

A wide-angle photograph of a rooftop solar farm. The foreground and middle ground are filled with rows of blue photovoltaic solar panels, separated by silver metal racking. In the background, a city skyline is visible under a clear blue sky with a few wispy clouds. On the left, a brick building has a sign that reads "Albion Bros. Milling Co.". To the right, a prominent clock tower with a red roof and a sign that says "GO BY TRAIN" stands out. Other modern buildings are visible in the distance.

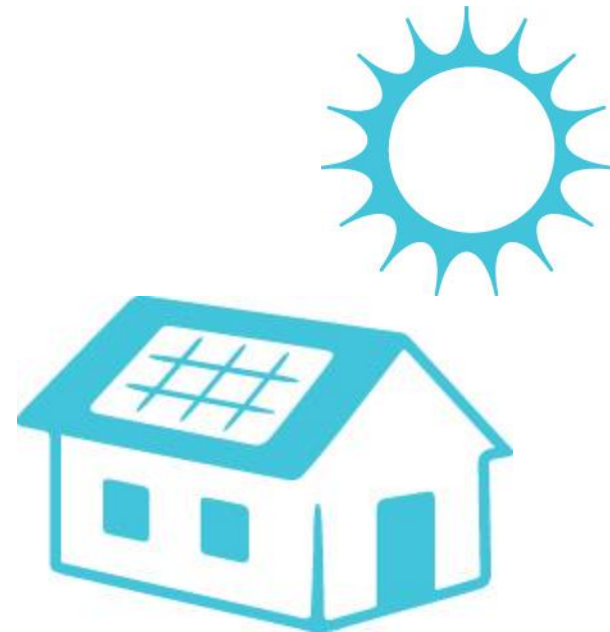
Solar Program Updates

Trade Ally Forums

April 2017

Agenda

- Upcoming events
- Solar industry themes
- Program updates
- 2017 budget
- Incentive status report



**OREGON
SOLAR
ENERGY
CONFERENCE**

2017



**MAY 9-11, 2017
PORTLAND, OREGON**

Solar Contractor Day – May 9th

Solar Contractor Day ✨

Business Development Track

Effectively Managing Complexity and Growth

For business owners and managers

Learn and practice critical business skills necessary to thrive in an increasingly complex and competitive environment.

- Recognize how national trends affect the business of solar mean to you
- Explore the five stages of growth and determine what areas need focus during growth
- Understand the challenges and opportunities for solar contractors and identify key opportunities to help your business grow
- Get access to tools and resources available to grow your business

Facilitators



Leslie Shiner,
The Shiner Group



Pamela Cargill,
Chaolysti

Technical Training Track

2014 NEC Code Change

Focus is on National Electrical Code sections that govern solar installations This course is intended for solar installers, electricians, engineers, designers and building officials

Instructor: Ryan Mayfield



Best Practices and Energy Trust Installation Requirements

Participants will learn about solar industry best practices and Energy Trust's current installation requirements.

Instructor: Jerry Henderson



OSEIA Statewide Technical Training



Calendar

OSEIA & Partner Events



Get weekly updates to this calendar:

Subscribe

April 2017



Mon

10

Apr

11:00 AM
12:00 PM PDT



OSEIA Policy Committee Meeting

421 SW 6th Ave, Portland, OR, United States



1:00 PM
2:00 PM PDT



OSEIA Fundraising Committee Meeting

421 SW 6th Ave, Portland, OR, United States



2:00 PM
3:00 PM PDT



OSEIA Ethics Committee Meeting



Tue

11

8:00 AM



Energy Trust Spring Biannual Trade Ally Forum

Solar Industry Themes

Solar Industry Themes

- Consumer protection
- Soft cost reduction
- Providing additional value



Consumer Protection

★★★ Solar Trade Ally Rating System

Feb 2016

1

Build trade ally rating system with industry involvement



Aug 2016

2

Make changes based on industry feedback



Oct 2016

3

Provide a report and star rating based on trade ally's 12-month performance



May 2017

4

Star rating made visible to customers through Find a Contractor site

★ ★ ★ Solar Trade Ally Rating System

★ Customer Service ★ Program Service ★ Quality Service

[CONTACT US](#) [ABOUT](#) [FIND A CONTRACTOR](#)

 [RESIDENTIAL](#) [COMMERCIAL](#) [INDUSTRY + AGRICULTURE](#) [RENEWABLE ENERGY](#)

Zip Code or City & State

Portland, OR

Project / Building Type

Solar Electric (Photovoltaic) ✓

I need help with

View All ✓

[Advanced Search ▼](#)

