



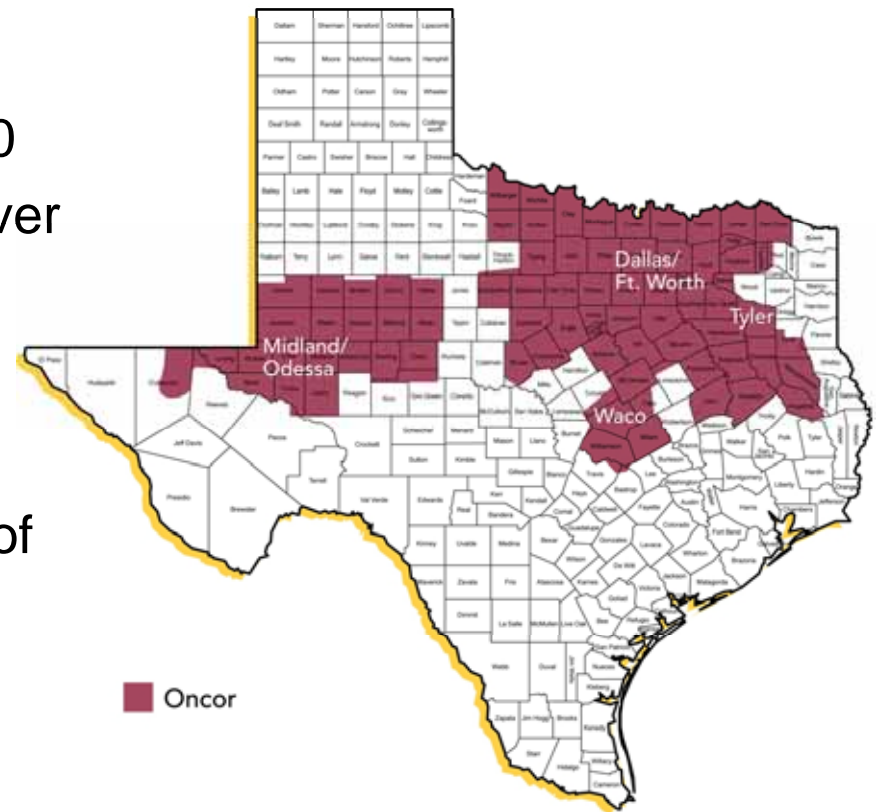
# A Program's Progress: Moving from Boutique to Mass Market Implementation

