



Solar Trends & Incentives: Q1-Q2, 2015

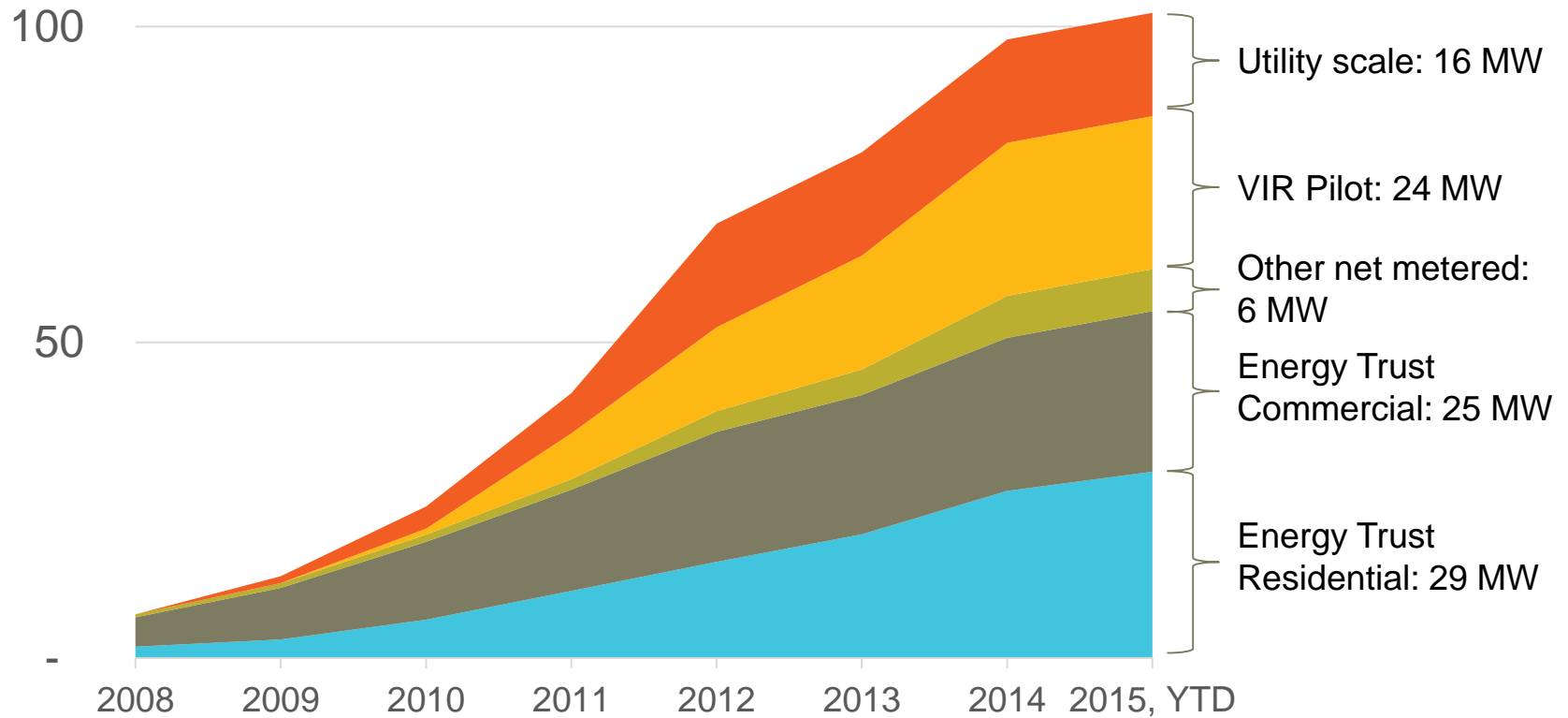
Energy Trust Renewable Advisory Council

June 3, 2015

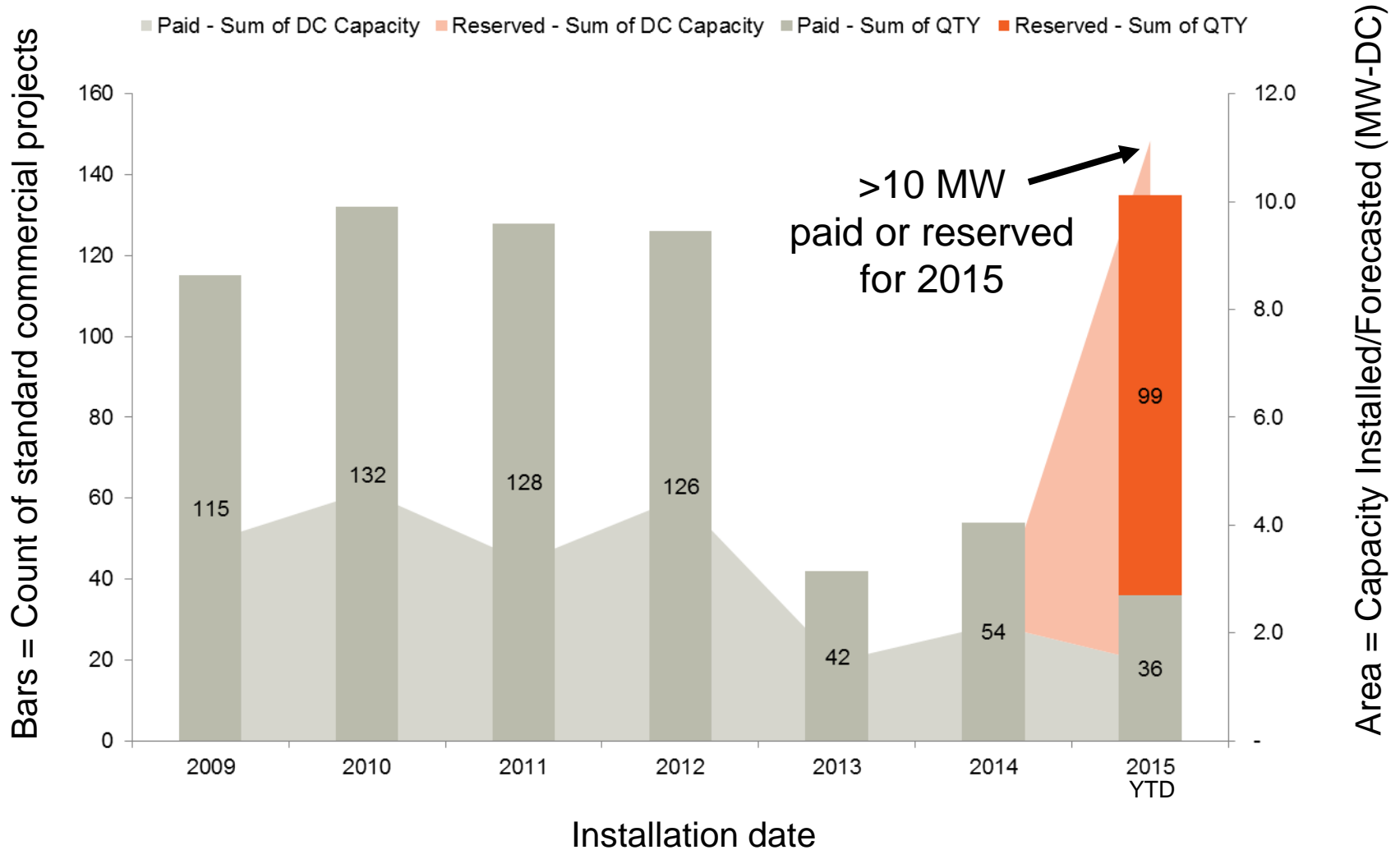
Solar activity trends

Oregon now has more than 100 MW and 10,000 solar electric systems

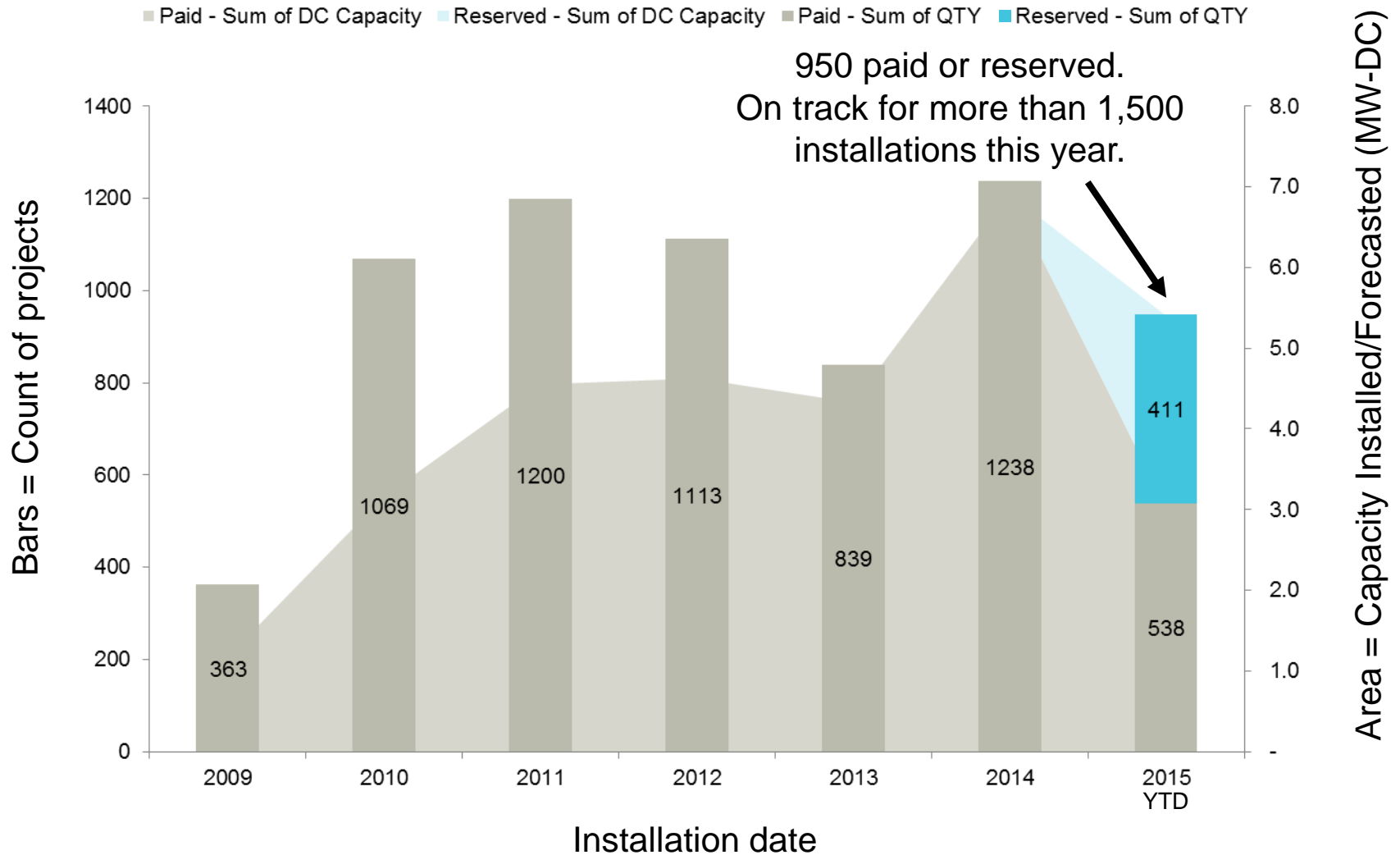
Cumulative solar capacity installed in Oregon (MW-DC)



