



Solar Program Updates
Trade Ally Forum
October 22, 2020

Federal Investment Tax Credit – Dates to Remember

Residential Projects:	“Placed in Service” by December 31, 2020
Commercial Projects:	“Commence Construction” by December 31, 2020





SOLAR

September 16, 2020

Adapting and assisting during 2020 wildfires

The 2020 fire season has been unprecedented, not only in terms of burned forest acreage, but...

Commercial SW Washington, EPS New Construction, Existing Buildings, Existing Multifamily, Home Retrofit, New Buildings, New Manufactured Homes, Residential SW Washington, Retail, Solar

September 8, 2020

New grant program opens to fund clean energy projects for communities of color and low-income Portlanders

Starting this month, eligible nonprofits can apply for funding from the new Portland Clean Energy Community...

Commercial SW Washington, EPS New Construction, Existing Buildings, Existing Multifamily, Home Retrofit, New Buildings, New Manufactured Homes, Residential SW Washington, Retail, Solar

FEATURED

September 8, 2020

PGE launches residential battery storage pilot

September 8, 2020

Save the date for virtual Fall Trade Ally Forums

Mark your calendars for Energy Trust's first ever Virtual Fall Trade Ally Forums, coming in October....



Commercial SW Washington, EPS New Construction, Existing Buildings, Existing Multifamily, Home Retrofit, New Buildings, New Manufactured Homes, Residential SW Washington, Retail, Solar

September 8, 2020

Mark your calendar: inviting trade and program ally comments on draft 2021 budget next month

This October, we invite your feedback on our draft 2021 budget and 2021-2022 action plan. The...

Commercial SW Washington, EPS New Construction, Existing Buildings, Existing Multifamily, Home Retrofit, New Buildings, New Manufactured Homes, Residential SW Washington, Retail, Solar

SOLAR

Overview

Incentives

Trade Ally Rating

Business Development

Program Training

Solar Ready

Forms & Resources

ENROLL IN THIS PROGRAM

TRAINING + EVENTS

See All

16
OCT

Trade Ally Forum – Grants Pass

17
OCT

Trade Ally Forum – Bend

22
OCT

Understanding Solar Energy Solutions

POPULAR UPDATES

Oregon Community Solar Program now open for project manager registration (Solar)

IRS provides federal tax credit guidance for solar projects (Solar)

INSIDER Newsletter

- Solar program-specific information
- Source for Solar program updates and industry news
- Sign up today!

insider.energytrust.org/solar

Incentive Status Report

energytrust.org/solarstatus

Energy Trust of Oregon Solar Incentives						October 13, 2020		
Energy Trust allocates funding for solar electric incentive into "steps." When funding in a step is fully reserved, the funding in the next step becomes available with a new incentive offering. This report shows the status of the current steps.								
10/13/20: additional funds added to Residential and Business allocations for <u>both</u> utilities								
For customers of Portland General Electric		Current Step	Incentive	Allocation	Funds Remaining	Percent Reserved 0% 50% 100%		
Residential	Standard	2020 Step 1	\$0.30/W up to \$2,400 (at 8 kW)	\$1,800,000	\$351,601	<div><div></div></div> 80%		
Residential	Solar Within Reach	2020 Step 1	\$1.50/W up to \$9,000 (at 6 kW)	\$600,000	\$159,078	<div><div></div></div> 73%		
Business	Standard	2020 Step 1	\$0.45 - \$0.20/W up to \$35,000 (at 175 kW)	\$1,800,000	\$438,599	<div><div></div></div> 76%		
For customers of Pacific Power		Current Step	Incentive	Allocation	Funds Remaining			
Residential	Standard	2020 Step 2	\$0.30/W up to \$2,400 (at 8 kW)	\$1,200,000	\$195,648	<div><div></div></div> 84%		
Residential	Solar Within Reach	2020 Step 1	\$1.50/W up to \$9,000 (at 6 kW)	\$750,000	\$197,221	<div><div></div></div> 74%		
Business	Standard	2020 Step 1	\$0.30 - \$0.20/W to \$20,000 (at 100 kW)	\$800,000	\$166,691	<div><div></div></div> 79%		

Business Development Funds

BUSINESS DEVELOPMENT FUND GUIDELINES

SOLAR TRADE ALLY NETWORK

As a trade ally, you may be eligible to receive partial reimbursement for marketing projects and training approved by Energy Trust of Oregon. Using the Energy Trust logo in your marketing pieces positions your business as a solar expert, and participating in training helps your business improve and grow.

Examples of eligible cooperative marketing projects

Print advertisements—Yellow Pages, direct mail and brochures

Digital media—online banner ads, pay-per-click ads

Radio and television advertisements

Outdoor yard signs and billboards

Apparel

Energy Trust trade ally logo may be embroidered or screenprinted on shirts, jackets or hats. Logo must be black or white and oriented horizontally on the left sleeve or chest.

Events

Trade allies can receive reimbursements for pre-approved event display costs.