Kristy Tyra

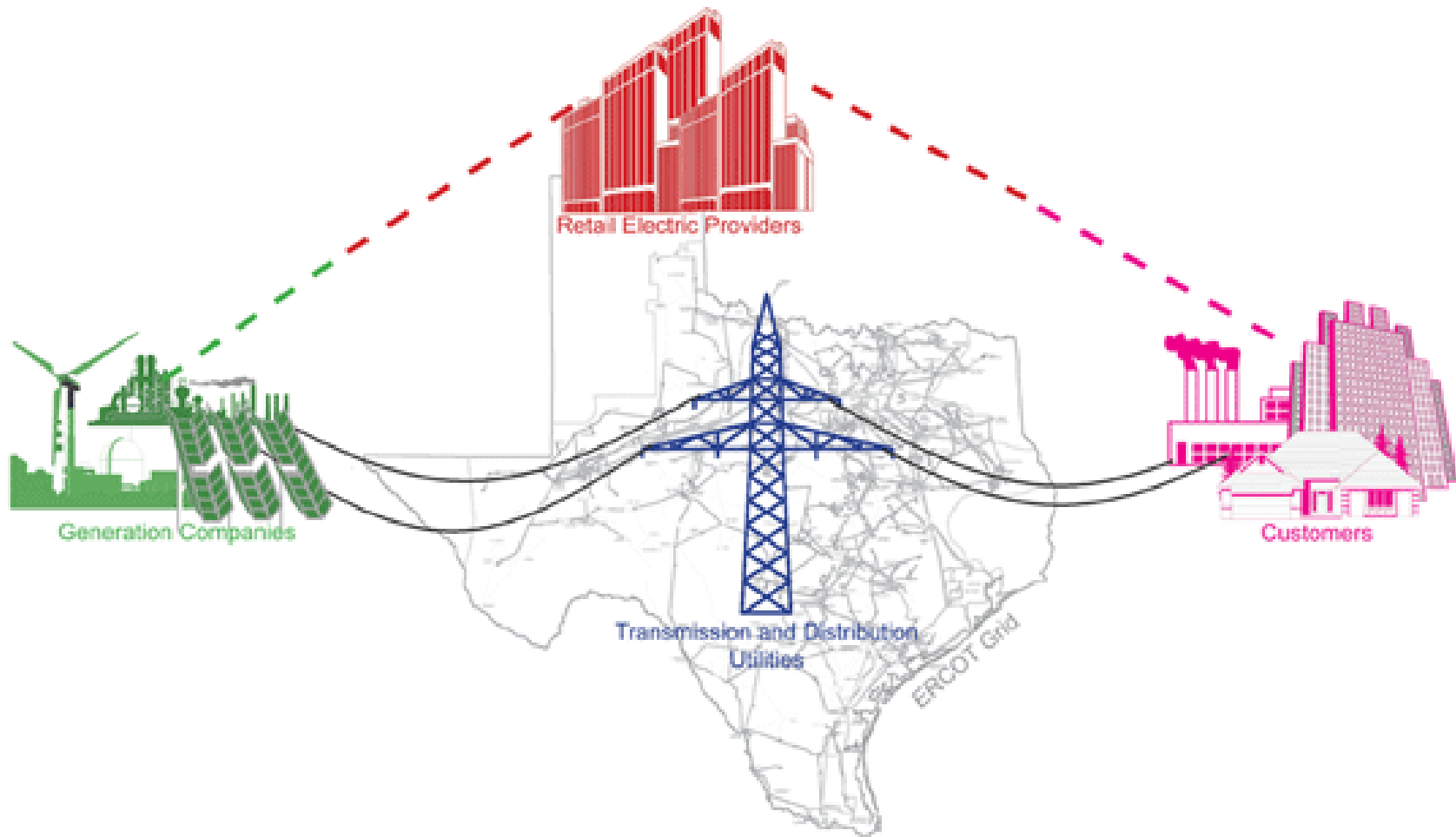
May 1, 2013

# Oncor Service Area

- Oncor is Texas's largest regulated electric delivery business and one of the largest in the U.S.
- Employs 3,000 people
- We supply electricity to approximately 10 million consumers in a service area of over 400 communities in 91 counties
- Oncor delivers electricity to one of the nation's largest regions for electricity demand, helping to assist the economy of the service area
- Top quartile reliability