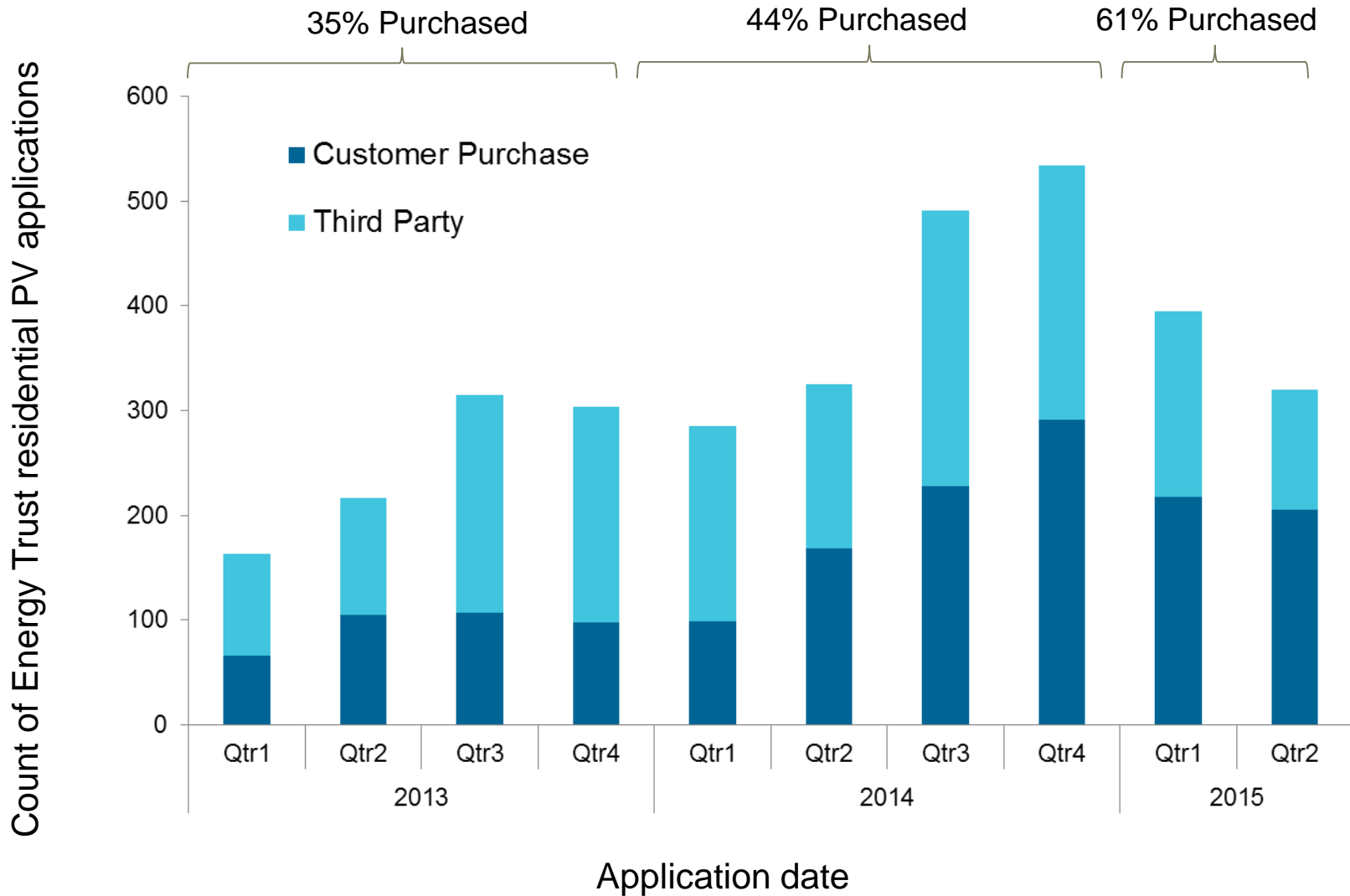
Commercial market rebounding



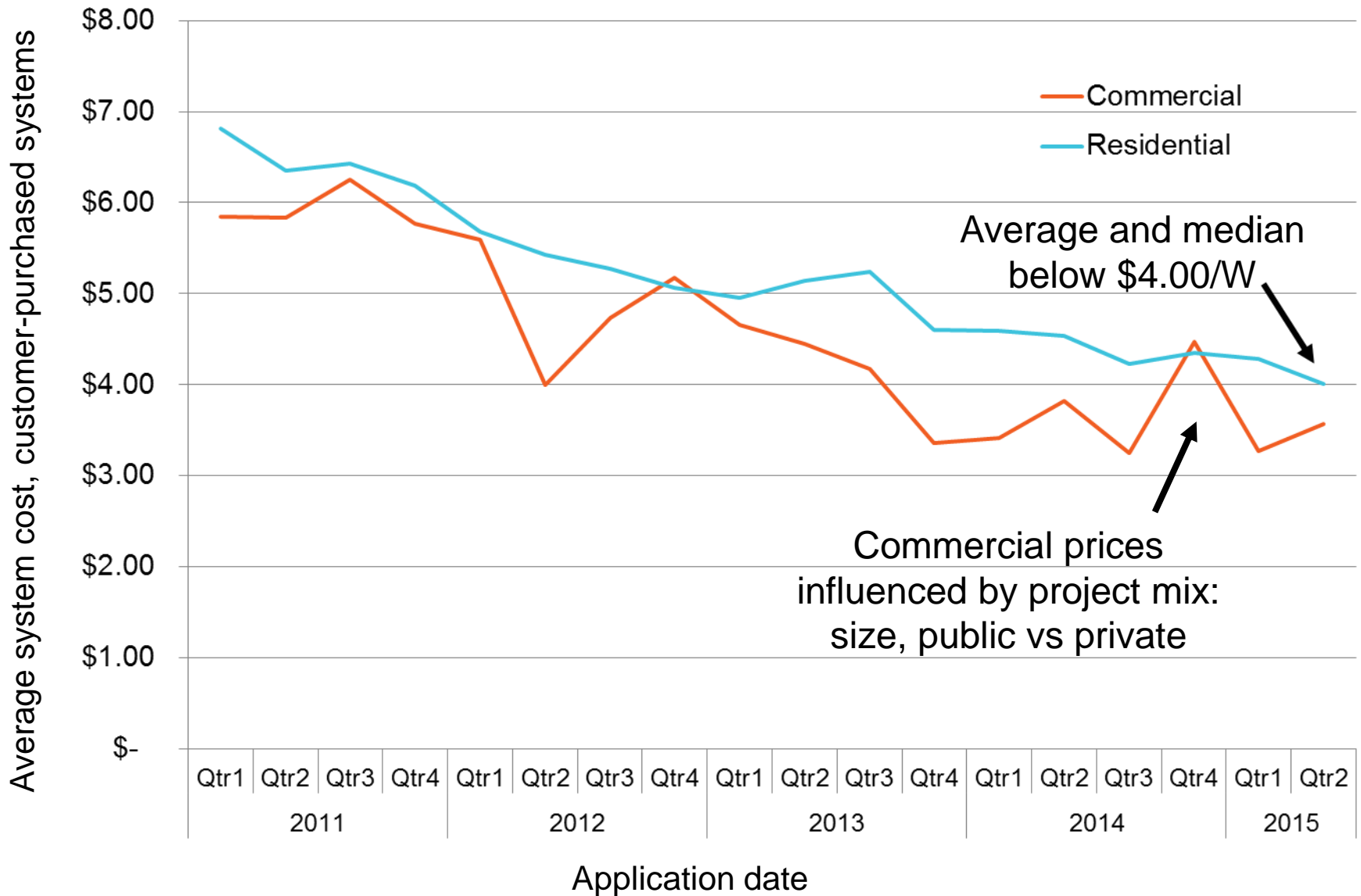
Strong start for residential



More homeowners purchasing systems



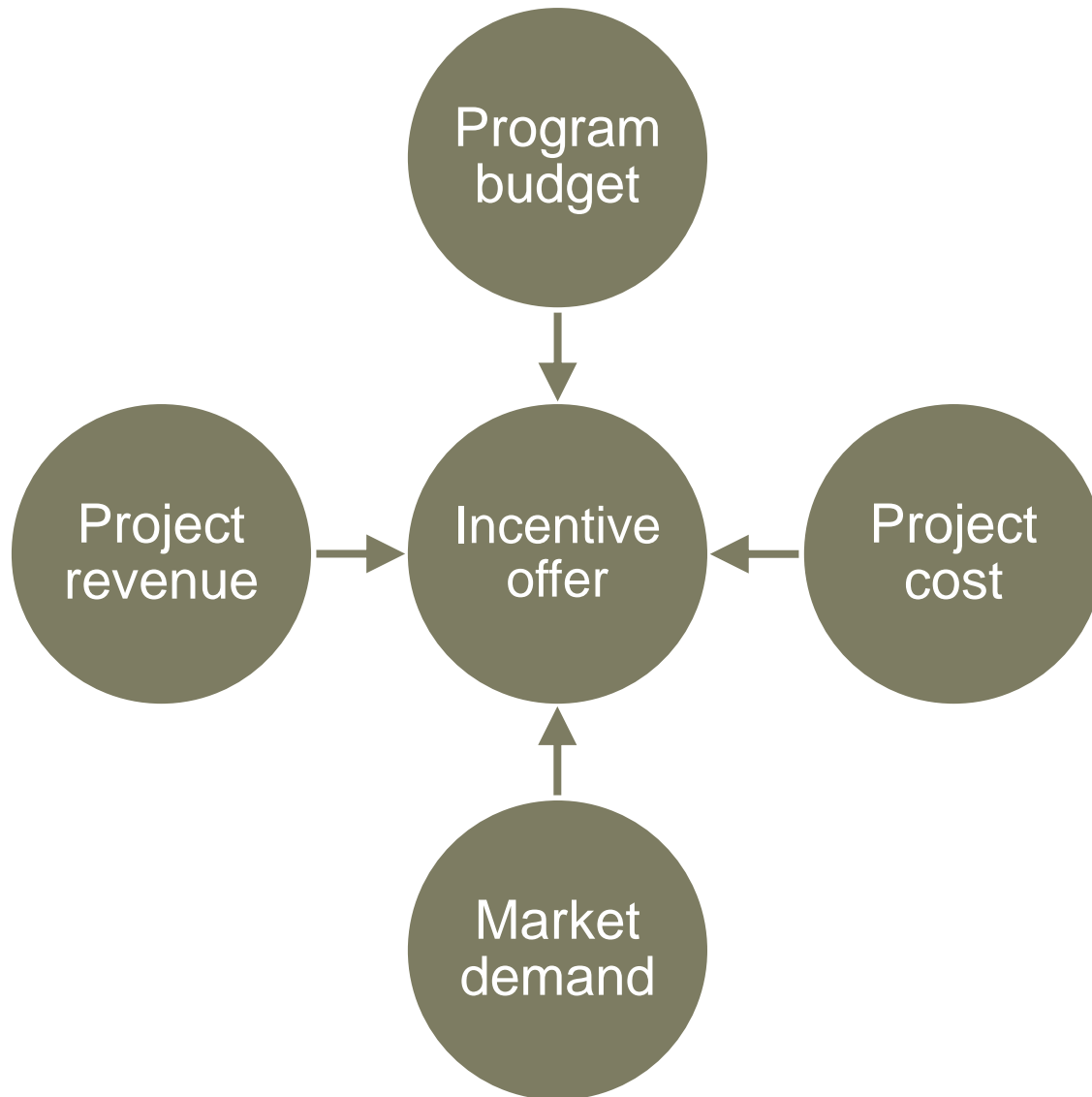
