.



What's Happening with Solar Net Metering in...

[Learn more](#)



7 SOLAR MARKETING TACTICS FOR AFTER NET METERING IS CUT



The 7 Tactics

- 1 **Shift Emphasis on Solar + Batteries**
- 2 **Solar Incentives Messaging**
- 3 **Tell Your Brand Story**
- 4 **Specialization & Diversification Marketing**
- 5 **Sales Promotions**
- 6 **Income-Based Geo Targeting**
- 7 **Prep Episodic Marketing Campaigns**

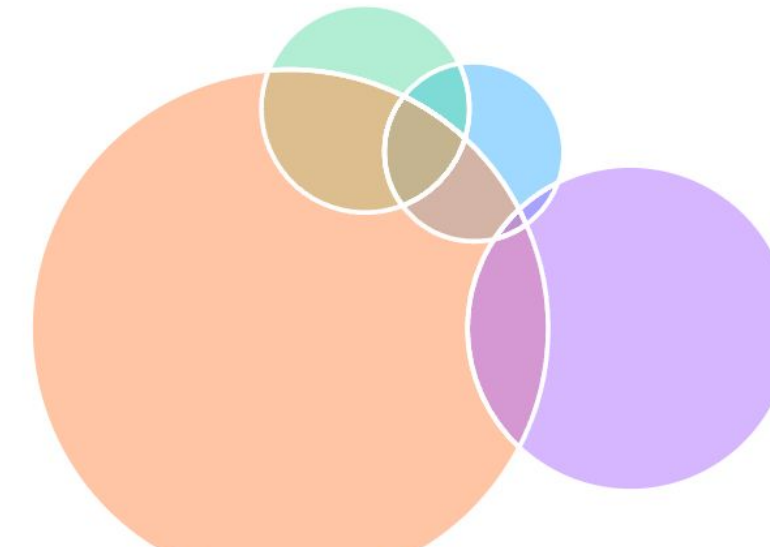


1. Emphasis on Solar + Batteries

*especially in electricity markets that have time-of-use or other peak demand charging

- Understand how you perform for solar battery related keywords and search results
- Content strategy focused on building up solar battery and solar + battery content and keywords
 - Service pages
 - Product Pages
 - Blogs
 - Videos
 - FAQs
- Reset and re-educate homeowners on ROI, benefits and value post any regulatory change confusion

Keyword	Keyword Overlap
+ home battery backup >>	<input checked="" type="checkbox"/> www. .com
+ solar battery backup >>	<input checked="" type="checkbox"/> www. .com
+ solar power battery >>	<input checked="" type="checkbox"/> www.: .com
+ solar battery for home >>	<input checked="" type="checkbox"/> www.: .com
+ home battery back up >>	
+ home battery storage >>	



A Venn diagram with four overlapping circles in orange, green, blue, and purple, representing the intersection of different keyword sets.



RESIDENTIAL SOLAR COMMERCIAL SOLAR SOLAR BATTERY STORAGE OFF-GRID SOLAR MICROGRIDS

BATTERY BACK-UP & STORAGE

INTERESTED IN SOLAR BATTERY BACKUP? CONTACT US NOW.

