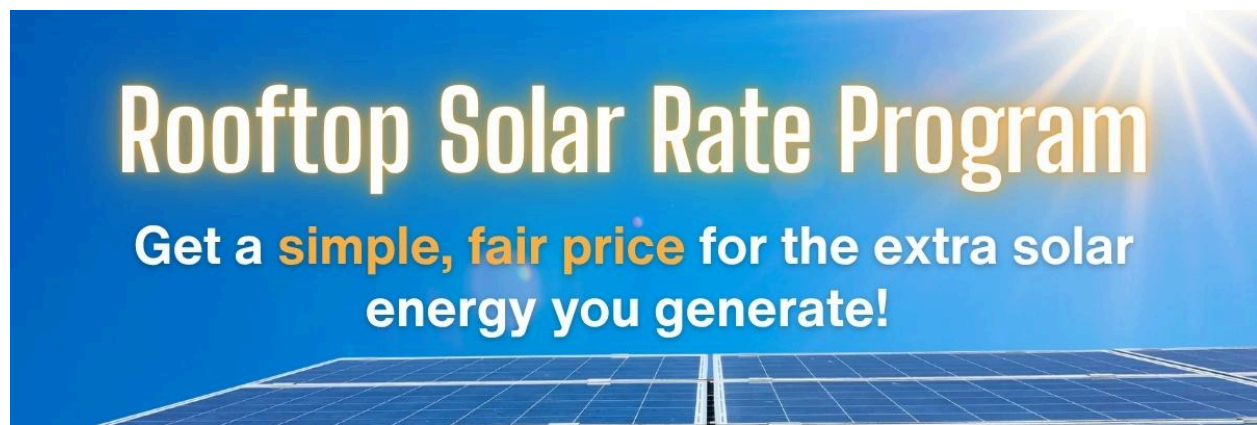




Outreach Toolkit

Solar customers across the Tennessee Valley who produce clean energy should receive a fair rate for the energy they send back to the grid!

When a rooftop solar system produces more electricity than is needed, that extra energy goes back to the electric grid. A local power company can then use that electricity to serve other households. However, the limited options currently available to solar customers offer little for the extra electricity they supply to the grid, making rooftop solar less attractive as an investment.

The **Rooftop Solar Rate** program aims to address this issue and make small-scale and rooftop solar more economical for customers by offering a simple, predictable credit for the excess energy they send to the grid — using tools local power companies, or LPCs, already have at their disposal. It's a win-win for customers and the LPCs that serve them.

This toolkit provides resources to help you educate your LPC about how programs like this can offer a practical middle ground to meet customer demand for solar while keeping it under local control. The program avoids complicated rate design and will help strengthen our grid. This toolkit includes:

- [Main Talking Points](#)
- [Outreach Plan](#)
 - [Sample Email to LPC](#)
 - [Sample Phone Script to LPC](#)
 - [Post-Meeting Survey](#)
- [Contact Information](#)

Main Talking Points

How does it work?

- A local power company adds a credit to participating solar customers' monthly bills for the extra electricity they contribute to the grid.
- Customers receive a fair, predictable credit at or close to the wholesale value of that electricity. The wholesale value is the rate local power companies pay TVA for power.

What does it look like on your bill?

- **One simple line item:** Solar Export Credit: XX kWh × \$0.0X
 - No complex tiers
 - No time-of-use rates
 - No separate settlement systems
 - No check cutting — just bill credits

How does it benefit customers?

- Households get a better value for the energy they produce.
- Simple and predictable — no confusing rate structures.
- Solar becomes a more realistic option, not just a luxury.

How does it benefit LPCs and the electric grid?

- Easy to implement.
- Aligns with the Tennessee Valley Authority's [flexibility program](#).
- Responds to customer demand.
- Keeps program control local.
- Avoids complicated rate design.
- Helps strengthen the electric grid.

What it ISN'T:

- Net metering
- A mandate
- A subsidy from other customers
- A TVA policy change
- A regulatory overhaul

Has this been done before? Yes!

- [Solar Savings Program](#): Nashville Electric Service in Nashville, Tennessee

- [Solar Connect Program](#): Huntsville Utilities in Huntsville, Alabama
- [Power Partners Program](#): CDE Lightband in Clarksville, Tennessee

Want to learn more?

- [Fill out our advocate interest form.](#)
- Watch this webinar: [TenneSEIA: Innovative LPC Rooftop Solar Programs Across the Tennessee Valley](#)
- [Download this program brochure for your LPC!](#)

Outreach Plan

What to do

- 1. Fill out our advocate interest form.**
 - a. We can provide resources and help you prepare for conversations with your LPC
- 2. Identify the best person at your LPC to meet with.**
 - a. Usually, this is the CEO/General Manager, Chief Operating Officer, Assistant General Manager, or other staff person. Board members can be useful if you already have a relationship, but it's usually better to approach staff members first.
- 3. Build a relationship.**
 - a. Set up a meeting with your LPC representative via email or phone. Use our phone script or email template below.
- 4. Attend the meeting and share about the program.**
 - a. Highlight program benefits using our provided talking points. Leave behind the brochure and your contact information.
- 5. After your meeting.**
 - a. [Fill out this survey](#) and tell us how it went.
 - b. Follow up with your LPC contact. Ask if they have any questions and share any materials, if you haven't already.

Sample email to set up LPC meeting

To: **LPC contact**

Subject: Meeting Request: Rooftop Solar Rate Program

I'm writing to request a meeting with [LPC contact] to discuss a flexible, utility-led approach that enhances customer solar participation while strengthening the utility's role in supporting reliable, community-based energy. The Rooftop Solar Rate program is a simple, utility-led program that helps local power companies respond to growing customer interest in rooftop solar without complicated rate changes. It uses tools many LPCs already have, keeps control local, strengthens customer relationships, and supports community investment.

I am a customer of your local power company, and I would like to meet to discuss opportunities for our community presented by this program.

I would like to meet with [LPC contact on the following days and times or at your convenience.]

Please let me know if we can arrange a meeting. My phone number is [(XXX) XXX-XXX.]

Thank you for considering this request.

Signature

Sample phone script to set up LPC meeting

Hello, my [name is XXX,] and I am calling to request a meeting with [LPC Contact] regarding an opportunity for our community to explore the Rooftop Solar Rate program. The Rooftop Solar Rate program is a simple, utility-led program that helps local power companies respond to growing customer interest in rooftop solar without complicated rate changes. It uses tools many LPCs already have, keeps control local, strengthens customer relationships, and supports community investment.

I would like to meet with [LPC contact on the following days and times or at your convenience.] Can we set up this meeting today?

Contact Information

Want to help bring the Rooftop Solar Rate program to your community? Use our outreach toolkit to start a conversation with your local power company. Have questions or want help getting started? Contact Angie Mummaw at angie@appvoices.org.