Residential prices falling, commercial variable



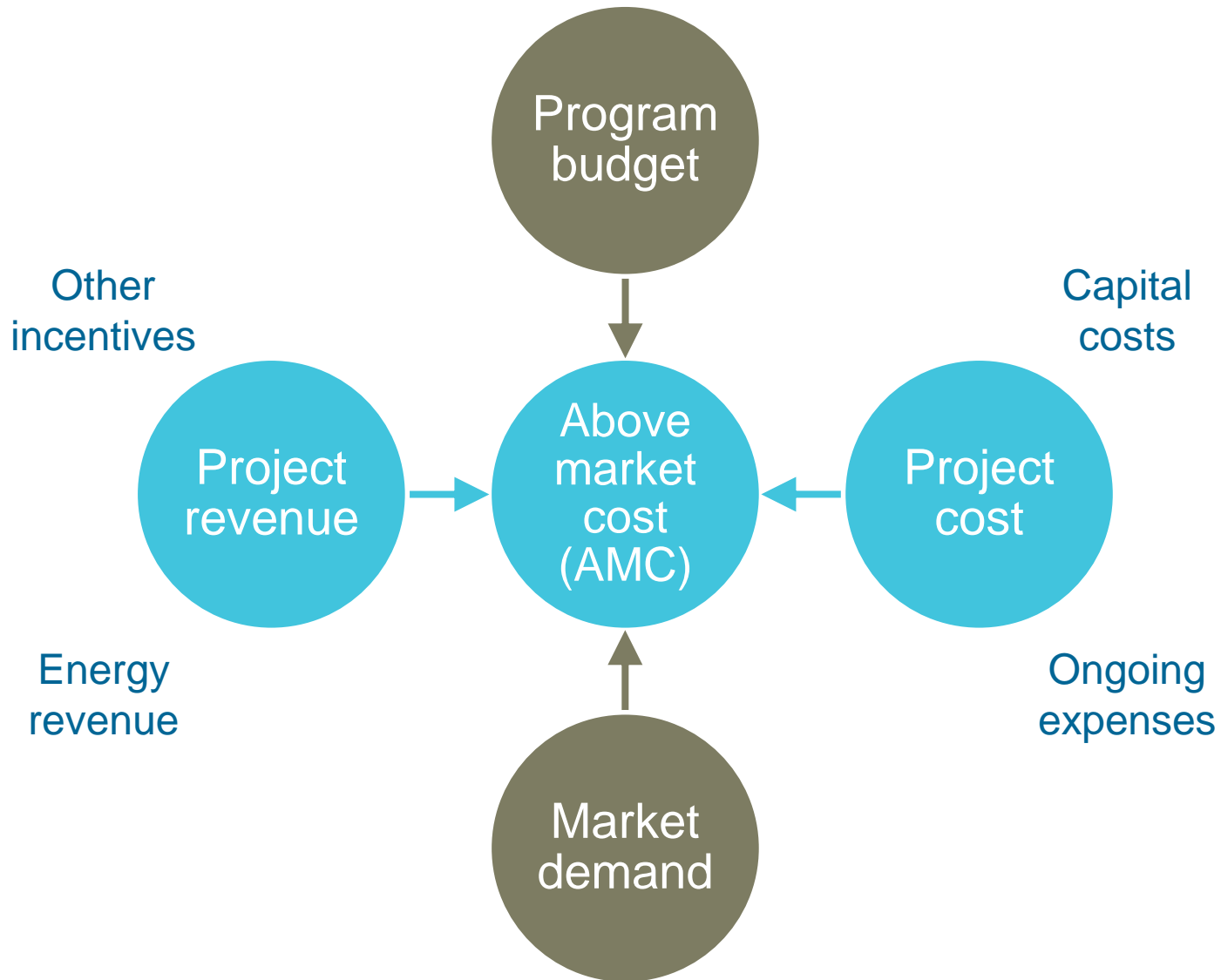
Solar Incentives 101

Or: why is
Energy Trust dropping
the PGE Residential
incentive by more than
10% today ?