Name

First Last

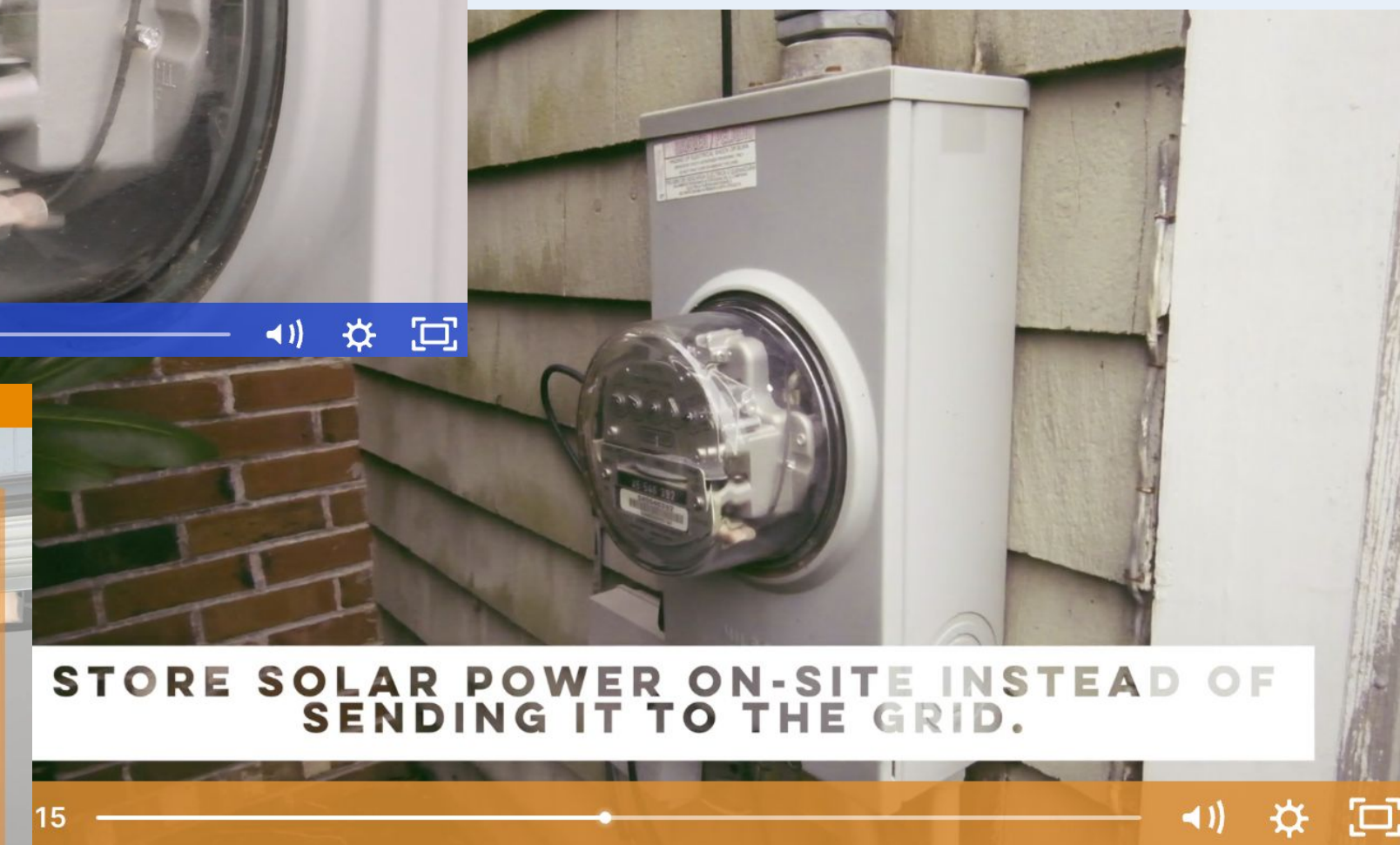

Email Phone Number (201) 555-0125

Comment or Message

Submit

With extreme weather events, wildfires, and Public Safety Power Shutoffs (PSPS) becoming frequent realities, it's more important than ever to have a reliable backup power source for your home or business. Solar batteries give you peace of mind by keeping your power on during a grid disruption.

