

## ScottMadden Provides Answers to the Community Solar Questions You Were Afraid to Ask

**ATLANTA, GA – (December 21, 2015)** – ScottMadden, Inc., one of North America’s leading energy consulting firms, has released a report to provide [answers to the community solar questions you were afraid to ask](#). The first portion of the article provides a definition of community solar, an overview of the community solar market and advantages of community solar, and an outline of community solar models. The second portion discusses community solar implementation issues related to program design, customer motivations, and financial implications.

Community solar is a rapidly emerging model that combines the value of direct customer “ownership” of rooftop solar with the flexibility and economic advantages of utility-scale solar. Development of a community solar program by an electric utility is not simple and requires a coordinated approach to successfully enter the market.

“Community solar is a growth market attracting significant national interest,” said [Paul Quinlan](#), clean tech specialist at ScottMadden. “However, designing an effective and successful community solar program requires a strong understanding of market characteristics and implementation issues.”

This article is featured in the December 2015 issue of the Public Utilities Fortnightly Magazine. [Click here](#) for a complimentary copy.

[Contact us](#) for more information on community solar or to learn how we are helping our clients to understand and effectively use clean and renewable sources of energy.

### About Solar Electric Power Association

The Solar Electric Power Association (SEPA) is an educational non-profit dedicated to helping utilities integrate solar power into their energy portfolios for the benefit of the utility, its customers, and the public good. With 900 utility and solar industry members, SEPA provides unbiased utility solar market intelligence, up-to-date information about technologies and business models, and peer-to-peer interaction. From hosting national events to providing utility strategies, SEPA helps utilities make smart solar decisions. For more information, visit [www.solarelectricpower.org](http://www.solarelectricpower.org) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

### About ScottMadden’s Energy Practice

We know energy from the ground up. Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

### About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, Corporate & Shared Services, and Grid Transformation. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit [www.scottmadden.com](http://www.scottmadden.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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