# Texas Electric Market Structure



Source: Association of Electric Companies of Texas

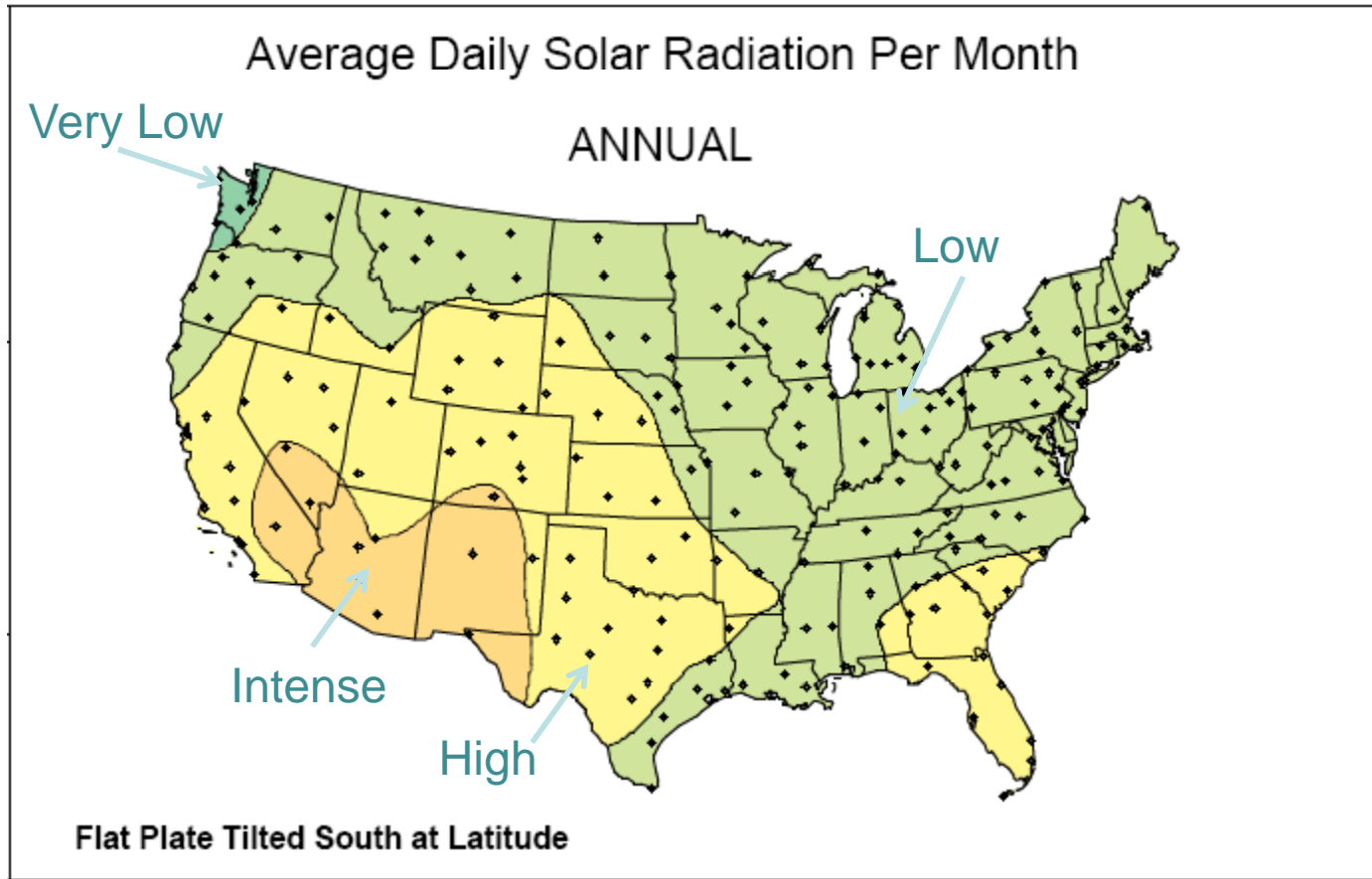
# Oncor's Commitment

- In 2007 Energy Future Holdings (EFH) committed to spend an additional \$100 million in DSM/Energy Efficiency programs
  - \$100 million was not rate payer funds
  - The additional programs were to complement and not compete against the existing statutory programs
  - The programs were designed to target under served markets, technologies and consumer education
  - Solar PV was chosen as a program to offer

# State of Solar Photovoltaic in the Oncor Service Area in 2007

- Solar PV was offered as a measure in the statutory programs
- There was little or no interest in Solar PV in the Commercial or Residential programs
- Installation cost was high
- Incentives were low
- No financial incentives from the Federal Government
- Very few Solar PV contractors available in the Oncor service area