The benefits of solar energy storage speak for themselves:



2. Solar Incentives Messaging

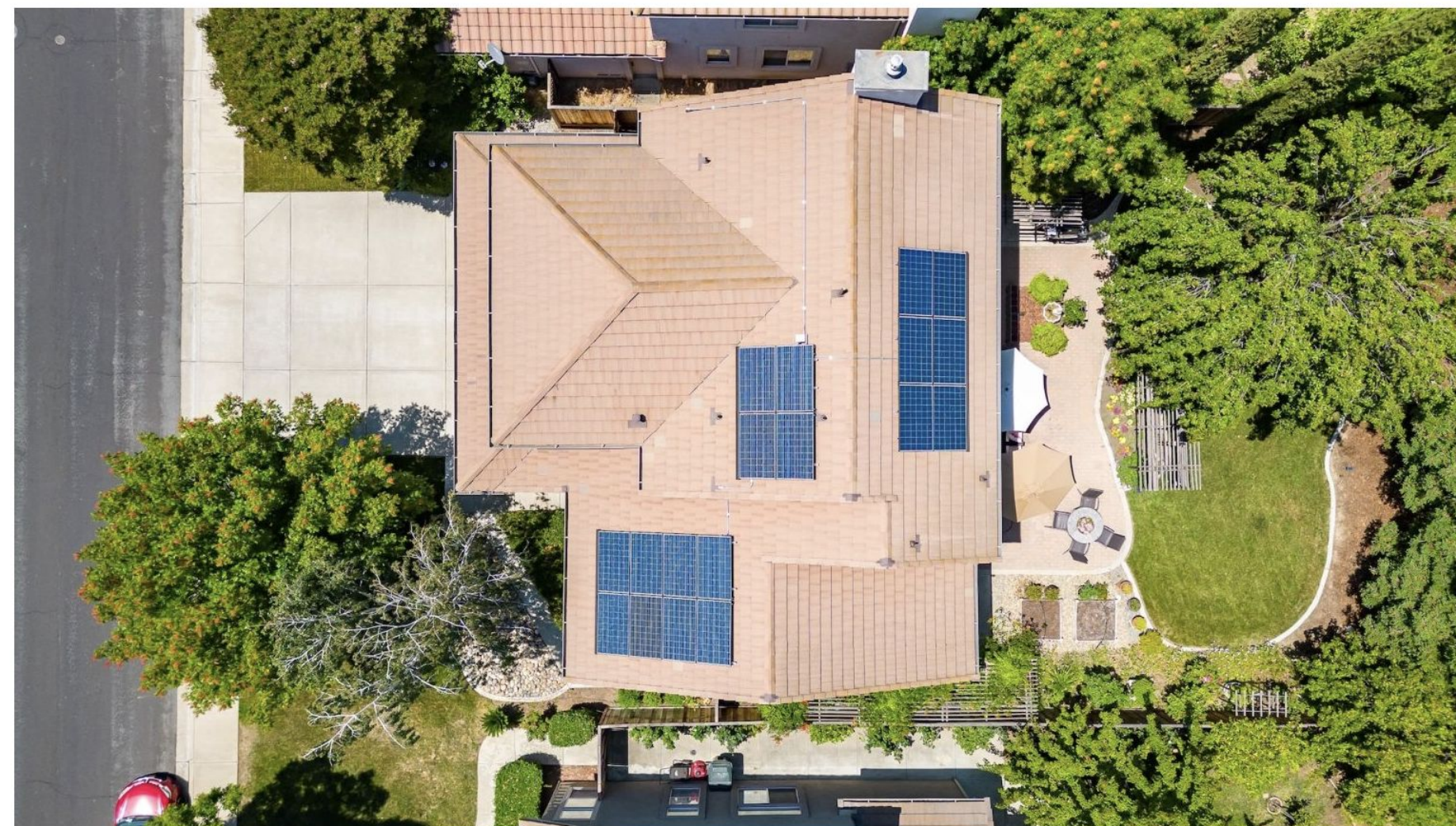
- Highlight other available solar incentives - solar tax credit, state tax exemptions, etc
- IRA rebates coming - bigger push for electrification which solar can be a part of
- Local rebates, incentives and programs



