

Solar Photovoltaic Pilot Program Rate Impact Estimate  
WorkpapersSolar Photovoltaic Pilot Programs  
Preliminary Estimate of Rate Impact By Customer Class  
Estimated Rate Impact of Program

Year	SPO Estimated Program Costs	PERCENT IMPACT		
		Residential	Small and Medium	Large
2011	\$ 1,461,650	0.1%	0.1%	0.1%
2012	\$ 3,586,021	0.2%	0.2%	0.2%
2013	\$ 4,238,156	0.2%	0.2%	0.2%
2014	\$ 6,778,040	0.4%	0.4%	0.4%
2015	\$ 6,851,913	0.4%	0.4%	0.4%
2016	\$ 6,811,896	0.4%	0.4%	0.4%
2017	\$ 6,749,705	0.4%	0.4%	0.4%
2018	\$ 6,696,370	0.4%	0.4%	0.4%
2019	\$ 6,670,568	0.4%	0.4%	0.4%
2020	\$ 6,643,991	0.4%	0.4%	0.4%
2021	\$ 6,616,618	0.4%	0.4%	0.4%
2022	\$ 6,588,422	0.4%	0.4%	0.4%
2023	\$ 6,559,382	0.4%	0.4%	0.4%
2024	\$ 6,529,469	0.4%	0.3%	0.4%
2025	\$ 6,498,660	0.4%	0.3%	0.4%
2026	\$ 3,943,052	0.2%	0.2%	0.2%
2027	\$ 3,793,019	0.2%	0.2%	0.2%
2028	\$ 1,978,744	0.1%	0.1%	0.1%

Note: Assumes 3% annual revenue growth. Apportioned the estimated pilot program costs based on projected revenues by rate class.

Solar Photovoltaic Pilot Programs  
Estimated Forecast of Photovoltaic Pilot Programs  
Base Scenario

	1	2	3	Total = 1 + 2 - 3
Year	Incremental Pilot Program Implementation Costs	VIR Payments	Offsets to the Deferral	Total
2010	\$ 218,460	\$ 20,257	\$ 5,938	\$ 232,779
2011	\$ 306,831	\$ 1,270,738	\$ 115,919	\$ 1,461,650
2012	\$ 278,641	\$ 3,644,538	\$ 337,158	\$ 3,586,021
2013	\$ 606,593	\$ 4,127,922	\$ 496,359	\$ 4,238,156
2014	\$ 548,309	\$ 6,953,341	\$ 723,610	\$ 6,778,040
2015	\$ 657,243	\$ 6,953,341	\$ 758,671	\$ 6,851,913
2016	\$ 657,243	\$ 6,953,341	\$ 798,688	\$ 6,811,896
2017	\$ 657,243	\$ 6,953,341	\$ 860,879	\$ 6,749,705
2018	\$ 657,243	\$ 6,953,341	\$ 914,214	\$ 6,696,370
2019	\$ 657,243	\$ 6,953,341	\$ 940,016	\$ 6,670,568
2020	\$ 657,243	\$ 6,953,341	\$ 966,593	\$ 6,643,991
2021	\$ 657,243	\$ 6,953,341	\$ 993,966	\$ 6,616,618
2022	\$ 657,243	\$ 6,953,341	\$ 1,022,162	\$ 6,588,422
2023	\$ 657,243	\$ 6,953,341	\$ 1,051,202	\$ 6,559,382
2024	\$ 657,243	\$ 6,953,341	\$ 1,081,115	\$ 6,529,469
2025	\$ 657,243	\$ 6,953,341	\$ 1,111,924	\$ 6,498,660
2026	\$ 542,896	\$ 4,489,682	\$ 1,089,526	\$ 3,943,052
2027	\$ 425,549	\$ 4,489,682	\$ 1,122,212	\$ 3,793,019
2028	\$ 309,203	\$ 2,825,419	\$ 1,155,878	\$ 1,978,744

Pilot Program implementation costs include estimated incremental labor, vendor and Paypal fees.

VIR payments include estimated generation payments.

Offsets to the deferral include an estimate of the customer monthly charge, interconnection application fee, forfeited deposits, and the

This a preliminary estimate of the photovoltaic pilot program costs.

Solar Photovoltaic Pilot Programs  
PGE Solar Payment Option Pilot Program  
Estimated Volumetric Incentive Rate Payments by System Size

Assumptions:

Annual Capacity Factor	0.12	
kWh	8760	
Years of Payments	15	
Change in VIR:		
Small and Medium size	0.10	0.20
Large size	0.20	
PGE Capacity	17,529	

Small-Sized System			Low Case	High Case	Est. Ann kWh * VIR		Payments over 15 years		
Capacity Enrollment Periods	Capacity Enrollment Window	Capacity Allotment in MW DC	Auto 10% Drop	Constant Rate	Low Case	High Case	Low Case	High Case	
			KW *8760*.12		Annual Payments -		Annual Payments -		
					Low Case	High Case	Low Case	High Case	
			Estimated Annual kWh	VIR	VIR				
1	July 1 2010	0.701	736,891	0.650	0.650	\$ 478,979	\$ 478,979	\$ 7,184,689	\$ 7,184,689
2	October 1, 2010	1.402	1,473,782	0.585	0.585	\$ 862,163	\$ 862,163	\$ 12,932,441	\$ 12,932,441
3	April 1, 2011	1.052	1,105,862	0.468	0.468	\$ 517,544	\$ 517,544	\$ 7,763,154	\$ 7,763,154
4	October 1, 2011	1.052	1,105,862	0.374	0.374	\$ 413,593	\$ 413,593	\$ 6,203,888	\$ 6,203,888
5	April 1, 2012	1.052	1,105,862	0.414	0.414	\$ 457,827	\$ 457,827	\$ 6,867,406	\$ 6,867,406
6	October 1, 2012	1.052	1,105,862	0.414	0.414	\$ 457,827	\$ 457,827	\$ 6,867,406	\$ 6,867,406
7	April 1, 2013	1.052	1,105,862	0.373	0.414	\$ 412,044	\$ 457,827	\$ 6,180,665	\$ 6,867,406
8	October 1, 2013	1.051	1,104,811	0.335	0.414	\$ 370,487	\$ 457,392	\$ 5,557,311	\$ 6,860,878
		<u>8.414</u>						\$ 59,556,959	\$ 61,547,266

Medium-Sized System			Low Case	High Case	Est. Ann kWh * VIR		Payment over 15 years		
Capacity Enrollment Periods	Capacity Enrollment Window	Capacity Allotment in MW DC	Auto 10% Drop	Constant Rate	Low Case	High Case	Low Case	High Case	
			KW *8760*.12		Annual Payments -		Annual Payments -		
					Low Case	High Case	Low Case	High Case	
			Estimated Annual kWh	VIR	VIR				
1	July 1 2010	0.467	490910	0.550	0.550	\$ 270,001	\$ 270,001	\$ 4,050,011	\$ 4,050,011
2	October 1, 2010	0.935	982872	0.495	0.495	\$ 486,522	\$ 486,522	\$ 7,297,825	\$ 7,297,825
3	April 1, 2011	0.701	736891	0.396	0.396	\$ 291,809	\$ 291,809	\$ 4,377,134	\$ 4,377,134
4	October 1, 2011	0.701	736891	0.317	0.317	\$ 233,447	\$ 233,447	\$ 3,501,707	\$ 3,501,707
5	April 1, 2012	0.701	736891	0.285	0.285	\$ 210,102	\$ 210,102	\$ 3,151,536	\$ 3,151,536
6	October 1, 2012	0.701	736891	0.285	0.285	\$ 210,014	\$ 210,102	\$ 3,150,210	\$ 3,151,536
7	April 1, 2013	0.701	736891	0.257	0.285	\$ 189,013	\$ 210,102	\$ 2,835,189	\$ 3,151,536
8	October 1, 2013	0.702	737942	0.231	0.285	\$ 170,354	\$ 210,402	\$ 2,555,310	\$ 3,156,032
		<u>5.609</u>						\$ 30,918,921	\$ 31,837,317

Large-Sized System			Assumed Rates		Est. Ann kWh * VIR		Payment over 15 years		
Capacity Enrollment Periods	Capacity Enrollment Window	Capacity Allotment in MW DC	Low Case	High Case	Low Case	High Case	Low Case	High Case	
			KW *8760*.12		Annual Payments -		Annual Payments -		
			15% Drop	One-time 15% drop	Low Case	High Case	Low Case	High Case	
			Estimated Annual kWh	VIR	VIR				
1	July 1 2010	0.877	921902	0.3970	0.3970	\$ 365,995	\$ 365,995	\$ 5,489,929	\$ 5,489,929
2	April 1, 2011	0.877	921902	0.2250	0.2250	\$ 207,428	\$ 207,428	\$ 3,111,421	\$ 3,111,421
3	April 1, 2012	0.876	920851	0.2098	0.2098	\$ 193,195	\$ 193,195	\$ 2,897,919	\$ 2,897,919
4	April 1, 2013	0.876	920851	0.1678	0.2100	\$ 154,556	\$ 193,379	\$ 2,318,335	\$ 2,900,681
		<u>3.506</u>						\$ 13,817,603	\$ 14,399,949

All Systems Total		Low Case	High Case
		\$ 104,293,483	\$ 107,784,532

**Solar Photovoltaic Pilot Program Costs  
 PGE Solar Payment Option Pilot Program  
 Estimated Rate Impact of Program**

Year	Total Revenue	<u>SPO Estimated Program Costs</u> <small>* does not include offsets to deferral</small>	<u>Percent of Impact</u>
2011	\$ 1,734,017,686	\$ 1,270,738	0.1%
2012	\$ 1,786,038,217	\$ 3,644,538	0.2%
2013	\$ 1,839,619,363	\$ 4,127,922	0.2%
2014	\$ 1,894,807,944	\$ 6,953,341	0.4%
2015	\$ 1,951,652,182	\$ 6,953,341	0.4%
2016	\$ 2,010,201,748	\$ 6,953,341	0.3%
2017	\$ 2,070,507,800	\$ 6,953,341	0.3%
2018	\$ 2,132,623,034	\$ 6,953,341	0.3%
2019	\$ 2,196,601,725	\$ 6,953,341	0.3%
2020	\$ 2,262,499,777	\$ 6,953,341	0.3%
2021	\$ 2,330,374,770	\$ 6,953,341	0.3%
2022	\$ 2,400,286,013	\$ 6,953,341	0.3%
2023	\$ 2,472,294,594	\$ 6,953,341	0.3%
2024	\$ 2,546,463,432	\$ 6,953,341	0.3%
2025	\$ 2,622,857,335	\$ 6,953,341	0.3%
2026	\$ 2,701,543,055	\$ 4,489,682	0.2%
2027	\$ 2,782,589,346	\$ 4,489,682	0.2%
2028	\$ 2,866,067,027	\$ 2,825,419	0.1%

\*Assumes 3% annual revenue growth.  
 Percent of Impact is the estimated program costs divided by total revenue.

**Solar Photovoltaic Pilot Programs  
 PGE Solar Payment Option Pilot Programs  
 Estimated Avoided Energy Value Based on Mid-C Index**

Energy Value Years	Capacity Enrollment Period				Total
	2010	2011	2012	2013	
2011	\$ 143,027				\$ 143,027
2012	\$ 141,093	\$ 141,125			\$ 282,218
2013	\$ 142,797	\$ 142,830	\$ 142,797		\$ 428,424
2014	\$ 163,894	\$ 163,932	\$ 163,894	\$ 163,894	\$ 655,614
2015	\$ 176,147	\$ 176,187	\$ 176,147	\$ 176,147	\$ 704,629
2016	\$ 186,143	\$ 186,185	\$ 186,143	\$ 186,143	\$ 744,614
2017	\$ 201,666	\$ 201,712	\$ 201,666	\$ 201,666	\$ 806,712
2018	\$ 215,025	\$ 215,074	\$ 215,025	\$ 215,025	\$ 860,148
2019	\$ 221,474	\$ 221,524	\$ 221,474	\$ 221,474	\$ 885,945
2020	\$ 228,107	\$ 228,159	\$ 228,107	\$ 228,107	\$ 912,480
2021	\$ 234,924	\$ 234,978	\$ 234,924	\$ 234,924	\$ 939,751
2022	\$ 241,972	\$ 242,027	\$ 241,972	\$ 241,972	\$ 967,943
2023	\$ 249,250	\$ 249,307	\$ 249,250	\$ 249,250	\$ 997,057
2024	\$ 256,712	\$ 256,771	\$ 256,712	\$ 256,712	\$ 1,026,908
2025	\$ 264,451	\$ 264,511	\$ 264,451	\$ 264,451	\$ 1,057,864
2026	\$ 272,374	\$ 272,436	\$ 272,374	\$ 272,374	\$ 1,089,558
2027	\$ 280,527	\$ 280,591	\$ 280,527	\$ 280,527	\$ 1,122,173
2028	\$ 288,957	\$ 289,023	\$ 288,957	\$ 288,957	\$ 1,155,893
	\$ 3,908,541	\$ 3,766,373	\$ 3,624,421	\$ 3,481,624	\$ 14,780,959

The 2012 estimated avoided energy values are based on Mid-C peak forward prices from the 11-15-2011 Monet model .  
 The 2013-2028 avoided energy values are based on a Mid-C forward curve dated 5/14/12.  
 NREL solar data was used for shaping.

**Pacific Power**  
**Estimated Rate Impact of OSIP Cost Recovery**  
1-Nov-12

	<b>Total Retail</b>	<b>Residential</b>	<b>Sm/Med General Svc</b>	<b>Large General Svc</b>	<b>Irrigation</b>
<b>2013</b>	0.29%	0.25%	0.30%	0.38%	0.25%
<b>2014</b>	0.34%	0.30%	0.36%	0.46%	0.30%
<b>2015</b>	0.35%	0.31%	0.37%	0.47%	0.31%
<b>2016</b>	0.33%	0.29%	0.35%	0.45%	0.29%
<b>2017</b>	0.33%	0.28%	0.34%	0.43%	0.28%
<b>2018</b>	0.32%	0.28%	0.33%	0.42%	0.28%
<b>2019</b>	0.31%	0.27%	0.32%	0.41%	0.27%
<b>2020</b>	0.30%	0.26%	0.31%	0.40%	0.26%
<b>2021</b>	0.29%	0.25%	0.30%	0.39%	0.25%
<b>2022</b>	0.28%	0.25%	0.29%	0.37%	0.25%
<b>2023</b>	0.27%	0.24%	0.28%	0.36%	0.24%
<b>2024</b>	0.26%	0.23%	0.28%	0.35%	0.23%
<b>2025</b>	0.26%	0.22%	0.27%	0.34%	0.22%
<b>2026</b>	0.23%	0.20%	0.24%	0.31%	0.20%
<b>2027</b>	0.18%	0.16%	0.19%	0.24%	0.16%
<b>2028</b>	0.06%	0.06%	0.07%	0.09%	0.06%
<b>2029</b>	0.02%	0.02%	0.02%	0.03%	0.02%

Note: Assumes 3% annual revenue growth.

**Estimated Cost of the Oregon Solar Incentive Program  
November 1, 2012**

	(aa)	(bb)	(cc)	(cc)	(cc)	(dd)	(KWH * Energy Value)	(cc)	(Tot of Rev & Costs)
Year	KWH	Payments	Enroll Cost	Metering	Ongoing costs	Energy Value per KWH	Energy Value	Meter Rev	Total
2010/									
2011*	967,154	\$ 423,296	\$ 433,417	\$ 39,014	\$ -	\$ 0.0317	\$ 30,671	\$ 18,599	\$ 846,457
2012*	4,175,261	\$ 1,641,824	\$ 352,756	\$ 26,806	\$ -	\$ 0.0317	\$ 132,411	\$ 54,368	\$ 1,834,608
2013	11,008,116	\$ 3,442,455	\$ 425,000	\$ 50,000	\$ -	\$ 0.0317	\$ 349,102	\$ 90,000	\$ 3,478,354
2014	14,067,363	\$ 4,399,142	\$ 425,000	\$ 50,000	\$ -	\$ 0.0317	\$ 446,120	\$ 120,000	\$ 4,308,022
2015	15,111,890	\$ 4,725,787	\$ 425,000	\$ -	\$ -	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,551,542
2016	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2017	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2018	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2019	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2020	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2021	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2022	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2023	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2024	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2025	15,111,890	\$ 4,725,787	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 479,245	\$ 120,000	\$ 4,461,542
2026	14,144,736	\$ 4,423,339	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 448,574	\$ 120,000	\$ 4,189,765
2027	10,936,629	\$ 3,420,100	\$ -	\$ -	\$ 335,000	\$ 0.0317	\$ 346,835	\$ 90,000	\$ 3,318,265
2028	4,103,774	\$ 1,283,331	\$ -	\$ -	\$ 135,000	\$ 0.0317	\$ 130,143	\$ 60,000	\$ 1,228,188
2029	1,044,527	\$ 326,644	\$ -	\$ -	\$ 135,000	\$ 0.0317	\$ 33,125	\$ 30,000	\$ 398,519
	226,678,350	\$ 71,017,145	\$ 2,061,173	\$ 165,820	\$ 4,290,000		\$ 7,155,554	\$ 1,872,967	\$ 68,370,617

\* Actual Costs for program Year 2010, 2011, and 2012

**Estimated Blended Rate and KWH Output  
November 1, 2012**

<b>Date</b>	<b>Tot KWH</b>	<b>Est. Dollars</b>	<b>(aa) KWH</b>	<b>(bb) Payments</b>
7/1/10	1,305,245	\$ 543,668		
10/1/10	1,136,650	\$ 591,507	2,441,895	\$ 1,135,175
4/1/11	1,767,457	\$ 654,018		
10/1/11	1,131,799	\$ 328,001	2,899,257	\$ 982,019
4/1/12	2,859,999	\$ 769,962		
10/1/12	2,581,359	\$ 711,540	5,441,358	\$ 1,481,502
4/1/13	2,817,798	\$ 752,457		
10/1/13	1,511,583	\$ 374,635	4,329,381	\$ 1,127,092
<b>Total</b>			<b>15,111,890</b>	<b>\$ 4,725,787</b>



**Estimated Development, Enrollment and Ongoing Program Costs  
November 1, 2012**

Development and Enrollment Cost Year 1	\$	475,000	<i>(cc)</i>
Enrollment Cost Years 2 through 5	\$	425,000	<i>(cc)</i>
Metering Cost Year 1 through 4	\$	50,000	<i>(cc)</i>
Ongoing Cost Year 6 through 17	\$	335,000	<i>(cc)</i>
Ongoing Cost Year 18 through 19	\$	135,000	<i>(cc)</i>
Revenue Meter Throughout Program	\$10 per Month		<i>(cc)</i>

\* Revenue Meter is based on \$10 per month for 250 enrollments each year.

**Estimated Energy Value for Program Costs**  
**From UE 227 2012 TAM Update**  
**November 1, 2012**

Date	Price
1/1/2012	\$ 32.90
2/1/2012	\$ 31.06
3/1/2012	\$ 28.60
4/1/2012	\$ 27.30
5/1/2012	\$ 22.07
6/1/2012	\$ 18.88
7/1/2012	\$ 32.99
8/1/2012	\$ 38.79
9/1/2012	\$ 36.98
10/1/2012	\$ 34.04
11/1/2012	\$ 37.37
12/1/2012	\$ 39.59
Average:	\$ 31.71
Conversion to KWH	0.001
Energy Value Per KWH:	\$ 0.03171 <i>(dd)</i>

Incentive Estimate by Allotment Period

	Capacity	KWH	Tot KWH	Est Rate	Est \$		
7/1/10 S <sup>1</sup>	371.03	1311.00	486420.33	\$ 0.61	\$ 296,716		
M <sup>1</sup>	124.58	1311.00	163324.38	\$ 0.55	\$ 89,828		
L <sup>2</sup>	500.00	1311.00	655500.00	\$ 0.24	\$ 157,123		
	995.61		1305244.71	\$ 0.47	\$ 543,668		
10/1/10 S <sup>1</sup>	472.48	1311.00	619421.28	\$ 0.54	\$ 335,479		
M <sup>1</sup>	394.53	1311.00	517228.83	\$ 0.50	\$ 256,028		
L	0.00	1311.00	0.00	\$ 0.25	\$ -	KWH	\$
			1136650.11	\$ 0.43	\$ 591,507	2441894.82	\$ 1,135,175
4/1/11 S <sup>1</sup>	729.52	1311.00	956400.72	\$ 0.43	\$ 409,722		
M <sup>1</sup>	256.66	1311.00	336474.71	\$ 0.40	\$ 133,244		
L <sup>1</sup>	362.00	1311.00	474582.00	\$ 0.23	\$ 111,052		
			1767457.43	\$ 0.35	\$ 654,018		
10/1/11 S <sup>2</sup>	470.19	1311.00	616419.09	\$0.35	217657.58		
M <sup>2</sup>	393.12	1311.00	515380.32	\$0.21	110342.93		
L	0.00	1311.00	0.00	\$0.25	0.00	KWH	\$
			1131799.41	\$ 0.27	\$ 328,001	2899256.84	\$ 982,019
4/1/12 S <sup>2</sup>	800.54	1311.00	1049507.94	\$ 0.37	\$ 392,936		
M <sup>2</sup>	515.00	1311.00	675165.00	\$ 0.29	\$ 192,422		
L <sup>2</sup>	866.00	1311.00	1135326.00	\$ 0.16	\$ 184,604		
			2859998.94	\$ 0.27	\$ 769,962		
10/1/12 S <sup>3</sup>	1052.00	1311.00	1379172.00	\$ 0.37	\$ 510,294		
M <sup>3</sup>	917.00	1311.00	1202187.00	\$ 0.17	\$ 201,246		
L	0.00	1311.00	0.00	\$ 0.25	\$ -	KWH	\$

			2581359.00	\$	0.26	\$	711,540	5441357.94	\$	1,481,502	
4/1/13	S <sup>3</sup>	947.35	1311.00	1241975.85	\$	0.33	\$	413,578			
	M <sup>3</sup>	626.00	1311.00	820686.00	\$	0.26	\$	210,506			
	L <sup>3</sup>	576.00	1311.00	755136.00	\$	0.17	\$	128,373			
				2817797.85	\$	0.25	\$	752,457			
10/1/13	S <sup>3</sup>	692.00	1311.00	907212.00	\$	0.30	\$	271,891			
	M <sup>3</sup>	461.00	1311.00	604371.00	\$	0.17	\$	102,743			
	L	0.00	1311.00	0.00	\$	0.25	\$	-	KWH	\$	
				1511583.00	\$	0.24	\$	374,635	4329380.85	\$	1,127,092
							Total	15,111,890	\$	4,725,787	
							Avg Cost Per kWh	\$0.3127			

**Idaho Power Company**  
**Calculation of Revenue Impact**  
**State of Oregon**  
**Schedule 93: Solar Photovoltaic Pilot Program Rider**  
**April 1, 2013 - March 31, 2014 Forecasted Test Year**

**Summary of Billed Revenue Impact**

Line No	Tariff Description	Rate Sch. No.	Average Number of Customers (1)	Normalized Energy (kWh) (1)	Billed Revenue Excluding Schedule 93	Schedule 93 Revenue	Total Billed Revenue	Percent Change Billed to Billed Revenue
<u>Uniform Tariff Rates:</u>								
1	Residential Service	1	13,545	188,841,889	\$18,468,246	\$255,386	\$18,723,632	1.38%
2	Small General Service	7	2,515	18,540,455	\$1,935,596	\$26,906	\$1,962,502	1.39%
3	Large General Service	9	910	133,599,846	\$10,111,079	\$137,916	\$10,248,996	1.36%
4	Dusk to Dawn Lighting	15	0	480,698	\$120,125	\$1,718	\$121,843	1.43%
5	Large Power Service	19	7	259,131,836	\$15,503,037	\$207,961	\$15,710,998	1.34%
6	Agricultural Irrigation Service	24	1,587	56,936,611	\$5,269,600	\$72,755	\$5,342,355	1.38%
7	Unmetered General Service	40	3	12,900	\$1,198	\$17	\$1,214	1.38%
8	Street Lighting	41	14	780,105	\$139,602	\$1,983	\$141,585	1.42%
9	Traffic Control Lighting	42	7	16,345	\$1,549	\$21	\$1,570	1.38%
10	Total Uniform Tariffs		18,588	658,340,685	\$51,550,033	\$704,663	\$52,254,695	1.37%
12	Total Oregon Retail Sales		18,588	658,340,685	\$51,550,033	\$704,663	\$52,254,695	1.37%

