

A Core Trilogy of Issues

IRP Transformation

Our IRP Services

About Solari Communication

Integrated Resource Planning Services

Integrated Resources Plans (IRPs) inform a wide array of decisions while meeting the basic need of supplying reliable energy at a reasonable cost. At Solari, we are expert at communicating the extent and results of your integrated resource planning efforts.

YOU BENEFIT from our fundamental philosophy, guiding principles, and extensive experience in creating IRPs. You can rely on us to clearly and coherently communicate the research, modeling, analysis, chosen portfolio, and investments necessary to develop and implement your resource plan. Ultimately, we ensure your written plan attains a core trilogy of issues incumbent of all IRPs:

- ◆ Meets all regulatory and statutory requirements.
- ◆ Describes your preferred portfolio and generation requirements together with its short- and long-term action plans.
- ◆ Meets the needs of your load-serving entity and those of your customers, while ensuring reliability and reasonable cost.

INTEGRATED RESOURCE PLANNING is undergoing a profound transformation. The scope of IRPs has expanded to incorporate increasing amounts of variable renewable generation (especially from distributed energy resources-DERs), resource as well as capacity planning, environmental considerations, transmission and distribution upgrades, grid modernization, customer choice considerations, and stakeholder communication. For over ten years, Solari has been fortunate to be at the forefront of this integrated planning transition—our two most recent resource plans chart a course for attaining 100% renewable generation within 30 years. In fact, we are currently writing a report on this transformation from first-hand research.

TO CREATE YOUR IRP, we can:

- ◆ Advise your staff on how to best navigate a path for developing a comprehensive IRP.
- ◆ Work closely with staff and other consultants to manage the entire IRP process and create a written report that effectively communicates your results.
- ◆ Identify your various audiences and develop memorable “sticky” messages that resonate.
- ◆ Design the overall look and feel of your IRP, and incorporate your branding.
- ◆ “Translate” industry jargon into simple language that a wide audience can understand, while retaining its technical accuracy.
- ◆ Write a final narrative from various sources: drafts from subject matter experts, interviews, meeting notes, and first- and second-hand research.
- ◆ Create informative and memorable graphics (including photographs, charts, tables, graphs, and infographics).
- ◆ Write an Executive Summary that succinctly communicates the results of your IRP.
- ◆ Collaborate with your marketing, outreach, and communication staff to educate and inform your stakeholders—especially your staff and customers.

SOLARI IS A FULL-SERVICE COMMUNICATION FIRM operating exclusively in the energy industry. We work with you to create and impart effective communication that establishes and enhances a respectful relationship with your stakeholders. Solari Communication is led by its principal, Rich Maggiani, a professional with more than 25 years' experience communicating within the energy industry. Our philosophy is guided by being central in the inexorable transition to renewable generation, and in making the world a better place to live.

We would be honored to collaborate with you to create an IRP that can help you better attain your wide-reaching goals.