EVERYTHING YOU NEED TO KNOW ABOUT THE INFLATION REDUCTION ACT & SOLAR PANELS

How to Participate in SGIP

OCTOBER 2, 2023

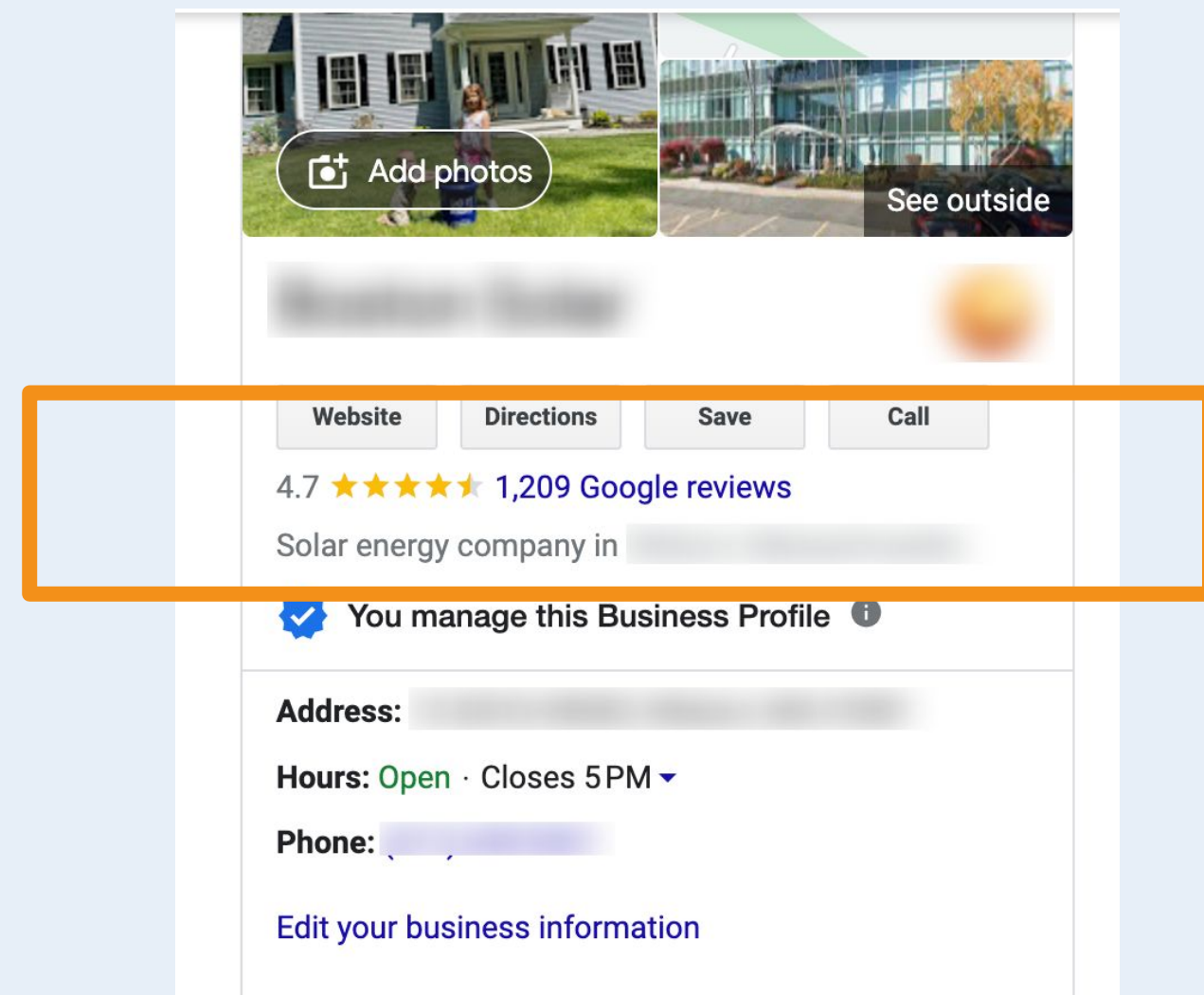


How the Inflation Reduction Act Makes Your Clean Energy Upgrades More Affordable



3. Emphasis on Your Brand

- Tell your brand value, mission, and story—what sets you apart
- Seek reviews and referrals (program)
- Highlight project images, drone videos, case studies, testimonials
- Showcase experience, expertise, credentials
- Use all Google Business Profile features



KNOWLEDGE 45 Years Building California's Solar Future.	COMMUNITY 100% Employee Owned.	COMMITMENT Over 3,000 Successful Installs.
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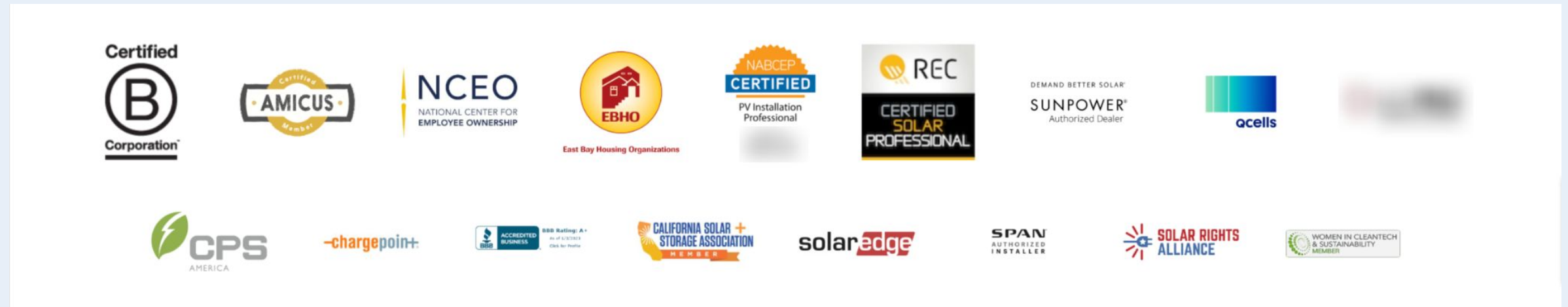
★★★★★ PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES AND HOMEOWNERS FOR OVER 45 YEARS

During the past 47 years, we became one of California's first B Corps and are now 100% employee owned. Our dedicated teams have delivered over 3,000 solar energy projects across California.

By designing, installing, and maintaining, reliable solar and energy storage solutions, we help our customers save money, reduce GHG emissions, build energy resilience, and speed the electrification of our world.