(1) April 1, 2013 - March 31, 2014 APCU Forecasted Test Year

<b>OSIP - Initial Survey Results</b>		<b>Total</b>	<b>Wave 1 Nov. 2010</b>	<b>Wave 2 Mar. 2011</b>	<b>Wave 3 June 2011</b>	<b>Wave 4 Sept. 2011</b>	<b>Wave 5 Dec. 2011</b>	<b>Wave 6 Apr. 2012</b>	<b>Wave 7 Jun. 2012</b>	
<b>Initial Questions</b>										
<b>S1</b>	<b>Pacific Power's records indicate that your household/organization is enrolled in the Oregon Solar Incentive Program. Is that correct?</b>	<b>n=</b>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes		101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>S2</b>	<b>And are you one of the household/organization decision-makers involved in the decision to participate in the Oregon Solar Incentive Program, and interacting with Pacific Power?</b>	<b>n=</b>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes		101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>S3</b>	<b>Do you have a solar system installed at your household/organization?</b>	<b>n=</b>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes		101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>S4</b>	<b>Have you received any (at least two) payment(s) for your solar generation from Pacific Power?</b>	<b>n=</b>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes		101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Overall Satisfaction</b>										
<b>Q1</b>	<b>Now, just thinking about your experience in the Oregon Solar Incentive Program, how satisfied are you with the program to date? Please use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."</b>	<b>n=</b>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	10 Very Satisfied		30 30%	4 31%	0 0%	6 32%	2 25%	9 43%	5 45%	4 22%
	9		18 18%	2 15%	4 36%	3 16%	4 50%	1 5%	1 9%	3 17%
	8		25 25%	3 23%	1 9%	6 32%	2 25%	6 29%	1 9%	6 33%
	<b>Net Very Satisfied (8-10)</b>		<b>73 72%</b>	<b>9 69%</b>	<b>5 45%</b>	<b>15 79%</b>	<b>8 100%</b>	<b>16 76%</b>	<b>7 64%</b>	<b>13 72%</b>
								0 0%	0 0%	0 0%
	7		18 18%	3 23%	3 27%	4 21%	0 0%	2 10%	2 18%	4 22%
	6		3 3%	0 0%	2 18%	0 0%	0 0%	1 5%	0 0%	0 0%
	5		5 5%	1 8%	1 9%	0 0%	0 0%	2 10%	1 9%	0 0%
	4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3		1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%
	2		1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
	1		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q1A</b>	<b>Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?</b>	<b>n=</b>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Satisfied with the program		36 36%	2 15%	4 36%	8 42%	3 38%	9 43%	5 45%	5 28%
	Confusing billing/payment process		17 17%	4 31%	3 27%	2 11%	3 13%	3 14%	2 18%	2 11%
	Satisfied with payments from Pacific Power		10 10%	0 0%	0 0%	4 21%	1 13%	1 5%	3 27%	1 6%
	Responsive support		9 9%	2 15%	0 0%	3 16%	0 0%	1 5%	1 9%	2 11%
	Slow billing/payment process		7 7%	3 23%	0 0%	0 0%	1 13%	1 5%	0 0%	2 11%
	Satisfied with power production/output		6 6%	0 0%	0 0%	4 21%	0 0%	1 5%	0 0%	1 6%
	Good communication		5 5%	1 8%	0 0%	0 0%	1 13%	1 5%	1 9%	1 6%
	Friendly staff		5 5%	2 15%	0 0%	1 5%	0 0%	0 0%	0 0%	2 11%
	Dissatisfied with power production/output		5 5%	0 0%	0 0%	2 11%	0 0%	0 0%	1 9%	2 11%
	Program participation is difficult		4 4%	2 15%	2 18%	0 0%	0 0%	0 0%	0 0%	0 0%
	Satisfied with documentation/statements from Pacific Power		4 4%	0 0%	0 0%	2 11%	1 13%	1 5%	0 0%	0 0%
	Would like to produce more power/capacity		2 2%	0 0%	0 0%	0 0%	0 0%	2 10%	0 0%	0 0%
	Don't know		3 3%	0 0%	1 9%	1 5%	0 0%	0 0%	0 0%	1 6%
	Other - please specify		35 35%	7 54%	3 27%	6 32%	3 38%	6 29%	4 36%	6 33%
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<b>OSIP - Initial Survey Results</b>		<b>Total</b>	<b>Wave 1 Nov. 2010</b>	<b>Wave 2 Mar. 2011</b>	<b>Wave 3 June 2011</b>	<b>Wave 4 Sept. 2011</b>	<b>Wave 5 Dec. 2011</b>	<b>Wave 6 Apr. 2012</b>	<b>Wave 7 Jun. 2012</b>
<b>Q2</b>	<b>What were the main reasons you enrolled in the Oregon Solar Incentive Program?</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	To earn income/return on investment	32 32%	7 54%	5 45%	6 32%	2 25%	6 29%	1 9%	5 28%
	Support alternatives/renewable energy	27 27%	0 0%	6 55%	6 32%	2 25%	6 29%	2 18%	5 28%
	Environmental/social concerns	26 26%	7 54%	3 27%	7 37%	3 38%	3 14%	2 18%	1 6%
	Program incentives	19 19%	0 0%	2 18%	5 26%	4 50%	3 14%	3 27%	2 11%
	Program was affordable/economical	14 14%	2 15%	2 18%	1 5%	0 0%	2 10%	2 18%	5 28%
	Reduce current/future energy expenses	11 11%	0 0%	0 0%	0 0%	0 0%	0 0%	4 36%	7 39%
	Reduce energy consumption	8 8%	0 0%	0 0%	0 0%	2 25%	4 19%	1 9%	1 6%
	Utilize location/available sun	3 3%	0 0%	0 0%	2 11%	0 0%	0 0%	0 0%	1 6%
	"FIT" pay rate	2 2%	0 0%	0 0%	2 11%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	22 22%	4 31%	0 0%	4 21%	2 25%	8 38%	4 36%	0 0%
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<b>Decision Making Process</b>									
<b>Q3</b>	<b>What first motivated you to look into installing a solar system in your household/organization? Please select the single most important reason from the following list.</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	On-going financial incentives for continued solar generation	33 33%	4 31%	5 45%	7 37%	2 25%	5 24%	4 36%	6 33%
	Support alternative energy sources	21 21%	1 8%	2 18%	5 26%	2 25%	6 29%	3 27%	2 11%
	Help protect the environment	16 16%	5 38%	1 9%	3 16%	0 0%	4 19%	1 9%	2 11%
	Upfront financial incentives for solar installation	11 11%	1 8%	1 9%	2 11%	4 50%	1 5%	1 9%	1 6%
	Lower monthly electric bill	11 11%	1 8%	0 0%	1 5%	0 0%	3 14%	1 9%	5 28%
	Investing in home/building improvements	3 3%	0 0%	1 9%	0 0%	0 0%	1 5%	0 0%	1 6%
	Other - please specify	6 6%	1 8%	1 9%	1 5%	0 0%	1 5%	1 9%	1 6%
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<b>Q4</b>	<b>Did you look into any energy efficiency improvements before installing a solar system?</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes	84 83%	11 85%	10 91%	12 63%	6 75%	21 100%	10 91%	14 78%
	No	17 17%	2 15%	1 9%	7 37%	2 25%	0 0%	1 9%	4 22%
<b>Q5</b>	<b>Did you make any energy efficiency improvements before installing a solar system?</b>								
	<i>Looked into making any energy efficiency improvements -</i> n=	<b>84 100%</b>	<b>11 100%</b>	<b>10 100%</b>	<b>12 100%</b>	<b>6 100%</b>	<b>21 100%</b>	<b>10 100%</b>	<b>14 100%</b>
	Yes	71 85%	9 82%	8 80%	11 92%	6 100%	17 81%	8 80%	12 86%
	No	13 15%	2 18%	2 20%	1 8%	0 0%	4 19%	2 20%	2 14%
<b>Q6</b>	<b>What, if any, particular actions did you take at your household/organization to improve energy efficiency before installing your solar system? Please select all that apply from the following list.</b>								
	<i>Looked into making any energy efficiency improvements -</i> n=	<b>71 100%</b>	<b>9 100%</b>	<b>8 100%</b>	<b>11 100%</b>	<b>6 100%</b>	<b>17 100%</b>	<b>8 100%</b>	<b>12 100%</b>
	Generally tried to conserve or use less energy	56 79%	7 78%	5 63%	11 100%	3 50%	14 82%	6 75%	10 83%
	Used energy saving light bulbs	54 76%	7 78%	7 88%	10 91%	3 50%	12 71%	5 63%	10 83%
	Turned off lights when a room is not in use	54 76%	6 67%	5 63%	11 100%	3 50%	14 82%	5 63%	10 83%
	Adjusted the thermostat	43 61%	6 67%	5 63%	7 64%	2 33%	11 65%	3 38%	9 75%
	Installed energy efficient lighting	40 56%	5 56%	4 50%	5 45%	1 17%	11 65%	5 63%	9 75%
	Added insulation to your building's attic, roof, or walls	39 55%	7 78%	4 50%	6 55%	2 33%	12 71%	1 13%	7 58%
	Installed energy efficient doors or windows	38 54%	4 44%	4 50%	6 55%	1 17%	11 65%	3 38%	9 75%
	Installed an energy efficient heating system	35 49%	6 67%	8 100%	5 45%	2 33%	7 41%	2 25%	5 42%
	Added insulation to things like water pipes, air ducts or a water heater	32 45%	5 56%	4 50%	7 64%	2 33%	9 53%	1 13%	4 33%
	Installed an energy efficient air conditioner	13 18%	2 22%	3 38%	2 18%	0 0%	3 18%	1 13%	2 17%
	Designed home with energy efficiency in mind	9 13%	2 22%	0 0%	2 18%	3 50%	1 6%	0 0%	1 8%
	Installed energy efficient water heater	9 13%	4 44%	0 0%	1 9%	0 0%	3 18%	0 0%	1 8%
	Installed energy efficient appliances	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 13%	0 0%
	Other - please specify	15 21%	3 33%	1 13%	2 18%	0 0%	6 35%	3 38%	0 0%
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**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<b>Q7</b>	<b>Has your participation in the Oregon Solar Incentive Program delayed any energy efficiency improvements to your household/organization?</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes	3 3%	0 0%	1 9%	0 0%	0 0%	1 5%	1 9%	0 0%
	No	98 97%	13 100%	10 91%	19 100%	8 100%	20 95%	10 91%	18 100%
<b>Q8</b>	<b>How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Solar installation contractor	58 57%	6 46%	4 36%	10 53%	4 50%	13 62%	10 91%	11 61%
	Newspaper	18 18%	5 38%	3 27%	4 21%	0 0%	3 14%	0 0%	3 17%
	Online elsewhere (Sites other than www.pacificpower.net)	5 5%	0 0%	0 0%	1 5%	0 0%	2 10%	1 9%	1 6%
	Friend/family member	4 4%	0 0%	0 0%	2 11%	0 0%	1 5%	0 0%	1 6%
	Community meeting/promotional booth	3 3%	0 0%	0 0%	0 0%	2 25%	0 0%	0 0%	1 6%
	Radio	2 2%	0 0%	1 9%	0 0%	0 0%	1 5%	0 0%	0 0%
	Online at Pacific Power	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
	Other - please specify	10 10%	2 15%	3 27%	2 11%	2 25%	1 5%	0 0%	0 0%
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<b>Q9</b>	<b>Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from the list below.</b>								
	Became aware of OSIP from contractor - n=	<b>57 100%</b>	<b>6 100%</b>	<b>4 100%</b>	<b>10 100%</b>	<b>4 100%</b>	<b>13 100%</b>	<b>10 100%</b>	<b>10 100%</b>
	SunLight Solar Energy, Inc	17 30%	2 33%	3 75%	5 50%	2 50%	1 8%	3 30%	1 10%
	SolarCity Corp	8 14%	1 17%	0 0%	1 10%	0 0%	3 23%	1 10%	2 20%
	Eco Solar, Inc	6 11%	0 0%	0 0%	0 0%	1 25%	1 8%	3 30%	1 10%
	Solar Ki	3 5%	2 33%	0 0%	1 10%	0 0%	0 0%	0 0%	0 0%
	Enterprise Electric, LLC	3 5%	0 0%	0 0%	0 0%	0 0%	3 23%	0 0%	0 0%
	RS Energy, LLC	3 5%	0 0%	1 25%	1 10%	0 0%	0 0%	0 0%	1 10%
	REC Solar	3 5%	0 0%	0 0%	0 0%	0 0%	1 8%	2 20%	0 0%
	Alternative Energy Systems, Inc	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%	0 0%
	Abundant Solar	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%
	Renewable Energy Constructors, Inc	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 10%
	Other - please specify	14 25%	2 33%	1 25%	2 20%	1 25%	5 38%	0 0%	3 30%
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<b>Q10</b>	<b>What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list below.</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Talked to solar installation contractor	88 87%	13 100%	9 82%	16 84%	7 88%	19 90%	10 91%	14 78%
	Went to the Energy Trust of Oregon's website (www.energytrust.org)	46 46%	7 54%	7 64%	9 47%	3 38%	10 48%	3 27%	7 39%
	Went to www.pacificpower.net/solar	41 41%	5 38%	4 36%	9 47%	4 50%	7 33%	5 45%	7 39%
	Online resources	38 38%	4 31%	5 45%	9 47%	1 13%	7 33%	5 45%	7 39%
	Called Pacific Power	26 26%	3 23%	4 36%	5 26%	2 25%	6 29%	3 27%	3 17%
	Contacted the Energy Trust of Oregon (ETO)	28 28%	4 31%	4 36%	4 21%	1 13%	6 29%	2 18%	7 39%
	Talked to friends/family/co-workers	27 27%	2 15%	5 45%	4 21%	1 13%	8 38%	1 9%	6 33%
	Newspaper	19 19%	4 31%	3 27%	6 32%	3 38%	2 10%	0 0%	1 6%
	Talked to financial advisor/professional advisor	17 17%	1 8%	3 27%	5 26%	1 13%	3 14%	1 9%	3 17%
	Talked to financial institution	9 9%	0 0%	1 9%	3 16%	1 13%	1 5%	1 9%	2 11%
	Other - please specify	6 6%	3 23%	0 0%	1 5%	2 25%	0 0%	0 0%	0 0%
			<a href="#">Click here to read verbatims</a>	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded



**OSIP - Initial Survey Results**

**Pacific Power customers have the option of participating in two solar programs:**

**Oregon Solar Incentive Program:** *The Oregon Solar Incentive Program is designed to encourage the development of solar energy projects by requiring participating utilities to buy solar electricity at a premium price from customers. A contract between the customer and Pacific Power sets the price over 15 years to help customers cover the cost of purchasing and installing the system.*

**Traditional Net Metering:** *Net metering measures the difference between the electricity you buy from Pacific Power and the energy you generate using your own generation equipment. With net metering, you will be charged for the amount of energy that you purchase minus the cost of the energy that you generate.*

**How knowledgeable would you say you are with...**

**Please provide an answer for both programs.**

**Q11B Oregon Solar Incentive Program**

	n=	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
Very knowledgeable about the program		49 49%	7 54%	4 36%	9 47%	3 38%	16 76%	3 27%	7 39%
Somewhat knowledgeable about the program		39 39%	5 38%	7 64%	7 37%	4 50%	3 14%	6 55%	7 39%
Know little about the program		7 7%	1 8%	0 0%	2 11%	0 0%	1 5%	1 9%	2 11%
Wasn't aware of the program until now		6 6%	0 0%	0 0%	1 5%	1 13%	1 5%	1 9%	2 11%

**Q11A Traditional Net Metering**

	n=	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
Very knowledgeable about the program		40 40%	6 46%	4 36%	8 42%	4 50%	12 57%	0 0%	6 33%
Somewhat knowledgeable about the program		37 37%	5 38%	4 36%	5 26%	4 50%	6 29%	7 64%	6 33%
Know little about the program		15 15%	1 8%	3 27%	3 16%	0 0%	2 10%	3 27%	3 17%
Wasn't aware of the program until now		9 9%	1 8%	0 0%	3 16%	0 0%	1 5%	1 9%	3 17%

**Q12 Did you understand that you had a choice between the Oregon Solar Incentive Program and Traditional Net Metering when deciding to install your solar system?**

	n=	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
Yes		76 75%	13 100%	9 82%	12 63%	5 63%	19 90%	7 64%	11 61%
No		25 25%	0 0%	2 18%	7 37%	3 38%	2 10%	4 36%	7 39%

**Q13 Which of the following components are part of Traditional Net Metering and the Oregon Solar Incentive Program? For each program please indicate if each component is part of the program; if the component is found in both programs check both boxes. Multiple mentions allowed.**

*Energy Trust of Oregon - provides funding to reduce the upfront cost of installing a qualified solar electric system. The amount of the cash incentive depends on a) the size of the solar electric system you install, and b) your electric utility.*

	n=	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
Traditional Net Metering		60 59%	10 77%	5 45%	12 63%	6 75%	12 57%	5 45%	10 56%
Oregon Solar Incentive Program		34 34%	1 8%	6 55%	8 42%	1 13%	6 29%	4 36%	8 44%
Not a current component		18 18%	2 15%	1 9%	2 11%	2 25%	4 19%	3 27%	4 22%

*State tax credits - reduce the amount of tax you owe dollar for dollar*

	n=	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
Traditional Net Metering		60 59%	10 77%	4 36%	13 68%	4 50%	14 67%	4 36%	11 61%
Oregon Solar Incentive Program		28 28%	2 15%	4 36%	8 42%	1 13%	6 29%	1 9%	6 33%
Not a current component		24 24%	2 15%	3 27%	1 5%	4 50%	4 19%	6 55%	4 22%

*Federal tax credits - reduce the amount of tax you owe dollar for dollar*

	n=	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
Traditional Net Metering		62 61%	10 77%	6 55%	13 68%	6 75%	15 71%	4 36%	8 44%
Oregon Solar Incentive Program		79 78%	12 92%	10 91%	14 74%	6 75%	16 76%	8 73%	13 72%
Not a current component		14 14%	0 0%	0 0%	3 16%	1 13%	3 14%	2 18%	5 28%

## OSIP - Initial Survey Results

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<u>Payment from utility company for power generated (ongoing monthly payments)</u>								
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Traditional Net Metering	21 21%	0 0%	3 27%	4 21%	3 38%	1 5%	3 27%	7 39%
Oregon Solar Incentive Program	90 89%	13 100%	10 91%	16 84%	7 88%	19 90%	10 91%	15 83%
Not a current component	4 4%	0 0%	0 0%	0 0%	0 0%	2 10%	1 9%	1 6%
<b>Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?</b>								
<i>Only asked if aware of program prior to this survey - n=</i>								
n=	92 100%	12 100%	11 100%	16 100%	8 100%	20 100%	10 100%	15 100%
Better return on investment	44 48%	9 75%	6 55%	8 50%	1 13%	15 75%	2 20%	3 20%
Better deal/price	16 17%	2 17%	1 9%	3 19%	2 25%	4 20%	1 10%	3 20%
Program incentives	14 15%	0 0%	2 18%	5 31%	2 25%	2 10%	1 10%	2 13%
Unaware of Traditional Net Metering at time of sign-up	8 9%	0 0%	0 0%	2 13%	1 13%	1 5%	1 10%	3 20%
Would not benefit from tax credits	4 4%	0 0%	0 0%	0 0%	0 0%	0 0%	2 20%	2 13%
Don't know	2 2%	0 0%	1 9%	0 0%	0 0%	0 0%	1 10%	0 0%
Other	16 17%	1 8%	2 18%	3 19%	3 38%	2 10%	2 20%	3 20%
		<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>
<b>Q15 Which of the following best describes your decision-making process when choosing to enroll in the Oregon Solar Incentive Program over Traditional Net Metering?</b>								
<i>Only asked if aware of program prior to this survey - n=</i>								
n=	92 100%	12 100%	11 100%	16 100%	8 100%	20 100%	10 100%	15 100%
Conducted a thorough financial analysis of the two options	39 42%	7 58%	4 36%	6 38%	1 13%	10 50%	5 50%	6 40%
Informally compared the two options	35 38%	5 42%	4 36%	8 50%	4 50%	8 40%	2 20%	4 27%
Did not compare the two options	18 20%	0 0%	3 27%	2 13%	3 38%	2 10%	3 30%	5 33%
<b>Q16 When did you learn about the following aspects of the Oregon Solar Incentive Program (OSIP)?</b>								
<u>Insurance requirements (\$1 million liability insurance)</u>								
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Before the reservation/lottery/RFP process	27 27%	5 38%	2 18%	5 26%	3 38%	9 43%	1 9%	2 11%
During the application process	33 33%	7 54%	5 45%	7 37%	3 38%	4 19%	3 27%	4 22%
During the installation process	5 5%	0 0%	1 9%	2 11%	0 0%	1 5%	0 0%	1 6%
After the installation process	4 4%	0 0%	1 9%	0 0%	0 0%	1 5%	0 0%	2 11%
I am not aware of this aspect of OSIP	32 32%	1 8%	2 18%	5 26%	2 25%	6 29%	7 64%	9 50%
<u>\$10 per month metering fee</u>								
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Before the reservation/lottery/RFP process	26 26%	5 38%	2 18%	7 37%	2 25%	8 38%	0 0%	2 11%
During the application process	28 28%	7 54%	3 27%	5 26%	3 38%	1 5%	2 18%	7 39%
During the installation process	7 7%	0 0%	1 9%	1 5%	2 25%	2 10%	0 0%	1 6%
After the installation process	21 21%	0 0%	2 18%	3 16%	1 13%	5 24%	7 64%	3 17%
I am not aware of this aspect of OSIP	19 19%	1 8%	3 27%	3 16%	0 0%	5 24%	2 18%	5 28%
<u>"Right sizing" requirements (solar system size limited to 90% of previous year's energy consumption)</u>								
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Before the reservation/lottery/RFP process	57 56%	7 54%	7 64%	8 42%	6 75%	14 67%	6 55%	9 50%
During the application process	29 29%	6 46%	3 27%	9 47%	1 13%	2 10%	2 18%	6 33%
During the installation process	2 2%	0 0%	0 0%	1 5%	0 0%	1 5%	0 0%	0 0%
After the installation process	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
I am not aware of this aspect of OSIP	13 13%	0 0%	1 9%	1 5%	1 13%	4 19%	3 27%	3 17%
<u>Requirement to participate in 3 surveys</u>								
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Before the reservation/lottery/RFP process	19 19%	4 31%	2 18%	5 26%	1 13%	6 29%	1 9%	0 0%
During the application process	23 23%	2 15%	2 18%	4 21%	3 38%	3 14%	2 18%	7 39%
During the installation process	5 5%	0 0%	1 9%	1 5%	0 0%	3 14%	0 0%	0 0%
After the installation process	27 27%	6 46%	5 45%	5 26%	0 0%	4 19%	4 36%	3 17%
I am not aware of this aspect of OSIP	27 27%	1 8%	1 9%	4 21%	4 50%	5 24%	4 36%	8 44%
<u>Ongoing income stream for power produced and sold to Pacific Power</u>								
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Before the reservation/lottery/RFP process	75 74%	11 85%	9 82%	15 79%	7 88%	16 76%	8 73%	9 50%
During the application process	22 22%	2 15%	2 18%	4 21%	1 13%	5 24%	1 9%	7 39%
During the installation process	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
After the installation process	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
I am not aware of this aspect of OSIP	3 3%	0 0%	0 0%	0 0%	0 0%	0 0%	2 18%	1 6%

**OSIP - Initial Survey Results**

**Q17** When deciding to enroll in the Oregon Solar Incentive Program, how much did the following factors impact your decision?

*Ongoing financial incentives/income stream*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	97 100%	13 100%	11 100%	19 100%	8 100%	21 100%	9 100%	16 100%
It was a key factor for why I enrolled	69 71%	10 77%	10 91%	13 68%	8 100%	16 76%	7 78%	5 31%
It was somewhat of a factor for why I enrolled	17 18%	2 15%	1 9%	5 26%	0 0%	4 19%	0 0%	5 31%
Didn't impact my decision	3 3%	0 0%	0 0%	0 0%	0 0%	0 0%	1 11%	2 13%
It was somewhat of a barrier to enrolling	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 11%	0 0%
It was almost a deal breaker to enrolling	2 2%	1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
Didn't know about it before enrolling	5 5%	0 0%	0 0%	1 5%	0 0%	1 5%	0 0%	3 19%

*Recommendation of solar installation contractor*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
It was a key factor for why I enrolled	32 32%	4 31%	2 18%	4 21%	2 25%	11 52%	6 55%	3 17%
It was somewhat of a factor for why I enrolled	25 25%	3 23%	4 36%	6 32%	1 13%	5 24%	2 18%	4 22%
Didn't impact my decision	37 37%	5 38%	5 45%	8 42%	4 50%	5 24%	2 18%	8 44%
It was somewhat of a barrier to enrolling	2 2%	0 0%	0 0%	0 0%	1 13%	0 0%	1 9%	0 0%
It was almost a deal breaker to enrolling	2 2%	1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
Didn't know about it before enrolling	3 3%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	2 11%

*Recommendation of friends/family/co-workers*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
It was a key factor for why I enrolled	5 5%	0 0%	2 18%	2 11%	0 0%	1 5%	0 0%	0 0%
It was somewhat of a factor for why I enrolled	22 22%	2 15%	3 27%	2 11%	1 13%	8 38%	2 18%	4 22%
Didn't impact my decision	62 61%	10 77%	5 45%	15 79%	7 88%	8 38%	5 45%	12 67%
It was somewhat of a barrier to enrolling	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	2 18%	0 0%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	10 10%	1 8%	1 9%	0 0%	0 0%	4 19%	2 18%	2 11%

*Recommendation from financial advisor/professional*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
It was a key factor for why I enrolled	7 7%	0 0%	1 9%	2 11%	0 0%	3 14%	0 0%	1 6%
It was somewhat of a factor for why I enrolled	13 13%	1 8%	0 0%	4 21%	0 0%	3 14%	0 0%	5 28%
Didn't impact my decision	67 66%	11 85%	9 82%	10 53%	7 88%	12 57%	9 82%	9 50%
It was somewhat of a barrier to enrolling	3 3%	0 0%	0 0%	0 0%	1 13%	0 0%	1 9%	1 6%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	11 11%	1 8%	1 9%	3 16%	0 0%	3 14%	1 9%	2 11%

*Financing options available*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
It was a key factor for why I enrolled	3 3%	0 0%	1 9%	0 0%	0 0%	0 0%	2 18%	0 0%
It was somewhat of a factor for why I enrolled	18 18%	3 23%	2 18%	5 26%	1 13%	5 24%	0 0%	2 11%
Didn't impact my decision	55 54%	10 77%	7 64%	9 47%	4 50%	10 48%	6 55%	9 50%
It was somewhat of a barrier to enrolling	6 6%	0 0%	0 0%	0 0%	3 38%	1 5%	1 9%	1 6%
It was almost a deal breaker to enrolling	6 6%	0 0%	1 9%	4 21%	0 0%	1 5%	0 0%	0 0%
Didn't know about it before enrolling	13 13%	0 0%	0 0%	1 5%	0 0%	4 19%	2 18%	6 33%

*"Right sizing" requirements (payment for generation up to 90% of previous year's energy consumption)*

*Only asked of those aware prior to enrolling -*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	86 100%	13 100%	10 100%	17 100%	7 100%	16 100%	8 100%	15 100%
It was a key factor for why I enrolled	5 6%	0 0%	0 0%	1 6%	0 0%	1 6%	2 25%	1 7%
It was somewhat of a factor for why I enrolled	16 19%	3 23%	2 20%	2 12%	0 0%	4 25%	1 13%	4 27%
Didn't impact my decision	50 58%	8 62%	5 50%	13 76%	6 86%	8 50%	3 38%	7 47%
It was somewhat of a barrier to enrolling	8 9%	1 8%	2 20%	0 0%	1 14%	2 13%	1 13%	1 7%
It was almost a deal breaker to enrolling	4 5%	1 8%	1 10%	0 0%	0 0%	1 6%	1 13%	0 0%
Didn't know about it before enrolling	3 3%	0 0%	0 0%	1 6%	0 0%	0 0%	0 0%	2 13%

