



PROGRAM: SOLAR ELECTRIC PROGRAM

PURPOSE: Transform the solar electric market for all sectors in Oregon by expanding participation, providing quality standards and ensuring there is a strong qualified installer base for consumers. Contributes to Energy Trust goals 2, 3 and 5.

PROGRAM STRATEGY:

- Build upon recent heightened interest among consumers, and move past the early adopters in the market transformation.
- Provide quality standards for consumers to rely on.
- Foster growth in the installer base.
- Concentrate outreach efforts to increase participation among PGE customers.
- Expand market opportunities to include homebuilders and commercial architects/engineers.

2007 ACTIONS:

- Adjust incentives to respond to possible market factors:
 - Elevated equipment costs
 - Increase in net metering size limit
 - Proposed changes to BETC
- Expand market opportunities:
 - Consider higher incentive for government/nonprofit, and raise incentive cap for net metered commercial systems.
 - Move large solar projects from OSP into PV program, with budget set aside.
 - Offer intensive support for selected home builders. Promote successful solar home developments.
 - Streamline application process for solar on new commercial buildings. Conduct participant focus group.
 - Respond to impact evaluation, conduct follow up on process evaluation.
- Maintain high level of publicity for solar. Continue targeted outreach to PGE customers:
 - Continue coop ad incentives and marketing training for trade allies.
 - Continue effective solar seminars and support for solar home tours.
 - Develop new messages to differentiate and reach PGE customers
- Expand the installer base:
 - Sponsor efforts to expand LRT apprenticeship program and recruitment.
 - Continue to train new entrants in best installation practices.
 - Foster relationship with solar equipment suppliers to make product available to mainstream electrical/plumbing contractors.

TARGETS:

2007 Proposed Budget

Energy 0.125 – 0.166 aMW (1,095 – 1,454 MWh);
 Generation Range \$16.6 – 22.1 mil/aMW; \$0.126 – 0.167/kWh,
 levelized
 Budget \$2.76 million

2006 Full-Year Forecast

Energy Savings 0.07-0.10 aMW (639-852 MWh);
 \$19.2- 27.5 mil/aMW; \$0.149-
 0.199/kWh, levelized
 Forecast \$1.92 million

2008 PLANNED ACTIVITIES:

- Continue to ramp to long-term, stable program budgets.
- Adjust marketing to respond to changing supply and consumer needs.
- Incorporate results from program and system evaluations.

2008 PROJECTION:

\$ M aMW
 \$tbd tbd

(see budget details on reverse. *note – detailed draft budget does not include administrative costs which are included above)