Drivers for setting solar incentives



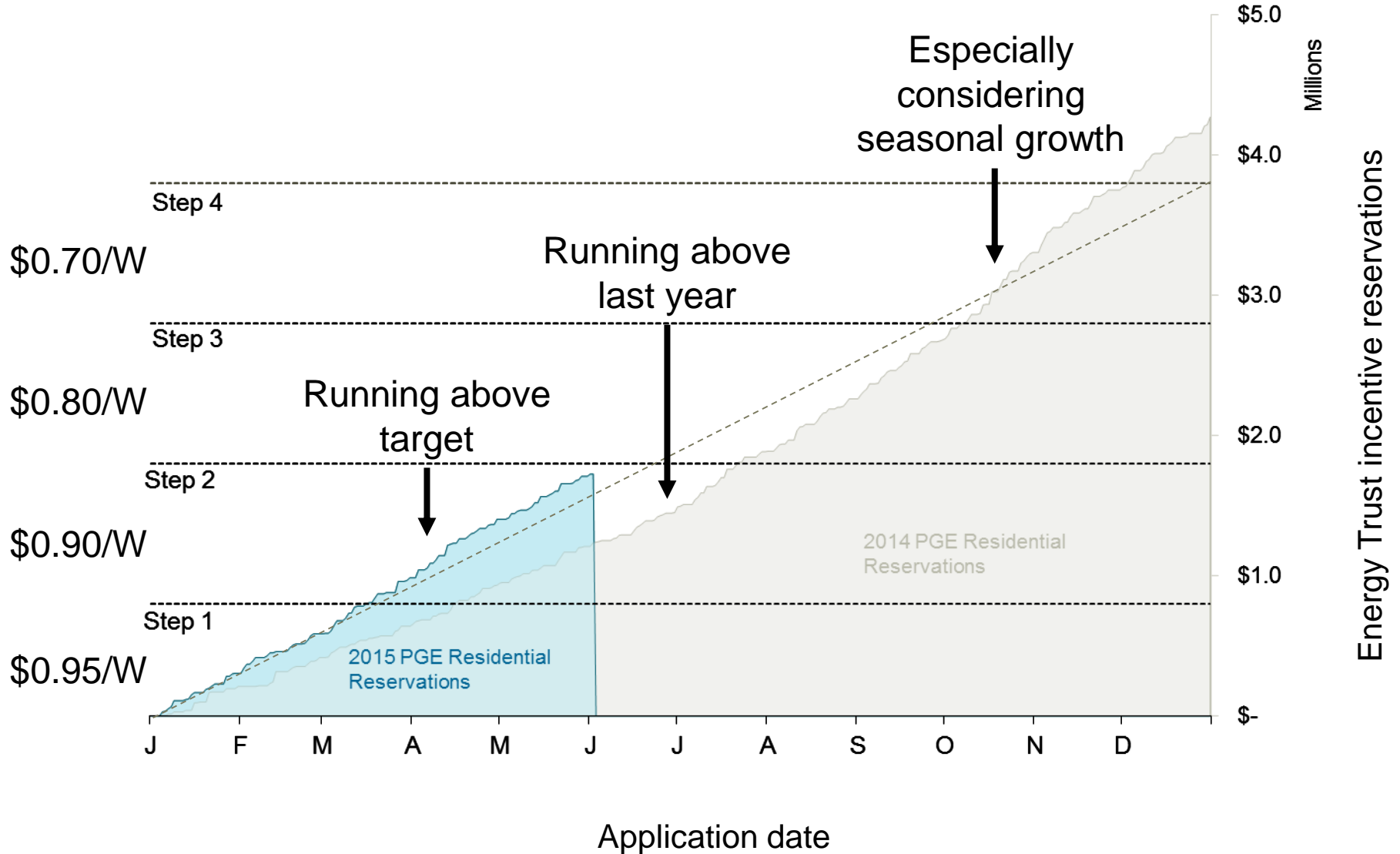
Max possible incentive = above market cost



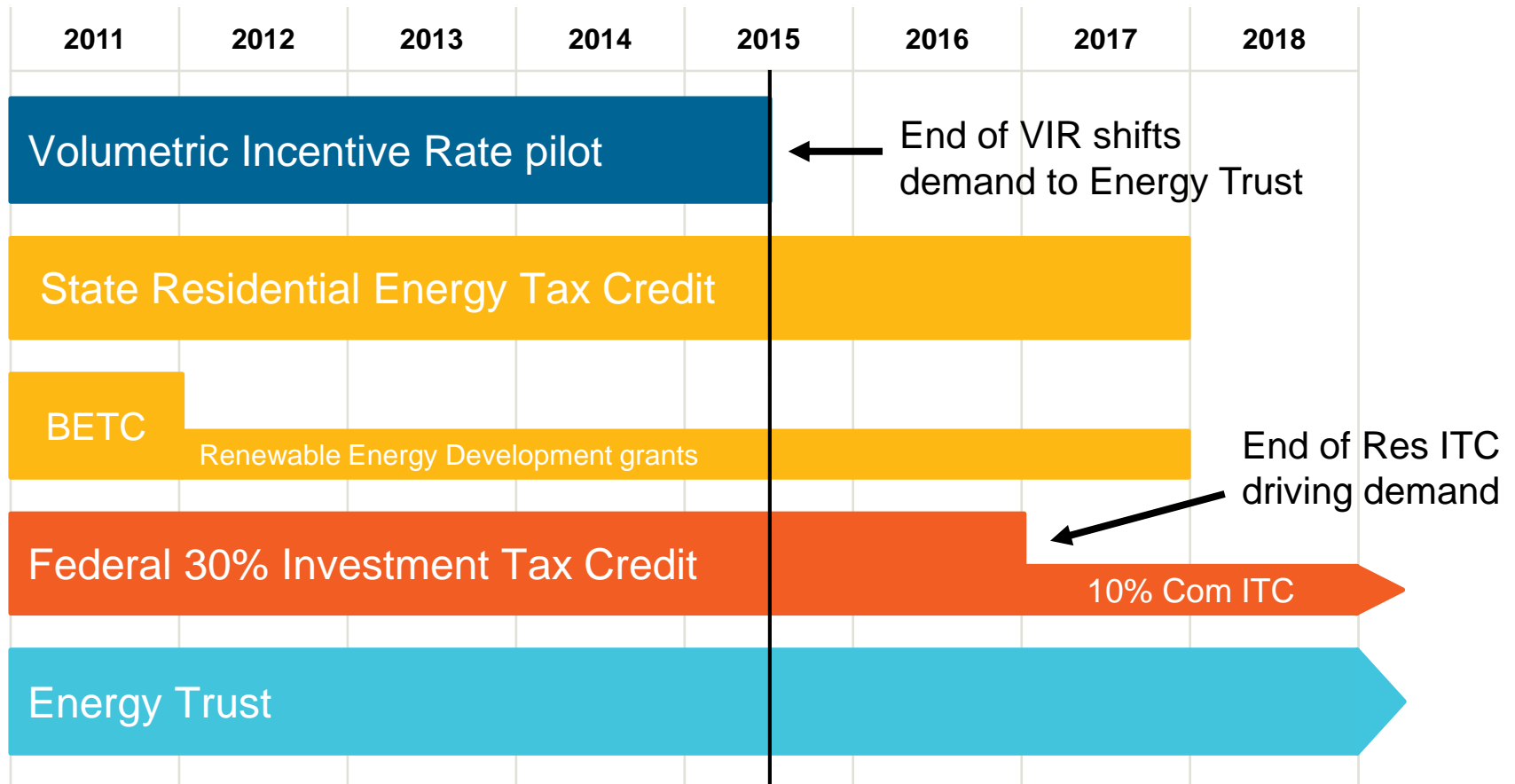
Often budget constraints drive reductions



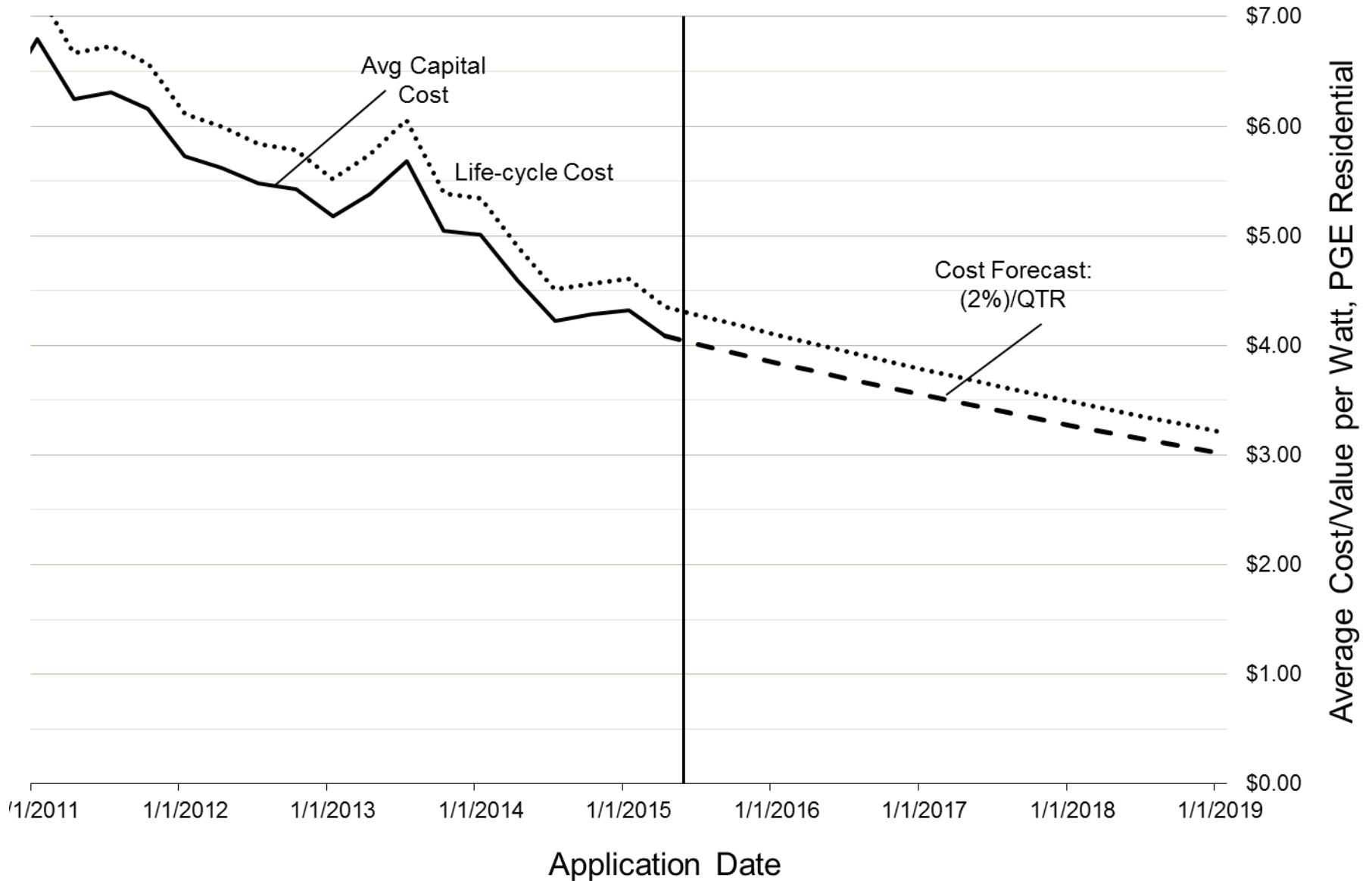
Demand drives stepped incentive reductions