*Insurance requirements*

*Only asked of those aware prior to enrolling -*

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
n=	60 100%	12 100%	7 100%	12 100%	6 100%	13 100%	4 100%	6 100%
It was a key factor for why I enrolled	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 25%	0 0%
It was somewhat of a factor for why I enrolled	1 2%	1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't impact my decision	37 62%	7 58%	5 71%	6 50%	2 33%	10 77%	2 50%	5 83%
It was somewhat of a barrier to enrolling	16 27%	2 17%	1 14%	6 50%	4 67%	2 15%	1 25%	0 0%
It was almost a deal breaker to enrolling	2 3%	1 8%	0 0%	0 0%	0 0%	1 8%	0 0%	0 0%
Didn't know about it before enrolling	3 5%	1 8%	1 14%	0 0%	0 0%	0 0%	0 0%	1 17%

**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<i>Additional metering fee</i>									
	<i>Only asked of those aware prior to enrolling - n=</i>	<b>54 100%</b>	<b>12 100%</b>	<b>5 100%</b>	<b>12 100%</b>	<b>5 100%</b>	<b>9 100%</b>	<b>2 100%</b>	<b>9 100%</b>
	It was a key factor for why I enrolled	1 2%	0 0%	0 0%	1 8%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Didn't impact my decision	36 67%	9 75%	2 40%	7 58%	2 40%	8 89%	2 100%	6 67%
	It was somewhat of a barrier to enrolling	13 24%	2 17%	3 60%	4 33%	2 40%	1 11%	0 0%	1 11%
	It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling	4 7%	1 8%	0 0%	0 0%	1 20%	0 0%	0 0%	2 22%
<i>Initial cash outlay for solar installation</i>									
	<i>n=</i>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	It was a key factor for why I enrolled	9 9%	1 8%	1 9%	0 0%	1 13%	3 14%	3 27%	0 0%
	It was somewhat of a factor for why I enrolled	11 11%	2 15%	0 0%	4 21%	0 0%	1 5%	1 9%	3 17%
	Didn't impact my decision	33 33%	2 15%	4 36%	8 42%	3 38%	8 38%	3 27%	5 28%
	It was somewhat of a barrier to enrolling	30 30%	6 46%	5 45%	4 21%	2 25%	5 24%	3 27%	5 28%
	It was almost a deal breaker to enrolling	15 15%	2 15%	1 9%	2 11%	2 25%	3 14%	1 9%	4 22%
	Didn't know about it before enrolling	3 3%	0 0%	0 0%	1 5%	0 0%	1 5%	0 0%	1 6%
<b>Q18A</b>	<b>Assume you had not yet signed up for the Oregon Solar Incentive Program and all other details about the program were the same except the price paid to you for each kWh generated. How likely would you be to enroll in the Oregon Solar Incentive Program if you were paid \$0.10 per kWh?</b>								
	<i>n=</i>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Definitely would enroll	5 5%	0 0%	0 0%	0 0%	1 13%	2 10%	0 0%	2 11%
	Somewhat likely to enroll	8 8%	1 8%	1 9%	0 0%	1 13%	2 10%	0 0%	3 17%
	Neither likely nor unlikely to enroll	12 12%	1 8%	0 0%	3 16%	0 0%	3 14%	4 36%	1 6%
	Somewhat unlikely to enroll	21 21%	3 23%	5 45%	5 26%	0 0%	1 5%	2 18%	5 28%
	Definitely would not enroll	55 54%	8 62%	5 45%	11 58%	6 75%	13 62%	5 45%	7 39%
<b>Q18B</b>	<b>Still assuming all other parameters are the same except price. How likely would you be to enroll in the Oregon Solar Incentive Program if you were paid \$0.20 per kWh?</b>								
	<i>n=</i>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Definitely would enroll	7 7%	0 0%	1 9%	0 0%	1 13%	2 10%	0 0%	3 17%
	Somewhat likely to enroll	15 15%	1 8%	1 9%	3 16%	1 13%	4 19%	2 18%	3 17%
	Neither likely nor unlikely to enroll	14 14%	3 23%	1 9%	1 5%	0 0%	3 14%	3 27%	3 17%
	Somewhat unlikely to enroll	16 16%	1 8%	3 27%	4 21%	1 13%	1 5%	2 18%	4 22%
	Definitely would not enroll	49 49%	8 62%	5 45%	11 58%	5 63%	11 52%	4 36%	5 28%
<b>Q18C</b>	<b>Still assuming all other parameters are the same except price. How likely would you be to enroll in the Oregon Solar Incentive Program if you were paid \$0.30 per kWh?</b>								
	<i>n=</i>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Definitely would enroll	8 8%	0 0%	1 9%	0 0%	1 13%	2 10%	1 9%	3 17%
	Somewhat likely to enroll	28 28%	2 15%	2 18%	5 26%	2 25%	6 29%	5 45%	6 33%
	Neither likely nor unlikely to enroll	11 11%	2 15%	2 18%	0 0%	0 0%	2 10%	1 9%	4 22%
	Somewhat unlikely to enroll	29 29%	5 38%	5 45%	8 42%	2 25%	6 29%	0 0%	3 17%
	Definitely would not enroll	25 25%	4 31%	1 9%	6 32%	3 38%	5 24%	4 36%	2 11%
<b>Q18D</b>	<b>Again assuming all other parameters are the same except price. How likely would you be to enroll in the Oregon Solar Incentive Program if you were paid \$0.40 per kWh?</b>								
	<i>n=</i>	<b>92 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>9 100%</b>
	Definitely would enroll	13 14%	1 8%	1 9%	0 0%	1 13%	5 24%	1 9%	4 44%
	Somewhat likely to enroll	54 59%	6 46%	6 55%	10 53%	4 50%	12 57%	5 45%	11 122%
	Neither likely nor unlikely to enroll	12 13%	2 15%	0 0%	4 21%	1 13%	0 0%	3 27%	2 22%
	Somewhat unlikely to enroll	11 12%	1 8%	3 27%	3 16%	0 0%	4 19%	0 0%	0 0%
	Definitely would not enroll	11 12%	3 23%	1 9%	2 11%	2 25%	0 0%	2 18%	1 11%
<b>Q19</b>	<b>How many times did you have to apply before being accepted into the Oregon Solar Incentive Program?</b>								
	<i>n=</i>	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Average	1.1	0.9	1.1	1.1	1.1	1.0	1.1	1.3

<b>OSIP - Initial Survey Results</b>		<b>Total</b>	<b>Wave 1 Nov. 2010</b>	<b>Wave 2 Mar. 2011</b>	<b>Wave 3 June 2011</b>	<b>Wave 4 Sept. 2011</b>	<b>Wave 5 Dec. 2011</b>	<b>Wave 6 Apr. 2012</b>	<b>Wave 7 Jun. 2012</b>
<b>Reservation &amp; Installation Processes</b>									
<b>Q20</b>	<b>In order to sign up for the Oregon Solar Incentive Program, you must go online and fill out a reservation application. Did you fill out this online form, or did your solar installation contractor take care of this step?</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	My solar installation contractor filled out the online form	78 77%	9 69%	8 73%	13 68%	7 88%	15 71%	10 91%	16 89%
	I filled out the online form	23 23%	4 31%	3 27%	6 32%	1 13%	6 29%	1 9%	2 11%
<b>Q21</b>	<b>Now, just thinking about the online reservation process for the Oregon Solar Incentive Program, how satisfied were you overall with the reservation process? Please use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."</b>								
	<i>Only asked if they filled out the online form - n=</i>	<b>23 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	10 Very Satisfied	5 22%	0 0%	0 0%	1 17%	0 0%	3 50%	0 0%	1 50%
	9	4 17%	1 25%	1 33%	1 17%	0 0%	0 0%	1 100%	0 0%
	8	2 9%	1 25%	0 0%	1 17%	0 0%	0 0%	0 0%	0 0%
	<b>Net Very Satisfied (8-10)</b>	<b>11 48%</b>	<b>2 50%</b>	<b>1 33%</b>	<b>3 50%</b>	<b>0 0%</b>	<b>3 50%</b>	<b>1 100%</b>	<b>1 50%</b>
	7	4 17%	1 25%	2 67%	1 17%	0 0%	0 0%	0 0%	0 0%
	6	2 9%	1 25%	0 0%	1 17%	0 0%	0 0%	0 0%	0 0%
	5	3 13%	0 0%	0 0%	1 17%	1 100%	0 0%	0 0%	1 50%
	4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	1 4%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%
	2	1 4%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%
	1	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied	1 4%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%
<b>Q22</b>	<b>Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?</b>								
	<i>Only asked if they filled out the online form - n=</i>	<b>23 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Stressful due to time sensitive process	4 17%	0 0%	0 0%	3 50%	0 0%	1 17%	0 0%	0 0%
	Other - please specify	18 78%	3 75%	3 100%	4 67%	1 100%	5 83%	1 100%	1 50%
	Refused/no response	2 9%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
			<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>
<b>Q23</b>	<b>Again, thinking about the online reservation process, how would you rate the following factors?</b>								
	<u>Completing the online form</u>								
	<i>Only asked if they filled out the online form - n=</i>	<b>23 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Very easy	6 26%	1 25%	0 0%	2 33%	0 0%	2 33%	0 0%	1 50%
	Somewhat easy	6 26%	1 25%	1 33%	3 50%	0 0%	1 17%	0 0%	0 0%
	Neither easy nor difficult	6 26%	1 25%	0 0%	0 0%	0 0%	3 50%	1 100%	1 50%
	Somewhat difficult	5 22%	1 25%	2 67%	1 17%	1 100%	0 0%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Paying the deposit</u>								
	<i>Only asked if they filled out the online form - n=</i>	<b>23 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Very easy	8 35%	1 25%	1 33%	3 50%	0 0%	2 33%	0 0%	1 50%
	Somewhat easy	8 35%	3 75%	1 33%	1 17%	1 100%	2 33%	0 0%	0 0%
	Neither easy nor difficult	5 22%	0 0%	0 0%	1 17%	0 0%	2 33%	1 100%	1 50%
	Somewhat difficult	2 9%	0 0%	1 33%	1 17%	0 0%	0 0%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Understanding the instructions</u>								
	<i>Only asked if they filled out the online form - n=</i>	<b>23 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>6 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Very easy	6 26%	1 25%	0 0%	2 33%	0 0%	2 33%	0 0%	1 50%
	Somewhat easy	6 26%	2 50%	0 0%	3 50%	0 0%	1 17%	0 0%	0 0%
	Neither easy nor difficult	7 30%	1 25%	2 67%	0 0%	0 0%	2 33%	1 100%	1 50%
	Somewhat difficult	4 17%	0 0%	1 33%	1 17%	1 100%	1 17%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q24</b>	<b>Did you receive an email notification that your online reservation for the Oregon Solar Incentive Program had been accepted?</b>								
	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes	92 91%	13 100%	11 100%	16 84%	8 100%	19 90%	9 82%	16 89%
	No	9 9%	0 0%	0 0%	3 16%	0 0%	2 10%	2 18%	2 11%

**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012		
<b>Q25</b>	<b>How many days did it take, from the time you submitted your online application to the time you received the email notification confirming acceptance into the program?</b>										
	<i>Only asked if they received email notification</i>	n=	<b>92 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>16 100%</b>	<b>8 100%</b>	<b>19 100%</b>	<b>9 100%</b>	<b>16 100%</b>	
	Average # of days		16.6	5.3	12.8	5.3	23.2	5.6	31.9	40.6	
	Median		5.0	2.5	7.0	3.0	8.5	3.0	14.0	14.5	
<b>Q26</b>	<b>Was the time required to receive the email notification that you had been accepted into the program shorter than you expected, as you expected, or longer than you expected?</b>										
	<i>Only asked if they received email notification</i>	n=	<b>92 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>16 100%</b>	<b>8 100%</b>	<b>19 100%</b>	<b>9 100%</b>	<b>16 100%</b>	
	Shorter than expected		16 17%	3 23%	2 18%	3 19%	1 13%	4 21%	1 11%	2 13%	
	As expected		68 74%	10 77%	9 82%	12 75%	5 63%	14 74%	7 78%	11 69%	
	Longer than expected		8 9%	0 0%	0 0%	1 6%	2 25%	1 5%	1 11%	3 19%	
<b>Q27</b>	<b>Now, when thinking about the emailed acceptance notification, how would you rate the following?</b>										
	<i>Clarity of notification email</i>	<i>Only asked if they received email notification</i>	n=	<b>92 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>16 100%</b>	<b>8 100%</b>	<b>19 100%</b>	<b>9 100%</b>	<b>16 100%</b>
	Excellent		22 24%	4 31%	1 9%	8 50%	1 13%	5 26%	1 11%	2 13%	
	Good		59 64%	9 69%	10 91%	7 44%	6 75%	12 63%	6 67%	9 56%	
	Fair		9 10%	0 0%	0 0%	1 6%	1 13%	2 11%	1 11%	4 25%	
	Poor		2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 11%	1 6%	
	<i>Communication of the next steps required for program participation</i>	<i>Only asked if they received email notification</i>	n=	<b>92 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>16 100%</b>	<b>8 100%</b>	<b>19 100%</b>	<b>9 100%</b>	<b>16 100%</b>
	Excellent		17 18%	4 31%	0 0%	6 38%	1 13%	4 21%	1 11%	1 6%	
	Good		55 60%	7 54%	8 73%	9 56%	5 63%	13 68%	4 44%	9 56%	
	Fair		20 22%	2 15%	3 27%	1 6%	2 25%	2 11%	4 44%	6 38%	
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
	<i>Ease of understanding the contract</i>	<i>Only asked if they received email notification</i>	n=	<b>92 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>16 100%</b>	<b>8 100%</b>	<b>19 100%</b>	<b>9 100%</b>	<b>16 100%</b>
	Excellent		10 11%	2 15%	0 0%	4 25%	0 0%	3 16%	0 0%	1 6%	
	Good		45 49%	7 54%	4 36%	9 56%	4 50%	11 58%	5 56%	5 31%	
	Fair		24 26%	3 23%	5 45%	3 19%	3 38%	4 21%	0 0%	6 38%	
	Poor		13 14%	1 8%	2 18%	0 0%	1 13%	1 5%	4 44%	4 25%	
<b>Q28</b>	<b>Which of the following best describes your review of the contract?</b>										
		n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>	
	I carefully read the entire contract		56 55%	10 77%	7 64%	11 58%	4 50%	10 48%	5 45%	9 50%	
	I scanned the entire contract		25 25%	2 15%	1 9%	6 32%	2 25%	6 29%	3 27%	5 28%	
	I read the parts of the contract that seemed important		9 9%	0 0%	3 27%	1 5%	1 13%	2 10%	1 9%	1 6%	
	I read the parts of the contract that my contractor suggested were important		9 9%	1 8%	0 0%	1 5%	1 13%	2 10%	1 9%	3 17%	
	I did not read/review the contract, other than to sign where required		2 2%	0 0%	0 0%	0 0%	0 0%	1 5%	1 9%	0 0%	
<b>Q29</b>	<b>What could be improved about the overall enrollment process (online reservation through acceptance email)?</b>										
		n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>	
	Simplify/improve information quality		8 8%	0 0%	0 0%	2 11%	0 0%	3 14%	1 9%	2 11%	
	Provide access to more reservations		6 6%	0 0%	0 0%	2 11%	0 0%	2 10%	0 0%	2 11%	
	Improve acceptance notification		6 6%	0 0%	2 18%	0 0%	0 0%	0 0%	1 9%	3 17%	
	Improve online reservation process		3 3%	0 0%	0 0%	2 11%	0 0%	1 5%	0 0%	0 0%	
	Nothing		34 34%	5 38%	3 27%	9 47%	4 50%	9 43%	3 27%	1 6%	
	Don't know		14 14%	1 8%	1 9%	2 11%	1 13%	4 19%	3 27%	2 11%	
	Refused/no response		6 6%	0 0%	1 9%	0 0%	1 13%	0 0%	2 18%	2 11%	
	Other - please specify		27 27%	7 54%	4 36%	2 11%	2 25%	2 10%	2 18%	8 44%	
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**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<b>Q30</b>	<b>Next, the focus is on your solar system and the installation of it. How did you decide on the size of the solar system to install?</b>	<b>n= 101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Recommended by installer	53 52%	8 62%	3 27%	9 47%	6 75%	9 43%	7 64%	11 61%
	I calculated it based on my annual power usage to be within the Oregon Solar Incentive Program requirements	23 23%	2 15%	3 27%	3 16%	1 13%	9 43%	1 9%	4 22%
	It just seemed like a good size (it fits the space available for it)	18 18%	2 15%	3 27%	7 37%	1 13%	1 5%	1 9%	3 17%
	Some other way - please specify	7 7%	1 8%	2 18%	0 0%	0 0%	2 10%	2 18%	0 0%
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<b>Q31</b>	<b>Which of the following statements best describes the size of the solar system you installed?</b>	<b>n= 101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Installed the size of solar system I wanted	50 50%	10 77%	7 64%	10 53%	3 38%	9 43%	4 36%	7 39%
	Installed a smaller system than I wanted, to be within the requirement for the Oregon Solar Incentive Program	36 36%	2 15%	4 36%	5 26%	3 38%	9 43%	6 55%	7 39%
	Installed a larger system than originally planned to receive the most revenue possible under the Oregon Solar Incentive Program	7 7%	1 8%	0 0%	1 5%	1 13%	2 10%	0 0%	2 11%
	I wasn't involved in the decision of what size system to install	8 8%	0 0%	0 0%	3 16%	1 13%	1 5%	1 9%	2 11%
<b>Q32</b>	<b>Were you involved in selecting the actual components such as the inverter(s) and panels for your solar system?</b>	<b>n= 101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes	49 49%	9 69%	4 36%	13 68%	3 38%	12 57%	1 9%	7 39%
	No	52 51%	4 31%	7 64%	6 32%	5 63%	9 43%	10 91%	11 61%
<b>Q33</b>	<b>How important were the following factors in purchasing your solar system?</b>								
	<u>Delivery time</u>	<i>Only asked of those involved in selecting components - n=</i> <b>49 100%</b>	<b>9 100%</b>	<b>4 100%</b>	<b>13 100%</b>	<b>3 100%</b>	<b>12 100%</b>	<b>1 100%</b>	<b>7 100%</b>
	Very important	16 33%	2 22%	0 0%	6 46%	0 0%	8 67%	0 0%	0 0%
	Somewhat important	22 45%	4 44%	3 75%	5 38%	3 100%	4 33%	1 100%	2 29%
	Not too important	8 16%	3 33%	0 0%	2 15%	0 0%	0 0%	0 0%	3 43%
	Not at all important	3 6%	0 0%	1 25%	0 0%	0 0%	0 0%	0 0%	2 29%
	<u>Efficiency</u>	<i>Only asked of those involved in selecting components - n=</i> <b>49 100%</b>	<b>9 100%</b>	<b>4 100%</b>	<b>13 100%</b>	<b>3 100%</b>	<b>12 100%</b>	<b>1 100%</b>	<b>7 100%</b>
	Very important	39 80%	7 78%	3 75%	12 92%	2 67%	10 83%	0 0%	5 71%
	Somewhat important	8 16%	2 22%	1 25%	1 8%	1 33%	2 17%	1 100%	0 0%
	Not too important	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%
	Not at all important	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%
	<u>Made in Oregon</u>	<i>Only asked of those involved in selecting components - n=</i> <b>49 100%</b>	<b>9 100%</b>	<b>4 100%</b>	<b>13 100%</b>	<b>3 100%</b>	<b>12 100%</b>	<b>1 100%</b>	<b>7 100%</b>
	Very important	13 27%	2 22%	1 25%	5 38%	0 0%	4 33%	0 0%	1 14%
	Somewhat important	17 35%	2 22%	2 50%	3 23%	2 67%	6 50%	0 0%	2 29%
	Not too important	13 27%	4 44%	1 25%	4 31%	0 0%	1 8%	1 100%	2 29%
	Not at all important	6 12%	1 11%	0 0%	1 8%	1 33%	1 8%	0 0%	2 29%
	<u>Price</u>	<i>Only asked of those involved in selecting components - n=</i> <b>49 100%</b>	<b>9 100%</b>	<b>4 100%</b>	<b>13 100%</b>	<b>3 100%</b>	<b>12 100%</b>	<b>1 100%</b>	<b>7 100%</b>
	Very important	26 53%	3 33%	2 50%	8 62%	2 67%	8 67%	1 100%	2 29%
	Somewhat important	19 39%	5 56%	1 25%	5 38%	1 33%	4 33%	0 0%	3 43%
	Not too important	3 6%	1 11%	1 25%	0 0%	0 0%	0 0%	0 0%	1 14%
	Not at all important	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%
	<u>Quality</u>	<i>Only asked of those involved in selecting components - n=</i> <b>49 100%</b>	<b>9 100%</b>	<b>4 100%</b>	<b>13 100%</b>	<b>3 100%</b>	<b>12 100%</b>	<b>1 100%</b>	<b>7 100%</b>
	Very important	37 76%	8 89%	2 50%	12 92%	2 67%	9 75%	0 0%	4 57%
	Somewhat important	11 22%	1 11%	2 50%	1 8%	1 33%	3 25%	1 100%	2 29%
	Not too important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Not at all important	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%

**OSIP - Initial Survey Results**

**Q34 Which contractor installed your solar system?**

SunLight Solar Energy, Inc  
 Solarcity Corp  
 Eco Solar, Inc  
 Sunwise Technologies, Inc  
 RS Energy, LLC  
 LiveLight Energy  
 Enterprise Electric, LLC  
 Solar Ki  
 National Solar  
 Rec Solar  
 Renewable Energy Constructors, Inc  
 Advanced Energy Systems  
 Alternative Energy Systems, Inc  
 Abundant Solar  
 Other - Please specify  
 Don't know

	Total		Wave 1 Nov. 2010		Wave 2 Mar. 2011		Wave 3 June 2011		Wave 4 Sept. 2011		Wave 5 Dec. 2011		Wave 6 Apr. 2012		Wave 7 Jun. 2012	
n=	101	100%	13	100%	11	100%	19	100%	8	100%	21	100%	11	100%	18	100%
	23	23%	3	23%	5	45%	6	32%	2	25%	4	19%	2	18%	1	6%
	12	12%	0	0%	0	0%	2	11%	0	0%	2	10%	2	18%	6	33%
	9	9%	0	0%	0	0%	0	0%	1	13%	2	10%	3	27%	3	17%
	6	6%	2	15%	1	9%	1	5%	2	25%	0	0%	0	0%	0	0%
	6	6%	0	0%	1	9%	3	16%	0	0%	1	5%	0	0%	1	6%
	5	5%	2	15%	1	9%	1	5%	0	0%	1	5%	0	0%	0	0%
	4	4%	0	0%	1	9%	0	0%	0	0%	3	14%	0	0%	0	0%
	4	4%	2	15%	0	0%	1	5%	0	0%	0	0%	0	0%	1	6%
	3	3%	1	8%	1	9%	1	5%	0	0%	0	0%	0	0%	0	0%
	3	3%	0	0%	0	0%	0	0%	1	13%	1	5%	1	9%	0	0%
	3	3%	0	0%	0	0%	0	0%	0	0%	0	0%	1	9%	2	11%
	2	2%	0	0%	0	0%	1	5%	1	13%	0	0%	0	0%	0	0%
	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	1	9%	0	0%
	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	6%
	18	18%	3	23%	1	9%	3	16%	1	13%	7	33%	0	0%	3	17%
	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	1	9%	0	0%

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**Q35 How satisfied are you overall with the contractor that installed your solar system? Please use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."**

10 Very Satisfied  
 9  
 8  
**Net Very Satisfied (8-10)**  
 7  
 6  
 5  
 4  
 3  
 2  
 1  
 0 Very Dissatisfied

	Total		Wave 1 Nov. 2010		Wave 2 Mar. 2011		Wave 3 June 2011		Wave 4 Sept. 2011		Wave 5 Dec. 2011		Wave 6 Apr. 2012		Wave 7 Jun. 2012	
n=	101	100%	13	100%	11	100%	19	100%	8	100%	21	100%	11	100%	18	100%
	49	49%	9	69%	1	9%	11	58%	4	50%	14	67%	3	27%	7	39%
	26	26%	2	15%	5	45%	3	16%	3	38%	2	10%	4	36%	7	39%
	12	12%	0	0%	2	18%	3	16%	1	13%	3	14%	2	18%	1	6%
	<b>87</b>	<b>86%</b>	<b>11</b>	<b>85%</b>	<b>8</b>	<b>73%</b>	<b>17</b>	<b>89%</b>	<b>8</b>	<b>100%</b>	<b>19</b>	<b>90%</b>	<b>9</b>	<b>82%</b>	<b>15</b>	<b>83%</b>
	6	6%	2	15%	1	9%	1	5%	0	0%	1	5%	0	0%	1	6%
	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	1	9%	0	0%
	3	3%	0	0%	1	9%	1	5%	0	0%	0	0%	0	0%	1	6%
	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	2	2%	0	0%	1	9%	0	0%	0	0%	1	5%	0	0%	0	0%
	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	6%
	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	1	9%	0	0%

**Q36 How would you rate your solar installation contractor on the following attributes?**

Timeliness

Excellent  
 Good  
 Fair  
 Poor

n=	101	100%	13	100%	11	100%	19	100%	8	100%	21	100%	11	100%	18	100%
	53	52%	12	92%	4	36%	12	63%	5	63%	13	62%	1	9%	6	33%
	39	39%	1	8%	5	45%	5	26%	3	38%	8	38%	8	73%	9	50%
	7	7%	0	0%	1	9%	2	11%	0	0%	0	0%	1	9%	3	17%
	2	2%	0	0%	1	9%	0	0%	0	0%	0	0%	1	9%	0	0%