[FILTER](#)

Your Results: 10 of 63 Solar Electric (Photovoltaic) trade ally contractors

DISTANCE	COMPANY ▲	PHONE	RATING	SERVICES	CREATE A LIST
0.25 mi	All-Star Solar	(503) 555-5505	★ ★ ★	Solar Commercial, Solar Residential	☐ Add (Up to 3)

Soft Cost Reduction

Solar Lead Generation



RESIDENTIALCOMMERCIALINDUSTRY + AGRICULTURERENEWABLE ENERGY

Solar > Request Analysis + Bid

Request Analysis + Bid

Energy Trust will match you with qualified solar trade allies in your area based on the needs of your project. The trade allies:

- Assess the solar potential of your rooftop or property
- Provide a bid with estimated annual power generation and utility cost savings, plus your costs after incentives and tax credits
- Answer questions about incentives and tax credits, equipment and installation, and maintenance

This proposal is for my *

Home

Name *

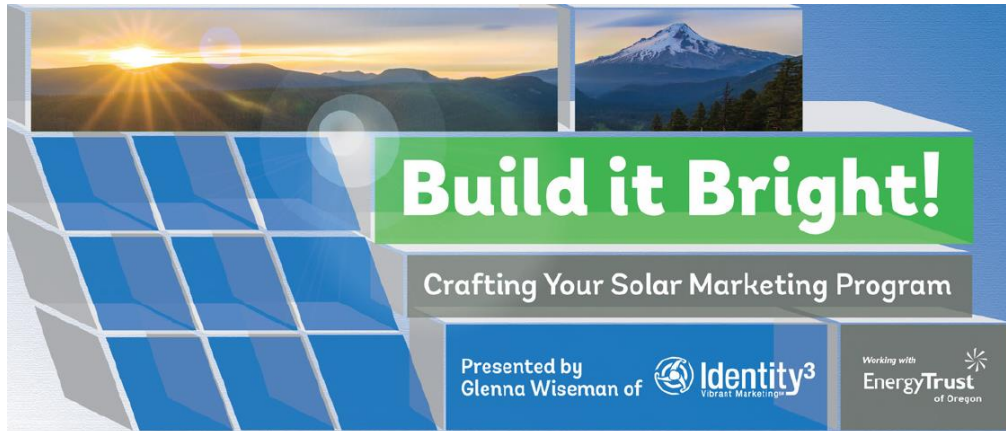
First

Last



www.energytrust.org/solarbid

Solar Marketing Training Series



- 6-month training series
- Webinars, podcasts, blog articles and worksheets
- Available on Heatspring

2016 Calendar & Topics

January	Taking Stock Assessing the Condition of Your Marketing Foundation Live Webinar: 1.28.16, 11 AM PST
February	Mapping Strategy Engineering Your Marketing Success Live Webinar: 2.25.16, 11 AM PST
March	Presenting Your Best Marketing Campaigns and Creative Content Live Webinar: 3.24.16, 11 AM PST
April	Efficient Activation Tools and Strategies for Efficient Campaign Delivery Live Webinar: 4.28.15, 11 AM PST
May	Tracking Results Implementing Systematic ROI Reporting Live Webinar: 5.26.16, 11 AM PST
June	Putting it All Together From Assessment to Tracking Results, Creating the Building Blocks of Your Solar Marketing Program Live Webinar: 6.23.16, 11 AM PST

www.energytrust.org/businessdevelopment

Financial Management Consulting

The following services are eligible for a 50 percent cost match:

1. Complete Financial Management Assessment
2. Hourly Financial Consulting
3. Bimonthly “Remote CFO” Meetings



Business Development Fund

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

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.

www.energytrust.org/businessdevelopment

Providing Additional Value

Solar for Low Income Communities

Oregon awarded \$1.7 million from DOE SunShot to develop strategies that will bring solar to more low- and moderate-income residents.



Program Updates

New Trade Ally Website

INSIDER

EXCLUSIVE NEWS FOR TRADE AND PROGRAM ALLIES

Newsletter Signup 



[Residential ▾](#) [Commercial ▾](#) [Industry + Agriculture](#) [Solar](#) [Resources ▾](#)



SOLAR

April 4, 2017

Solar jobs increased 50 percent last year in Oregon

The number of solar jobs available increased in 44 U.S. states, in 2016, according to the...



