



NARUC

Summer Committee Meetings

Committee On Consumer Affairs

The Consumer-Centric Utility

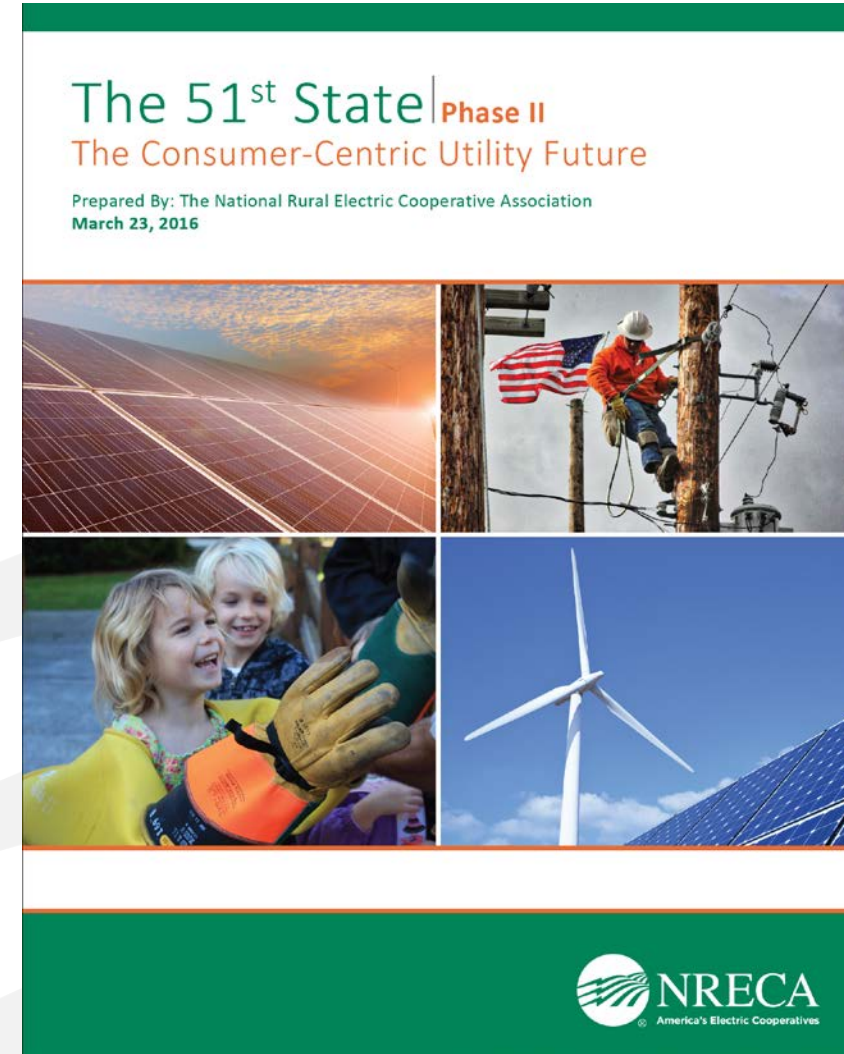
Jan Ahlen

National Rural Electric Cooperative Association

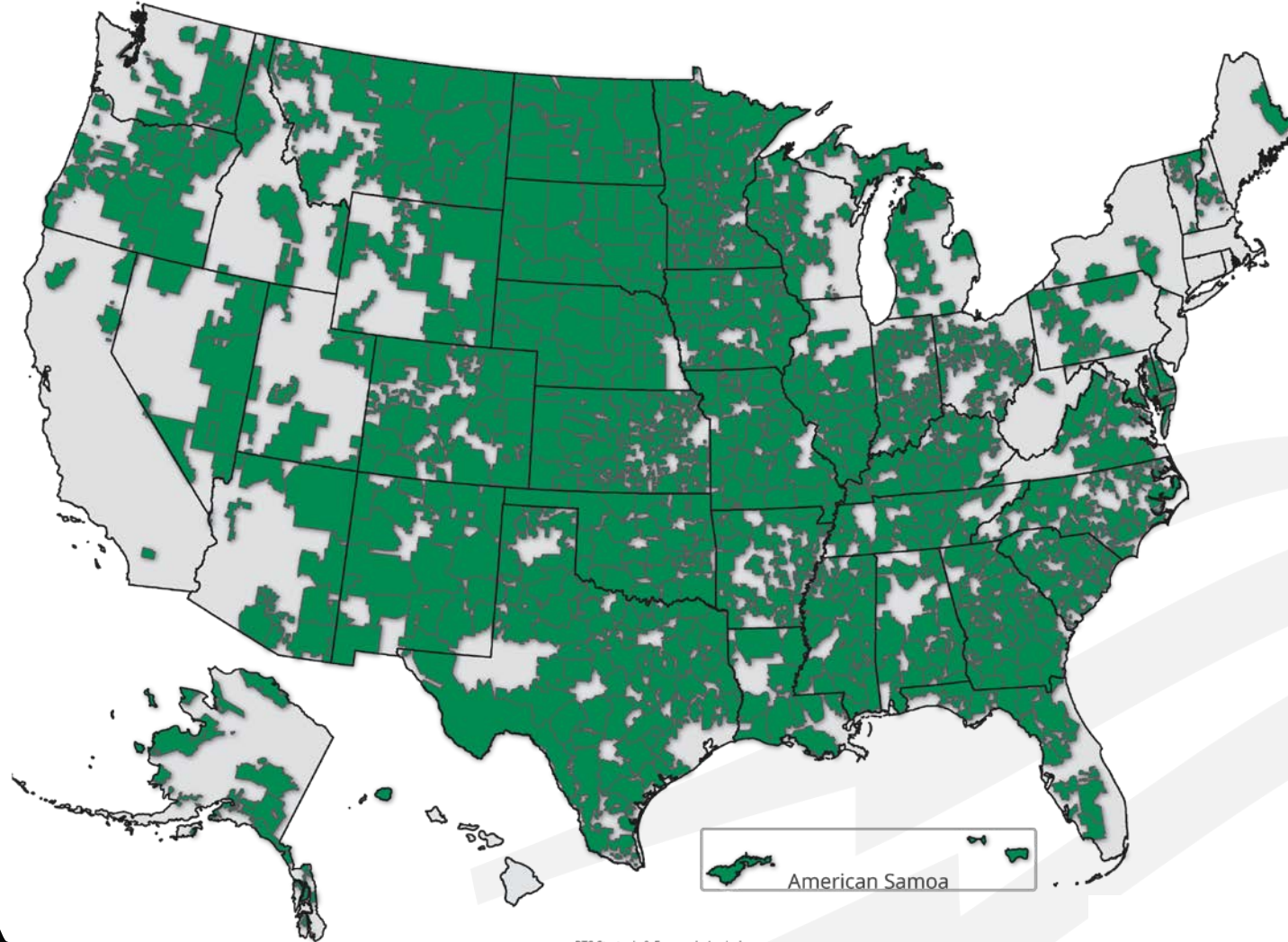
July 24, 2016

The Consumer-Centric Utility

Report and summary available at:
www.nreca.coop/future



Who are the co-ops?



Agenda

- Industry Trends
- The Consumer-Centric Utility Model
- Benefits
- Enabling the behind the meter market
- How do you encourage the model?