Professionalism

Excellent  
 Good  
 Fair  
 Poor

n=	101	100%	13	100%	11	100%	19	100%	8	100%	21	100%	11	100%	18	100%
	72	71%	10	77%	6	55%	16	84%	7	88%	16	76%	5	45%	12	67%
	22	22%	3	23%	1	9%	3	16%	1	13%	4	19%	6	55%	4	22%
	7	7%	0	0%	4	36%	0	0%	0	0%	1	5%	0	0%	2	11%
	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

Courtesy

Excellent  
 Good  
 Fair  
 Poor

n=	101	100%	13	100%	11	100%	19	100%	8	100%	21	100%	11	100%	18	100%
	79	78%	11	85%	7	64%	17	89%	6	75%	19	90%	6	55%	13	72%
	18	18%	2	15%	3	27%	2	11%	2	25%	1	5%	4	36%	4	22%
	4	4%	0	0%	1	9%	0	0%	0	0%	1	5%	1	9%	1	6%
	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%



**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<i>Quality of work</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		74 73%	10 77%	5 45%	16 84%	7 88%	17 81%	6 55%	13 72%
Good		24 24%	3 23%	4 36%	3 16%	1 13%	4 19%	5 45%	4 22%
Fair		2 2%	0 0%	2 18%	0 0%	0 0%	0 0%	0 0%	0 0%
Poor		1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
<i>Cost of services</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		45 45%	6 46%	1 9%	12 63%	3 38%	12 57%	3 27%	8 44%
Good		40 40%	5 38%	6 55%	5 26%	4 50%	7 33%	8 73%	5 28%
Fair		14 14%	2 15%	3 27%	2 11%	1 13%	2 10%	0 0%	4 22%
Poor		2 2%	0 0%	1 9%	0 0%	0 0%	0 0%	0 0%	1 6%
<i>Knowledge of the Oregon Solar Incentive Program</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		69 68%	9 69%	6 55%	15 79%	7 88%	15 71%	6 55%	11 61%
Good		29 29%	4 31%	4 36%	4 21%	1 13%	5 24%	4 36%	7 39%
Fair		2 2%	0 0%	1 9%	0 0%	0 0%	1 5%	0 0%	0 0%
Poor		1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%

**Interconnection Process**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<b>Q37</b>	<b>Now focusing on the steps after installing your solar system to the time when Pacific Power notified you to turn on your solar system. This is called the interconnection process. How would you rate the following aspects of the interconnection process?</b>								
<i>Time required for the interconnection process</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		31 31%	7 54%	0 0%	4 21%	4 50%	5 24%	4 36%	7 39%
Good		39 39%	2 15%	5 45%	9 47%	2 25%	10 48%	3 27%	8 44%
Fair		24 24%	3 23%	6 55%	6 32%	1 13%	4 19%	2 18%	2 11%
Poor		7 7%	1 8%	0 0%	0 0%	1 13%	2 10%	2 18%	1 6%
<i>Electrical inspection</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		38 38%	8 62%	0 0%	5 26%	4 50%	11 52%	3 27%	7 39%
Good		51 50%	4 31%	8 73%	11 58%	4 50%	7 33%	6 55%	11 61%
Fair		11 11%	1 8%	3 27%	3 16%	0 0%	3 14%	1 9%	0 0%
Poor		1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%
<i>Ease of completing paperwork</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		29 29%	6 46%	1 9%	4 21%	3 38%	5 24%	4 36%	6 33%
Good		57 56%	5 38%	8 73%	15 79%	4 50%	13 62%	5 45%	7 39%
Fair		12 12%	2 15%	2 18%	0 0%	1 13%	3 14%	1 9%	3 17%
Poor		3 3%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	2 11%
<i>Time required for generation meter installation</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		30 30%	7 54%	0 0%	6 32%	2 25%	5 24%	3 27%	7 39%
Good		36 36%	1 8%	4 36%	8 42%	3 38%	8 38%	4 36%	8 44%
Fair		30 30%	4 31%	7 64%	5 26%	2 25%	7 33%	2 18%	3 17%
Poor		5 5%	1 8%	0 0%	0 0%	1 13%	1 5%	2 18%	0 0%
<i>Cost required to complete the interconnection process</i>		n= 101 100%	13 100%	11 100%	19 100%	8 100%	21 100%	11 100%	18 100%
Excellent		31 31%	8 62%	0 0%	6 32%	1 13%	5 24%	4 36%	7 39%
Good		51 50%	3 23%	8 73%	12 63%	6 75%	9 43%	6 55%	7 39%
Fair		17 17%	2 15%	3 27%	1 5%	1 13%	6 29%	1 9%	3 17%
Poor		2 2%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	1 6%

**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012	
<b>Q38</b>	<b>From the time you or your contractor provided Pacific Power with your completed installation inspection, how many days did it take until the generation meter was installed?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Same day		1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%
	2 days		19 19%	2 15%	2 18%	4 21%	2 25%	2 10%	2 18%	5 28%
	3-5 days		27 27%	5 38%	3 27%	5 26%	1 13%	6 29%	2 18%	5 28%
	6-10 days		25 25%	3 23%	3 27%	7 37%	4 50%	2 10%	4 36%	2 11%
	11-15 days		7 7%	0 0%	2 18%	1 5%	0 0%	2 10%	1 9%	1 6%
	16 days or longer		7 7%	0 0%	0 0%	1 5%	1 13%	4 19%	1 9%	0 0%
	Don't know		15 15%	3 23%	1 9%	1 5%	0 0%	5 24%	1 9%	4 22%
<b>Q39</b>	<b>Was the time required to install the generation meter shorter than you expected, as you expected, or longer than you expected?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Shorter than expected		19 19%	2 15%	1 9%	3 16%	2 25%	3 14%	2 18%	6 33%
	As expected		40 40%	4 31%	5 45%	8 42%	1 13%	11 52%	5 45%	6 33%
	Longer than expected		33 33%	4 31%	5 45%	5 26%	4 50%	6 29%	4 36%	5 28%
	Don't know		9 9%	3 23%	0 0%	3 16%	1 13%	1 5%	0 0%	1 6%
<b>Q40</b>	<b>Did you receive an acknowledgement letter to let you know that the interconnection process was completed?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Yes		81 80%	12 92%	7 64%	14 74%	7 88%	19 90%	7 64%	15 83%
	No		20 20%	1 8%	4 36%	5 26%	1 13%	2 10%	4 36%	3 17%
<b>Q41</b>	<b>What could be done to improve the interconnection process?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Improved speed of installation		21 21%	2 15%	5 45%	3 16%	3 38%	3 14%	3 27%	2 11%
	Improve communication		9 9%	0 0%	0 0%	2 11%	1 13%	2 10%	2 18%	2 11%
	Nothing/satisfied		41 41%	5 38%	2 18%	11 58%	4 50%	7 33%	5 45%	7 39%
	Don't know		14 14%	1 8%	2 18%	1 5%	0 0%	5 24%	1 9%	4 22%
	Refused/no response		3 3%	0 0%	0 0%	0 0%	0 0%	1 5%	1 9%	1 6%
	Other - please specify		18 18%	5 38%	3 27%	2 11%	1 13%	3 14%	1 9%	3 17%
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<b>Billing &amp; Payment</b>										
<b>Q42</b>	<b>Now, the focus will be on the payments you have received from Pacific Power. Which payment option describes how you pay your electricity bill and receive payment for your participation in the Oregon Solar Incentive Program?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	I pay my electricity bill and receive a separate check for solar generation		70 69%	11 85%	8 73%	12 63%	8 100%	14 67%	5 45%	12 67%
	My solar generation offsets my electricity bill		24 24%	2 15%	2 18%	4 21%	0 0%	6 29%	4 36%	6 33%
	I pay my electricity bill and my solar generation payments are assigned to someone else		7 7%	0 0%	1 9%	3 16%	0 0%	1 5%	2 18%	0 0%
<b>Q43</b>	<b>How would you rate the ease of understanding your electric bill while on the Oregon Solar Incentive Program compared to your old bill?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	The old bill was easier to understand		51 50%	6 46%	6 55%	7 37%	5 63%	11 52%	5 45%	11 61%
	The current bill is as easy to understand as the old bill		41 41%	6 46%	4 36%	11 58%	3 38%	8 38%	5 45%	4 22%
	The current bill is easier to understand		9 9%	1 8%	1 9%	1 5%	0 0%	2 10%	1 9%	3 17%

**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012	
<b>Q44</b>	<b>What improvements, if any, can be made to make the current monthly bill easier to understand?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Provide information on payment calculations	12 12%	2 15%	2 18%	2 11%	1 13%	2 10%	2 18%	1 6%	
	Provide clear/detailed billing information	12 12%	0 0%	0 0%	3 16%	1 13%	5 24%	1 9%	2 11%	
	Improve speed of payment	2 2%	2 15%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
	Improve organization of billing categories	3 3%	0 0%	0 0%	0 0%	2 25%	0 0%	1 9%	0 0%	
	Provide energy usage/production comparison charts	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 6%	
	Nothing/satisfied	31 31%	1 8%	2 18%	10 53%	3 38%	8 38%	2 18%	5 28%	
	Don't know	16 16%	3 23%	1 9%	2 11%	2 25%	3 14%	2 18%	3 17%	
	Refused/no response	5 5%	0 0%	0 0%	1 5%	0 0%	0 0%	2 18%	2 11%	
	Other - please specify	22 22%	5 38%	6 55%	2 11%	0 0%	3 14%	1 9%	5 28%	
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<b>Q45</b>	<b>Now, when thinking about the payments for solar generation, how would you rate your satisfaction with the return on investment of your solar system? Please use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	10 Very Satisfied	28 28%	3 23%	0 0%	4 21%	4 50%	8 38%	5 45%	4 22%	
	9	17 17%	6 46%	2 18%	2 11%	3 38%	2 10%	0 0%	2 11%	
	8	16 16%	2 15%	1 9%	6 32%	0 0%	3 14%	2 18%	2 11%	
	<b>Net Very Satisfied (8-10)</b>	<b>61 60%</b>	<b>11 85%</b>	<b>3 27%</b>	<b>12 63%</b>	<b>7 88%</b>	<b>13 62%</b>	<b>7 64%</b>	<b>8 44%</b>	
	7	11 11%	0 0%	1 9%	4 21%	0 0%	2 10%	0 0%	4 22%	
	6	9 9%	1 8%	1 9%	2 11%	1 13%	3 14%	0 0%	1 6%	
	5	13 13%	1 8%	5 45%	0 0%	0 0%	2 10%	2 18%	3 17%	
	4	3 3%	0 0%	1 9%	1 5%	0 0%	1 5%	0 0%	0 0%	
	3	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
	2	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
	1	3 3%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	2 11%	
	0 Very Dissatisfied	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%	
<b>Q46</b>	<b>Why do you rate your satisfaction with the return on investment in the solar system a ___?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	New to the program/too early to tell	20 20%	4 31%	6 55%	1 5%	0 0%	2 10%	3 27%	4 22%	
	Return on investment was good/large	16 16%	2 15%	0 0%	5 26%	3 38%	4 19%	1 9%	1 6%	
	Amount was as expected	9 9%	2 15%	0 0%	4 21%	0 0%	2 10%	1 9%	0 0%	
	Amount is less than expected	8 8%	0 0%	0 0%	0 0%	0 0%	4 19%	1 9%	3 17%	
	Problems with energy generation	3 3%	0 0%	0 0%	3 16%	0 0%	0 0%	0 0%	0 0%	
	Payment is contracted to Solar City	3 3%	0 0%	0 0%	0 0%	0 0%	2 10%	1 9%	0 0%	
	Don't know	3 3%	0 0%	0 0%	0 0%	0 0%	1 5%	1 9%	1 6%	
	Refused/no response	5 5%	0 0%	0 0%	0 0%	0 0%	2 10%	0 0%	3 17%	
	Other - please specify	39 39%	5 38%	5 45%	7 37%	6 75%	5 24%	5 45%	6 33%	
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<b>Q47</b>	<b>Now, thinking about the solar generation from your system, would you say your electricity generation is less than you expected, as you expected, or more than you expected?</b>	n=	<b>101 100%</b>	<b>13 100%</b>	<b>11 100%</b>	<b>19 100%</b>	<b>8 100%</b>	<b>21 100%</b>	<b>11 100%</b>	<b>18 100%</b>
	Less than expected	20 20%	1 8%	6 55%	4 21%	1 13%	3 14%	2 18%	3 17%	
	As expected	67 66%	11 85%	5 45%	14 74%	5 63%	14 67%	7 64%	11 61%	
	More than expected	14 14%	1 8%	0 0%	1 5%	2 25%	4 19%	2 18%	4 22%	

<b>OSIP - Initial Survey Results</b>		<b>Total</b>	<b>Wave 1 Nov. 2010</b>	<b>Wave 2 Mar. 2011</b>	<b>Wave 3 June 2011</b>	<b>Wave 4 Sept. 2011</b>	<b>Wave 5 Dec. 2011</b>	<b>Wave 6 Apr. 2012</b>	<b>Wave 7 Jun. 2012</b>
<b>Overall Experience - New Section Added Wave 7 (Q2 2012)</b>									
<b>Q48</b>	<b>Between when you signed up to be part of the Oregon Solar Incentive Program and your system was turned on, did you experience any unexpected delays or challenges (e.g., obtaining financing, zoning, installation, etc.)?</b>								
	n=	<b>18 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>18 100%</b>
	Yes	4 22%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 22%
	No	14 78%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	14 78%
<b>Q49</b>	<b>Please explain the unexpected delays or challenges you encountered.</b>								
	<i>Only asked of those experiencing delays</i> Other - please specify	n= <b>4 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>4 100%</b>
		4 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 22%
			No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>
<b>Residential Customers Profiling Questions - Only asked of residential customers</b>									
	<b>The final few questions are for classification purposes. Your answers will not be associated with your name.</b>								
<b>D1</b>	<b>Does your participation in the Oregon Solar Incentive Program have any impact on your whether or not you plan to move in the next few years?</b>								
	n=	<b>74 100%</b>	<b>12 100%</b>	<b>11 100%</b>	<b>15 100%</b>	<b>5 100%</b>	<b>15 100%</b>	<b>4 100%</b>	<b>12 100%</b>
	Yes	12 16%	2 17%	2 18%	2 13%	1 20%	2 13%	0 0%	3 25%
	No	62 84%	10 83%	9 82%	13 87%	4 80%	13 87%	4 100%	9 75%
<b>D2</b>	<b>If you had to move for any reason, which of the following best describes what you would do with your solar system?</b>								
	n=	<b>74 100%</b>	<b>12 100%</b>	<b>11 100%</b>	<b>15 100%</b>	<b>5 100%</b>	<b>15 100%</b>	<b>4 100%</b>	<b>12 100%</b>
	I would sell my solar system with my house	42 57%	8 67%	8 73%	6 40%	5 100%	7 47%	2 50%	6 50%
	I would maintain ownership of my solar system	3 4%	0 0%	1 9%	1 7%	0 0%	1 7%	0 0%	0 0%
	Don't know	29 39%	4 33%	2 18%	8 53%	0 0%	7 47%	2 50%	6 50%
<b>D3</b>	<b>What is your age?</b>								
	n=	<b>74 100%</b>	<b>12 100%</b>	<b>11 100%</b>	<b>15 100%</b>	<b>5 100%</b>	<b>15 100%</b>	<b>4 100%</b>	<b>12 100%</b>
	18-21	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%	0 0%	0 0%
	22-30	2 3%	1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 8%
	31-40	8 11%	1 8%	1 9%	1 7%	2 40%	3 20%	0 0%	0 0%
	41-50	18 24%	1 8%	3 27%	5 33%	1 20%	3 20%	2 50%	3 25%
	51-60	23 31%	4 33%	3 27%	3 20%	2 40%	5 33%	2 50%	4 33%
	61-70	15 20%	1 8%	1 9%	6 40%	0 0%	3 20%	0 0%	4 33%
	71-80	7 9%	4 33%	2 18%	0 0%	0 0%	1 7%	0 0%	0 0%
<b>D4</b>	<b>Which of the following categories includes your household's annual income?</b>								
	n=	<b>74 100%</b>	<b>12 100%</b>	<b>11 100%</b>	<b>15 100%</b>	<b>5 100%</b>	<b>15 100%</b>	<b>4 100%</b>	<b>12 100%</b>
	\$40,000 or less	7 9%	1 8%	1 9%	2 13%	0 0%	2 13%	0 0%	1 8%
	\$40,001 - \$80,000	23 31%	4 33%	3 27%	7 47%	1 20%	7 47%	0 0%	1 8%
	\$80,001 - \$120,000	21 28%	4 33%	2 18%	2 13%	1 20%	3 20%	3 75%	6 50%
	\$120,001 - \$160,000	9 12%	1 8%	1 9%	3 20%	1 20%	0 0%	1 25%	2 17%
	\$160,001 - \$200,000	3 4%	0 0%	2 18%	0 0%	0 0%	1 7%	0 0%	0 0%
	\$200,001 - or more	3 4%	1 8%	1 9%	0 0%	0 0%	1 7%	0 0%	0 0%
	Prefer not to answer	8 11%	1 8%	1 9%	1 7%	2 40%	1 7%	0 0%	2 17%

**OSIP - Initial Survey Results**

		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	Wave 6 Apr. 2012	Wave 7 Jun. 2012
<b>Commercial Customers Profiling Questions - Only asked of commercial customers</b>									
The final few questions are for classification purposes. Your answers will not be associated with your organization.									
<b>F1</b>	<b>Does your participation in the Oregon Solar Incentive Program have any impact on whether or not you plan to relocate your organization in the next few years?</b>								
	n=	<b>27 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>7 100%</b>	<b>6 100%</b>
	Yes	2 7%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	1 17%
	No	25 93%	1 100%	0 0%	4 100%	3 100%	5 83%	7 100%	5 83%
<b>F2</b>	<b>If you had to move for any reason, which of the following best describes what you would do with your solar system?</b>								
	n=	<b>27 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>7 100%</b>	<b>6 100%</b>
	We would maintain ownership of our solar system	6 22%	0 0%	0 0%	2 50%	1 33%	0 0%	2 29%	1 17%
	We would sell our solar system with the property	13 48%	0 0%	0 0%	1 25%	2 67%	4 67%	3 43%	3 50%
	Don't know	8 30%	1 100%	0 0%	1 25%	0 0%	2 33%	2 29%	2 33%
<b>F3</b>	<b>How would you classify your organization?</b>								
	n=	<b>27 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>7 100%</b>	<b>6 100%</b>
	Finance, insurance, or real estate	4 15%	0 0%	0 0%	0 0%	1 33%	1 17%	2 29%	0 0%
	Consumer, business or professional services	3 11%	0 0%	0 0%	0 0%	1 33%	0 0%	2 29%	0 0%
	Government agency	2 7%	0 0%	0 0%	0 0%	0 0%	1 17%	1 14%	0 0%
	Retail trade	3 11%	0 0%	0 0%	2 50%	0 0%	0 0%	0 0%	1 17%
	Healthcare or health services	2 7%	0 0%	0 0%	1 25%	0 0%	1 17%	0 0%	0 0%
	Construction, contracting or building trades	3 11%	0 0%	0 0%	0 0%	0 0%	2 33%	0 0%	1 17%
	Natural resources	1 4%	0 0%	0 0%	1 25%	0 0%	0 0%	0 0%	0 0%
	Wholesale trade	3 11%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	2 33%
	Manufacturing	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 17%
	Transportation or communications services, including communication technology	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	5 19%	1 100%	0 0%	0 0%	1 33%	1 17%	1 14%	1 17%
			<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>
<b>F4</b>	<b>How many employees work at your location?</b>								
	n=	<b>27 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>7 100%</b>	<b>6 100%</b>
	0 employees	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%
	1-10 employees	14 52%	1 100%	0 0%	3 75%	2 67%	3 50%	1 14%	4 67%
	11-20 employees	2 7%	0 0%	0 100%	0 0%	0 0%	0 0%	2 29%	0 0%
	21-30 employees	1 4%	0 0%	0 200%	0 0%	0 0%	0 0%	1 14%	0 0%
	31-40 employees	2 7%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%	1 17%
	41-50 employees	1 4%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%
	51-60 employees	1 4%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%
	61-70 employees	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	71-80 employees	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 17%
	601-700 employees	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	0 0%
	901-1,000 employees	1 4%	0 0%	0 0%	0 0%	0 0%	1 17%	0 0%	0 0%
	Don't know	2 7%	0 0%	0 0%	1 25%	0 0%	0 0%	1 14%	0 0%
<b>F5</b>	<b>Which of the following categories includes your organization's annual revenue?</b>								
	n=	<b>27 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>4 100%</b>	<b>3 100%</b>	<b>6 100%</b>	<b>7 100%</b>	<b>6 100%</b>
	Under \$250,000 per year	4 15%	0 0%	0 0%	1 25%	0 0%	1 17%	0 0%	2 33%
	\$250,000 to under \$500,000 per year	4 15%	0 0%	0 0%	0 0%	1 33%	0 0%	1 14%	2 33%
	\$500,000 to under \$1 million per year	4 15%	0 0%	0 0%	0 0%	1 33%	2 33%	1 14%	0 0%
	\$1 million to under \$4 million per year	5 19%	0 0%	0 0%	1 25%	1 33%	1 17%	2 29%	0 0%
	\$4 million to under \$10 million per year	2 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 14%	1 17%
	\$10 million to under \$50 million per year	4 15%	0 0%	0 0%	0 0%	0 0%	1 17%	2 29%	1 17%
	\$50 million to under \$100 million per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$100 million and over	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	4 15%	1 100%	0 0%	2 50%	0 0%	1 17%	0 0%	0 0%

# The follow

**Q1A Why do v**

**Rating**

- 5
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**Q2 What we**

**Q3**

**What first  
Please se**

**Q6**

**What, if  
efficienc**

**Q8**

**How did**

**Q9**

**Which co  
Please se**

**Q10** What so  
select all

**Q14** Why did

**Q22** Why do y

**Rating**

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**Q29** What co



**Q30** Next, the

**Q34** Which co

**Q41** What co

**Q44** What im

**Q46** Why do y

**Rating**

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**F3** How would

## ving responses are exact verbatims as entered by respondents

Wave 1 - November 2010

### How do you rate your satisfaction with your experience in the Oregon Solar Incentive Program?

It was a great pain to get information when it started and then to fight to get to be part of the program. Operationally from that point forward has been fine to date.

There are a lot of hoops to jump through, which i understand from your perspective...but it is just not that user friendly. Your staff is friendly, the process is not.

I love it, other than the requirement for \$1,000,000 homeowner coverage. That cost me over 200/year, which translates into about 1 1/2 months of payments. That greatly reduced my return on investment, and I recommend you drop that requirement as it makes no sense! No kids are

We are please with the program

Love the program and support the concept fully. It would be a ten if it paid back a bit better and had a better, more explanatory way of showing what we earned and why. It would be nice to know how to massage our habits to benefit the most from our investment.

Everything has been good but the billing is confusing and it took a very long time to receive the first

I was happy with the amount of the check I received, but the way it is calculated is pretty

It seems that there is a month long time lag between getting a statement and receiving the check.

I've been extremely happy with how things have gone, and my system performance has been excellent. (As was the installation experience.) I didn't rate my satisfaction as a "10" only because the paperwork with my utility bills has been so difficult to decipher. I've managed to figure it out, but in the two months of bills/payments so far it's been a difficult process each time. I suppose rating the program at less than "10" for only this reason may seem unfair, but it is indeed a hassle.

effective communication, couteous, responsive[[] -- initial payment sloer than iexpected--25 days

Pacific Power is very efficient. Prompt in answering any questions and clarifying any misunderstanding I have about the program. Jason Zappe has been a pleasure to work with.

We are a church that wanted to install about 9000-watt system and wondered how to achieve it.

Using this program and our investment account, we were able to do this and thus accomplish solar SunWize made the application and the installation almost no work for us. Pac. Power has followed up to get the system running and further personal contact to get the monthly statements operating

### What are the main reasons you enrolled in the Oregon Solar Incentive Program?

To get help in paying for a PV system and to help the local and national economy.

earn income, invest green culture. can't lose. smART CONTRACTOR, KNOWLEDGEABLE HONEST

Desire to generate green power and the perceived economic benefits that the programs offers.

Ability to generate positive cash flow off the investment in infrastructure.

Social consciousness and reasonable return on investment.

Economic Environmentalism.

Love solar. It's a good investment compared to financial products right now.

It was a very economical opportunity to produce green energy.

Recommendation of the installer.

It was available at the time we were prepared to make an investment in solar energy.

I had been researching solar power systems for several months and I had read a lot of material discussing the pros and cons of a "FIT" program. I really wanted to do my part by generating renewable energy, but I was very concerned about the cost. Since we are not wealthy, when I found out that Oregon was launching their new FIT program it looked like the perfect opportunity to make solar affordable for us. As it turns out, it is really the only way we could have afforded to install a decent sized solar power generation system...as well as a solar hot water system. Without the FIT program and the incentives for solar hot water systems we could never have afforded to join the "green" movement. I'm thankful for both programs and we've already seen a drop in the amount of natural gas we use for hot water generation. Also, we've not only been generating a good amount of electrical power, but by being so "aware" of our power consumption we've seen our

Help reduce the dependence on fossil fuels Investment

Environmental concerns for our grandchildren and to reduce our carbon print a reasonable amount. The money was important, certainly very helpful, both the tax credit and the purchase of the power going into the grid. We did not worry about our age, it seemed like a needed investment.

**What motivated you to look into installing a solar system in your household/organization? Please select the single most important reason from the following list.**

There was not a single most important reason. It was a combination reasons including environmental concerns and economic issues. Both played a major role.

It actually combines several that cannot be separated---our energy/sustainability committee was the crucial group and we wanted to protect the environment, lower our electric bill, support alternative energy, and also (not above) invest locally and expect modest, sustainable returns.

Recommendation by friends

**What, if any, particular actions did you take at your household/organization to improve energy efficiency before installing your solar system? Please select all that apply from the following list.**

SOLAR PRE HEAT WATER SYTEM, DESIGNED HOUSEWITH ENERGY SAVINGS IN MIND,

Removed an inefficient electric water heater. Installed ceiling fans to help air circulation and reduce

Natural gas just in time water heater

Solar hot water heater

We built a very low energy use home.