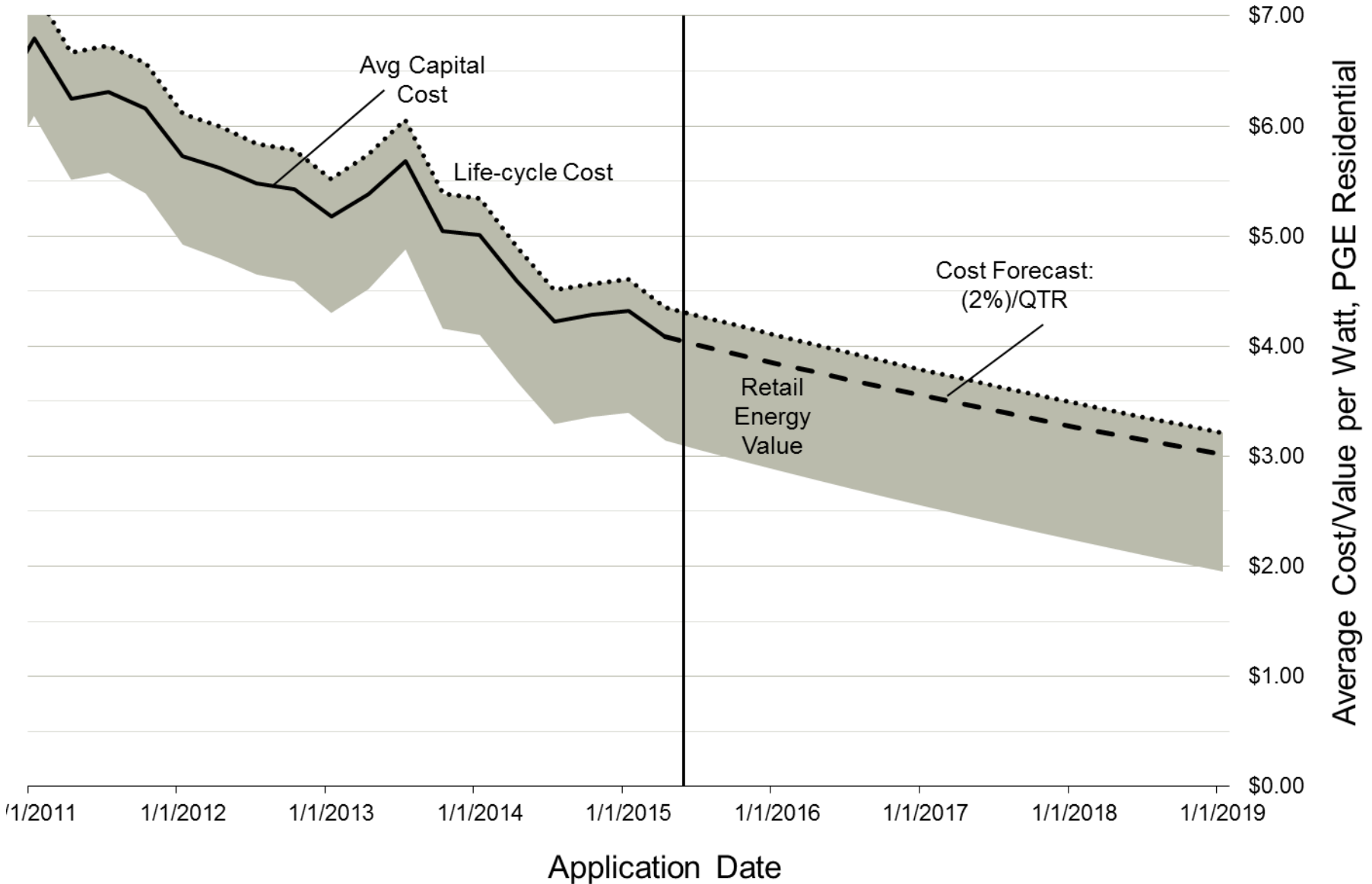
External policies impact demand and AMC



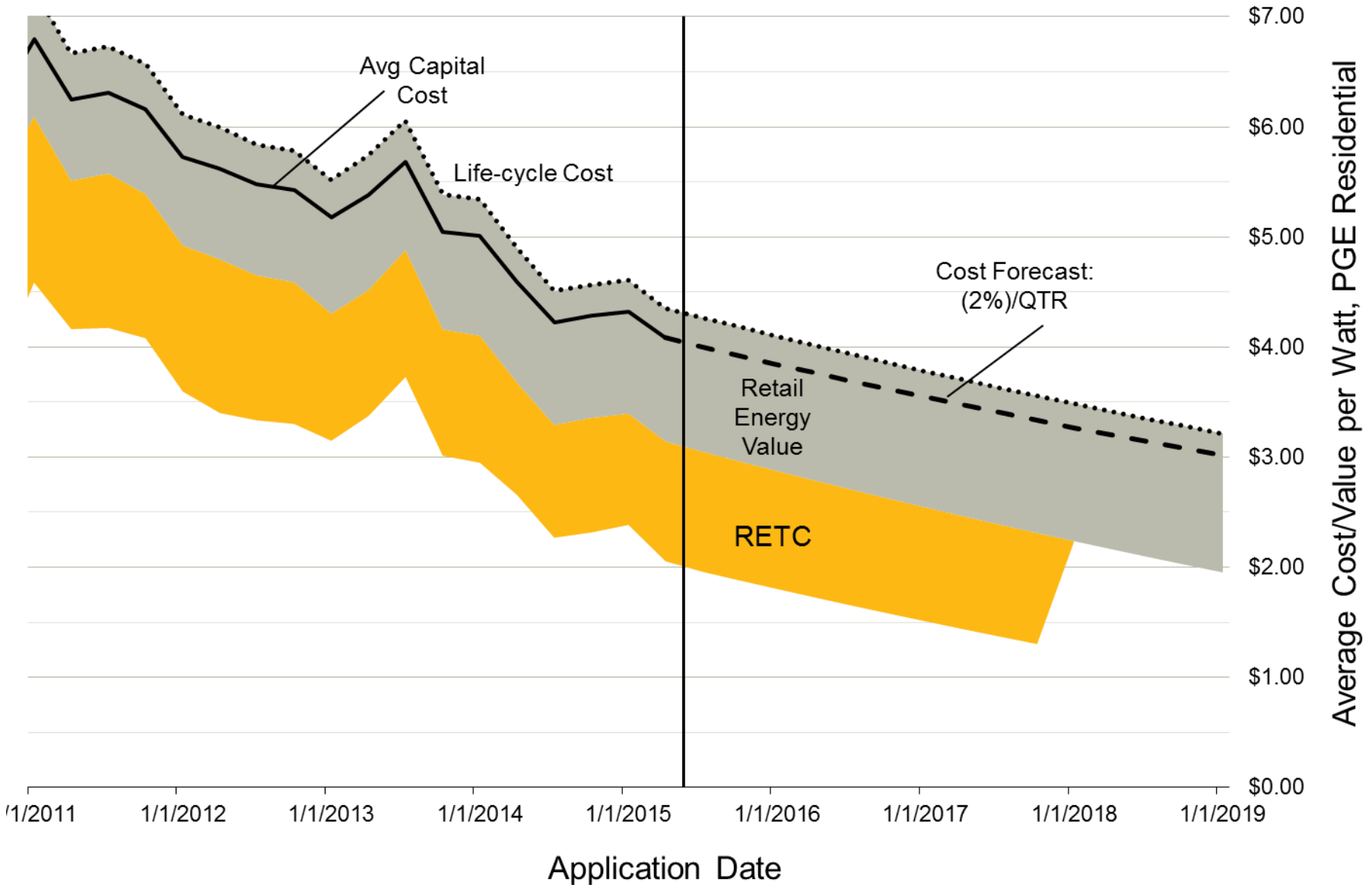
Falling costs also driving incentive reductions