Oregon
SOLAR JOBS CENSUS 2016

Metric	Value	Change
State Solar Jobs	4,509	(13% increase)
State Ranking for Number of Solar Jobs Nationwide	13	
State Ranking for Solar Jobs Per Capita	11	
New Solar Jobs, 2016	1,509	(50% increase)
Solar Jobs Growth, 2016	50%	
Projected Solar Jobs Growth, 2017	0%	
Veterans in State Solar Workforce, 2016	0%	

Solar Jobs by Sector
(Change from 2015)

Sector	Jobs	Change
Installation	2,265	(31% increase)
Manufacturing	1,202	(15% increase)
Sales/Distribution	629	(10% increase)

How Solar Workers Spend Their Time

Category	Percentage
Residential Solar	22%
Commercial Solar	32%
Utility-Scale Solar	46%

Figures are from The Solar Foundation's National solar jobs census along with the following sources: Solar Energy Industries Association, Proving the Best 2016, Database of State Operations for Businesses and Occupations, and the U.S. Energy Information Administration.

SolarStates.org

THE SOLAR FOUNDATION
for a bright future

April 4, 2017

Solar trade allies eligible to receive financial management consulting

Energy Trust has contracted with Kendrick Business Services to offer solar trade ally contractors up to...



Solar

SOLAR

- Overview
- Incentives
- Trade Ally Rating
- Business Development
- Program Training
- Solar Ready
- Forms & Resources

ENROLL IN THIS PROGRAM

TRAINING + EVENTS

See All

11 APR

Biannual Trade Ally Forum – Portland

insider.energytrust.org/solar



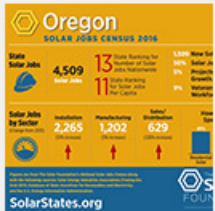
NEW SOLAR PROJECT SIZE CAPS FOR BUSINESS CUSTOMERS

On April 3, Energy Trust implemented a size cap on eligible solar projects for business customers to ensure we can support as many projects as possible with a limited budget. [MORE](#)



SOLAR TRADE ALLIES ELIGIBLE TO RECEIVE FINANCIAL MANAGEMENT CONSULTING

Energy Trust has contracted with Kendrick Business Services to offer solar trade ally contractors up to \$5,000 per year to use toward financial assessment and management services for their business. [MORE](#)



SOLAR JOBS INCREASED 50 PERCENT LAST YEAR IN OREGON

The number of solar jobs available increased in 44 U.S. states in 2016, according to the Solar Foundation's new National Solar Jobs Census 2016. [MORE](#)

RETC SUNSET UNDER DISCUSSION

The Oregon State Legislature will consider whether to extend the expiration date for the Residential Energy Tax Credit (RETC). [MORE](#)

WHAT'S NEW?