Caulking around windows, doors, and along the foundation, as well as adding insulating foam in all gaps along the bottom of our siding and foundation, as well as along all wall to floor joints in our garage, etc. Note; Our home was laready very well insulated, but I plan on adding even more in

Don't have an air conditioner, do have a solar water heater, actually it is the second we have had.

**How did you first become aware of the Oregon Solar Incentive Program? Please select only one**

Friend

Corvallis League of Women Voters and we were working with SunWize on another program so the bu

**Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from the list below.**

, ALTERNATIVE ENERGY SYSTEMSEXCELLENT], SOLRMAN

Solar Ki

Solar Ki

E2 Powered (this company was the most knowledgeable and helpful and ended up earning our business

**What sources have you used to learn more about the Oregon Solar Incentive Program? Please list those that apply from the list below.**

Oregon statutes and admin rules on line.

Talked to local persons AND companies who had installed solar systems on their roofs.

Solar Today magazine (an excellent resource!) Home Power magazine (also very good)

Attended workshop

**Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net**

I thought the cash payment would give a faster return with a possibility of extra income when PV

MORE RETURN ON INVESTMENT

Financial viability - the system will pay for itself in about 9 years.

Better cash flow on investment

Better ROI

Better financial return over time.

Financial incentive over time/reasonable payback period.

I'm looking for a cash payout, not offsetting my power bill.

Solar installer said it was a better deal.

As a congregation we had aggregate assets and roof-space and needs, and this worked best for us as an aggregate, especially since we paid for it by using funds set aside specifically for investment.

I did the math and it made solar affordable for us.

Return on investment

**How do you rate your satisfaction with the reservation process for the Oregon Solar Incentive**

The reason I filled it out was the lottery nature of the program. The solar installer did not have enough staff to enter all the applications at the same time. The solar installer provided me with all the information and I pretty much just typed it in. I could not have done it otherwise.

Because

It went well, except that I wasn't aware I needed to know estimated annual output to fill out the

I wasn't real sure my app was accepted. If this would be a ten.

**What could be improved about the overall enrollment process (online reservation through**

I think the current process worked very well.

#### MORE FINANCIAL INFORMATION

Clarification of liability insurance requirement for a small, residential customer. This was and still is

I don't know to be honest.

Too little allocation available.

I don't have anything to add.

Instant feedback when application is finished

Nothing

It would have been nice to see the whole form beforehand.

I think everything went well. It does depend on working with a contractor who the individual or agency knows and has a good relationship with, as was our situation.

Overall I think the process was well laid out and except for maybe a little more plain English being used in some of the materials, it was very well done.

none

We are very trusting, expecting individuals to act on what has been stated. In this case people at SunWize and Pac. Power both did that.

#### **Focus is on your solar system and the installation of it. How did you decide on the size of**

#### MAXIMIZE MY PARTICIPATION, INCOME

It meets the needs in terms of shade trees and the orientation of the roof---it was very obvious that this was the right size to optimize our situation.

We discussed with the installer and did change the size from the first proposal. It was increased. But they helped us make an informed input, I think.

#### **Contractor installed your solar system?**

#### ALTERNATIVE ENERGY SYSTEMS, INC.

Future solar city

Solar Ki

Solar Ki NOTE---in Corvallis I would choose between Abundant Solar and Solar Ki---both excellent.

E2 Powered (I highly recommend them too!)

#### **What could be done to improve the interconnection process?**

Nothing, as it went well. The time delay was because we finished installation on a Friday so the

#### WOULD LIKEN OFF-GRID OPTION AT A REASONABLE PRICE

Providing the customer with a date when the system will be energized. Pacific Power would not provide any date or time when they would come out and take the 10 minutes needed to install the two meters and have the system up and running. When asked when the meters would be installed and the system energized Pacific Power's response was "We have 15 days in which to complete that

Nothing - you folks have the process going fine.

it was fine

Faster install of meter.

More info to the owner how to maximize the financial incentive. Or if it can be mitigated.

Nothing

The installer forwarded the email to let me know to turn on the system.

I certainly do not know---I am after all a lay person with owners' knowledge of these systems, not a

Nothing really I guess. I guess I just expected the process to move a little more quickly. I was

none

They beat us with the hook up. We were gone and thought that they had not made it but came after 5:00 and completed the work. We saw no evidence of their being here, next morning there

### **Improvements, if any, can be made to make the current monthly bill easier to understand?**

There needs to be an explanation of what the different meter reading mean sent with the first statement. Have only received one payment so far so need the see the next one to answer

FASTER PAYMENTS AT END OF MONTH

More prompt payment - it currently take 30 days from the end of the billing period until the customer receives the check. Why so long? If I took 30 days to pay my Pacific Power bill they would

Reference online tools perhaps to describe what certain #'s are.

don't know

none

Tell me what meters the figures are coming from?

Make it so all things related to the solar system come on a separate bill. Old bill would keep coming

I went to the web site to try to understand the payment calculation, but there was nothing there.

The computation of the "retail rate" is interesting.

Please understand that I am a church member and we bought the system as an aggregate and your survey is very POOR in not including I DO NOT KNOW as an option in several questions;; to

continue I had to answer even though i had to fabricate an answer so---no wonder, you will get

I find the new bill even with the added sheet very confusing. I've gone over the first two very carefully each time and while I was eventually able to figure it out I was still frustrated by how hard

it was to figure out simple things such as: 1. How much power we actually used for the month. 2.

How much power we actually generated in total for the month. 3. How much power we were being

paid for for the month. I'd really like to see a more straightforward and user friendly way of listing

do not know

It will take a little more time to say something useful about the billing process. It is useful to see the usage this year and that of a year ago, are we making progress in using less total electric power. But it is fun to see that we are producing some right on the roof.

### **How do you rate your satisfaction with the return on investment in the solar system a \_\_\_?**

Because it is what I expected.

Because of liability insurance requirement.

Because I felt it was between a 7 and a 9

I think it is an 8

Still waiting for the first big check. The first one looks like it was only 6 or 7 days of service.

SAFE. SECURE, NO RISK, FAIR RETURN GIVEN OTHER INVESTMENT OPTIONS



It felt as if Pacific Corp was using every possible opening to minimize my profit and maximize theirs. (meter fee, decreasing scheduled payment 5 cents because of area or declination, strong PR about Because it is a good return on my money.

I couldn't in clear conscience rate it a "10" since not enough time has passed for me to be able to accurately predict how long it will take for the FIT program to pay back my investment. I currently estimate "payback" time at about ten years, but that may change depending on our ongoing power production and power consumption. We may end up with such reduced power consumption due to our drastic power saving measures that it will actually slow our system payback time. That isn't all bad, because at least the "excess" power will go to a good cause. That said, it's still too early to It could be a 10, but again this has only gone on for parts of two months. I think it is great but a year from now there will be the experience of through the Oregon Valley winter and the summer to It is as the financial projections had indicated. No surprises.

Payment for September was bigger than expected.

Of course this is very new. SO FAR things are going well and we are pleased that we did this. What the future brings---we cannot yet say. We expect to be well satisfied, as surely this program is the way that we as a society must go---to help provide electricity in a distributive, small-scale way.

### Would you classify your organization?

Church



lk of the work was already done.

s)

**The follow**

**Q1A Why do y**

**Rating**

- 5
- 6
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**Q2 What we**

**Q3 What first  
Please se**

**Q6 What, if  
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**Q8** How did

**Q9** Which co  
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**Q10** What so  
select all

**Q14** Why did

**Q22** Why do v

**Rating**

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**Q29** What co

**Q30** Next, the

**Q34** Which co

**Q41** What co

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**Rating**

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**F3** How wot



## ving responses are exact verbatims as entered by respondents

Wave 2 - March 2011

### How do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a

The program was poorly designed by the legislature.

We had trouble with the Solar Meter and they had to put a new one in.

To hard to understand.

so far so good. strange that notifications of payments come ahead of checks. also, i'm being charged extra for a "solar meter" on my power bill. this was a surprise to me.

Not as clear on how calculations are made as it could be.

Can't really judge until we have more sun.

Energy credit is "run through" the billing program as though the generation took place offsite and was "delivered" to the sight by the power company, ans additional charges are applied to the on site I wish that I could figure out how to read the power bill. I have no idea if I am using more electricity than I'm producing, or vice versa.

Everything has worked out as advertised to date. I was able to get financing to help with up front costs and the utility did not make any unnecessary hoops to jump through.

I really like the program and would love to see it continue.

Because it has been a very positive experience to date.

### What are the main reasons you enrolled in the Oregon Solar Incentive Program?

To have a green method of electricity and hopefully save some money

The idea of generating energy where it is used is true conservation, not requiring large generation facilities (like windmills), or massive transmission lines, substations, etc.

Investment

To be green, self-sufficient, and get paid to do it!

support renewable energy. needed the incentive program for it to pencil out.

help pay for the cost of solar installation

Renewable power.

Climate change; desire to have some onsite renewable energy; great incentives

Pays for the system cost over time.

To help with the rising power costs

Because of the high potential for a payback and contributing to an alternative power source.

### What most motivated you to look into installing a solar system in your household/organization? Please select the single most important reason from the following list.

all the above...really!

### What, if any, particular actions did you take at your household/organization to improve energy efficiency before installing your solar system? Please select all that apply from the following list.

replaced furnace and heat pump  
already use energy saving principals, but did remodel for better efficiency. will still be adding more  
new windows and a solar water heater.

**How did you first become aware of the Oregon Solar Incentive Program? Please select only one**

mother earth news and builders home shows  
friends  
Working at the Governor's Office

**Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from the list below.**

Got Power Electric

**What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list below.**

**Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?**

unit  
Net metering without cashback incentives is not economically feasible while power rates remain  
low compared to the cost of a PV system  
Better investment  
install).  
incentives.  
not sure  
I believe I have Net Metering.  
Larger incentive over life of 15 year contract as compared to annualized net metering  
Better return on investment.  
Made more sense to me.  
Because of the tax incentives and ongoing payback.

**How do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program?**

web site was weird - hard to navigate  
I was happy with it.  
It worked and was fairly clearly set out

## ould be improved about the overall enrollment process (online reservation through

The problem that we had was that we were informed that we were accepted and then when we were  
As this was a first, nobody had much assurance that they might be accepted. Many people would  
not even try without a better understanding up front. This may already be corrected

No comment

it was good

better website, more timely notification of acceptance

all aspects

It all seemed straightforward to me.

Worked pretty well. Provide the exact questions for the on line application in advance so person can  
be sure they have all the required information in the form it will be asked.

A name and direct phone number for a power company employee who has in depth knowledge of  
the program. Also, a clear policy regarding solar generating "capacity" as defined by the legislature  
and non-ideal orientations of the panels with respect to capacity reservations.

nothing.

Since it was handled by our solar installation company it was not difficult for us.

## focus is on your solar system and the installation of it. How did you decide on the size of

We tried to get approval for a larger system since our house was not occupied for about six months  
during the prior year due to our remodel, could not due to lack of time before our application had to  
biggest I could put in

What I could afford.

## Contractor installed your solar system?

Got Power Electric

## ould be done to improve the interconnection process?

problems

Provide more detail of the process ahead of time

Quicker

faster.

not sure

shorten time

Better time-line so you have a better idea of when it will be connected.

Worked fine.

Faster with a clear notification to turn the system on.

?

Nothing.

**Improvements, if any, can be made to make the current monthly bill easier to understand?**

I did not understand some of the words or symbols used.

I asked for help to understand my bill and my solar contractor contacted someone at PP&L. This person did not contact me, however. I still do not know why the bill is constructed the way it is, although it does seem that the conclusion does pay us what we expected the numbers for the meter reading

I have examined it several times and it is still a complete mystery to me and my husband.

I'm currently need to understand both the power bill and the solar incentive payment statement. Would be better if everything was separate at this point.

not sure

The graph showing usage per month. It would be nice to have the previous year as we did before.

Just more information now. Presented fine.

The current bill is a complete fucking, messy, disorganized joke.

None

Nothing at this point. I like the fact that there is a breakdown of each billing/payment factor so that

**How do you rate your satisfaction with the return on investment in the solar system a \_\_\_\_?**

I wanted to put a larger system on my house, knowing that economy of scale would provide a much better rate of return. We could not upgrade the system after acceptance into the program, and did not have enough warning time before application to appeal the % of our bill that we could base size upon. We remodeled the house and it was vacant for much of the prior year, allowing only Hoping to see much bigger checks during the summer to offset the loan we took out to fund the

I don't know yet - only 2 mos into it.

long payback period at current rates

Too early in the year to generate much power.

It's only been two months of power generation. Ask me in a year.

Because our solar meter did not work right I am not sure that we were getting the right amount. Hopefully with the new meter we will be able to tell better.

because our winter has been really cloudy and snowy

We have yet to see it perform in summer.

Really too early. Obsidian is getting all of the feed in tariff for many years, so I won't see a return

Since we started generating electricity in December, we have not yet gained the benefit of the longer summer days where we will start to 'bank' excess electricity and stabilize the return dollars. By stabilizing the return dollars we will be better able to determine the actual payback period of our

**Would you classify your organization?**

**The follow**

**Q1A Why do v**

**Rating**

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**Q2 What we**

**Q3** What first  
Please se

**Q6** What, if  
efficienc

**Q8** How did

**Q9** Which co

**Q10** What so

**Q14** Why did

**Q22** Why do v

**Rating**

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**Q29** What co

**Q30** Next, the

**Q34** Which co



**Q41** What co

**Q44** What im

**Q46 Why do v**

**Rating**

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**F3 How wou**

## ving responses are exact verbatims as entered by respondents

Wave 3 - June 2011

### How do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a

thought we would get a higher output

it is early in the process and data are few

Can't get billing online anymore. Documentation is complicated, although we are interested in access to full detail. In spite of these shortcomings, support staff have been excellent.

My experience has been good. I called several times to get a better understanding of how the payments and net metering worked, which was not clear from the statements received. Some narration with the first or first few bills might be helpful for customers newly participating in the program.

to do with the people that sold me on the program, we were looking at the other program with a more tax incentive. It didn't come through on this and they didn't bother to tell us that. With this there is no state tax studies.

Service has been great and I'm getting some free power however after paying \$120 per year for the additional meter the amount of free power is minimal.

Always room for improvement...

So far, everything seems to be going as planned. I wouldn't rate anything 10 this soon into a program.

After a bit of confusion about which meter at our site should be used for the net metering, the FIT payments and documentation on our statements seems to be working very well.

Our experience has been satisfactory.

until Feb 11.

Am pleased with results to date.

credit union. Credit union said account type was submitted incorrectly. This payment was resubmitted and accepted.

It seems to work seamlessly. I have been happy with the amount of power generated so far.

the checks speak for themselves

It's been easy to participate and has met all my expectations.

I was able to install a larger system than I would have via net-metering. The paperwork was far less cumbersome than net-metering. I like the fact that the premium payment pays my full electric bill.

The projections so far about how much energy our system would produce have been very accurate. The payments from Pacific Power have been on time.

The folks at Pacific Power were very helpful and easy to work with.

### What are the main reasons you enrolled in the Oregon Solar Incentive Program?

Green energy. Tax credits. Attractive FIT pay rate.

That Pacific Power would pay us to produce energy and that payment would cover the cost of the pv system.

FIT

My home is well situated for solar and I had been considering it for some time. Of course, I am very interested in saving money as the years go by.

investment opportunity, chance to support Oregon solar manufacturers and integrators (ours is an all Oregon system) and an interest in going "green" by producing our own power.

Solar incentive payments will contribute toward cost of system, with breakeven point at about 11 years.

the checks

Tax incentives and lots of sunshine that wasn't being utilized!

To reduce our elec bill

be a positive force for the environment. A step forward to getting off the grid.

It is GREEN and I do believe electric costs are going to rise.

Good incentives for solar power.

i think conservation and the way to get to there. -p- thats all

I believe strongly in clean power and want to do what I can to promote it's use.

much pollution as possible.

Wanted solar and it was a good return on investment. Positive environmental impact

Incentives

be required in the future and I don't want to see nuclear or more coal come to Oregon if I can help. Also, it was easier to navigate then the Net-metering option.

Reducing my carbon footprint

**What motivated you to look into installing a solar system in your household/organization? Please select the single most important reason from the following list.**

Energy Independence

**What, if any, particular actions did you take at your household/organization to improve energy efficiency before installing your solar system? Please select all that apply from the following list.**

Had a blow-door test and sealed air leakages.

Upgraded well pump to more efficient on demand type.

When we built this home we opted for the most energy efficient and highest insulation that was offered.

Extensive Passive Solar remodel to the home in 2009

On-demand water heater No A/C

Utilized sunlight shining through windows to help with heating. Also installed energy efficient fireplace insert to help

**How did you first become aware of the Oregon Solar Incentive Program? Please select only one**

Lebanon Chamber of Commerce executive director

friend

Thru my son.

through the city

**Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program?**

Solar Options Northwest LLC

Energy Wise Lighting

Solar-Ki

### Where have you used to learn more about the Oregon Solar Incentive Program? Please

Talked to the Oregon Department of Energy.

### Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net

Preferred the monthly incentive payments

we were getting closer to retirement, it was a better way to hopefully control our costs later on down the road.

I had a lease deal with the solar installer so my upfront costs were zero

Analysis by spreadsheet showed larger financial benefit in long term using OSIP rather than TNM

My understanding is that I am participating in Traditional net metering.

Because the payments would end up paying for the entire system over the time of contract.

better with OSIP.

Cost and payback.

Getting a reservation with the Solar Incentive Program was pivotal in our decision to go ahead with our solar installation. This reservation was obtained by our solar installer, Sunlight Solar Energy.

for tax credits

I could install a 5kW array while with traditional net-metering, the Oregon Tax credits top out at \$6000. Also, I liked the option of having my system generate enough cash to pay my electric bill.

better long term payoff

better payoff

Because of the no-cost solar system. I originally started with the solarcity lease option but was switched into the incentive program, did not know net metering was an option.

FIT Incentive made the system financially viable

decision. I could however have changed my mind, and decided that maybe the incentive program would be more financially beneficial.

### How do you rate your satisfaction with the reservation process for the Oregon Solar Incentive

Tom is the problem

to extreme time pressure.

I was mostly worried that I would not get my reservation in time before the process closed. I understand the allocation was sold out in around 5 minutes.

It was a little nerve racking. The website came up about 10 minutes later than announced.

Online process was clear cut straightforward with few areas of confusion

i got a spot

## ould be improved about the overall enrollment process (online reservation through

don't know of anything

I didn't think anything was particularly bad

solar energy.

Fine as is.

good process, no change recommended

i didn't have a problem with it. it closed pretty fast so you had to be right on the ball.

it seems adequate

Increase the amount of reservation money so the process is not so competitive

nothing, well you could get rid of the insurance requirements

It is a lot of information to digest. I made the decisions upon recommendation of the contractor and his general trustworthiness and recommendation of the Energy trust. The process itself then became more incidental. the paperwork was confusing and could be more streamlined.

Get rid of Tom the GM. He have wrong info.

know how much per kwh I'm receiving. After insurance and additional meter cost I think I'm just above the break even point.

I think the process is fine.

Better online reservation process methods given limited enrollment and time-window

not sure

I have nothing to offer.

nothing

I can't think of anything.

may be companies using robotics to gain access. My suggestion is a security code for each attempt as banks use for online access. Again this is second hand information.

## the focus is on your solar system and the installation of it. How did you decide on the size of

I maxed out the roof space and what I could afford

cost determined how many panels, as well as the size and positioning of the roof

They decided.

Size of roof & annual power usage

I decided that I would not want to generate more than about half of my energy needs in case my usage would drop in the future if I were not living here during all months of the year.

## Contractor installed your solar system?

Benton Electric

Emerald Solar, Inc.

Solar-Ki

Solar Options Northwest LLC

## ould be done to improve the interconnection process?

It was a good experience.

it was adequate

seemed to go fairly well.

It seemed to work well, not sure how to improve it.

only confusion was PP meter was installed in wrong base. Took a couple of days to sort out.

added load, panel)

No complaints. These things just take time to go through the necessary steps.

recieve a payemnt and they had no idea where the forms was. my wife then emailed the form. it took about a week for them to acknowledge that they recieved it. so it took about 3 months before we recieved our first check.

Better explanation of all the steps with an email notification of each step.

Can't think of anything.

It was fine. Permits for the unit went slow.

I have nothing to add.

Speed it up, work the weekend.

I htought it was well coordinated and the companies worked together well.

Sooner would be better

nothing

nothing

don't know of anything

nothing

## rovements, if any, can be made to make the current monthly bill easier to understand?

none. after you go through the 1st month its great and easy to understand.

relationship to the bill

The bill is complex because the rate and payment structure is complex. Reduce complexity.

?

It is hard to figure what we produced with all the extra numbers in the bill. Plain English works best.

already noted earlier in the survey

Fine as is

Nothing to add.

nothing

Can't think of anything.

nothing

no change

No comment.

don't know of anything

nothing

It's not clear how much purchased energy is being off-set by the solar system incentives.

Current billing info is a MIX of online and emailed data. It should ALL be available online in a single integrated easy-to-understand form (including example explanations of calculations)

no change recommended

more detail explanation

## How do you rate your satisfaction with the return on investment in the solar system a \_\_\_?

after insurance and additional meter costs. If I did not strongly support solar energy I would not participate in the program.

Though affordable through FIT incentives, it's still expensive to purchase PV

It takes longer to get the money out of it than we figured. The weather probably didn't help.

it is as predicted, but I would have liked to be more energy independent

the cash outlay and the loan, will not see any upside for 8 years. I will probably see about a 6-7% total return, which is fine, but not outstanding.

it doesn't happen overnight

Seem to be generating less power than anticipated, some confusion about high monthly bill, even with solar offset that was apparently partially related to a colder than average winter/spring.

It seems like a good investment

Would be excellent, but we're not in a position to take advantage of the tax credits.

The system has generated more kWh than I had expected - but I am sure that we probably had more sun than usual during the early months of this year.

better than losing it all in the stock market. Even at the end of our contract, the solar investment continues to provide benefits.

well i think its going to pay back over the next 6-7 years.

satisfied

acceptable amount of time.

I wanted to help with green power and the payments help pay off the debt incurred faster.

comparing the VIR to ETO/RETC

The lease deal I have with the installer works out very well for me.

Federal tax credit was very good, as was the the federal depreciation. The system will be paid off in five years, so there should be a 10 year income stream after that with little overhead. It is a great investment.

The payments have been as projected so there are no surprises.

## How would you classify your organization?





eat with wood.

**The follow**

**Q1A Why do y**

**Rating**

- 8
- 8
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- 10
- 10

**Q2 What we**

**Q3 What first  
Please se**

**Q6 What, if  
efficienc**

**Q8 How did**

**Q9** Which co

**Q10** What so

**Q14** Why did

**Q22** Why do y

**Rating**

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**Q29** What co

**Q30** Next, the

**Q34** Which co

**Q41** What co

**Q44** What im

**Q46** Why do y

**Rating**

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**F3** How wot

## **ving responses are exact verbatims as entered by respondents**

**Wave 4 - September 2011**

### **How do you rate your satisfaction with your experience in the Oregon Solar Incentive Program and**

Process went smoothly. No real surprises in what to do or confusion on how to do it - pretty automatic and

The billing and payment report is more confusing than it needs to be.

Guidance has been great. Jason Zappe and Michael Greenwood in particular have made things pretty clear in an

I would like to be able to pay my complete electric bill and have a check reflecting the entire incentive sent to

One week before the program started the price went up by .05 cents.

It is working out well and this is the second solar panel system.

It has worked exactly like it was outlined to me

Easy application, paid on time, good data from the bill read out.

### **What are the main reasons you enrolled in the Oregon Solar Incentive Program?**

45,000 that I spent on rood and solar panels probably would have outperformed in S&P rather than panels, but the incentive plan made it at least reasonable.)

Monetary, environmental, social

The main reason as a no brainer because of the incentive.

To save energy, tax credits, and environment

The "incentive"!

We have always been interested in solar energy. It will pay for itself in approx. 7 yrs.

Its interesting

technolgies CTE curriculum.

### **What most motivated you to look into installing a solar system in your household/organization? Please select the single most important reason from the following list.**

### **What, if any, particular actions did you take at your household/organization to improve energy efficiency before installing your solar system? Please select all that apply from the following list.**

Relatively new facility and energy-efficiency improvements were included in construction. We have looked at internal energy audits to guide us in selecting equipment and in developing policies that cut down on use.

heat pump

Our home is new.

New construction so built to the latest energy conservative standards

### **How did you first become aware of the Oregon Solar Incentive Program? Please select only one**

Our general contractor

Community meetings in Corvallis

Business Energy Tax program - Oregon Energy Tax credit.

Linn County Fair booth.

**Contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program?**

Al Walker Inc.

**Sources have you used to learn more about the Oregon Solar Incentive Program? Please**

Talked to two local businesses that have implemented solar arrays.

Went to a couple of energy solar fairs.

**Why do you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net**

Up front support.

more cost/benefit

the monthly payments were a better investment

Because of the reimbursement and incentive.

Didn't know I had a choice

Two reasons: One I had cash and was considering various investments, preferring something reasonably local.

And Two, the price per kilowatt hour was very nice.

Better incentive

I did not enroll in the OregonSolar Incentive Program.

**How do you rate your satisfaction with the reservation process for the Oregon Solar Incentive**

I am neutral regarding the process.

**What could be improved about the overall enrollment process (online reservation through**

No suggestions.

Faster turn around time.

Broad outlines of the contract

Don't know

nothing

Nothing I can think of.

No answer at this time.



I think it was fine. They are responsive.

**What focus is on your solar system and the installation of it. How did you decide on the size of the system?**

I had to go into one meter and I could not generate more than 1800 or 1900 kw. I took the roof space into consideration.

**Who installed your solar system?**

Al Walker Inc

**What would be done to improve the interconnection process?**

Nothing and it works fine.

Speed up the process for the interconnection. The meter should only take 20 minutes and the meter should be put in place with nothing to do.

Make it faster after local building inspection or have all components installed before inspection and then turn on the system.

Went pretty smoothly.

E-Mail notification with regular mail notification to follow.

No answer at this time.

Speed it up

**What improvements, if any, can be made to make the current monthly bill easier to understand?**

I really don't know. I have received three bills since beginning the program. It takes a bit of studying to understand but I think I get it now. Micael is very good at answering any questions I have had.

nothing

The paying for electricity that you are generating and then having it offset with a note is confusing.