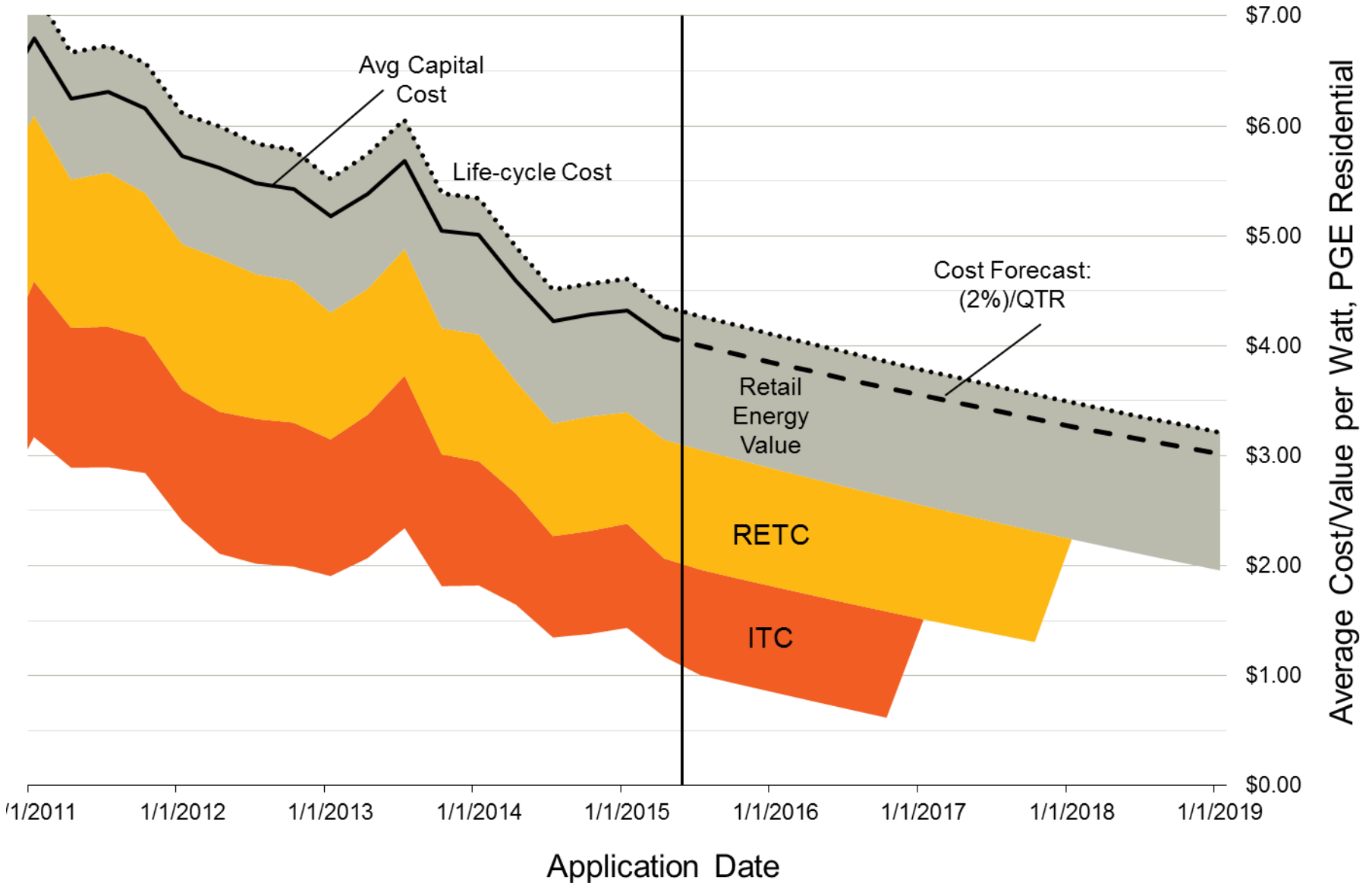
Falling costs also driving incentive reductions



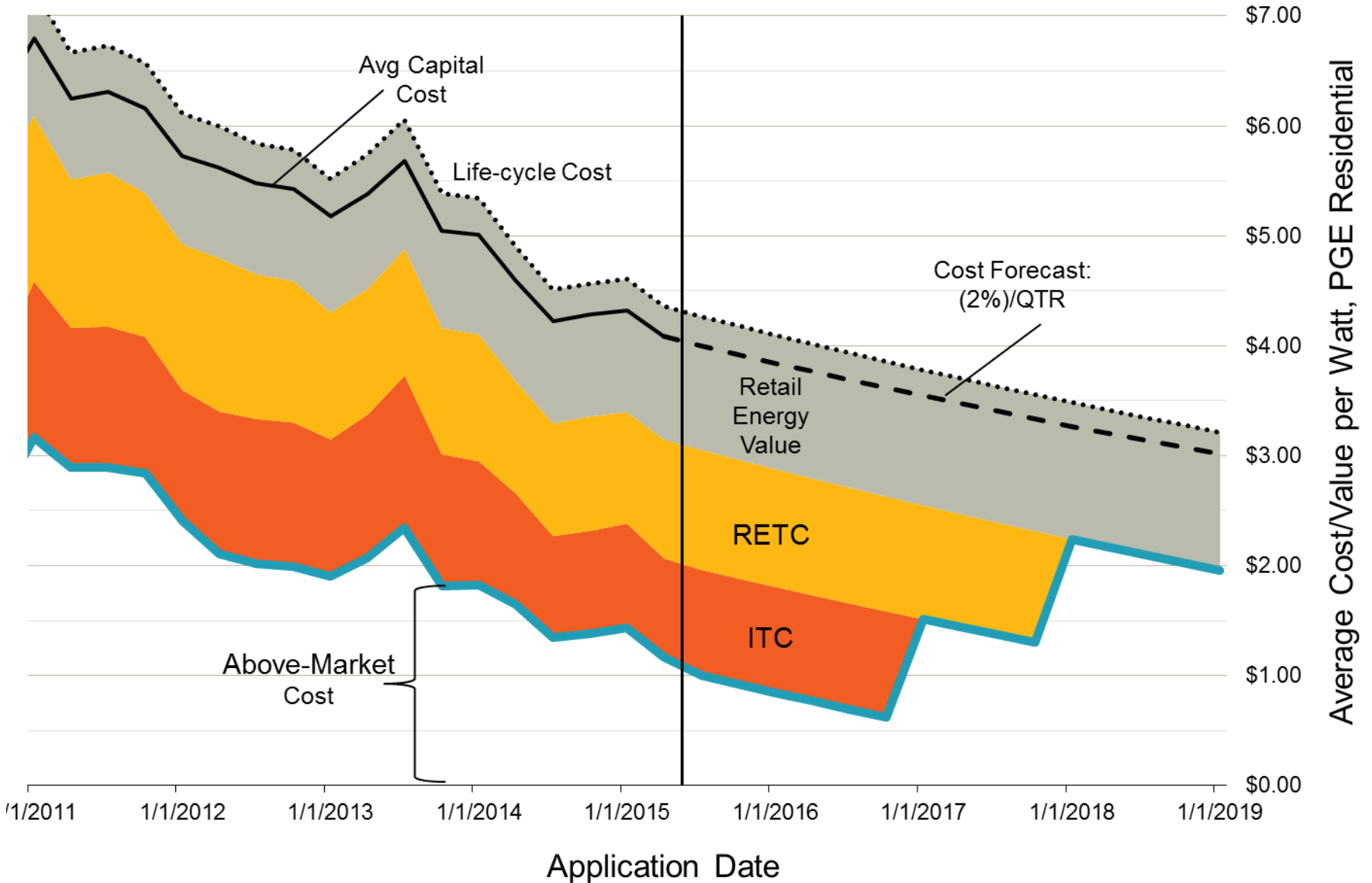
Falling costs also driving incentive reductions