TRADE ALLY FORUM-PORTLAND

April 11, 2017

TRADE ALLY FORUM-CENTRAL POINT

April 13, 2017

TRADE ALLY FORUM-BEND

April 14, 2017

ENERGY TRUST SOLAR CONTRACTOR DAY

May 9, 2017

OREGON SOLAR ENERGY CONFERENCE

May 10 - 11, 2017



SOLAR BEST PRACTICES, ENERGY TRUST

INSTALLATION

Insider Newsletters

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

insider.energytrust.org/solar

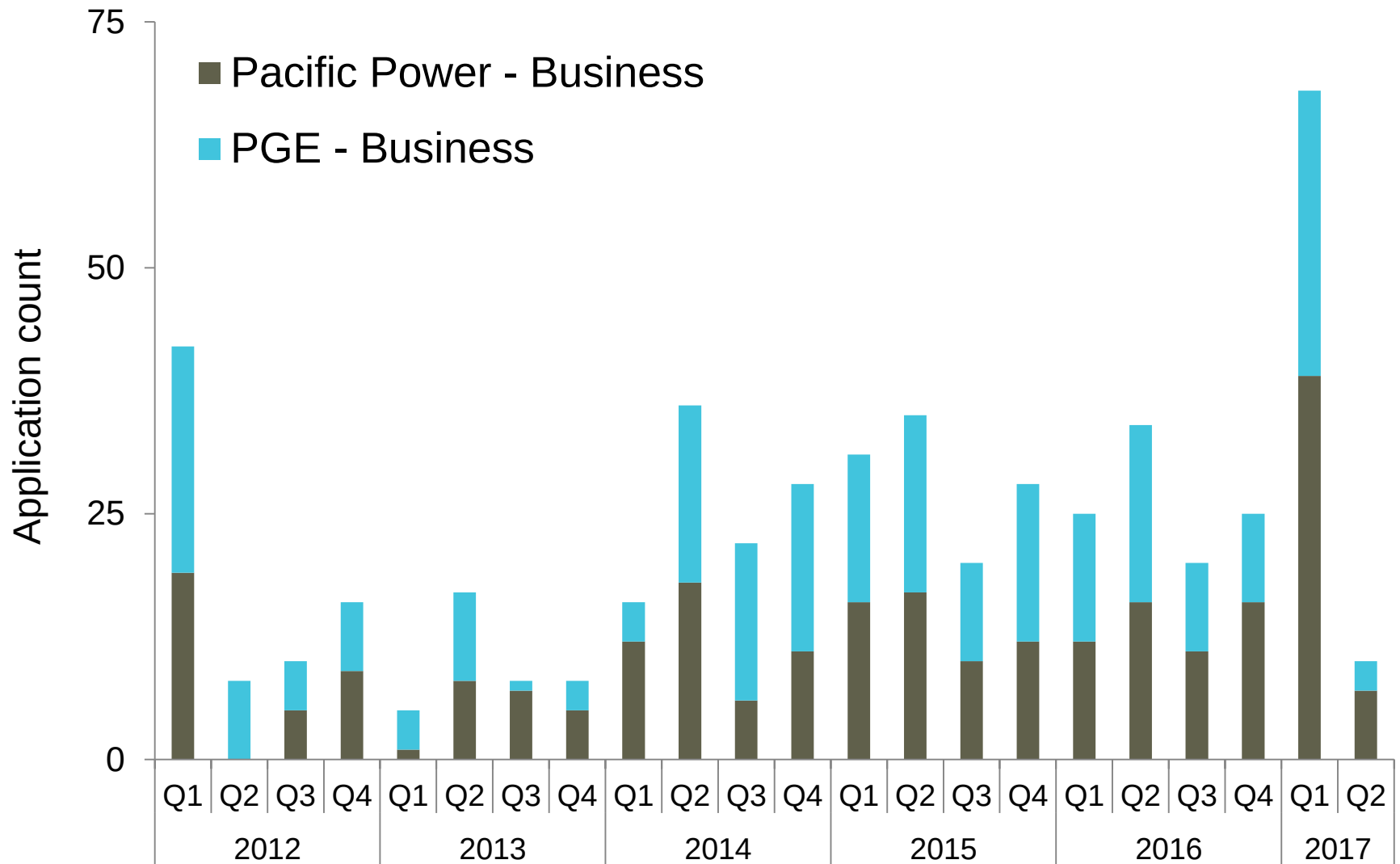
2017 Budget

2017 budget for new incentives

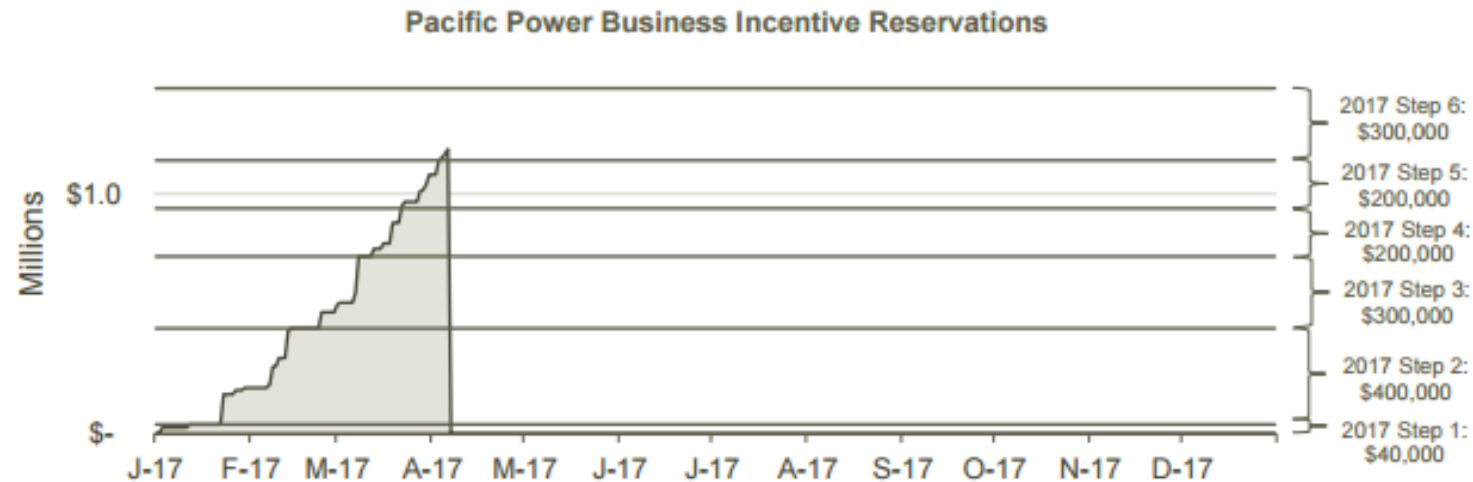
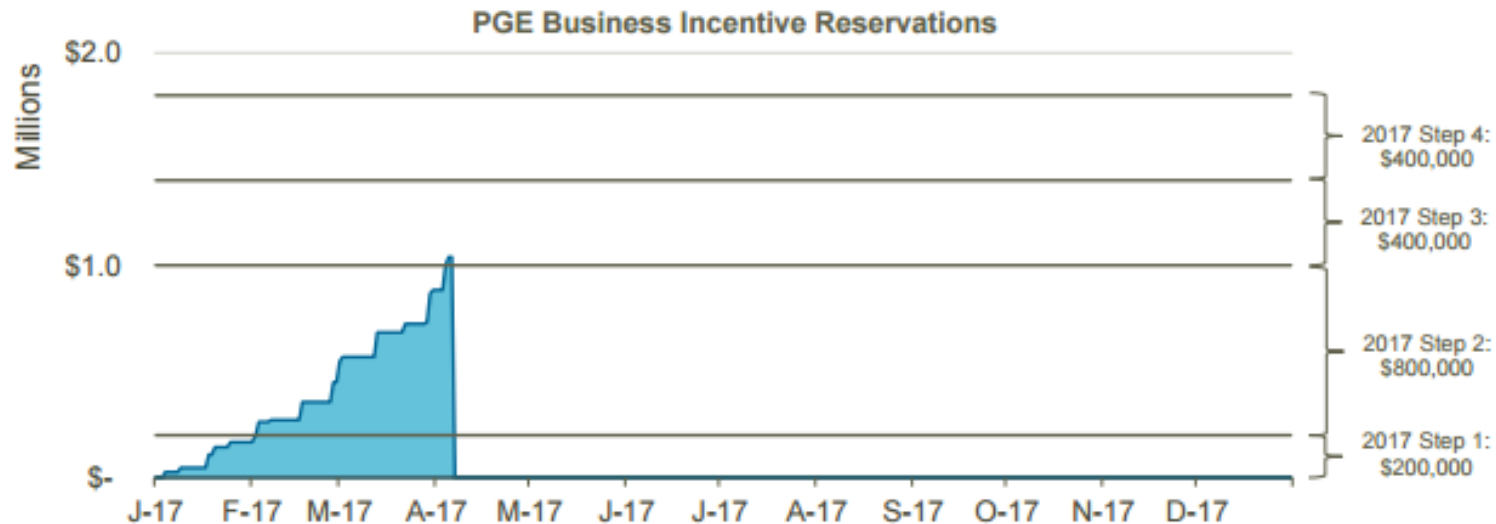
	PGE	Pacific Power	Total
Residential	\$2.0 million	\$1.3 million	\$3.3 million
Business	\$1.8 million	\$0.9 million	\$2.7 million
Total	\$3.8 million	\$2.2 million	\$6.0 million