Actually once I studied it, it wasn't too bad.

Not sure but it is very difficult

I understand the new bill and expected the new bill to have more information. Just need to add and subtract.

Too many descriptions, cut down the different categories.

No suggestions.

**How do you rate your satisfaction with the return on investment in the solar system a \_\_\_\_?**

Certainly does not beat S&P, while being less fluid.

I was disappointed that they drop the price by .05 a week before April 1st.

The initial cost is still too high

Appears to be working efficiently - no problems, additional requirements, or paperwork.

Fabulous return. I am happy with my return.

competitive installed price and very good incentive payment.

We had considered solar in the past but the time it took to have the investment pay off was too long. We are satis

It has exceeded the projections

### **Would you classify your organization?**

Commerical Real Estate

Education (Non-Profit Corporation operating school programs).





eration.

it in the next day.

once passed local inspection

ified with the time under the OSIP program.

# The follow

## Q1A Why do v

### Rating

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## Q2 What we

**Q3** What first  
Please se

**Q6** What, if  
efficienc

**Q8** How did



**Q9** Which co

**Q10** What so

**Q14** Why did

**Q22** Why do

**Rating**

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**Q29** What col

**Q30** Next, the

**Q34** Which co

**Q41** What co

**Q44** What im

**Q46 Why do v**

**Rating**

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**F3** How wol

## ving responses are exact verbatims as entered by respondents

Wave 5 - December 2011

### How do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a

not very clear- maybe that is how they give information to us- we are a high voltage center we found out we are not dont get incentive because we a data center so why-

reimbursement check by a month.

reducing energy consumption.

It has been a short period of time so we are not sure how satisfied we are yet. Still not sure what our part is in the process. Still not sure about the accounting process.

because: it is not expandable. because it is a trial program only and not available widely. because it does not encourage conservation. even thought I am benefiting from the program I would like to add more capacity and other friends of mine who want to participate in the program are unable.

the program works just great we had just a few issues when we spliced into the system.

The billing is VERY confusing. It all works out in the wash as I was told it would, but it is seriously confusing. I even talked to a Pac Power expert and it didn't seem to help. It's just so many numbers and calculations.

reading the statements is near impossible

The program worked as I understood it would. Pacific Power did a good job communicating to me what I needed to do by when. It has been a good experience

Most information is available in the contracts and other documents sometimes you have to search for it and interpret it into every day terms and language

Not happy about reduction in incentive payment from last year to this year that pushes ROI to 10 years.

Anyway that I can reduce my energy output (cost) in a month makes me happy

everything wernt smooth

It has been working very good with no problems.

Checks have arrived promptly and the payments have been generous. We do wish the formula used to calculate payments was a bit more intuitive.

gets about half the sun we do- I don't like to feel stupid when i am in another country because of how we are. This helps me feel better. I dont want to be too simplistic. Its a smart thing to do and it makes me feel more smart.

Everything has gone smoothly, no complaints

everything has gone as expected.

Everything went smoothly, no issues

I think it is a great program and I am excited about being able to create clean energy.

all my expectations have been met to my satisfaction

### What are the main reasons you enrolled in the Oregon Solar Incentive Program?

ability to have a positive environmental impact as well as a sound investment decision.

sustainable over the long term.

Wanted to be environmentally responsible. Economically sound decision.

My solar installer suggested it.

Clean energy and the social promotion of same

wanting to reduce my month energy costs

Cost reduction long term. Step toward energy independence.

The rate of return on my investment

To promote solar power and the incentives were very appealing

1. economics 2 interest in the technology

monetary.

income

thought it would be a great show case for the solar program it is on display in a public form

I've always wanted to solar and the pay to produce energy aspect is very incentivizing.

Income

To create clean energy and to leave a legacy for my grandchildren - to help them learn and prepare to be better stewards of our natural resources and hopefully save money on energy in the future.

I strongly believe in using solar energy. The incentive amount was compelling. I was able to borrow money to finance the system and still show a reasonable return.

financial, our bills were outrageous and that motivated me to start being more concious of electricity in general. very generous feed intera help defrain cost.

To be able to provide power to the grid

The differential in the payments and the ability to pay for this system while at the same time helpign Pacific Power with their mandate to have certain percentage of their power be renewable.

**What motivated you to look into installing a solar system in your household/organization? Please select the single most important reason from the following list.**

Ease of lease program from Solar City

**What, if any, particular actions did you take at your household/organization to improve energy efficiency before installing your solar system? Please select all that apply from the following list.**

heaters; use a timer to turn of DVR recorder during sleeping hours and turn off main switch to office computer at night.

Solar tubes, southern exposure windows

Put on a jacket and don't waste my time and money watching the TV.

installed timers on insta hot water systems, installed new well pump, took out some nite lites on out buildings solar hot water system. LED lighting throughout.

Closed loop water heating system.

New home was planned to include all energy saving measures listed above and I am diligent about using as little e

Tubular skylights for natural lighting were installed

data center servers redesigned

**How did you first become aware of the Oregon Solar Incentive Program? Please select only one**

my general contractor and friend

A company called Solar City offered to hook us up

I am an installation contractor so I have been following the program since it's inception.

I heard about it through a friend

### Contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program?

sun storage

Solar Connection

Mr. Sun Solar

The Solar Man, Grants Pass Oregon

### Resources have you used to learn more about the Oregon Solar Incentive Program? Please

contractor

state website, contractor

Solar City

### Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net

Better economical incentive. We are utility farmers.

because of the higher long term financial return on investment.

We get our system paid for. Very secondary the small profit after its paid for.

we were lucky to get in on the first phase

Better price paid for the power I supply

monetary. net does not pay cash back

It was a good deal and I didn't think that the traditional net metering was available

Seemed to be a better long term investment

Monthly Payments

i wasn't looking at a either/or choice. Solar City offered to install the panels with no money from us up front so in my case, because we use alot of power, it was a better option and better pay back

Better ROI, 10 year vs 30 year. Offset of investment via federal tax credit.

greater benife finacially

ongoing income

I thought it would generate more income/ offset of energy expense in the long run.

I thought it was a better deal from an ROI perspective

Seemed like a better investment financially.

Provides a good return on investment.

pay back is way better, plus I have no state tax liability

long term economics were better with OSIP

### How do you rate your satisfaction with the reservation process for the Oregon Solar Incentive



The whole first come first serve thing online was a joke. Not really fair. glad you changed your process in later res because the program sold out in less than 10 minutes and i had multiple additional applications to reserve but wa although I was accepted it was not an equitable process between applicants

it's fast and furious

It was fine

Because I got in

### **ould be improved about the overall enrollment process (online reservation through**

I don't know

I think it is fine

Im not sure - Solar City handled all the technical aspects of the process

my contractor and solar contractor handled most of the stuff and everything seemed real smooth to me

dk

nothing

Less forms- simplify

Nothing.

computers have an advantage. If the process were a random selection process until the quota is fill it would be more equitable.

I honestly don't remember much about the time from the reservation to email because it was like 8 months ago. But it seemed fast enough for me.

No suggestions. It seemed adequate.

Pacific Power could have been more helpful. It was so new to them that they did not know how to help us with q expand availability of the program

I was totally unfamiliar with the terms/jargon so I feel like I was mislead on a few key components such as who gets the benefit from the panels and how do we get the money

More available registration slots.

don't know

information sheet outlining highlights and checklist of the program in every day terms

I thought it was fine.

some parts of the contract information were difficult to understand. I had to call and talk with Pacific Power representative for clarification....and even share that with my solar contractor.

none

You already fixed the applicatio process so I am happy

### **e focus is on your solar system and the installation of it. How did you decide on the size of**

the maximum size Pacific Power would allow

selected max sized

my garage was big enough to take almost the maximum size we were allowed

What I could afford to pay cash for and still have a significant impact on my energy independence.

Based on price per watt, size available on roof, and what I wanted to spend out of pocket all in relation to the 90% or less. I settled on around 50% of my usage.

### Contractor installed your solar system?

The Solar Man, Grants Pass, Oregon

Hire Electric

Mr. Sun Solar. I'm surprised Mr. Sun is not listed above. They are one of the most active contractors in the state and have been around a long time.

E 2 Powered, 63063 Layton Ave. #101, Bend, Oregon 97701.

Renewable Energy Systems LLC

Abundant Solar

Solar Connection

### What would be done to improve the interconnection process?

More dialog re: status of process

no monthly charge for production meter

I don't know.

Speedier response by Pacific Power. Faster response.

don't know

dk

No suggestions. The process was adequate.

nothing

It was fast and professional.

don't know

Speed up the meter install on Pac Powers side so we can start producing.

nothing

It went OK, maybe a little slow

This survey is wayyyyyyyyyyyyy too long

process was ok

I dont know

nothing

Less paperwork

Better communication between Pacific Power and the electric contractor.

went well

There seemed to be some confusion on the inspection process. County required a green tag and the installer didn't

### Improvements, if any, can be made to make the current monthly bill easier to understand?

A bar graph showing generation & usage.

The bill itself is ok it is the calculation sheet that is curious. The math is straight forward but the the incentive payment and the credit to the bill are calculated on different bases. The incentive calculation is ok but the bill credit appears to penalize the generator when the grid used power exceeds the generated power. When banked kwh are used use the amount applied to the monthly bill is deduced by the amount used from the bank.

nothing

nothing

it takes alot of studying and some assumptions to understand all the components of the bill

Simplify.

Know idea

Not sure- but it is still confusing, even after I called and had someone walk me through it.

teach me to be an accountant.

Explain in laymen's terms. Don't understand how Pacific Power gets to the bottom line.

I don't know, just do it.

None

Since I now understand it I don't know of any other improvements that could be made.

I dont know

tell me how much I use and the cost, and tell me how much I produce and how much you owe me.

I think the forumla could be simplified. It's tough to figure out as currently calculated.

nothing

nothing

clearly how much energy consumed and engery by solar is used

its sufficient

none

**How do you rate your satisfaction with the return on investment in the solar system a \_\_\_\_?**

We lease the system from SolarCity at a cost of \$32. a month - add to that the electric bill and the savings to us is minimal. The payment for energy fed back to the grid goes to SolarCity also.

We have not had the system long enough to see how/what it will produce.

I thought the payments would be higher

because the payments are weird in that they increase in the winter when production is smaller but consumption is greater and decrease in summer when production is greater but consumption is smaller

should have stayed the same as from the inception. If it was to be changed a new incentive program should have been created to compete with this one.

monthly leese fee and they get the energy tax credits. i thought I was going to receive the benefit from the panels - found out two months in that they get that too.

I thought it would be more. Perhaps it's the season or the fact that I've been banking kWhs to be offset by winter somewhat less than hoped for

It is giving about what expected.

because I would always like to make more money, but it is so far giving me a pretty good return on my investment

I haven't gone through a long enough period to assess the annual effect the program will have on my cost of energy. So far so good but I just started in the summer.

I would rate it a 10

financial

yes

the system is performing as the contractor estimated

great

Over the long term the system will completely pay for itself and continue to return dividends long after. It's a great

It's a great ROI, what else needs to be said?

We built a monster system.

My system should pay off in about 4 years

don't know

## Would you classify your organization?

social networking



nergy (and water) as possible.

e went for it.

ervation periods  
s not allowed to.

uestions.



o't think it was necessary

time usage.

t

it program.

# The follow

## Q1A Why do v

### Rating

- 3
- 5
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- 10
- 10
- 10

## Q2 What we

## Q3 What fir

**Q6** What, if

**Q8** How did

**Q9** Which co

**Q10** What so

**Q14** Why did

**Q22** Why do y

**Rating**

9

**Q29** What co

**Q30** Next, the

**Q34** Which co

**Q41** What co

**Q44** What im

**Q46 Why do y**

**Rating**

- 0
- 1
- 5
- 5
- 8
- 8
- 10
- 10
- 10
- 10
- 10

**F3 How wo**

## ing responses are exact verbatims as entered by respondents

Wave 6 - April 2012

### How do you rate your satisfaction with your experience in the Oregon Solar Incentive Program?

I am receiving 39.6c. Others who got in earlier are receiving 54.9c. At 39.6c it doesn't really make financial sense. I don't think I would do it again at this rate.

months they said my power year was over and took away most of the power we had generated since we do not I thought the amount of energy generated would be more.

To early to really tell how it is going to work - so far so good

Process seemed to work well. Incentive program is what triggered the size of our instalation. Payment from production is not as easy to track as it could be.

We have had no issues so far.

sounds very simplistic but isn't . I've not been surprised and if I had questions they were answered so that I could understand them. I get a sense of accountability and responsibilty from the people I interact with...That is no small thing

the benefits promoted and expected are being fulfilled.

exclaty how descried and good money

I lease the system from Solar City for \$28.00 a month. Solar City gets all of the benefits. The program sounds like a good deal if we owed the power system ourselves.

Great incentives to help provide green powerand help pay for equipment.

### What are the main reasons you enrolled in the Oregon Solar Incentive Program?

We were trying to decease our power bill.

To generate energy

environment and hedge against higher future electricity costs.

i like solar power and the incentives make it work financially

An investment in the future . I'm soon to go on a fixed income and I have a small farm . If I can reduce my footprint and afford it I'll try to be a good stward of the land (So to Speak)

three to five investment for tax credit

It allowed to build a much bigger system than we had origionally planned.

To promote solar energy and their programs and hopefully receive some energy savings.

Revenue and offset of power costs over the long run.

We thought it would help out on the cost of irrgation pumping. The local installer was also a super salesman.

incentives provided were sufficient in motivating an already inclined mindset of environmentalism.

### What motivated you to look into installing a solar system in your household/organization?

actually a combination of more than just one of the above choices



**any, particular actions did you take at your household/organization to improve energy**

Installed occupancy sensors in all new tenant buildouts. Complete relamping of building to high efficiency lamps.  
Installed a high efficiency washing machine.  
had an audit done to assess what would assist with our house through energy trust  
Rebuilt our 3 irrigation pumps so they produce more water with less power. More efficient use of irrigation water.

**you first become aware of the Oregon Solar Incentive Program? Please select only one**

Installer at Solar City.

**Contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program?**

**sources have you used to learn more about the Oregon Solar Incentive Program? Please**

**you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net**

better incentives  
Irrigation District would not be able to take advantage of tax credits.  
I don't remember  
Because OSIP looks like a better deal financially.  
did not know i had a choice, but OSIP was enough to commit.  
I signed up through the Oregon Feed in Tariff program. I would not have benefitted from tax breaks.  
Seemed like a better financial decision.  
return for production is much greater finances angin is much greater  
payment program  
Went through Solar City and they made the recommendations.

**you rate your satisfaction with the reservation process for the Oregon Solar Incentive**

Able to get in program first try

**ould be improved about the overall enrollment process (online reservation through**

I'm not sure any part of that process is broke  
no comments  
Cut out the middle man Solar City.  
Can't think of anything.  
not sure  
The email can be more detailed about which pump it is refering to.

less complication

I do not know because so much came at me so fast

no comment

don't know

none

### **What was the focus is on your solar system and the installation of it. How did you decide on the size of**

The availability % of acceptance, competition and available funds for installation.

i was told it was the largest system the program would allow.

based chance on incentive

### **Who contractor installed your solar system?**

1 Eco Solar 1 Sunlight Solar

don't remember

### **What would be done to improve the interconnection process?**

no comments

it is a big investment, so generating electricity as soon as possible is important. Make it as quick as possible.

nothing i could specify

More communication.

don't know

Start in quicker and give us an option on when our power generation year begins

none

It went fine for me as I had a contact at Pacific Power

quicker - better communication

No it was good.

Again I can't assume a perfect world ..It was as it was fairly much as I was told. I have no complaints

### **What improvements, if any, can be made to make the current monthly bill easier to understand?**

unknown

Nothing

There are way to many lines for me to comprehend.

no suggestions.

I am not 100% clear on payment from production

describe it line items on the bill explain what is codes are

don't know

You might explain how it works.

no comment

No comments

what wasn't asked was the addendum that explains the Feed In Tariff billing. I wish it was electronic so I could view it

### How do you rate your satisfaction with the return on investment in the solar system a \_\_\_\_?

lot of power that we thought would be available for our pumps. The power company seems to want to get as much power for free as they can figure.

it is not enough to justify the investment.

too early to tell - still waiting to see the results for a full year

the benefit but Solar City is.

System operation has been flawless. Will know more on ROI after 1 year of production

(10 KW systems) since my irrigation pump is off line for the season I'm banking those hours until the irrigation season is back in swing. I'm only being paid for half of what I generate...It is a cash flow problem but the fault was with the installer not PPL

As a public entity our investment opportunities are limited and this program allowed a much higher return while providing an example of green power.

don't know

quicker return

expectations are being met.

Because I did not pay anything

### How would you classify your organization?

Irrigation District

Cattle Ranch

Resort

daycare







t on line

# The follow

## Q1A Why do v

### Rating

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## Q2 What we



**Q3** What first

**Q6** What, if

**Q8** How did

**Q9** Which co

**Q10** What so

**Q14** Why did

**Q22** Why do y

**Rating**

5

10

**Q29** What co

**Q30** Next, the

**Q34** Which co

**Q41** What co

**Q44** What im

**Q46 Why do y**

**Rating**

- 1
- 1
- 5
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- 10

**Q49 Please e**



## ving responses are exact verbatims as entered by respondents

Wave 7 - June 2012

### you rate your satisfaction with your experience in the Oregon Solar Incentive Program a

We had an even pay at \$44/mo before solar. We seem to be averaging about \$58/mo now. I don't know why. because wonderful but delays in getting payment no communtion back regarding the payment and i dont have email or phone number to call them

We are satisfied with the program but think that the credit/billing could be made easier to understand.

I haven't honestly tracked this program however I believe its import ant to use solar power

I love solar power and its benefits. It took a really long time to have it installed and I always worry about it being too heavy for the roof. Otherwise, I would rate it a 10

It is going well now and I want to see how it does in the future.

payment offsets on bill are smaller than anticipated

faster turn around on payment faster then 45 day since i have to pay power bill in 30 day

Would have been a 10 had not the initial expense been so high.

why not?

I have not been with the progeram long enough to rate it higher

It's been easy.

The monthly statement is more than slightly obtuse. Pacific Power takes a larger slice than I expected. (I expected to pay for delivery of the power I use, that is not the issue.)

Because I'm about 90% happy with it.

Pacific Power has been great.

are very nice to work with

what we were to expect.

did!! Also, any time I have had any questions or concerns they have been handled in a timely and courteous manner.

### re the main reasons you enrolled in the Oregon Solar Incentive Program?

We wanted to try and lower our monthly power bills and make a environmental difference.

as an affordable way to have solar power installed in my home

earn payment- pay for itself pay for solar property pay for power

generate solar enenergy

I enrolled to be able to have solar without directly having to pay for it. I believe strongly in alternative forms of energy and wanted to be part of that.

It's a form of annuity that is better than I can get from pretty much any other investment instrument.

possible to purchase the system

it was the only way we could afford solar for the church

Save money over long term

I think we need to stop using oil or coal or nuclear power

the cash the Incentive provides to make solar affordadable. Not cost effective without the incentive.

Savings, long investment/value, no tax on property value, being responsible

Return on investment, plus we have the perfect location for solar gain.

1. To generate electricity 2. To impact the power we use daily 3. To recover part of the invested cost

reduce power bills, go green

To reduce energy costs in the long term.

as a way to offset some of our electricity expense

To cut my power bill. That didn't happen. I'd trash it if that were an option.

### **What motivated you to look into installing a solar system in your household/organization?**

modeling to our community a commitment to caring for the creation

reading newspaper and went to open house

### **What, if any, particular actions did you take at your household/organization to improve energy**

windows insulataion and flooring of house

double pained windows -new sytle of lights and new insultations gas furnace

Installed a heat pump

Solar hot water. Built the house in 2007 with an eye toward being passive solar and very efficient in the first place

### **How did you first become aware of the Oregon Solar Incentive Program? Please select only one**

Contacted directly by SolarCity when they were just an upstart company.

friend did the program

Neighborhood association meeting

### **Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program?**

Syncro Solar, Solar Options NW, LLC

Common Energy

abunce solar out of corvallis oregon

Renewable Energy Systems

### **What sources have you used to learn more about the Oregon Solar Incentive Program? Please**

### **Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net**

the tariff was of such an amount so as to pay for the system on a quicker time frame

be utilized.

It was provided to me at no cost.

tax burden- cash rather than tax credits

ran number and osi was better number econmocally

Incentives

We wanted the increased price per KW to offset the installed price.

Didn't hear about any options.

Far easier than dealing with ODOE or Energy Trust. Better financial returns.

I believe I was told that net metering was not an option.

this was the only program I was aware of

Pacific Power's rate for net metering in my area is a very sad thing. Looking at the "hidden" costs (net meter, delivery, extra charges) made it even less attractive.

longer term benefits

Because that is what solar city offered us. I am a little confused because we have net metering but a payout going to Solar City from the state for kWh produced.

Didn't know it was an option

### **How do you rate your satisfaction with the reservation process for the Oregon Solar Incentive**

I'm pretty neutral about it

didn't have to do much

### **What would you like to be improved about the overall enrollment process (online reservation through**

their bias.

lottery system was better than the previous time.

Quicker reply back on the sign up days as to whether one got in the system or not. I thought I was not fast enough and spent a weekend bummed out because of thinking we did not get in.

no surveys

longer then 30 seconds or application more to enroll

Some details such as liability insurance could be better explained up front

able to get information out to people to know (bonifed program) OSI

time frame it takes. I'm still not sure if my roof is safe

not sure

Have those enrolling have a better understanding of the time frame from applying to being accepted.

I would like to have someone tell me if I am better off with the solar or not. It sure doen't feel like it. I cannot understand the statements. I've asked for clarification and got no assistance in this.

It's better than thge lottery, which depended on how fast you can type and what your connection speed is.

not sure

Have more reservations available for willing participants

insist on a signature specifically for agreement to these questionaries

Nothing but I'd reduce the number of these mandatory questions!

contractor should do other wise the other individual might not do it

More reservations available



**the focus is on your solar system and the installation of it. How did you decide on the size of**

I would have preferred to have a larger system, with the build-in option to expand. Solar installer did not have an

**Contractor installed your solar system?**

abundance out of Corvallis

Synchro Solar

Solar Ki

Kerry Whitehead

Common Energy

Solar City recommended we install a much smaller system 9.9kWh because it would be more likely we would get the

**What could be done to improve the interconnection process?**

It was fine....took a while to get the production meter installed

time

verbal communication - phone call

nothing

less stuff at end photos to

not sure

I have no idea.

don't know

Nothing. It was done quickly.

This aspect of our project was very satisfactory!

Be specific on the time line. It's frustrating to be waiting for something to be done at a certain time and it doesn't occur when you thought it would.

nothing

nothing

It was all pretty straightforward

Don't require so many answers to so many questions on your questionnaire

manner, and not bury the customer with legal conditions, which the consumer doesn't understand, nor the implications they carry.

It went fine

not sure

**Improvements, if any, can be made to make the current monthly bill easier to understand?**

I do not know except the white sheet is quite confusing.

It took a bit to understand everything, but the paper that is added to the bill explaining what is generated and the payouts help. If this was not included it would be very difficult to understand

Fewer odd charges, not requiring me to use my acct # as a password for the spreadsheet.

I completely don't understand the new bill  
nothing except not send it encrypted and zipped up.

dk

Do not have any recommendations

Don't know

how the various charges/fees/incentives add (or subtract). I'm particularly confused as to why Pacific Power gets to add a \$10/mo metering charge, when there's NO additional cost to them, particularly since power meters are read remotely (i.e. automatically by computers) .

explanations of banking energy for future credits against usage would be good to be able to understand.

Make it plain in comparing where I am now to where I would be without the solar.

none

none

this survey is too long

I can't think of anything.

much better

not sure

I could probably put more effort into understanding them and call the electric company for clarification

**How do you rate your satisfaction with the return on investment in the solar system a \_\_\_\_?**

if any, additional costs/effort.

It feels like I pay more now than before I got the solar.

because of the rain if why

this survey is too long

because I don't think I get very much return

It's not as much as I thought and appears to be much less than what is happening at my home.

not sure

I have not seen a full year's benefit yet and we are just getting to the summer months

Could always be better!

investment.

I'm not entirely certain how this will work out yet

I am waiting for the anniversary to look at this on a yearly basis.

The utility charges are higher than I expected - my system gives me the value of the electricity generated and what I get in statements from PP is significantly lower.

triickl

deposit into account would be nice

I love my solar power

Because I am not directly paying for my solar system, yet receive all the benefits!

The installed system has out performed the estimates we were given when purchasing this solar system

**Explain the unexpected delays or challenges you encountered.**

Inspections were required that I had not anticipated, but it all worked out fine!

zoning because of county permits county

Financing was a real challenge, ended up doing it out of pocket.

tracking froze water got in

### **Could you classify your organization?**

501c3 church







ly incentive to do this

at on the sign up day.