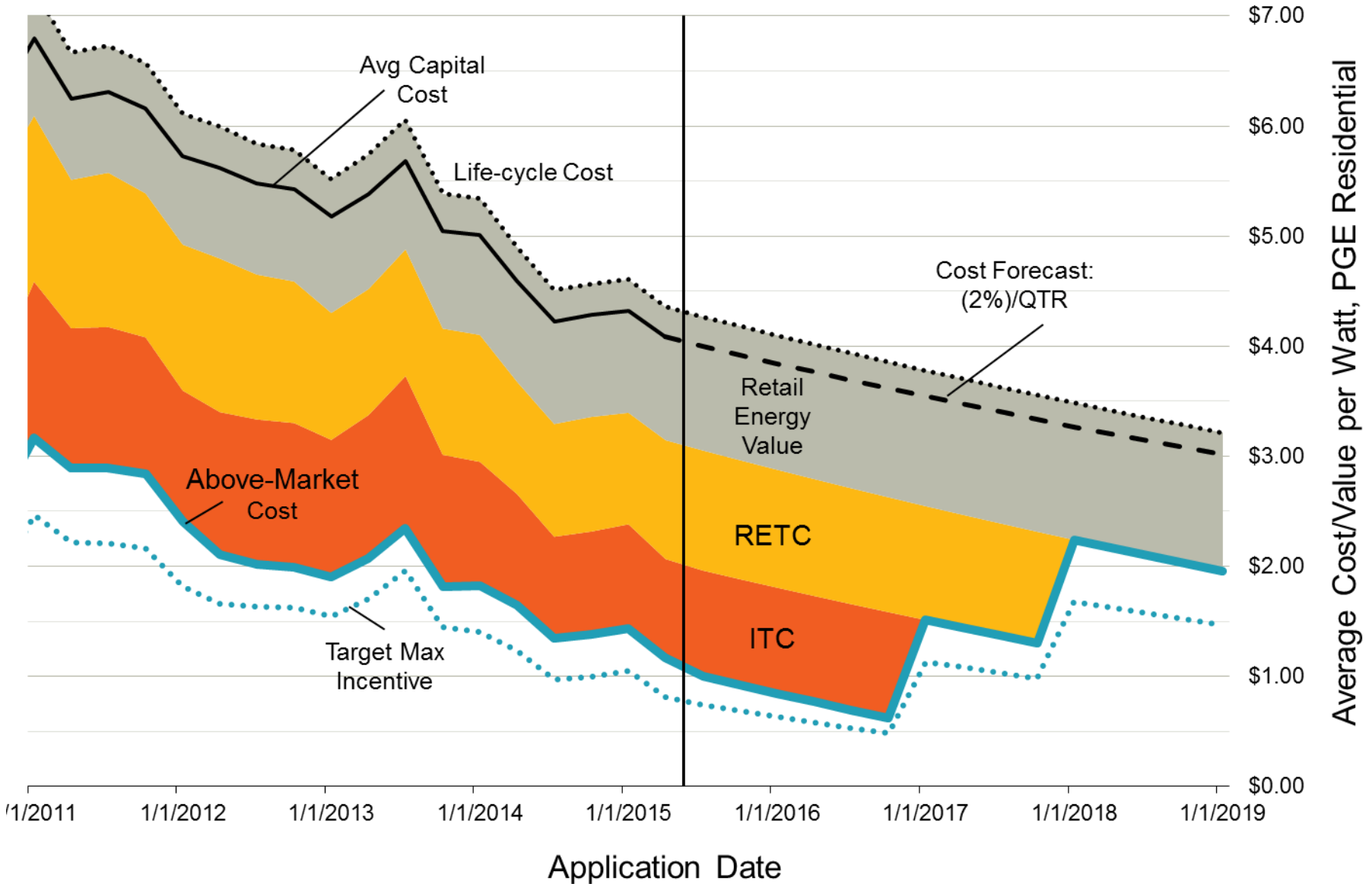
Falling costs also driving incentive reductions



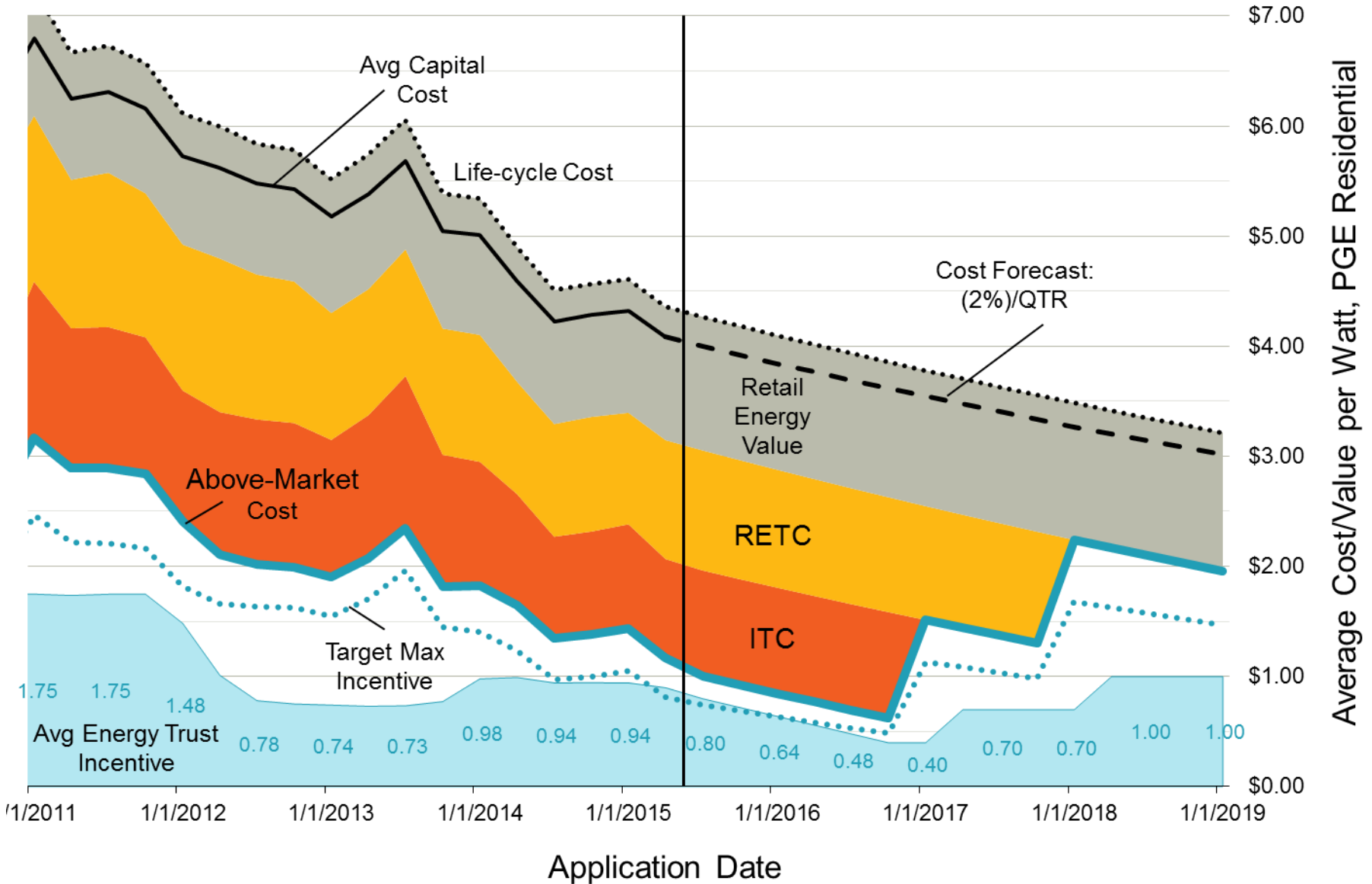
Falling costs also driving incentive reductions



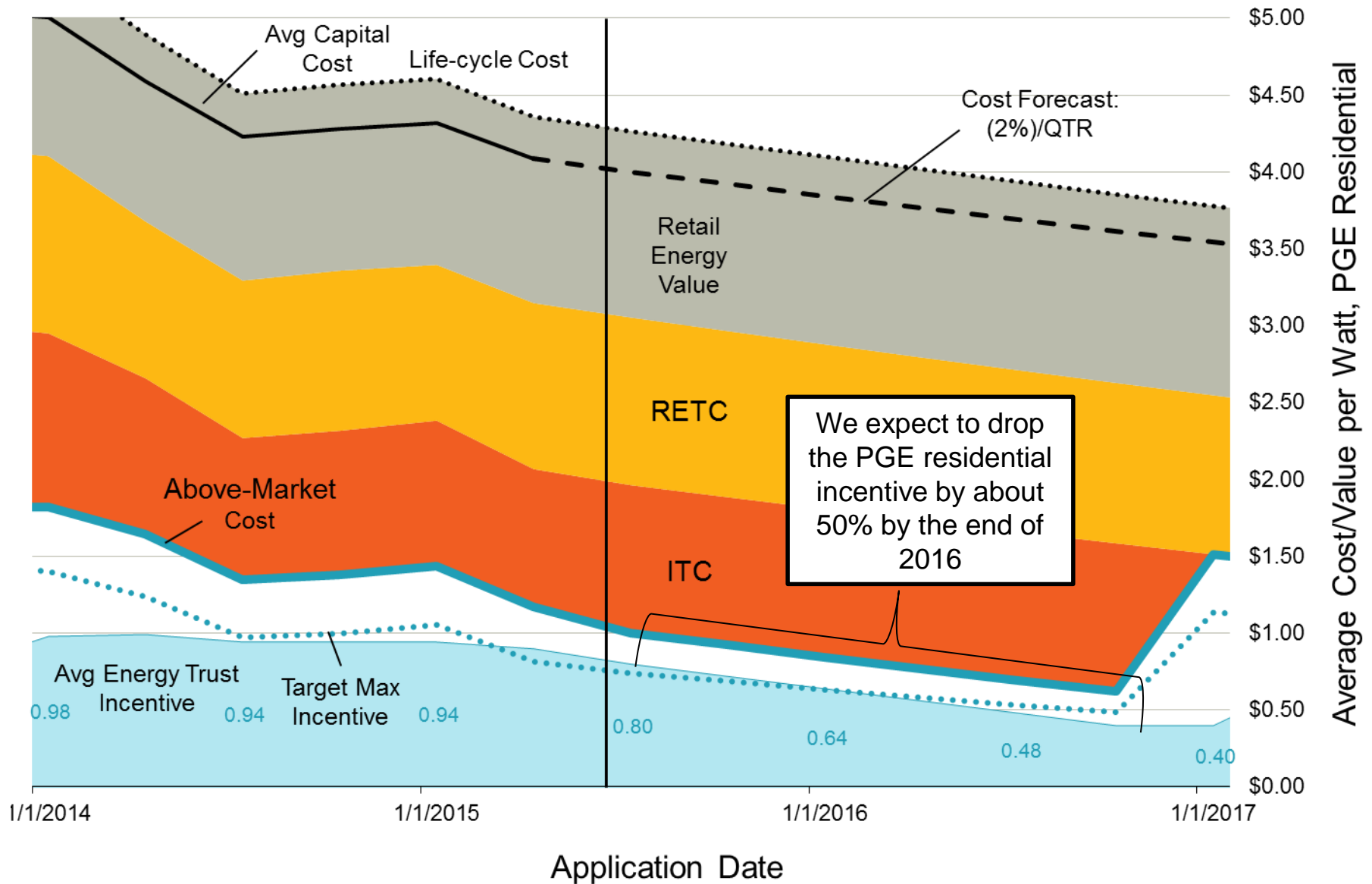
Falling costs also driving incentive reductions