Website

Website must follow print marketing guidelines and logo must hyperlink to www.energytrust.org/solar.

Training and continuing education

The following pre-approved trainings are eligible for business development funds:

- Trainings and workshops listed on the Training & Education Calendar at www.energytrust.org/ta/solar
- Classes offering continuing education units for Construction Contractors Board (CCB), Building Codes Division (BCC), and North American Board of Certified Energy Practitioners (NABCEP)
- Industry certifications (NABCEP Entry Level Exam, NABCEP PV Installation Professional, NABCEP PV Technical Sales Professional, NABCEP Company Accreditation)
- Conference registrations

To request reimbursement for other industry trainings or business development trainings, submit the pre-approval request form available at www.energytrust.org/ta/solar.

REIMBURSEMENT

To request reimbursement for sales, marketing, advertising, or other business development trainings, submit the pre-approval request form available from www.energytrust.org/ta/solar.

Eligible items include:

- PPE
- Software tools that support remote work
- Cooperative marketing
- Cobranded Apparel
- Community Events
- Technical Training
- Industry certification
- ...

Get pre-approved!!

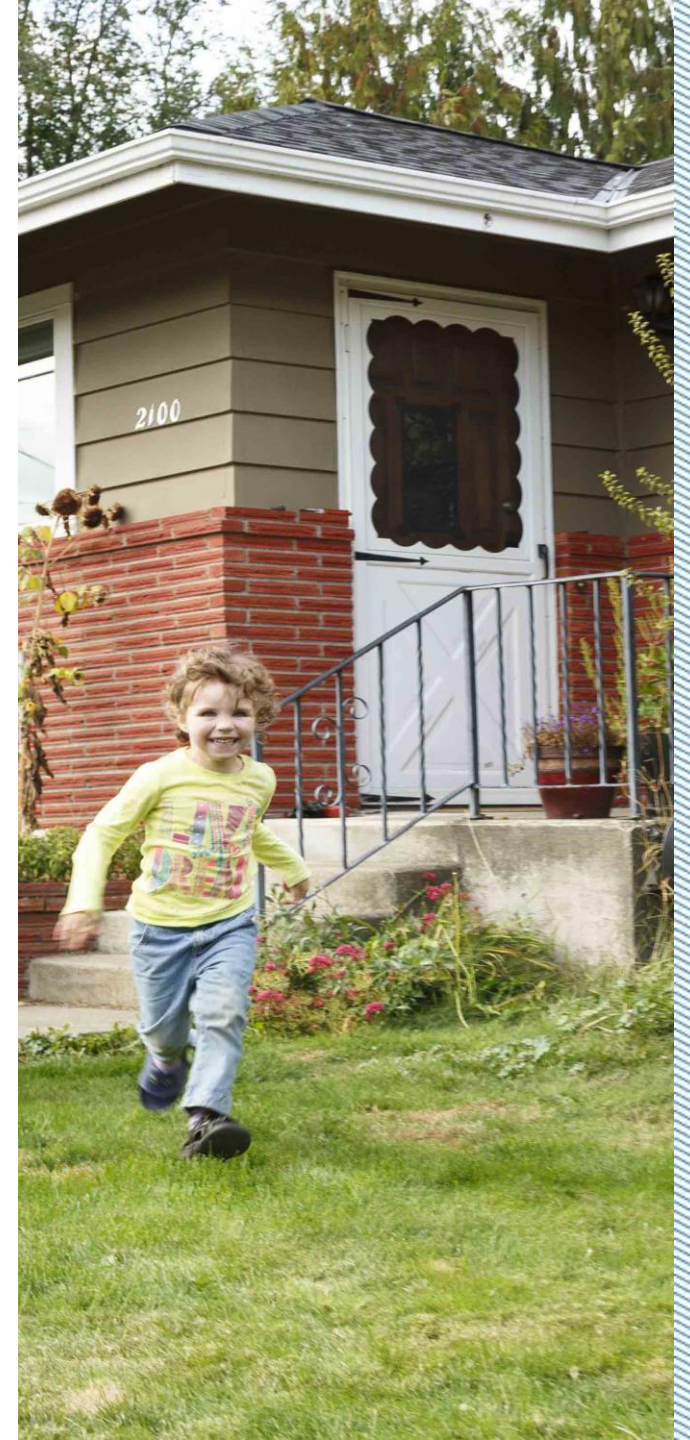
www.energytrust.org/businessdevelopment

Solar Within Reach

- Income-qualified solar offering for homeowners
- Higher incentives up to \$9,000
- Offer available to select pool of trade allies

2020 Goal

- 100 applications
- 50 installations



PGE Smart Battery Pilot

- PGE will be launching their residential battery storage pilot program in Fall 2020 and run through July 2025
- This pilot program offering will be limited to 525 units and provide 2 to 4 MW of dispatchable battery storage
- Energy Trust will play an implementation partner role supporting program development and delivery.

gtm:
A Wood Mackenzie Business

Portland General Electric Jumps Into Virtual Power Plant Business

Oregon's largest electric utility wants a better understanding of the value of home batteries in grid operation and planning.