<b>OSIP - Opt-Out Survey Results</b>		<b>Total</b>	<b>Wave 1 Mar. 2011</b>	<b>Wave 2 June 2011</b>	<b>Wave 3 Sept. 2011</b>	<b>Wave 4 Dec. 2011</b>	<b>Wave 5 Apr. 2012</b>	<b>Wave 6 June 2012</b>	
<b>Initial Questions</b>									
<b>S1</b>	<b>Pacific Power's records indicate that your household/organization had applied to participate in the Oregon Solar Incentive Program, but is no longer part of the program. Is that correct?</b>	n=	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Yes		16 100%	7 100%	0 0%	3 100%	3 100%	1 100%	2 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>S2</b>	<b>And are you one of the household/organization decision-makers involved in the original decision to participate in the Oregon Solar Incentive Program, and interacting with Pacific Power?</b>	n=	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Yes		16 100%	7 100%	0 0%	3 100%	3 100%	1 100%	2 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>S3</b>	<b>Do you currently have a solar system installed at your home / organization?</b>	n=	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Yes		1 6%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
	No		15 94%	7 100%	0 0%	3 100%	3 100%	1 100%	1 50%
<b>S4</b>	<b>Are you still planning on installing a solar system, despite no longer being part of the program?</b>	n=	<b>15 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>1 100%</b>
	Yes		2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%
	No		11 73%	4 57%	0 0%	3 100%	3 100%	0 0%	1 100%
	Unsure		2 13%	1 14%	0 0%	0 0%	0 0%	1 100%	0 0%
<b>Reason for Termination</b>									
<b>Q1</b>	<b>Which of these best describes why you are no longer enrolled in the Oregon Solar Incentive Program?</b>	n=	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	I opted out of the program after I had been accepted		12 75%	4 57%	0 0%	3 100%	2 67%	1 100%	2 100%
	It was not my decision, my participation was ended by Pacific Power		4 25%	3 43%	0 0%	0 0%	1 33%	0 0%	0 0%
<b>Q2</b>	<b>Why, specifically did you decide to opt out of the program? (Multiple Mentions)</b>	Asked of those that opted out n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Problems organizing contractor/installation		2 17%	1 25%	0 0%	0 0%	0 0%	1 100%	0 0%
	Financial difficulties/could not afford initial costs		1 8%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
	Program was too confusing/complicated		1 8%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
	Installing a solar system required too much work		1 8%	0 0%	0 0%	1 33%	0 0%	0 0%	0 0%
	Decided it was not worth the investment/return too small		1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
	Other - please specify		7 58%	2 50%	0 0%	2 67%	2 100%	0 0%	1 50%
				<a href="#">Click here to read verbatims</a>	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>
<b>Q3</b>	<b>I'm going to read a list of reasons why you may have opted out of the Oregon Solar Incentive Program. Please tell me how strong each factor was in your decision to no longer participate in the program, using a scale of 1 to 5 where 1 means it was "not a factor at all" and 5 means it was a "very strong factor." You may use any number from 1 to 5.</b>								
	<u>Upfront cost of solar system</u>	Asked of those that opted out n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	5 Very important		3 25%	1 25%	0 0%	1 33%	0 0%	0 0%	1 50%
	4		3 25%	2 50%	0 0%	0 0%	0 0%	0 0%	1 50%
	3		1 8%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%
	2		1 8%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all important		4 33%	0 0%	0 0%	2 67%	2 100%	0 0%	0 0%
	<u>Poor interactions with contractor</u>	Asked of those that opted out n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	5 Very important		1 8%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
	4		2 17%	0 0%	0 0%	0 0%	0 0%	1 100%	1 50%
	3		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	2		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all important		9 75%	3 75%	0 0%	3 100%	2 100%	0 0%	1 50%
	<u>Difficulty of the application process</u>	Asked of those that opted out n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	5 Very important		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3		1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
	2		1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
	1 Not at all important		10 83%	4 100%	0 0%	3 100%	2 100%	1 100%	0 0%



<b>OSIP - Opt-Out Survey Results</b>		<b>Total</b>	<b>Wave 1 Mar. 2011</b>	<b>Wave 2 June 2011</b>	<b>Wave 3 Sept. 2011</b>	<b>Wave 4 Dec. 2011</b>	<b>Wave 5 Apr. 2012</b>	<b>Wave 6 June 2012</b>
<i>Insurance requirements</i>								
	<i>Asked of those that opted out</i> n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
5	Very important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
3		1 8%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
2		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
1	Not at all important	11 92%	4 100%	0 0%	3 100%	2 100%	1 100%	1 50%
<i>Upfront incentives of Net Metering</i>								
	<i>Asked of those that opted out</i> n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
5	Very important	2 17%	2 50%	0 0%	0 0%	0 0%	0 0%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
3		2 17%	1 25%	0 0%	0 0%	0 0%	0 0%	1 50%
2		2 17%	1 25%	0 0%	0 0%	0 0%	0 0%	1 50%
1	Not at all important	4 33%	0 0%	0 0%	1 33%	2 100%	1 100%	0 0%
	Don't know	2 17%	0 0%	0 0%	2 67%	0 0%	0 0%	0 0%
<i>Availability of financing for the project</i>								
	<i>Asked of those that opted out</i> n=	<b>12 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>2 100%</b>
5	Very important	3 25%	1 25%	0 0%	1 33%	0 0%	1 100%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
3		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
2		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
1	Not at all important	9 75%	3 75%	0 0%	2 67%	2 100%	0 0%	2 100%
<b>Q4</b>	<b>Why, specifically, was your participation ended by Pacific Power? (Multiple Mentions)</b>							
	<i>Asked of those that were terminated</i> n=	<b>4 100%</b>	<b>3 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	I did not meet program requirements (general)	2 50%	1 33%	0 0%	0 0%	1 100%	0 0%	0 0%
	I did not submit my application within 60 days	2 50%	2 67%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	2 50%	2 67%	0 0%	0 0%	0 0%	0 0%	0 0%
			<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	No verbatims recorded
<b>Q5</b>	<b>Did Pacific Power communicate that your enrollment may be in jeopardy?</b>							
	<i>Asked of those that were terminated</i> n=	<b>4 100%</b>	<b>3 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	Yes	2 50%	1 33%	0 0%	0 0%	1 100%	0 0%	0 0%
	No	2 50%	2 67%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q6</b>	<b>Using a scale of 1 to 5, where 1 is "not at all clear" and 5 is "completely clear," how would you rate the level of clarity of Pacific Power's communications regarding the end of your enrollment in the Oregon Solar Incentive Program?</b>							
	<i>Asked of those that were terminated</i> n=	<b>4 100%</b>	<b>3 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	5 Completely clear	1 25%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	2 50%	2 67%	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all clear	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	1 25%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q7</b>	<b>Did you receive adequate notification from Pacific Power about upcoming deadlines?</b>							
	<i>Asked of those who did not meet deadlines</i> n=	<b>2 100%</b>	<b>2 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	Yes	2 100%	2 100%	0 0%	0 0%	0 0%	0 0%	0 0%
	No	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q8</b>	<b>Using a scale of 1 to 5, where 1 is "completely unfair" and 5 is "completely fair," how would you rate the fairness of Pacific Power ending your enrollment in the Oregon Solar Incentive Program?</b>							
	<i>Asked of those that were terminated</i> n=	<b>4 100%</b>	<b>3 100%</b>	<b>0 100%</b>	<b>0 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	5 Completely fair	2 50%	1 33%	0 0%	0 0%	1 100%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	1 25%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Completely unfair	1 25%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q9</b>	<b>At which of the following points did your enrollment end?</b>							
	n=	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Before the installation of your solar system	16 100%	7 100%	0 0%	3 100%	3 100%	1 100%	2 100%
	After installation, but before inspection	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	After inspection, but before beginning solar power generation	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	After beginning solar generation, but before the first payment	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	After receiving at least one payment from Pacific Power	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
			No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded

<b>OSIP - Opt-Out Survey Results</b>		<b>Total</b>	<b>Wave 1 Mar. 2011</b>	<b>Wave 2 June 2011</b>	<b>Wave 3 Sept. 2011</b>	<b>Wave 4 Dec. 2011</b>	<b>Wave 5 Apr. 2012</b>	<b>Wave 6 June 2012</b>
<b>Decision-Making Process</b>								
<b>Q10</b>	<b>Did you make any energy efficiency improvements <i>before</i> looking to install a solar system?</b>	<b>n=</b>						
	Yes	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	No	5 31%	2 29%	0 0%	1 33%	2 67%	0 0%	0 0%
		11 69%	5 71%	0 0%	2 67%	1 33%	1 100%	2 100%
<b>Q11</b>	<b>What particular actions did you take at your home/organization to improve energy efficiency? (Multiple Mentions)</b>	<b>n=</b>						
	Installed energy efficient doors or windows	5 100%	2 100%	0 100%	1 100%	2 100%	0 100%	0 100%
	Added insulation to your building's attic, roof, or walls	3 60%	2 100%	0 0%	0 0%	1 50%	0 0%	0 0%
	Installed an energy efficient heating system	2 40%	2 100%	0 0%	0 0%	0 0%	0 0%	0 0%
	Installed energy efficient lighting	1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Added insulation to things like water pipes, air ducts or a water heater	1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Installed energy efficient appliances	1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Used energy saving light bulbs	1 20%	0 0%	0 0%	1 100%	0 0%	0 0%	0 0%
	Any other actions	2 40%	0 0%	0 0%	1 100%	1 50%	0 0%	0 0%
			<a href="#">Click here to read verbatims</a>	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	No verbatims recorded
<b>Q12</b>	<b>What sources did you used to learn more about the Oregon Solar Incentive Program? (Multiple Mentions)</b>	<b>n=</b>						
	Talked to solar installation contractor	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	Went to www.pacificpower.net/solar	8 50%	4 57%	0 0%	1 33%	1 33%	0 0%	2 100%
	Went to the Energy Trust of Oregon's website (www.energytrust.org)	5 31%	3 43%	0 0%	0 0%	0 0%	1 100%	1 50%
	Newspaper	2 13%	1 14%	0 0%	1 33%	0 0%	0 0%	0 0%
	Online resources	2 13%	1 14%	0 0%	0 0%	0 0%	1 100%	0 0%
	Called Pacific Power	2 13%	1 14%	0 0%	0 0%	0 0%	1 100%	0 0%
	Contacted the Energy Trust of Oregon (ETO)	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%
	Talked to friends/family/co-workers	1 6%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%
	Refused/no response	1 6%	0 0%	0 100%	1 33%	0 0%	0 0%	0 0%
	Other - please specify	4 25%	1 14%	0 0%	1 33%	2 67%	0 0%	0 0%
			<a href="#">Click here to read verbatims</a>	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	No verbatims recorded
<b>Q13</b>	<b>What first motivated you to look into installing a solar system in your home/organization?</b>	<b>n=</b>						
	Lower monthly electric bill	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	Support alternative energy sources	4 25%	1 14%	0 0%	2 67%	1 33%	0 0%	0 0%
	Investing in home/building improvements	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%
	Ongoing financial incentives for continued solar generation	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%
	Help protect the environment	2 13%	1 14%	0 0%	0 0%	1 33%	0 0%	0 0%
	Upfront financial incentives for solar generation	2 13%	1 14%	0 0%	0 0%	1 33%	1 100%	0 0%
	Other	2 13%	0 0%	0 0%	1 33%	0 0%	0 0%	1 50%
			No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>
<b>Q14</b>	<b>How much did the following factors impact your decision to enroll in the Oregon Solar Incentive Program? For each, please indicate if it was a key factor, somewhat of a factor, had no impact, was somewhat of a barrier or almost a deal breaker to enrolling.</b>							
	<u>Ongoing financial incentives/income stream</u>	<b>n=</b>						
	It was a key factor for why I enrolled	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	It was somewhat of a factor for why I enrolled	8 50%	3 43%	0 0%	2 67%	3 100%	0 0%	0 0%
	Didn't impact my decision	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a barrier to enrolling	3 19%	1 14%	0 0%	0 0%	0 0%	0 0%	2 100%
	It was almost a deal breaker to enrolling	1 6%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%
	Didn't know about it before enrolling	2 13%	1 14%	0 0%	1 33%	0 0%	0 0%	0 0%
		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Recommendation of solar installation contractor</u>	<b>n=</b>						
	It was a key factor for why I enrolled	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	It was somewhat of a factor for why I enrolled	5 31%	1 14%	0 0%	1 33%	2 67%	1 100%	0 0%
	Didn't impact my decision	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a barrier to enrolling	5 31%	3 43%	0 0%	0 0%	1 33%	0 0%	1 50%
	It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling	3 19%	0 0%	0 0%	2 67%	0 0%	0 0%	1 50%
		1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Recommendation of friends/family/co-workers</u>	<b>n=</b>						
	It was a key factor for why I enrolled	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	It was somewhat of a factor for why I enrolled	1 6%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%
	Didn't impact my decision	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a barrier to enrolling	8 50%	5 71%	0 0%	0 0%	2 67%	0 0%	1 50%
	It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling	5 31%	0 0%	0 0%	3 100%	1 33%	1 100%	0 0%
		1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%

**OSIP - Opt-Out Survey Results**

	Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011	Wave 5 Apr. 2012	Wave 6 June 2012	
<i>Recommendation from financial advisor/professional</i>								
n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%	
It was a key factor for why I enrolled	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	2 13%	1 14%	0 0%	0 0%	0 0%	0 0%	1 50%	
Didn't impact my decision	7 44%	4 57%	0 0%	0 0%	3 100%	0 0%	0 0%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	5 31%	0 0%	0 0%	3 100%	0 0%	1 100%	1 50%	
Didn't know about it before enrolling	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	
<i>Financing options available</i>								
n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%	
It was a key factor for why I enrolled	3 19%	2 29%	0 0%	1 33%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	2 13%	1 14%	0 0%	0 0%	1 33%	0 0%	0 0%	
Didn't impact my decision	6 38%	3 43%	0 0%	0 0%	2 67%	0 0%	1 50%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	5 31%	1 14%	0 0%	2 67%	0 0%	1 100%	1 50%	
Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
<i>"Right sizing" requirements (payment for generation up to 90% of previous year's energy consumption)</i>								
n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%	
It was a key factor for why I enrolled	4 25%	1 14%	0 0%	0 0%	3 100%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	
Didn't impact my decision	7 44%	4 57%	0 0%	1 33%	0 0%	0 0%	2 100%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	4 25%	1 14%	0 0%	2 67%	0 0%	1 100%	0 0%	
Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
<i>Insurance requirements</i>								
n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%	
It was a key factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	
Didn't impact my decision	6 38%	4 57%	0 0%	0 0%	2 67%	0 0%	0 0%	
It was somewhat of a barrier to enrolling	1 6%	0 0%	0 0%	0 0%	0 0%	0 0%	1 50%	
It was almost a deal breaker to enrolling	6 38%	0 0%	0 0%	3 100%	1 33%	1 100%	1 50%	
Didn't know about it before enrolling	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%	
<i>Additional metering fee</i>								
n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%	
It was a key factor for why I enrolled	1 6%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Didn't impact my decision	9 56%	4 57%	0 0%	1 33%	2 67%	0 0%	2 100%	
It was somewhat of a barrier to enrolling	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	3 19%	0 0%	0 0%	2 67%	0 0%	1 100%	0 0%	
Didn't know about it before enrolling	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	
<i>Initial cash outlay for solar installation</i>								
n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%	
It was a key factor for why I enrolled	2 13%	2 29%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	4 25%	3 43%	0 0%	0 0%	1 33%	0 0%	0 0%	
Didn't impact my decision	5 31%	0 0%	0 0%	1 33%	2 67%	0 0%	2 100%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	5 31%	2 29%	0 0%	2 67%	0 0%	1 100%	0 0%	
Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
<b>Q15 Pacific Power customers have the option of participating in two solar programs, the Oregon Solar Incentive Program and Traditional Net Metering. Did you know there are two solar programs?</b>	n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
Yes	7 44%	3 43%	0 0%	0 0%	2 67%	1 100%	1 50%	
No	9 56%	4 57%	0 0%	3 100%	1 33%	0 0%	1 50%	
<b>Q16 Why did you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?</b>	n=	7 100%	3 100%	0 100%	0 100%	2 100%	1 100%	1 100%
Program incentives	3 43%	0 0%	0 0%	0 0%	1 50%	1 100%	1 100%	
Better deal/price	1 14%	1 33%	0 0%	0 0%	0 0%	0 0%	0 0%	
Better return on investment	1 14%	0 0%	0 0%	0 0%	1 50%	0 0%	0 0%	
Other - please specify	3 43%	3 100%	0 0%	0 0%	0 0%	0 0%	0 0%	
		<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	
<b>Q17 After leaving the Oregon Solar Incentive Program, did you enroll in Pacific Power's other solar program, called Net Metering?</b>	n=	7 100%	3 100%	0 100%	0 100%	2 100%	1 100%	1 100%
Yes	1 14%	1 33%	0 0%	0 0%	2 100%	0 0%	0 0%	
No	6 86%	2 67%	0 0%	0 0%	2 100%	1 100%	1 100%	
<b>Q18 Why did you choose to enroll in Net Metering?</b>	n=	1 100%	1 100%	0 100%	0 100%	0 100%	0 100%	
Other - please specify	1 100%	1 100%	0 0%	0 0%	0 0%	0 0%	0 0%	
		<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	

<b>OSIP - Opt-Out Survey Results</b>		<b>Total</b>	<b>Wave 1 Mar. 2011</b>	<b>Wave 2 June 2011</b>	<b>Wave 3 Sept. 2011</b>	<b>Wave 4 Dec. 2011</b>	<b>Wave 5 Apr. 2012</b>	<b>Wave 6 June 2012</b>	
<b>Contractor Experience</b>									
<b>Q19</b>	<b>Before you left the Oregon Solar Incentive Program, did you work with a solar installation contractor?</b>	<b>n=</b>	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Yes		11 69%	4 57%	0 0%	3 100%	3 100%	1 100%	0 0%
	No		5 31%	3 43%	0 0%	0 0%	0 0%	0 0%	2 100%
<b>Q20</b>	<b>Which contractor did you work with?</b>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	SunLight Solar Energy, Inc		2 18%	1 25%	0 0%	1 33%	0 0%	0 0%	0 0%
	Solarcity Corp		2 18%	0 0%	0 0%	1 33%	1 33%	0 0%	0 0%
	Advanced Energy Systems		1 9%	0 0%	0 100%	0 0%	0 0%	1 100%	0 0%
	Eco Solar, Inc.		1 9%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify		4 36%	2 50%	0 0%	0 0%	2 67%	0 0%	0 0%
	Refused/no response		1 9%	0 0%	0 0%	1 33%	0 0%	0 0%	0 0%
				<a href="#">Click here to read verbatims</a>	No verbatims recorded	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	<a href="#">Click here to read verbatims</a>	No verbatims recorded
<b>Q21</b>	<b>How would you rate your overall satisfaction with the contractor you worked with? Please use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."</b>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	10 Very Satisfied		4 36%	1 25%	0 0%	1 33%	2 67%	0 0%	0 0%
	9		2 18%	1 25%	0 0%	1 33%	0 0%	0 0%	0 0%
	8		1 9%	0 0%	0 0%	1 33%	0 0%	0 0%	0 0%
	<b>Net Very Satisfied (8-10)</b>		<b>7 64%</b>	<b>2 50%</b>	<b>0 0%</b>	<b>3 100%</b>	<b>2 67%</b>	<b>0 0%</b>	<b>0 0%</b>
	7		2 18%	2 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	6		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	5		1 9%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%
	4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	2		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1		1 9%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%
	0 Very Dissatisfied		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q22</b>	<b>Would you say your solar installation contractor's performance on _____ was "excellent," "good," "fair" or "poor?"</b>								
	<u>Timeliness</u>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	Excellent		7 64%	2 50%	0 0%	3 100%	2 67%	0 0%	0 0%
	Good		2 18%	1 25%	0 0%	0 0%	1 33%	0 0%	0 0%
	Fair		1 9%	1 25%	0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		1 9%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Professionalism</u>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	Excellent		6 55%	1 25%	0 0%	3 100%	2 67%	0 0%	0 0%
	Good		4 36%	3 75%	0 0%	0 0%	1 33%	0 0%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		1 9%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Courtesy</u>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	Excellent		8 73%	2 50%	0 0%	3 100%	2 67%	1 100%	0 0%
	Good		3 27%	2 50%	0 0%	0 0%	1 33%	0 0%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Quality of work</u>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	Excellent		5 45%	1 25%	0 0%	2 67%	2 67%	0 0%	0 0%
	Good		1 9%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		5 45%	3 75%	0 0%	1 33%	0 0%	1 100%	0 0%
	<u>Cost of services</u>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	Excellent		6 55%	1 25%	0 0%	3 100%	2 67%	0 0%	0 0%
	Good		2 18%	2 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		3 27%	1 25%	0 0%	0 0%	1 33%	1 100%	0 0%
	<u>Knowledge of the Oregon Solar Incentive Program</u>	<b>Asked of those that worked with contractor n=</b>	<b>11 100%</b>	<b>4 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>0 100%</b>
	Excellent		8 73%	2 50%	0 0%	3 100%	3 100%	0 0%	0 0%
	Good		3 27%	2 50%	0 0%	0 0%	0 0%	1 100%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

<b>OSIP - Opt-Out Survey Results</b>		<b>Total</b>	<b>Wave 1 Mar. 2011</b>	<b>Wave 2 June 2011</b>	<b>Wave 3 Sept. 2011</b>	<b>Wave 4 Dec. 2011</b>	<b>Wave 5 Apr. 2012</b>	<b>Wave 6 June 2012</b>	
<b>Reservation</b>									
<b>Q23</b>	<b>In order to sign up for the Oregon Solar Incentive Program, you must go online and fill out a reservation application. Did you fill out this online form, or did your solar installation contractor take care of this step?</b>	<b>n=</b>	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	My solar installation contractor filled out the online form		11 69%	5 71%	0 0%	1 33%	2 67%	1 100%	2 100%
	I filled out the online form		5 31%	2 29%	0 0%	2 67%	1 33%	0 0%	0 0%
<b>Q24</b>	<b>Now, just thinking about the online reservation process for the Oregon Solar Incentive Program, how satisfied were you overall with the reservation process? Please use a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied."</b>	<b>Asked of those that filed online form n=</b>	<b>5 100%</b>	<b>2 100%</b>	<b>0 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	10 Very Satisfied		1 20%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
	9		1 20%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%
	8		1 20%	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%
	<b>Net Very Satisfied (8-10)</b>		<b>3 60%</b>	<b>0 0%</b>	<b>0 0%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>0 0%</b>	<b>0 0%</b>
	7		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	6		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	5		2 40%	2 100%	0 0%	0 0%	0 0%	0 0%	0 0%
	4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	2		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	1		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Q25</b>	<b>Again, thinking about the online reservation process, how would you rate the following factors?</b>								
	<u>Completing the online form</u>	<i>Asked of those that filed online form</i>	<b>n= 5 100%</b>	<b>2 100%</b>	<b>0 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	Very easy		2 40%	0 0%	0 0%	1 50%	1 100%	0 0%	0 0%
	Somewhat easy		2 40%	1 50%	0 0%	1 50%	0 0%	0 0%	0 0%
	Neither easy nor difficult		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult		1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Very difficult		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Paying the deposit</u>	<i>Asked of those that filed online form</i>	<b>n= 5 100%</b>	<b>2 100%</b>	<b>0 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	Very easy		1 20%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%
	Somewhat easy		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Neither easy nor difficult		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult		1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Very difficult		1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		2 40%	0 0%	0 0%	2 100%	0 0%	0 0%	0 0%
	<u>Understanding the instructions</u>	<i>Asked of those that filed online form</i>	<b>n= 5 100%</b>	<b>2 100%</b>	<b>0 100%</b>	<b>2 100%</b>	<b>1 100%</b>	<b>0 100%</b>	<b>0 100%</b>
	Very easy		3 60%	0 0%	0 0%	2 100%	1 100%	0 0%	0 0%
	Somewhat easy		1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Neither easy nor difficult		1 20%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Very difficult		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Overall Experience</b>									
<b>Q26</b>	<b>Thinking about your experiences of enrolling and no longer being enrolled in the Oregon Solar Incentive Program, how has your impression of Pacific Power changed? Would you say your impression is...</b>	<b>n=</b>	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Much better		1 6%	0 0%	0 0%	1 33%	0 0%	0 0%	0 0%
	Somewhat better		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Unchanged		10 63%	6 86%	0 0%	0 0%	2 67%	0 0%	2 100%
	Somewhat worse		1 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Much worse		1 6%	0 0%	0 0%	0 0%	1 33%	0 0%	0 0%
	Don't know		3 19%	0 0%	0 0%	2 67%	0 0%	1 100%	0 0%
<b>Q27</b>	<b>Now that you are no longer part of the Oregon Solar Incentive Program, which of the following statements best describes how you feel?</b>	<b>n=</b>	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	I am happy that I am no longer part of the program		2 13%	0 0%	0 0%	0 0%	1 33%	0 0%	1 50%
	I am disappointed that I am no longer part of the program		14 88%	7 100%	0 0%	3 100%	2 67%	1 100%	1 50%
<b>Q28</b>	<b>How likely do you think you are to enroll in the Oregon Solar Incentive Program in the future? Would you say you are...</b>	<b>n=</b>	<b>16 100%</b>	<b>7 100%</b>	<b>0 100%</b>	<b>3 100%</b>	<b>3 100%</b>	<b>1 100%</b>	<b>2 100%</b>
	Very likely		6 38%	2 29%	0 0%	1 33%	2 67%	1 100%	0 0%
	Somewhat likely		4 25%	3 43%	0 0%	0 0%	0 0%	0 0%	1 50%
	Not very likely		2 13%	0 0%	0 0%	1 33%	0 0%	0 0%	1 50%
	Not at all likely		3 19%	2 29%	0 0%	0 0%	1 33%	0 0%	0 0%
	Don't know		1 6%	0 0%	0 0%	1 33%	0 0%	0 0%	0 0%

		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011	Wave 5 Apr. 2012	Wave 6 June 2012
<b>OSIP - Opt-Out Survey Results</b>								
<b>Q29</b>	<b>How likely are you to recommend enrollment in the Oregon Solar Incentive Program to a friend, family member or colleague? Would you say you...</b>							
	n=	16 100%	7 100%	0 100%	3 100%	3 100%	1 100%	2 100%
	Definitely would recommend	9 56%	3 43%	0 0%	3 100%	2 67%	0 0%	1 50%
	Probably would recommend	3 19%	1 14%	0 0%	0 0%	0 0%	1 100%	1 50%
	Probably would not recommend	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%
	Definitely would not recommend	2 13%	1 14%	0 0%	0 0%	1 33%	0 0%	0 0%
	Don't know	1 6%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Residential Customers Profiling Questions - Only asked of residential customers</b>								
<b>D1</b>	<b>What is your age</b>							
	n=	11 100%	6 100%	0 100%	2 100%	2 100%	0 100%	1 100%
	25-34 years	1 9%	1 17%	0 0%	0 0%	0 0%	0 0%	0 0%
	35-44 years	1 9%	0 0%	0 0%	0 0%	1 50%	0 0%	0 0%
	45-54 years	1 9%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%
	55-64 years	1 9%	1 17%	0 0%	0 0%	0 0%	0 0%	0 0%
	65-74 years	4 36%	3 50%	0 0%	0 0%	1 50%	0 0%	0 0%
	Prefer not to answer	3 27%	1 17%	0 0%	2 100%	0 0%	0 0%	0 0%
<b>D2</b>	<b>Which of the following categories includes your household's annual income?</b>							
	n=	11 100%	6 100%	0 100%	2 100%	2 100%	0 100%	1 100%
	\$40,000 or less	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$40,001 - \$80,000	3 27%	1 17%	0 0%	1 50%	1 50%	0 0%	0 0%
	\$80,001 - \$120,000	4 36%	3 50%	0 0%	1 50%	0 0%	0 0%	0 0%
	\$120,001 - \$160,000	2 18%	1 17%	0 0%	0 0%	0 0%	0 0%	1 100%
	\$160,001 - \$200,000	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$200,001 - or more	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Prefer not to answer	2 18%	1 17%	0 0%	0 0%	1 50%	0 0%	0 0%
<b>Commercial Customers Profiling Questions - Only asked of commercial customers</b>								
<b>F2</b>	<b>Which of the following would you say best classifies your organization?</b>							
	n=	5 100%	1 100%	0 100%	1 100%	1 100%	1 100%	1 100%
	Government agency	3 60%	0 0%	0 0%	0 0%	1 100%	1 100%	1 100%
	Manufacturing	1 20%	0 0%	0 0%	1 100%	0 0%	0 0%	0 0%
	Other - please specify	1 20%	1 100%	0 0%	0 0%	0 0%	0 0%	0 0%
			<a href="#">Click here to read verbatims</a>	No verbatims recorded	No verbatims recorded	No verbatims recorded	No verbatims recorded	<a href="#">Click here to read verbatims</a>
<b>F3</b>	<b>How many employees work at your location?</b>							
	n=	5 100%	1 100%	0 100%	1 100%	1 100%	1 100%	1 100%
	35 employees	1 20%	0 0%	0 0%	1 100%	0 0%	0 0%	0 0%
	50 employees	1 20%	1 100%	0 0%	0 0%	0 0%	0 0%	0 0%
	222 employees	1 20%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%
	25,000 or more	1 20%	0 0%	0 0%	0 0%	0 0%	0 0%	1 100%
	No answer	1 20%	0 0%	0 100%	0 0%	0 0%	1 100%	0 0%
<b>F4</b>	<b>Please stop me when I reach a category which includes your organization's annual revenue.</b>							
	n=	5 100%	1 100%	0 100%	1 100%	1 100%	1 100%	1 100%
	Under \$250,000 per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$250,000 to under \$500,000 per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$500,000 to under \$1 million per year	2 40%	0 0%	0 0%	1 100%	0 0%	0 0%	1 100%
	\$1 million to under \$4 million per year	2 40%	1 100%	0 0%	0 0%	1 100%	0 0%	0 0%
	\$4 million to under \$10 million per year	1 20%	0 0%	0 0%	0 0%	0 0%	1 100%	0 0%
	\$10 million to under \$50 million per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$50 million to under \$100 million per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$100 million and over	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

## The follow

Q2 Why, spe

Q4 Why, spe

Q9 At which

Q11 What pa

Q12 What so

Q13 What fir

Q16 Why did

Q18 Why did

Q20 Which co

F2 Which of





## ing responses are exact verbatims as entered by respondents

Wave 1 - March 2011

**Specifically did you decide to opt out of the program?**

INSUFFICIENT TIME FOR DUE DATE OF INSTALLATION  
COULDN'T GET THE CONTRACTORS TO EVEN ANSWER QUESTIONS.MORE AND MORE COMPLEX AS WENT ALONG.  
WOULD RUIN VALUE OF HOUSE, BECAUSE OF APPEARANCE. BACK OF PANELS have terrible APPEARANCE.