Strong demand for commercial incentives

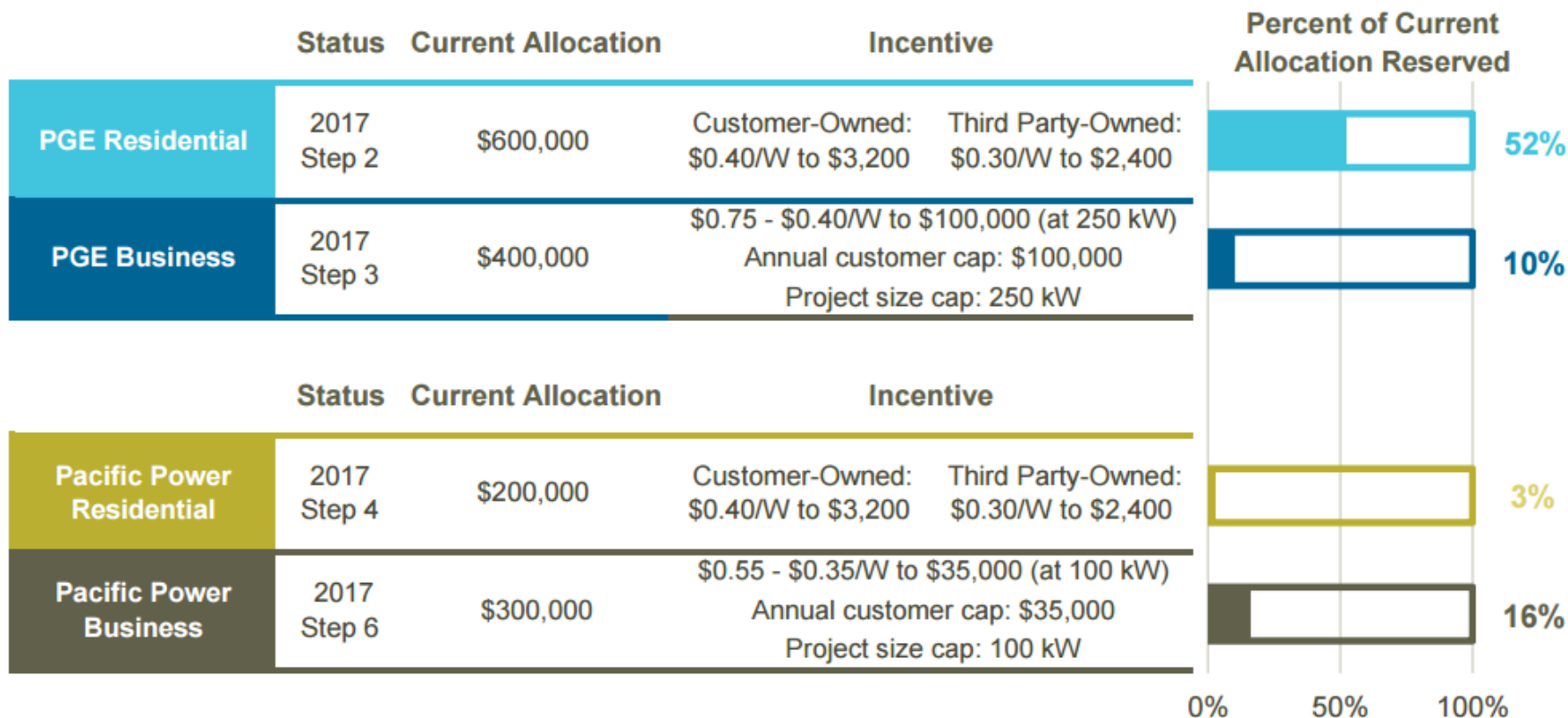


Strong demand for commercial incentives



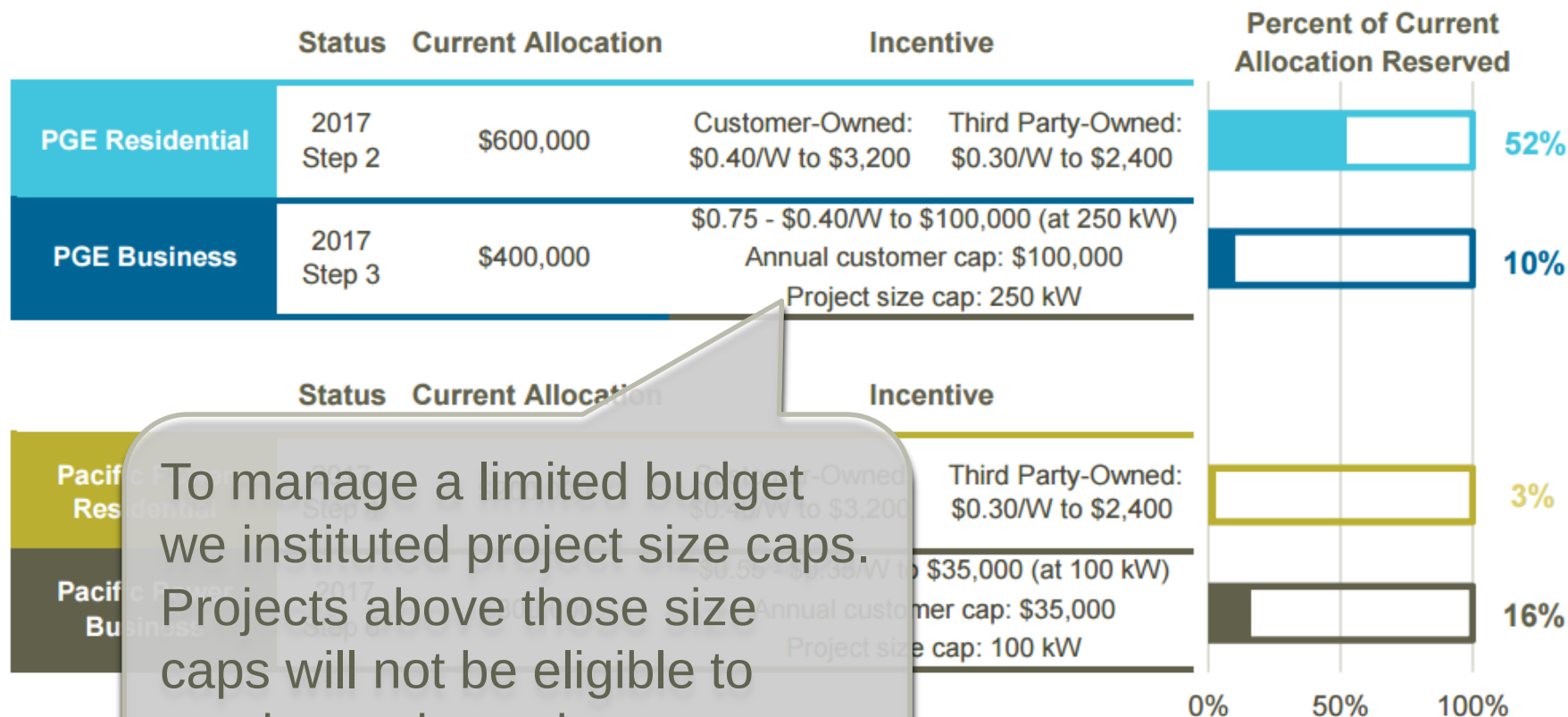
Solar Incentive Status Report

Solar Incentive Status Report



www.energytrust.org/solarstatus

Solar Incentive Status Report



www.energytrust.org/solarstatus

Solar Incentive Status Report

Pacific Power Business Incentives

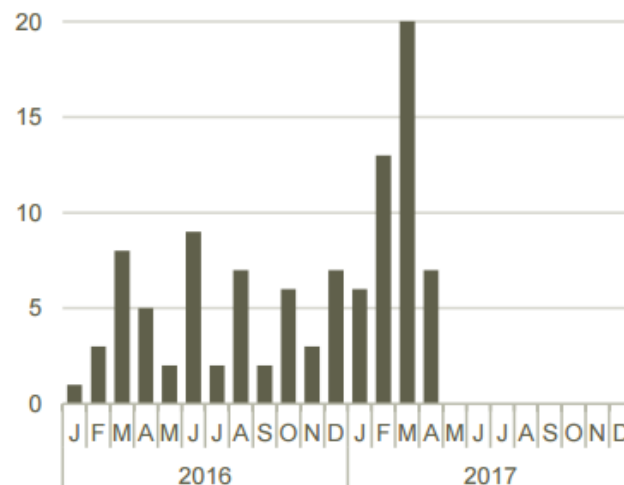
	Start Date	Status	Incentive	Estimated Remaining
2017 Step 1	1/1/2017	Expired	\$1.00 to \$0.40/W up to \$120,000 (at 300 kW)	0 projects
2017 Step 2	1/12/2017	Expired	\$0.90 to \$0.50/W up to \$100,000 (at 200 kW)	0 projects
2017 Step 3	2/14/2017	Expired	\$0.80 to \$0.45/W up to \$90,000 (at 200 kW)	0 projects
2017 Step 4	3/8/2017	Expired	\$0.70 to \$0.40/W up to \$60,000 (at 150 kW)	0 projects
2017 Step 5	3/21/2017	Expired	\$0.60 to \$0.30/W up to \$45,000 (at 150 kW)	0 projects
2017 Step 6	4/3/2017	Current Rates	\$0.55 to \$0.35/W up to \$35,000 (100 kW max.)	9 to 13 projects

Pacific Power Business Applications*

	Projects	Capacity	Avg Size	Avg Cost**
2003-2015	648	23,797 kW		
2016 Q1	18	717 kW	40 kW	\$2.59/W
2016 Q2	22	763 kW	35 kW	\$3.02/W
2016 Q3	11	1,167 kW	106 kW	\$2.88/W
2016 Q4	14	452 kW	32 kW	\$2.58/W
2016 Total	65	3,098 kW	48 kW	\$2.75/W
2017 Q1	39	2,293 kW	59 kW	\$2.46/W
2017 Q2	7	284 kW	41 kW	\$2.81/W
2017 Q3				
2017 Q4				
2017 YTD	46	2,577 kW	56 kW	\$2.50/W
Grand Total	759	29,472 kW		

*Includes canceled projects. **Capacity-weighted average cost.