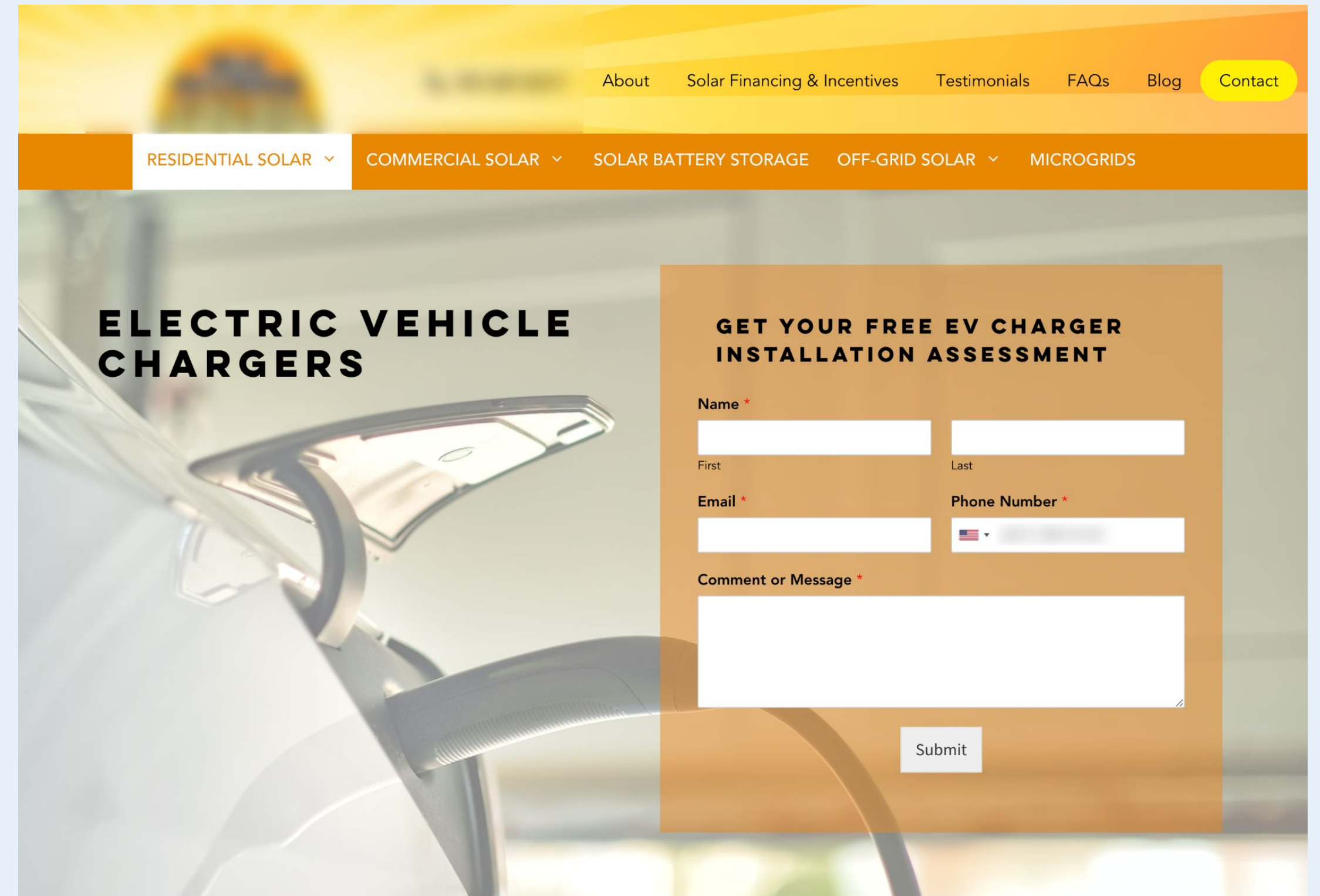
As a B Corp, we intentionally balance purpose and profit. We weigh the impact of our decisions on people, planet, and profit to be a force for good in our communities.

As an employee-owned company, every team member is vested in the success of each project or delivery of service.



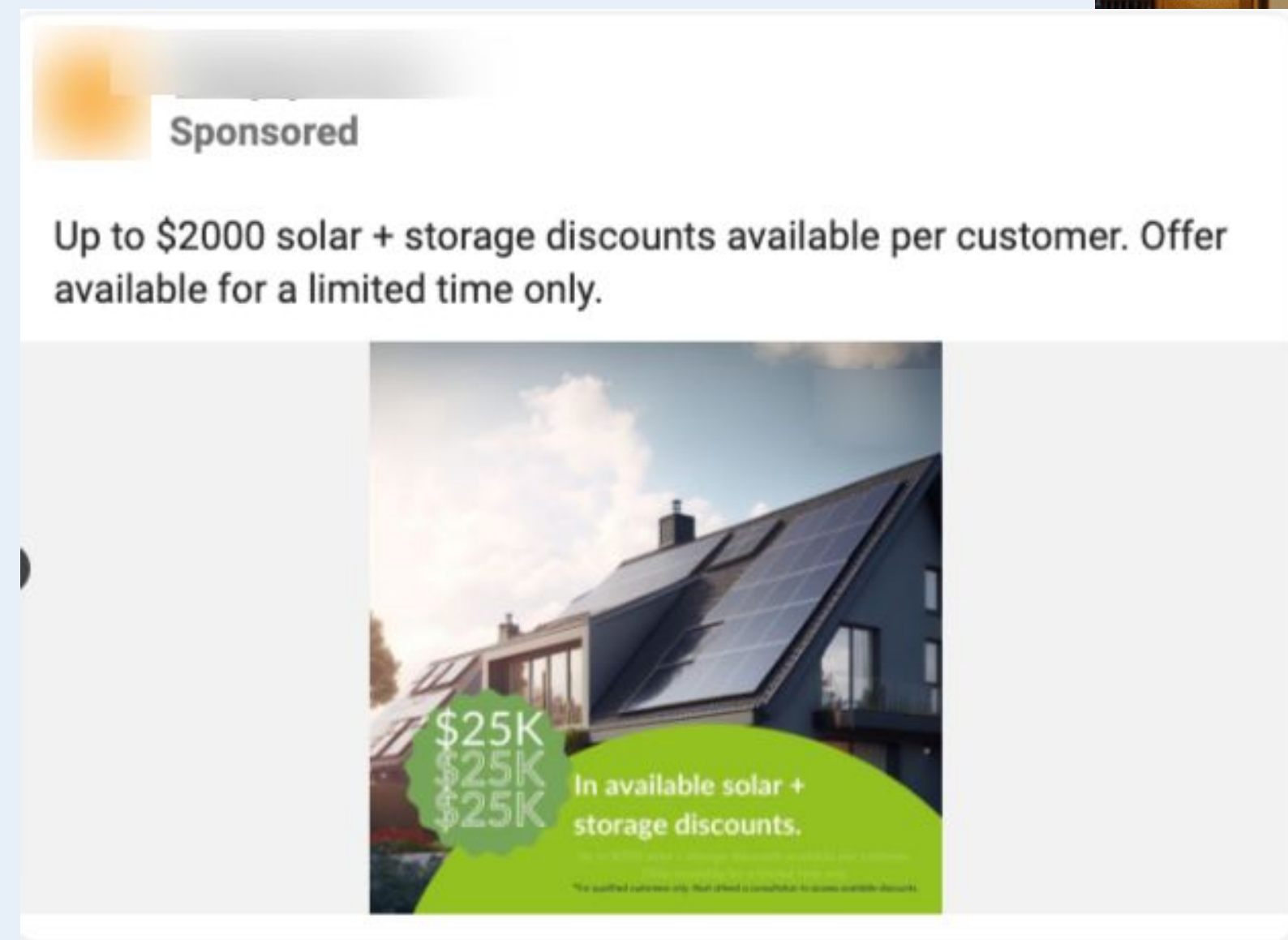
4. Specialization & Diversification Marketing

