



Renewable Energy in Tourism Webinar Series: Utility of Utility Programs

Session 1: Richard Harkrader CEO and Founder Carolina Solar Energy LLC

1. What are the benefits of having renewable energy sources on site but not actually owning them?
2. Do net-metering programs and REC's apply to other forms of energy saving technology such as solar hot water heaters?
3. Are NC GreenPower rates fixed or do they fluctuate like regular utility rates?
 - a. Why are utility companies willing to pay premium rates for renewably generated energy?
4. Some businesses advertise the use of 100% renewable energy purchases. How does this work and what is the reliability of those claims? Do businesses see a competitive advantage to being 100% powered from renewable energy?
5. How would a business choose between purchasing renewable energy credits or building on-site renewable energy generation?
6. What are advantages for smaller businesses vs. larger ones and vice versa?
7. How does a business sell energy back to the grid?
 - a. What is the difference between renewable energy vs. regular energy and how do utility companies distinguish between the two?
8. Do you have to connect renewable energy to the grid and what are the advantages or disadvantages of not doing so?
9. Why does NC GreenPower only invest in small solar and wind energy projects?
10. Renewable Energy Credits vs Carbon offsets?



Session 2: Kevin Franklin, Program Manager and Shannon Lingo, Trade Ally Services Manager NC/SC for the Duke Energy Smart \$aver® Incentive Program

1. Why would an electricity company want to sell less electricity?
2. What percentage of your tourism related customers take advantage of the programs you offer?
3. Is there any reason not to start working with utility programs right now?
4. How does a business know if they are residential or commercial customer?
5. How much of a business owners time and energy need to be invested in using the utility programs? How much assistance do the utility companies themselves offer?
6. Where do rebates come from?
7. What exactly does a business need to do to get started?
8. Are these incentives going to run out?
9. How do you decide what programs to use? Do they vary greatly by state/utility company?
 - a. Which programs make most sense for tourism businesses?
10. How do businesses ensure, when building new construction or major renovations, that they get the rebates for their energy efficiency decisions and not the contractors or builders?
11. What form do rebates come in? How are they applied?



General Discussion Questions

1. How do you see utility companies being involved in renewable energy production in the future?
 - a. Will this be economy/consumer driven or policy driven?
2. How will future energy prices affect programs?
3. When is the best time to take advantage of utility programs? What is the first step?
4. What would be your one piece of advice for a business owner looking to become more energy efficient or use renewable energy?
5. What do you see as the future of Renewable Energy and Energy efficiency policy?
6. What happens when utility companies meet their policy imposed goals for renewable energy production and energy efficiency?
7. Why does the level of renewable energy usage vary so much from state to state? Why is there so much variation in energy policy between states?
 - a. Is it purely geographical, or does it have to do with policy?
8. What implications could the electric or plug-in car have on the future of utility companies' involvement in renewable energy?
9. What new technology do you see impacting the role of utility companies and energy problems for the future?