Pacific Power Business Apps. by Month



www.energytrust.org/solarstatus

Solar Incentive Status Report

Pacific Power Business Incentives

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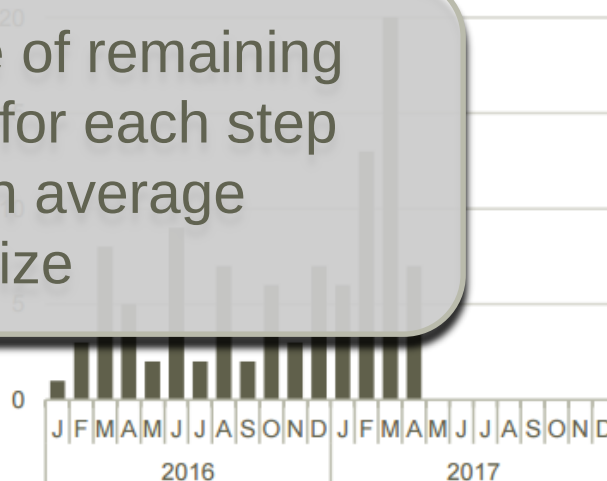
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Pacific Power Business Apps. by Month

Estimate of remaining projects for each step based on average project size



Solar Incentive Status Report

Pacific Power Business Incentives

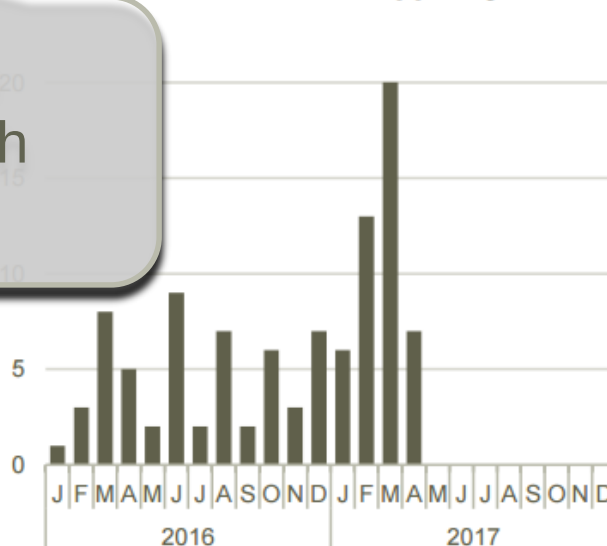
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Pacific Power Business Applications*

	Projects	Capacity	Avg Size	Avg Cost**
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2016 Q1	18	1,173 kW	65 kW	\$2.59/W
2016 Q2	22	763 kW	35 kW	\$2.59/W
2016 Q3	11	1,652 kW	150 kW	\$2.88/W
2016 Q4	14	1,523 kW	108 kW	\$2.50/W
2016 Total	65	3,051 kW	48 kW	\$2.75/W
2017 Q1	39	2,293 kW	59 kW	\$2.46/W
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Pacific Power Business Apps. by Month



Proposed rates can be used for customers with longer timelines



Solar Incentive Status Report

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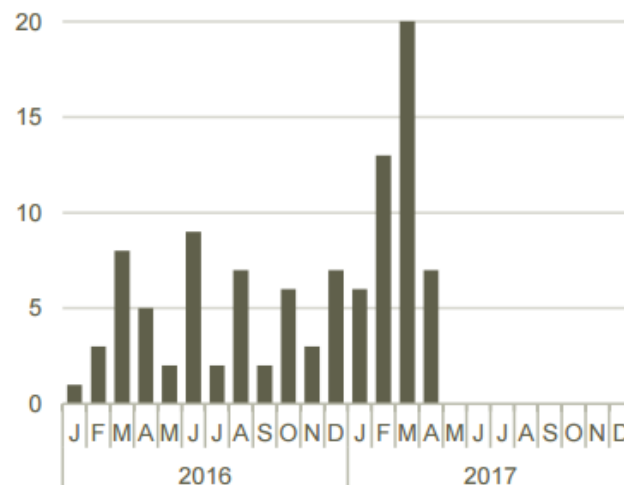
Basic market research for average installation size and cost in each utility territory

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Pacific Power Business Apps. by Month



Questions?

Jeni Hall

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