- Protect and lean into any business specializations or credentials
- Diversify and market new and expanding service offerings - maintenance, EV chargers, PPA/leasing, heat pumps/electrification, ground mounts, commercial, off-grid, carports, roofing, etc




5. Sales Promotions

- Pay attention to competitors discount / promotions on offer
- Promote limited-time discount/incentive offers to push via website and paid channels



Sponsored

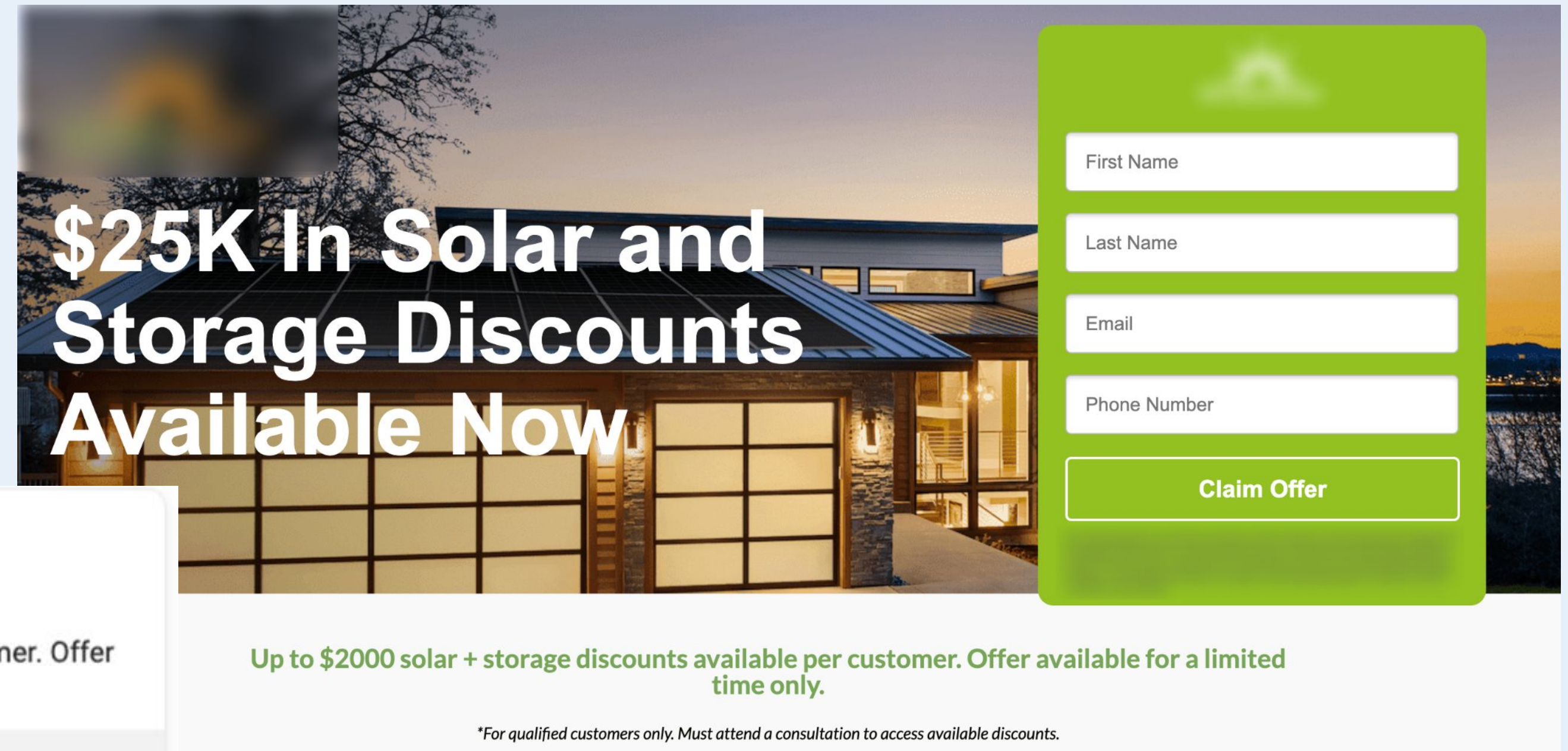
Up to \$2000 solar + storage discounts available per customer. Offer available for a limited time only.