Industry Trends

- New technology and declining costs
- Decarbonization and environmental regulations
- Increased consumer engagement



The Model

- Maximizes value for all consumers
- Empowers consumers
- Flexible
- Implements local solutions

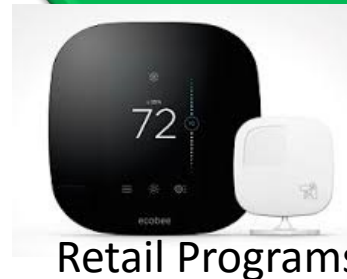
The Value of Partnerships



Developing An Ecosystem



Grid Modernization

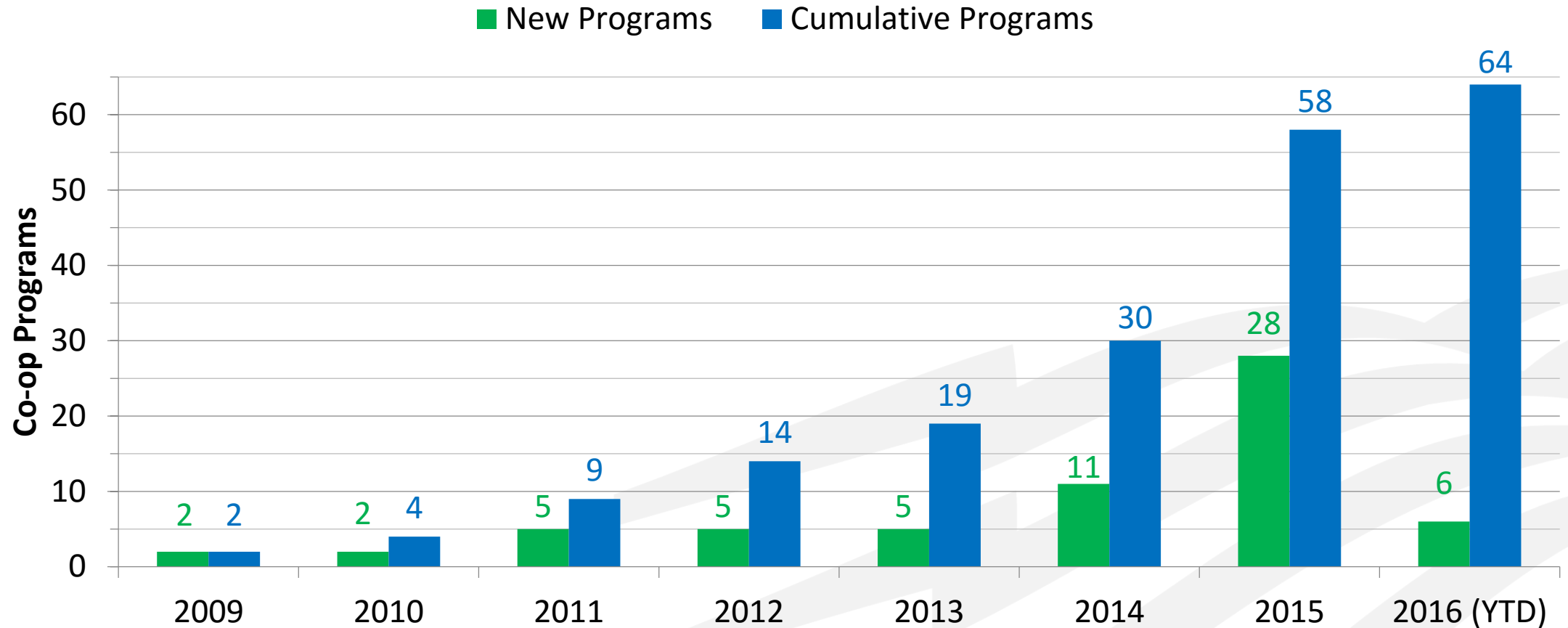




NRECA
America's Electric Cooperatives

Rapid Growth in Co-op Community Solar Programs

Today, co-ops in 25 states are offering over 31 MW of community solar capacity to members,
with at least another 55 MW planned



Behind The Meter



How Do You Encourage The Model?

- Start with the value to the consumer
- No one-size-fits-all solution
- Flexibility

=evolutionary approach

Questions?

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