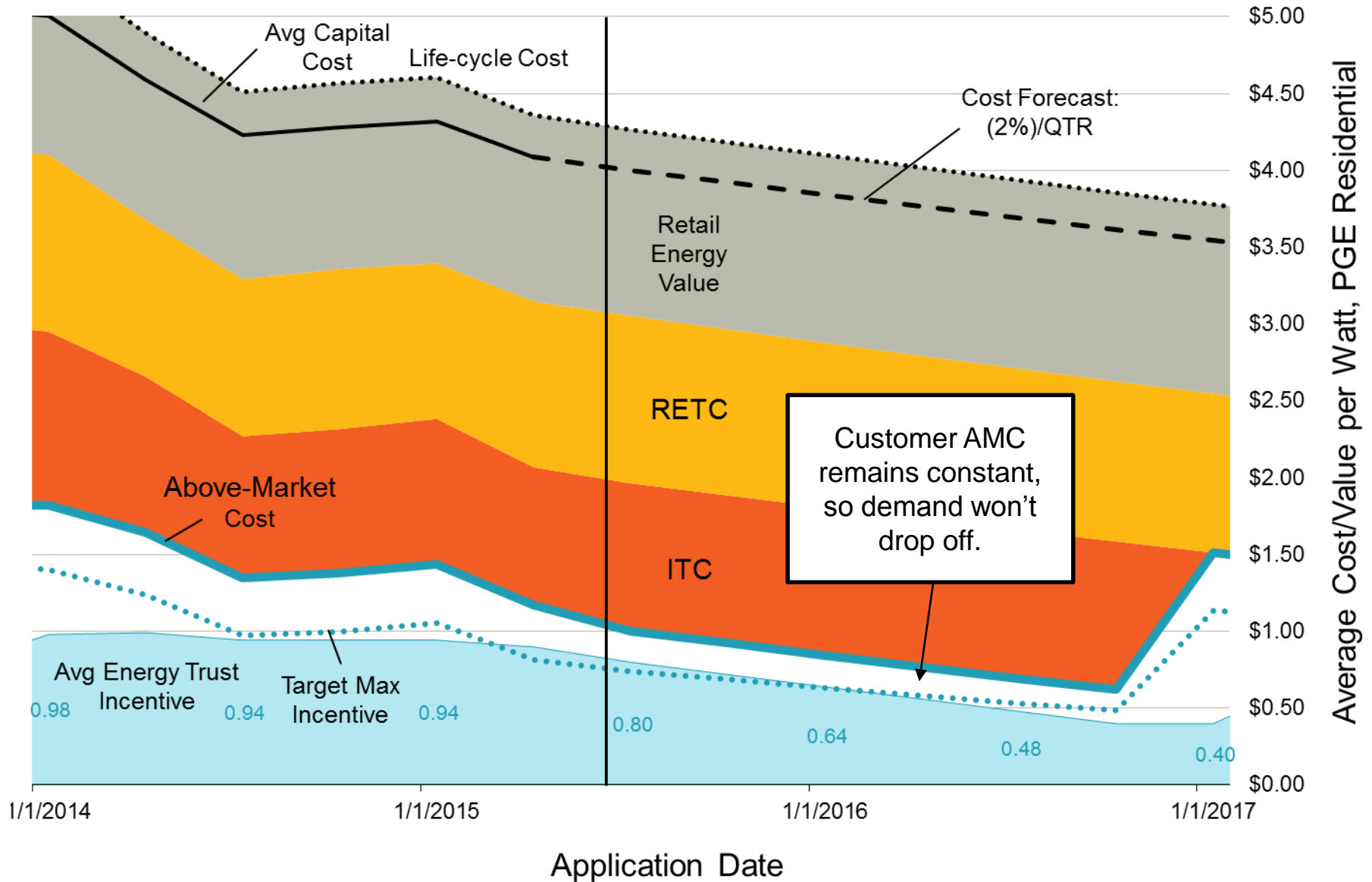
Falling costs also driving incentive reductions



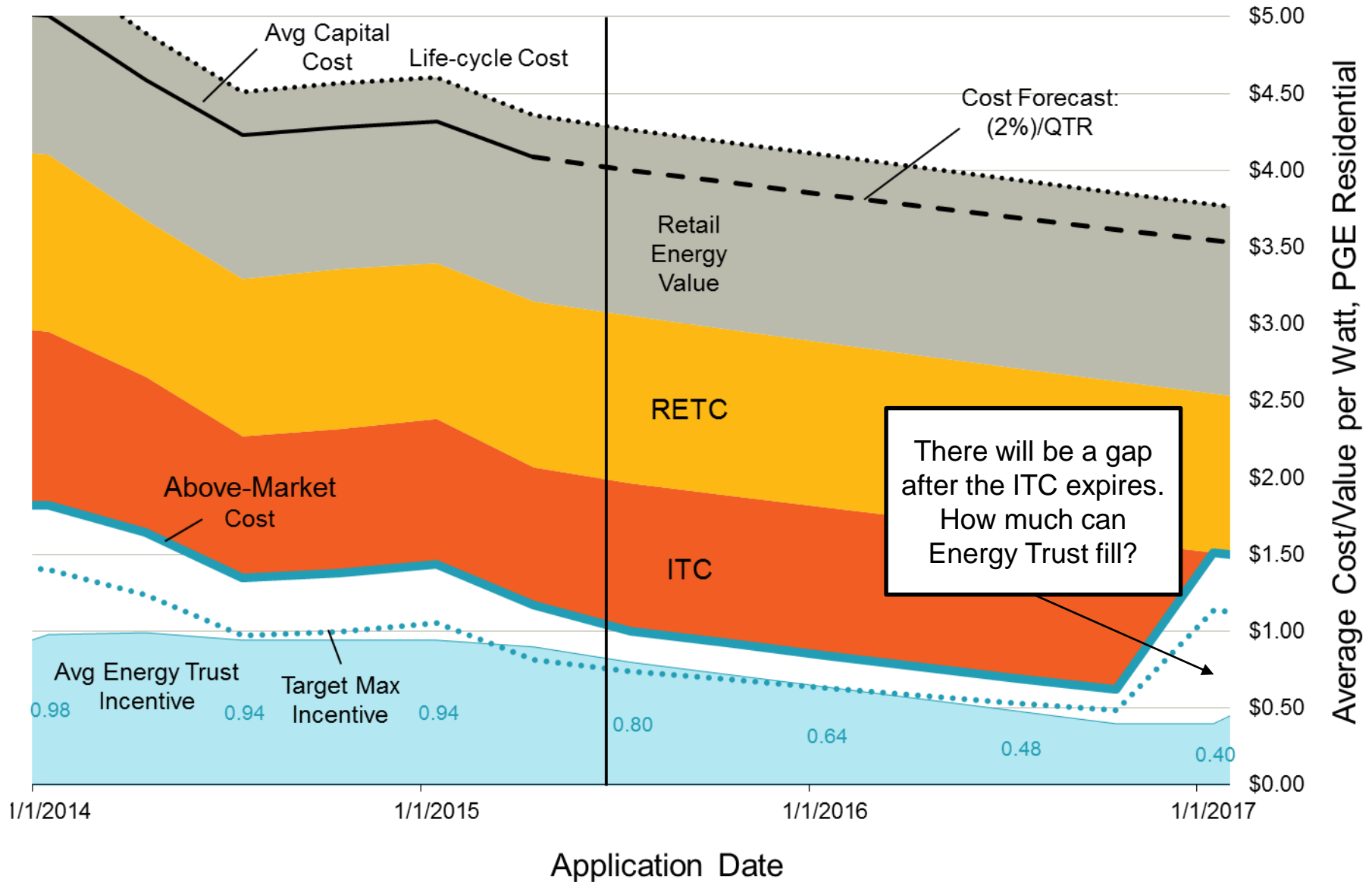
Falling costs also driving incentive reductions



Falling costs also driving incentive reductions



Falling costs also driving incentive reductions



A man in a black jacket and khaki pants is kneeling on a rooftop solar panel array. The panels are blue and arranged in rows. In the background, there are white HVAC units, trees, and mountains under a blue sky with white clouds.

Thank You

Dave McClelland

Program Manager - Solar

dave.mcclelland@energytrust.org


EnergyTrust
of Oregon