# Oncor's Service Area is an Ideal Location for Solar PV



Source: Department of Energy

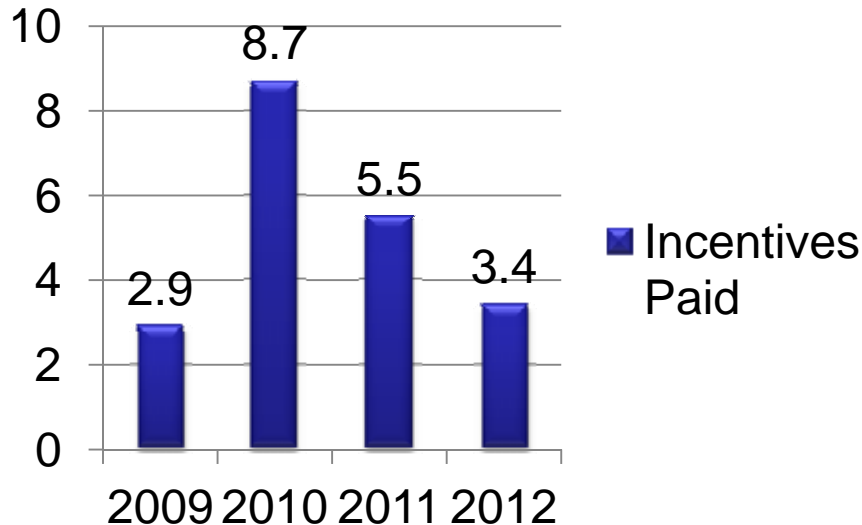
# Oncor Solar PV Program



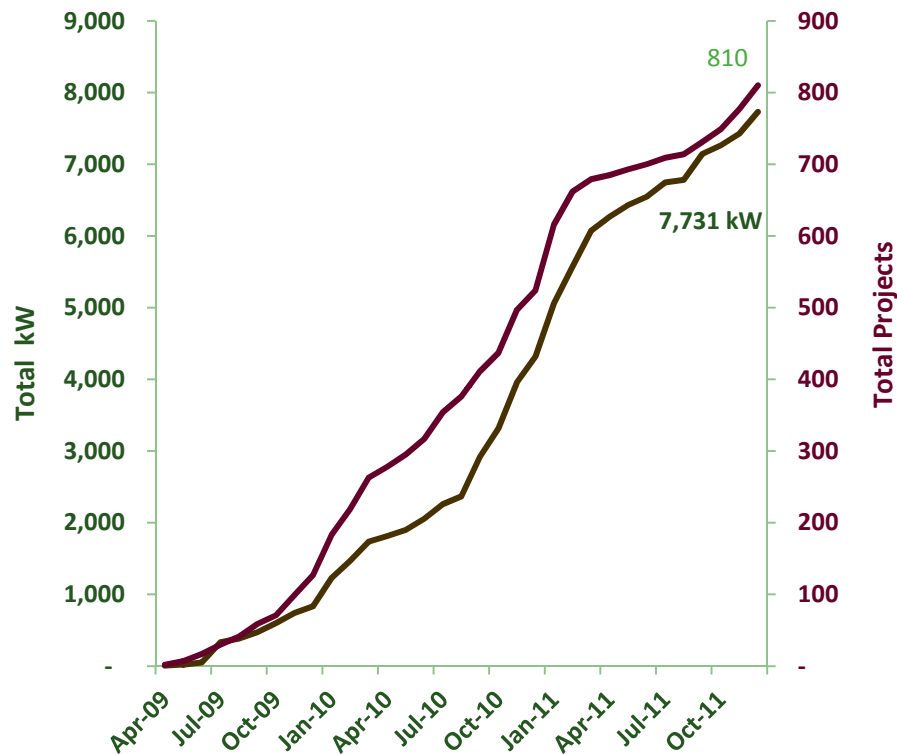
## Commitment Program

- Program Launch in 2009
- 4 year plan
- Commercial \$2.46 to \$1.50/watt-dc
- Residential \$2.24 to \$2.00 /watt-dc
- Planned staged incentive dropped over a 4 year period
- Initial Budget \$18,525,000
- Total Spend \$20,648,346.58
- Projects were required to be cost effective under PUCT guidelines

## Incentives Paid



# Oncor Solar PV Program Results



4/09 through 10/11

## 5 Year Commitment Program Results

- \$20.6 million in incentives
- 9.1 MW
- Incentive levels decreased 19-33%,
- Utility and installers gained experience with and made process improvements with hundreds of interconnections
- Program was still more expensive than most other energy efficiency programs offered
- North American Board of Certified Energy Practitioners (NABCEP) certified installers in Texas increased from 12 to 124 (Texas now ranks third to California and Colorado)
- Over 100 Texas companies offering Solar PV installs



# Lessons Learned from Commitment Program

- Enthusiasm of customers for green energy, especially solar (Solar Sexy!)
- Important to match incentive to install cost
- Delivery infrastructure, which is the number of local suppliers and qualified installers, is necessary for the success of the program
- Open the program with available funds for each year
- Reduce requirements to participate for installers
- Consult the interconnection department

# New 2013 Solar PV Standard Offer Program

- Program kick off November 2012
- Program opened for installers to sign up December 3, 2012
- Program opened for projects December 19, 2012
- Residential Budget \$7,083,203 Incentive \$1.28/watt-dc
- Commercial Budget \$4,425,395 Incentive \$1.09/watt-dc
- Master Electrician or Texas Electric Contractors License required
- Allow installers to reserve funds for 19 days to sell the project
- Simplified the application process
- Incentives paid directly to the installer when the project is complete

# Success of the 2013 Solar PV Standard Offer Program

- Commercial Program
  - 100% of Commercial budget reserved in 2 months
  - 42 commercial projects
  - Waitlist created
  - 34 approved installers
- Residential
  - 18% of Residential budget reserved in 3 months
  - 160 Residential projects as of March 28, 2013
  - 32 approved installers
  - Mostly lease agreements

# Conclusion

- Solar PV Program expected to continue in 2014 with similar funding
- Continue to watch Federal tax incentives
  - Expected to continue through 2016 at current rate
- Incentive rates will continue to be adjusted to align with install cost

# Contact Information

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Questions?



## Save the Dates

Sept. 30-Oct. 2, 2013

AESP's Fall Conference  
Seattle, WA

Jan. 27-30, 2014

AESP's National Conference  
San Diego, CA

May 12-14, 2014

AESP's Spring Conference  
Baltimore, MD

For more information - [www.aesp.org](http://www.aesp.org)