\$25K
\$25K
\$25K

In available solar + storage discounts.

*For qualified customers only. Must attend a consultation to access available discounts.



\$25K In Solar and Storage Discounts Available Now

First Name

Last Name

Email

Phone Number

[Claim Offer](#)

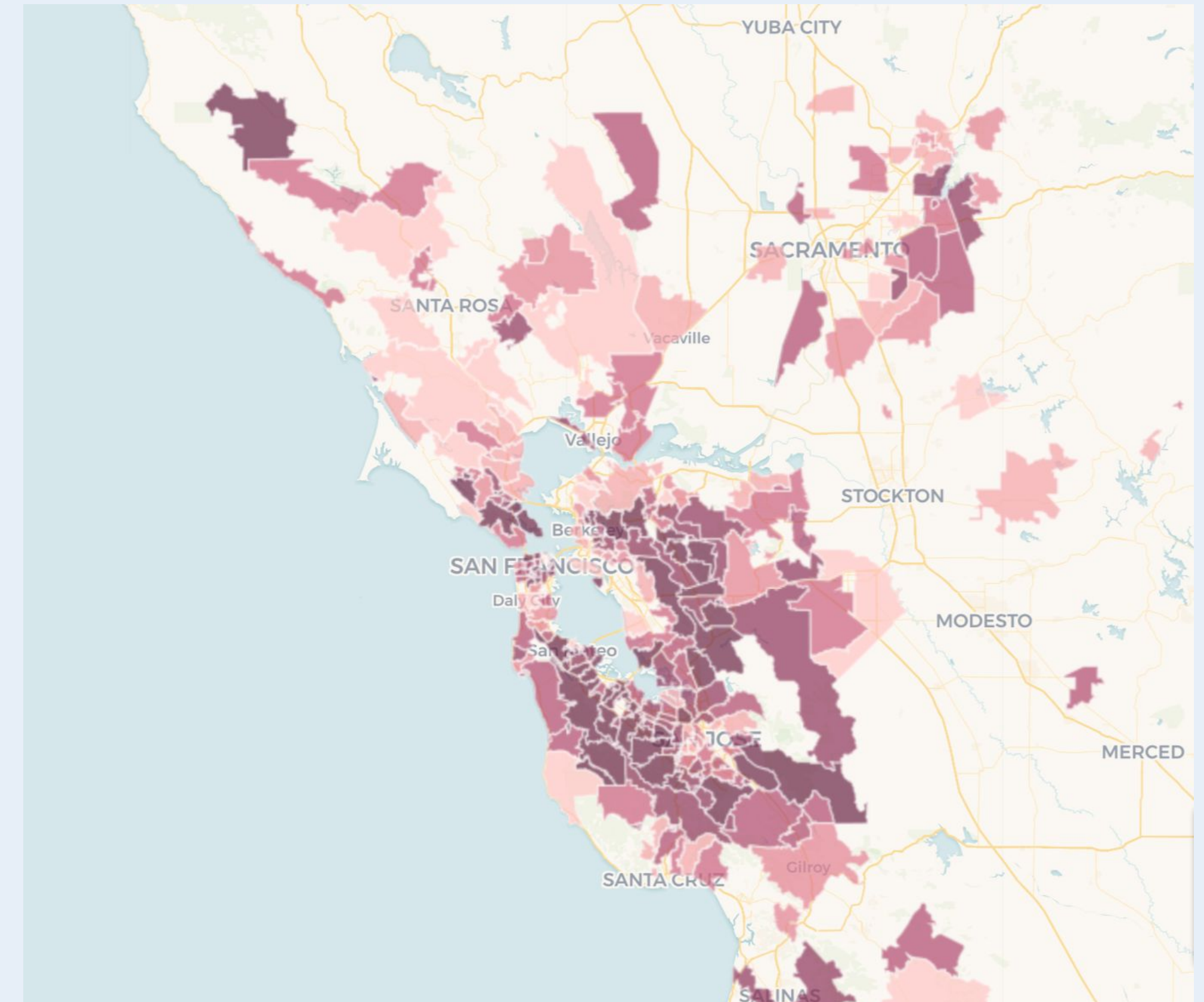
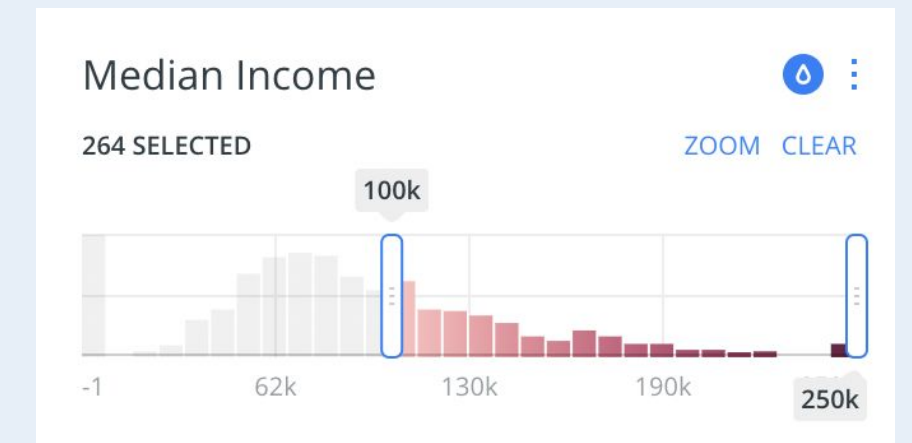
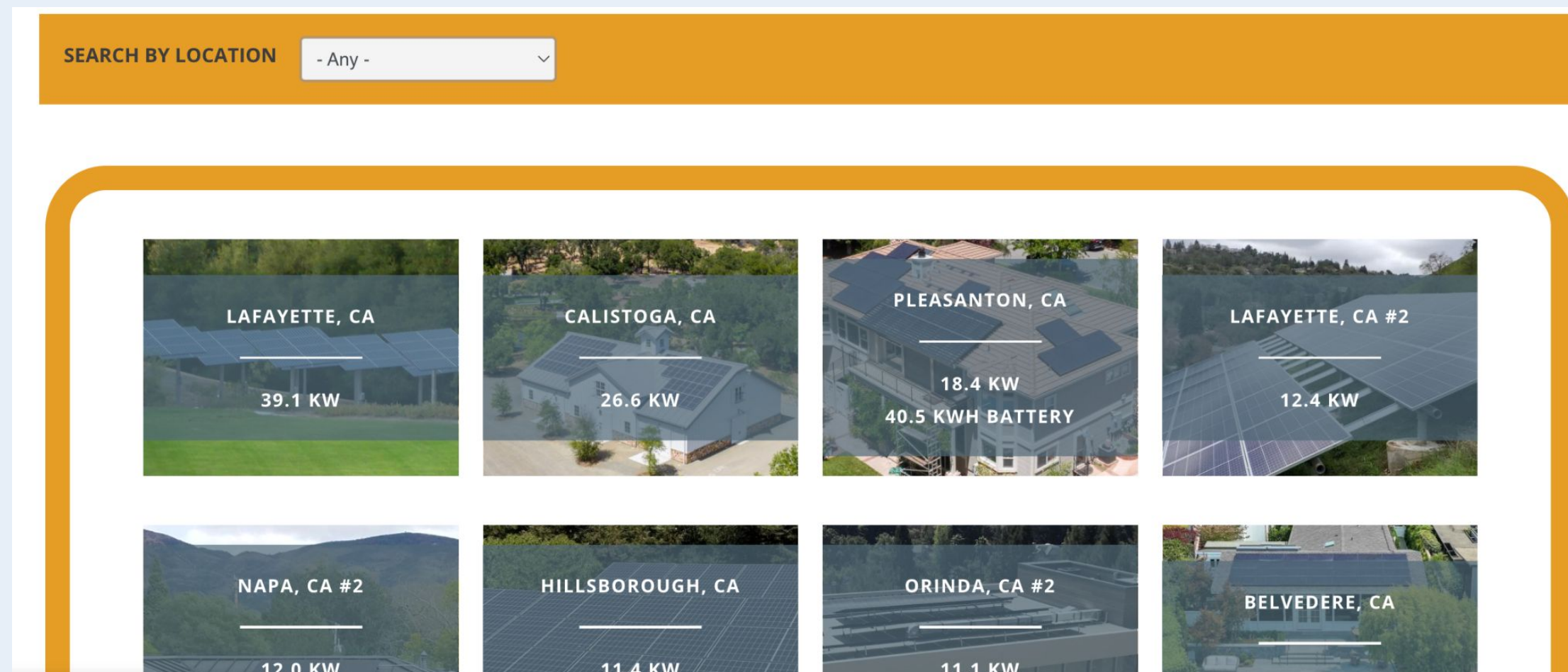
Up to \$2000 solar + storage discounts available per customer. Offer available for a limited time only.

*For qualified customers only. Must attend a consultation to access available discounts.



6. Income-Based Geo Targeting

- Income-based geo targeting—zoom in on potential cash purchase customers
- Increase paid ad bids in focused zipcodes or geos
- Build out City pages
- Take stock and target local geo keywords
- Feature project case studies with city info



7. Prep Episodic Marketing Campaigns

- Episodic campaigns at the ready to meet temporary spikes in solar/battery demand (i.e. heat waves, power outages, power grid issues, severe weather, etc)



QUESTIONS?

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