



# Residential Solar Incentive Update

Resource Management Commission  
December 12, 2017





# Residential Capacity Based Incentive Program

- From 2004 to November of 2017 the Residential Solar Incentive Program has distributed over \$58M and spurred the development of 30 MW of installations at over 6,300 homes.
- In 2014, Austin Energy implemented a capacity-based ramp down as called for in the Resource & Generation Plan, gradually phasing out incentives.
- The residential program is currently in the last tier (\$0.40/W), and has 1.5 MW of capacity remaining. (Tracker: [www.austinenergy.com/go/currentsolar](http://www.austinenergy.com/go/currentsolar))
- Upon the closing of the residential capacity based incentive, Austin Energy is planning to open a new residential Solar Education Program.





# Solar Education Program

- Customers will take an online or in-person class to learn about solar, system design basics, incentives and financing options, comparing bids and selecting a contractor
- Upon passing a short quiz, they are able to start an application for the solar incentive
- Incentive will be a flat amount, regardless of size of system, orientation, shading, etc.
  - Must still be installed by a Participating Contractor
  - Reduces amount of paperwork and review time
  - Addresses concerns around lower income customers receiving smaller rebates
  - Amount of incentive will be finalized in January once the Federal Trade Case tariffs are set.





# Solar Ed Program Benefits

- **The Solar Ed Program strengthens the relationship between the Customer and the Utility**
  - As the customers' trusted go-to solar advisor, AE solar staff can be relied on to provide accurate and useful information, absent financial motivators
- **Informed solar shoppers will...**
  - Be more likely to select a contractor with integrity
  - Be more likely to install a system that meets their needs and desires
  - Be more likely to get a better pricing, potentially saving thousands of dollars
  - Have realistic expectations of benefits, bill impacts, and timelines
- **The local solar industry will benefit by**
  - Better informed customers / less time educating customers
  - Significantly reduced paperwork
  - Shortened installation and incentive processing timelines
  - Incentive that attracts customers, lowers cost barriers
  - Higher customer satisfaction leading to increased market participation
- **Austin Energy will benefit by**
  - Better informed and more satisfied customers
  - Less time reviewing files and processing paperwork
  - More staff time to dedicate to new programs to expand access to solar





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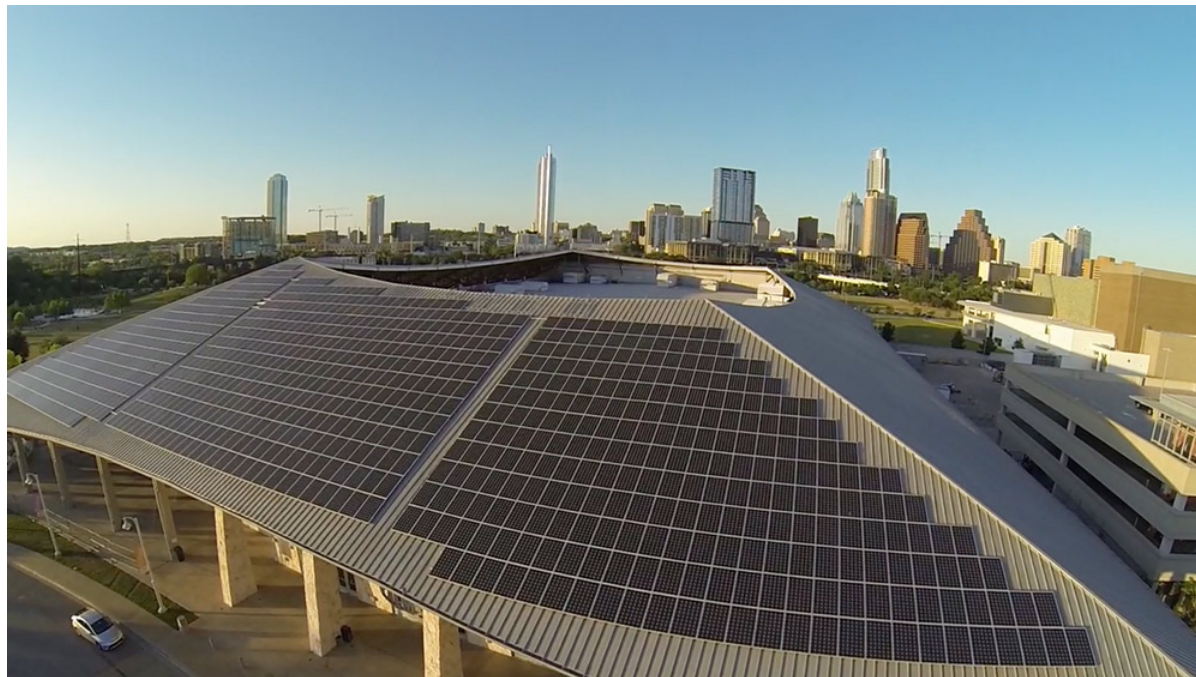


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# Questions?