JULIAN SPECTOR | JULY 02, 2020



Gearing up: The pilot will help pave the road for PGE's ongoing grid modernization plans.

Energy Trust's role

Leverages existing solar program infrastructure that includes trade ally network and program staff

Customer outreach

- Workshops
- Website
- Expertise
- Coordination on marketing

Quality management

- On-site verification
- Technical requirements
- Contractor training

Application processing

- Incentive payments
- Project status info for trade allies

PGE Smart Battery Pilot Overview

Monthly Credit

- Customers with qualifying battery energy storage systems will be compensated \$20 or \$40 monthly depending on whether the battery is able to charge from the grid

Additional Upfront Incentive

- Customers located in a Smart Grid Test Bed will be eligible for \$1,000-\$3,000
- Income qualified customers eligible for Energy Trust Solar Within Reach offering will be eligible for \$5,000



Image courtesy of Generac

Thank you

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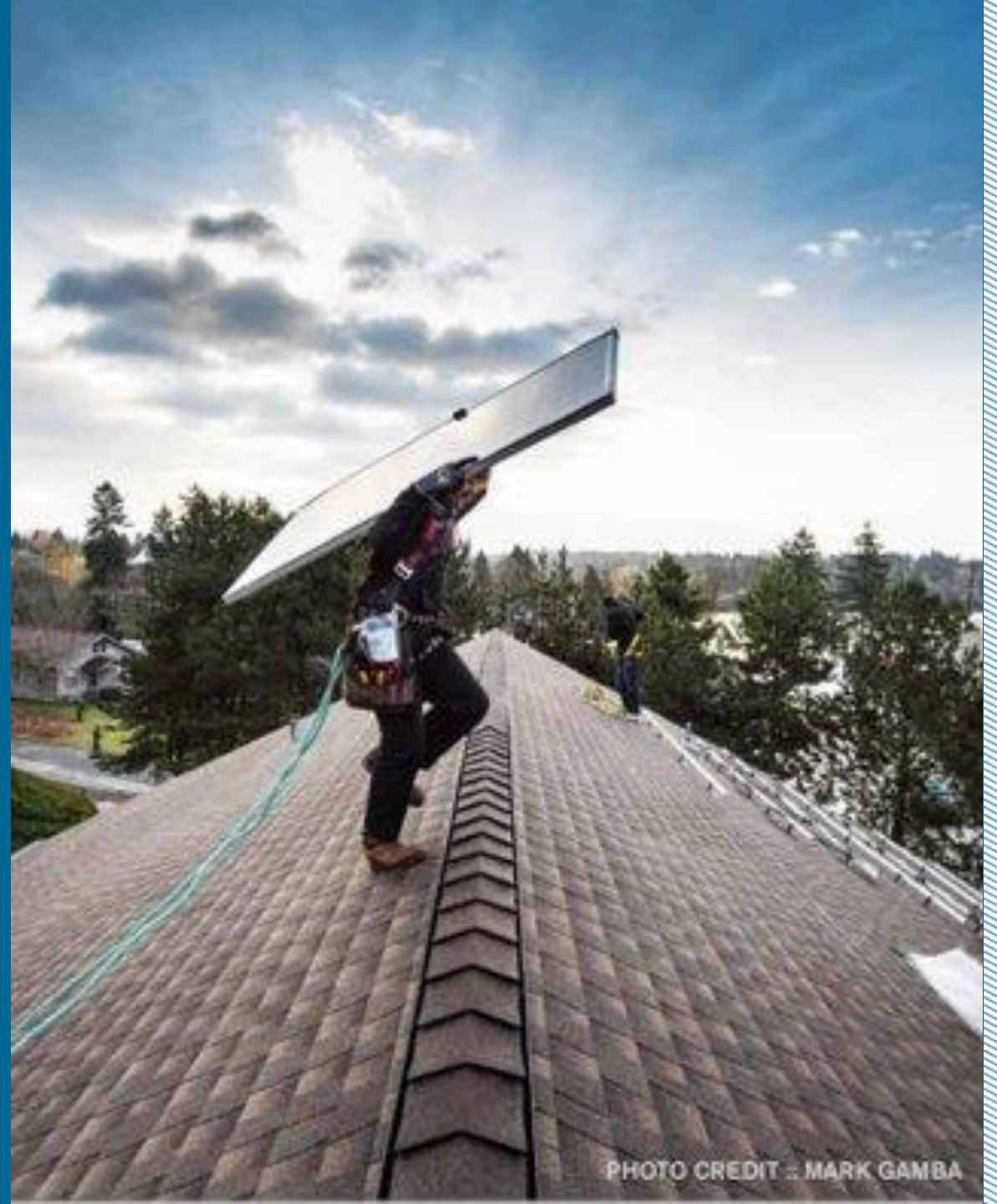


PHOTO CREDIT :: MARK GAMBA