**Specifically, was your participation ended by Pacific Power?**

CONTRACTOR DIDN'T GET PAPERWORK IN IN THE TIME FRAME.  
SOME LOCATIONS DID NOT HAVE ROOM FOR THE SYSTEM

**of the following points did your enrollment end?**

**Particular actions did you take at your home/organization to improve energy efficiency?**

ENERGY EFFICIENT APPLIANCES

**ources did you used to learn more about the Oregon Solar Incentive Program?**

ODOE.

**st motivated you to look into installing a solar system in your home/organization?**

**you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional**

IT SEEMED LIKE THE TIME WAS RIGHT TO DO THIS, AND IT WAS THE FIRST OFFERING I WAS AWARE OF.  
HUBBUB ABOUT IT, RUSH TO ENROLL. EVERYONE SAID IT WAS A GREAT DEAL.  
THOUGHT I WAS ENROLLING IN NET METERING. I FOUND OUT THAT THE FEDERAL GOVERNMENT GIVES A  
GRANT IN LEW OF OREGON SOLAR INCENTIVE PROGRAM.

**you choose to enroll in Net Metering?**

THOUGHT I WAS ENROLLING IN NET METERING.

**Contractor did you work with?**

E2 POWER  
SUNSOLAR

**the following would you say best classifies your organization?**

AGRICULTURAL



## The follow

**Q2** Why, spe

**Q4** Why, spe

**Q9** At which

**Q11** What pa

**Q12** What so

**Q13** What fir

**Q16** Why did

**Q18** Why did

**Q20** Which co

**F2** Which of

## **ving responses are exact verbatims as entered by respondents**

**Wave 3 - September 2011**

**pecifically did you decide to opt out of the program?**

UNABLE TO GET SOLAR PANEL APPROVED BY MANAGEMENT

PULLEd out because of deadline

the would have to FORTIED MY ROOF TO HOLD SYSTEM so we choose not to have it installed.

**pecifically, was your participation ended by Pacific Power?**

**of the following points did your enrollment end?**

**rticular actions did you take at your home/organization to improve energy efficiency?**

changed out BULB AND SHOWER HEADS

**ources did you used to learn more about the Oregon Solar Incentive Program?**

SOLAR CONTRACTER AND ENGRY TRUCST WEBSITE

NA

SEMINARs

**st motivated you to look into installing a solar system in your home/organization?**

EMAIL FROM CONTRACTOR TELLING US ABOUT INCENTIVE

**you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional**

**you choose to enroll in Net Metering?**

**ontractor did you work with?**

NA

**f the following would you say best classifies your organization?**

## The follow

Q2 Why, spe

Q4 Why, spe

Q9 At which

Q11 What pa

Q12 What so

Q13 What fir

Q16 Why did

Q18 Why did

Q20 Which co

F2 Which of

## **ving responses are exact verbatims as entered by respondents**

**Wave 4 - December 2011**

**pecifically did you decide to opt out of the program?**

IN ORDER TO HAVE THIS DONE I WOULD HAVE TO RE-ROOF MY HOUSE. I AM GOING THROUGH A DIVORCE AND WHEN I SIGNED UP PACIFIC POWER PAYS ME 4 TIMES AS MUCH AS IT COST. THE FEDERAL GOVT. DOES NOT CHARGE YOU ANY TAXES. IT THINK IT IS A SCAM.

**pecifically, was your participation ended by Pacific Power?**

WE DIDNT NOT COMPLET PROJECT PUC DEADLINE

**of the following points did your enrollment end?**

**rticular actions did you take at your home/organization to improve energy efficiency?**

I PUT IN A NEW OIL FURNACE.

**urces did you used to learn more about the Oregon Solar Incentive Program?**

PACIFIC POWER'S BROCHURES  
I WORK FOR SOLAR CITY THROUGH MY EMPLOYER.  
CONTRACTOR(POTENTIAL)

**st motivated you to look into installing a solar system in your home/organization?**

**you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional**

FINACILA INCETIVES-  
THE OREGON SOLAR PAYS A LOT MORE.

**you choose to enroll in Net Metering?**

**ontractor did you work with?**

TODD GREGORG  
SUN SOLAR

**the following would you say best classifies your organization?**

## The follow

Q2 Why, spe

Q4 Why, spe

Q9 At which

Q11 What pa

Q12 What so

Q13 What fir

Q16 Why did

Q18 Why did

Q20 Which co

F2 Which of



**ving responses are exact verbatims as entered by respondents**

**Wave 5 - April 2012**

**pecifically did you decide to opt out of the program?**

company did not perform-unable to build project for us that they said they would build

**pecifically, was your participation ended by Pacific Power?**

**of the following points did your enrollment end?**

**rticular actions did you take at your home/organization to improve energy efficiency?**

**ources did you used to learn more about the Oregon Solar Incentive Program?**

**st motivated you to look into installing a solar system in your home/organization?**

**you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional**

cost incestives where alot more

**you choose to enroll in Net Metering?**

**ontractor did you work with?**

advanced energeny systems

**f the following would you say best classifies your organization?**

## The follow

**Q2** Why, spe

**Q4** Why, spe

**Q9** At which

**Q11** What pa

**Q12** What so

**Q13** What fir

**Q16** Why did

**Q18** Why did

**Q20** Which co

**F2** Which of

**ving responses are exact verbatims as entered by respondents**

**Wave 6 - June 2012**

**pecifically did you decide to opt out of the program?**

Management made the decision not me; I was for the program and they won  
Incentive payments

**pecifically, was your participation ended by Pacific Power?**

**of the following points did your enrollment end?**

**rticular actions did you take at your home/organization to improve energy efficiency?**

**ources did you used to learn more about the Oregon Solar Incentive Program?**

**st motivated you to look into installing a solar system in your home/organization?**

Contractor

**you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional**

Incentives

**you choose to enroll in Net Metering?**

**ontractor did you work with?**

**f the following would you say best classifies your organization?**

Municipality

**MEMO**

To: Linda Evens, Senior Research Analyst & Project Manager

From: Marti Frank and Jane S. Peters, Research Into Action, Inc.

Date: September 8, 2011

Re: Cohort A, Survey 1 Report

This memo summarizes findings from the first round of data collection in the evaluation of PGE's Solar Payment Option (SPO) program. We collected data from five populations; Table 1 below lists the relevant details. The sections that follow provide summary findings for the sample we surveyed. Residential and commercial populations (for Participants and Dropouts) are summarized separately.

**Table 1. SPO Data Collection Summary, by Population**

POPULATION	NUMBER OF COMPLETED SURVEYS/ INTERIVEWS	APPROXIMATE DATA COLLECTION PERIOD	DATA COLLECTION MODE	FINDINGS FORMAT
<b>Utility staff</b>	3	April 2011	Telephone interview	Summary of interviews addressing previously agreed-upon topics
<b>Stakeholders</b>	5	April 2011 – May 2011	Telephone interview	Summary of interviews addressing previously agreed-upon topics
<b>Participants</b>	<b>109</b>	December 2010 – May 2011	Online survey	Data export showing frequencies and verbatim responses
Residential	90			
Commercial	19			
<b>Drop-outs</b>	<b>7</b>	June 2011 – August 2011	Online survey	Data export showing frequencies and verbatim responses
Residential	6			
Commercial	1			
<b>Installers</b>	13	June 2011	Telephone survey	Data export showing frequencies and verbatim responses



## UTILITY STAFF

### Roles of the Interviewees in the SPO Program

We completed three interviews with utility program staff. They described their roles at program start-up as:

- ➔ Project manager
- ➔ Project developer
- ➔ Analyst for rates and regulatory affairs

### Program Strengths

Utility staff identified aspects of the program that are working well, both for the staff who implemented the program, and for participating customers and installers.

#### *For implementers:*

- ➔ **Excellent team coordination and communication during program start-up helped utility staff launch the program on time.** All three interviewees noted the team communicated well and had good camaraderie, despite their different organizational backgrounds and the challenges they faced. Interviewees also noted they had a good relationship with their software vendor, Epiq. One interviewee commented that the vendor performed similar work for PacifiCorp and this seemed to ease the process of developing PGE's online system.
- ➔ **Utility staff accomplished their start-up goals:**
  - Set up the program according to the OPUC rules and in a short amount of time;
  - Obtained the necessary resources within their organization;
  - Explained the program to the public and the solar PV industry

#### *For customers and installers:*

- ➔ **The SPO program's payments to customers are driving interest in the program.** It is a novelty for the utility to pay its customers (with the exception of commercial demand response programs), and interviewees noted this aspect of the SPO program gets customers' attention. One interviewee believed these payments will motivate participation among customers who would not have installed solar PV otherwise, even in the net metering program.



- ➔ **The SPO program provides a second option for financing solar PV installations, a benefit to customers and installers.** Interviewees noted that installers find it easier to sell solar PV systems, and customers are more willing to invest in them, now that there are two financing options, net metering and the SPO program. One interviewee explained that multiple financing options provide context for comparing payback figures, or as the interviewee stated, “You only know if it’s a good deal if you see something else.”
- ➔ **The SPO program is increasing awareness of and demand for solar PV.** Interviewees said the “media blitz” surrounding the program, including multiple articles in the Oregonian in 2010, increased awareness of solar among potential participants. All interviewees agreed that the program benefitted the solar PV industry by increasing demand for solar.

### Recommended Changes

Utility staff suggested the OPUC make changes to the structure of the program, some of which have already been made. They also discussed three challenges, but stopped short of recommending specific changes.

### *Recommendations already addressed*

- ➔ **Change the allocation process to increase predictability.** All interviewees noted the initial “first-come, first-served” allocation approach presented customers and installers with great uncertainty and technical challenges. (The allocation process has already been changed to a lottery system.)
- ➔ **Publish incentive rates further in advance of the allocation period.** An interviewee stated the OPUC was “moving in the right direction” by announcing the incentive rate more than one week before the offering, allowing potential participants more time to evaluate the relative payback of the SPO program and net metering.

### *Recommendations to be considered*

- ➔ **Explore revision of the system size limits to increase demand.** The current limit on the size of the system a customer can install may limit demand. Increasing size limits or eliminating them could increase demand.
- ➔ **Streamline reporting requirements.** To ease the reporting burden on the program, staff would like to see the OPUC simplify the data reporting process and allow the program more time to respond.



## Challenges

- ➔ **Program requirements perceived to be unstable.** Utility staff is aware that the OPUC could change the SPO program requirements at any time. Program staff worries about whether they will be able to respond successfully.
- ➔ **Ambiguous program requirements and limited guidance.** The interviewees found many of the program rules in the OPUC order unclear. This ambiguity, combined with a tight timeline and difficulty obtaining guidance made the start-up process challenging and stressful.
- ➔ **Difficulty aggregating meters.** The program is still facing difficulty aggregating data from multiple meters.

## Lessons Learned

Utility staff learned several things from their experience starting up the SPO program that are applicable to future programs and to ongoing SPO program implementation.

- ➔ **When implementing a new program use a similar, existing program as a model.** One interviewee discussed using the net metering program as a “backbone” for the SPO program, in both processes and personnel. Utility staff modeled SPO processes on net metering processes, specifically in structuring the interconnection process and communicating with customers. Staff members familiar with net metering were tasked with SPO program work.
- ➔ **An effective program manager is essential for overcoming internal, organizational challenges.** One interviewee emphasized the importance of the program manager in obtaining resources, coordinating the team and ironing out uncertainty in the implementation details.
- ➔ **Utility staff must communicate openly and often with the program stakeholders.** One interviewee stressed that the OPUC and other interested parties “are very passionate” about the SPO program. Utility staff can support this commitment to the program by responding to enquiries in a timely way, such as by providing program data as requested.

## STAKEHOLDERS

### Organizational Affiliations of the Interviewees

We completed five interviews with SPO program stakeholders, selected randomly from a list provided by PGE. The OPUC declined to be interviewed. The affiliations of the interviewees are:

- ➔ National Solar



- ➔ Oregon Department of Energy
- ➔ Oregon Interfaith Power & Light
- ➔ Oregon Solar Energy Industries Association (OSEIA)
- ➔ Renewable Northwest Project

## Program Strengths

All stakeholder interviewees support the SPO program and believe it has the potential to be a “great program.” They believe it is doing a good job serving participants. Like utility staff, stakeholders attribute the high level of public interest in and demand for the program as evidence of its success raising awareness of solar PV.

Stakeholders are aware that PGE has little control over the design of the SPO program and think that, overall, PGE is implementing it well. Interviewees complimented PGE on:

- ➔ A simple application process that is not “onerous” for applicants
- ➔ Clear program materials
- ➔ Timely delivery of the notification to fill out the Capacity Reservation Form
- ➔ Sufficient program staffing, especially considering the short timeframe in which the program was rolled out

## Recommended Changes

Overall, stakeholders believe the SPO program is “too cautious” in its design and “not a real feed-in tariff” because:

- ➔ The program limits the size of small installations based on the customer’s historic energy use. Stakeholders stated that a “real” feed-in tariff would “allow you to produce as much energy as you could.”
- ➔ For large installations, customers participate in a competitive bidding process to receive an allocation. That is “the antithesis” of a “true” feed-in tariff, noted one stakeholder, in which the program “sets a price and people decide if they want to do it.”
- ➔ Stakeholders also criticized the capacity of the pilot program (25 MW) as too small to have a significant effect on the solar PV market and noted that the program seems designed solely to determine the lowest acceptable incentive rate, rather than setting a rate such that customers are incented to invest in solar PV systems.





In contrast to what they perceive as short-sighted design choices, stakeholders would like the OPUC and utilities to take a longer-term view of the program and its potential to transform the market for solar PV by increasing customer demand to a volume sufficient to support decreases in per unit costs.

To this end, interviewees made several specific suggestions about how the SPO program might be improved:

- ➔ **Expand the SPO program beyond a pilot by increase capacity.** Interviewees noted the small size of the pilot necessarily limited its ability to affect the solar PV market. One noted their organization made an original request for 250 MW of capacity.
- ➔ **Provide more advance notice of changes to the incentive rate.** Interviewees support the new three-month advance notice. Some would prefer even greater advance notice, a particular benefit to community groups that take more time to organize and make decisions.
- ➔ **Consider alternatives to the current process for setting the incentive rate.** Interviewees made three specific suggestions:
  - Set the incentive rate such that it covers participants' costs and provides a small return, to encourage people to "take money out of their IRA and put it on their roof." Interviewees contrasted this perspective with their perception of the current rate-setting process, thought to be intended to find a price that will "kill demand."
  - Consider a rate "adder" for community groups. For example, Ontario adds \$0.015 to the rate for community groups and aboriginals.
  - Consider using a formula to set the incentive rate to encourage participants to maximize the size system they install. The current rate is much higher for systems less than 10 kW and the result is a "rash" of systems at 9.8 kW because it presents the greatest cost benefit to customers.
- ➔ **Continue modifying the allocation process.** There is no consensus among stakeholders about the best approach to allocating capacity. None of the interviewees is satisfied with the current approach.
  - *Small systems:* Stakeholders opposed the lottery for small systems and believe the first-come, first-served approach provided more predictability for installers and their customers. They heard from installers that there was enough capacity to meet the demand for small systems.
  - *Medium-sized systems:* Some stakeholders oppose the hybrid lottery/competitive bid system for medium-sized systems that will go into effect starting with the October 1, 2011 allocation period. One interviewee called it "cumbersome" for



both utilities and installers. Stakeholders support a lottery allocation process for these systems, rather than competitive bid.

- One interviewee recommended an “open enrollment” process for the entire year to allow continuous, rolling applications, awarded on a first-come, first-served basis.

➔ **Increase the capacity allocated to large systems.** Some stakeholders would like to see an increase in capacity allocated to larger systems, including a “carve out” of capacity reserved specifically for community groups.

➔ **Enhance program data collection to include:**

- *The total number of applicants for each allocation period.* Stakeholders expressed concern that utilities are not collecting data on the total number of applicants for each allocation. Stakeholders would find this information useful for gauging demand for allowing the redirection of unsuccessful applicants to other programs. Stakeholders thought the optional survey implemented by utilities was insufficient to meet this goal. Rather, they suggested keeping the allocation period open longer (one or two days) to allow all applicants time to submit an application.
- *SPO system production, as compared to net metering system production.* One stakeholder suggested it would be helpful to know if systems installed under the SPO program produce more energy than comparable systems installed under net metering, where the customer’s incentive is independent of energy generation.
- *A summative evaluation that assesses program implementation and participant motivations.* These needs will be met by the current evaluation scope of work. Stakeholders made three other suggestions for program modifications. The significance of these factors as barriers to participation could be assessed as part of the evaluation:
  - **Drop the \$10 meter charge.** One stakeholder suggested this fee is regressive and suggested just including the fee in the cost of program.
  - **Remove the liability insurance requirement.** A stakeholder argued that since there is not an insurance requirement for net metering there should not be one for the SPO program either.
  - **Allow aggregation of meters to make program more accessible.** Stakeholders commented that this is a barrier for some potential participants.

➔ **Make minor modifications to improve program forms and communications:**

- Shorten the Interconnection Agreement and include relevant definitions in the agreement



- Provide examples of the payment terms on the program website to make it clearer to the lay audience, for example, by using “real life examples.”
- ➔ **Standardize the program name across all utilities.** A stakeholder noted the difference in program names is confusing to customers.

## Understanding of the Origin of a Feed-in Tariff in Oregon

Interviewees cited the role of several stakeholders in catalyzing the Oregon legislature to mandate the program in a House Bill 3039. The groups mentioned by interviewees are:

- ➔ **Governor Kulongoski’s Global Warming Committee** put forth a set of policy recommendations that included advocating for solar PV
- ➔ **Oregonians for Renewable Energy Policy** drafted an early feed-in tariff bill
- ➔ **Citizens Utility Board** recommended modifications to the bill
- ➔ **World Future Council**, based in Germany, had a representative active in Oregon lobbying for a feed-in tariff
- ➔ **Renewable Northwest Project** lobbied for the feed-in tariff bill
- ➔ **Alliance for Democracy** promoted a different feed-in tariff bill
- ➔ **OSEIA** advocated for the legislation and worked out the details with the OPUC

## PARTICIPANTS, DROP-OUTS AND INSTALLERS

An export of survey data for each group appears in the following sections. Below we list some points of interest for each group.

### Participants

#### *Residential*

- ➔ Most respondents report hearing about the SPO program through contractors (31%), the media (27%) and lenders (described in the open-ended responses).
- ➔ Respondents show a moderate level of previous ownership of solar systems.
- ➔ Respondents are making the decision to invest in a solar system relatively rapidly; 24% considered the decision for less than three months and nearly half considered for less than one year.



- ➔ Overall, respondents are satisfied with program processes and communications. Satisfaction is mixed regarding time it took to get the system installed and connected.
- ➔ Installation contractors play an important role in the respondents' experiences; they are an influential source of information on the program, are submitting the majority of applications and assist participants to complete forms. In addition, most respondents (80%) are satisfied with the service they received from their contractor.
- ➔ About 80% of participants estimated the system payback period, with estimates ranging from one to 16 years, with most payback estimates between seven and 10 years. Respondents had a low tolerance for additional extension to their payback period.
- ➔ Just over half of respondents (56%) considered net metering for this project, typically for a system the same size or smaller than the one they installed in the SPO program. Most chose the program because they found the incentives more attractive.
- ➔ Nearly half of respondents (44%) had unresolved issues when they decided to participate.

### **Commercial**

- ➔ Nearly half of respondents (47%) report hearing about the SPO program through contractors and word-of-mouth (32%).
- ➔ Only one respondent reported previous ownership of solar systems.
- ➔ Respondents are making the decision to invest in a solar system relatively rapidly; 32% considered the decision for less than three months and 64% considered for less than one year.
- ➔ Overall, respondents are satisfied with program processes and communications. Satisfaction is mixed regarding time it took to get the system installed and connected.
- ➔ Installation contractors play an important role in the respondents' experiences; they are an influential source of information on the program, are submitting the majority of applications and assist participants to complete forms. In addition, nine-out-of-ten respondents (89%) are satisfied with the service they received from their contractor.
- ➔ *All* respondents estimated the system payback period, with estimates ranging from one to 15 years. Respondents had a low tolerance for additional extension to their payback period.
- ➔ Just under half of respondents (47%) considered net metering for this project, typically for a system the same size or larger than the one they installed in the SPO program. Most (70%) chose the program because they found the incentives more attractive.
- ➔ Fewer than 20% of respondents had unresolved issues when they decided to participate.



## Drop-Outs

### Residential

- ➔ Five of six drop-outs chose to terminate their participation in the program (as opposed to having their participation terminated by PGE).
- ➔ One of six drop-outs installed a solar PV system, and did so in the net metering program.
- ➔ Total system cost and availability of upfront capital were important barriers to participation.

### Commercial

- ➔ There was only one completed commercial drop-out survey.
- ➔ The respondent withdrew because he/she did not receive as large an allocation as was desired.

## Installers

- ➔ Installers are marketing the SPO program in print ads and outgoing phone calls, not in radio and TV ads.
- ➔ Only one respondent reported asking participants to assign benefit payment to the installer.
- ➔ *All* installers report filling out the Interconnection Application for their customers, most reported also completing the Capacity Reservation Application. Over half (62%) reported reviewing the contract with the customer.
- ➔ Nearly one quarter of respondents (23%) reported paying the upfront cost of the system.
- ➔ Half of respondents reported their customers had unresolved issues when they applied.
- ➔ *All* installers said their customers also considered net metering and *all* reported their customers calculated the potential payback. All but one respondent stated the systems their customers considered for net metering were smaller or the same size as those considered for the SPO program.
- ➔ Installers think the biggest barrier to participation is upfront cost.
- ➔ Installers report satisfaction at a “3” or above (on a one-to-five point scale, with one being “very dissatisfied” and 5 being “very satisfied”) for the following program areas:
  - The program’s website (85%)



- The program staff's knowledge of the program (100%)
  - The program staff's ability to answer your questions (100%)
  - The resolution of any issues that arose during the project (100%)
  - Your overall experience with the program (100%)
- ➔ Installers report lower satisfaction regarding the “overall design” of the program (31% ranking it a “1” or “2”).
- ➔ Most respondents say the SPO program has had a positive effect on their business (77%), none reported a negative effect.



**SURVEY DATA FOR**  
***RESIDENTIAL PARTICIPANTS***



research/into/action<sup>INC</sup>

**RESEARCHINTOACTION.COM / 503.287.9136 / Po Box 12312 – PORTLAND, OR 97212**

## PGE FIT Participants Survey #1 (Cohort A) Residential

Last Modified: 08/10/2011

Filter By: Cohort A and Residential

### Before You Applied



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## From whom or how did you first hear about the Solar Payment Option program?

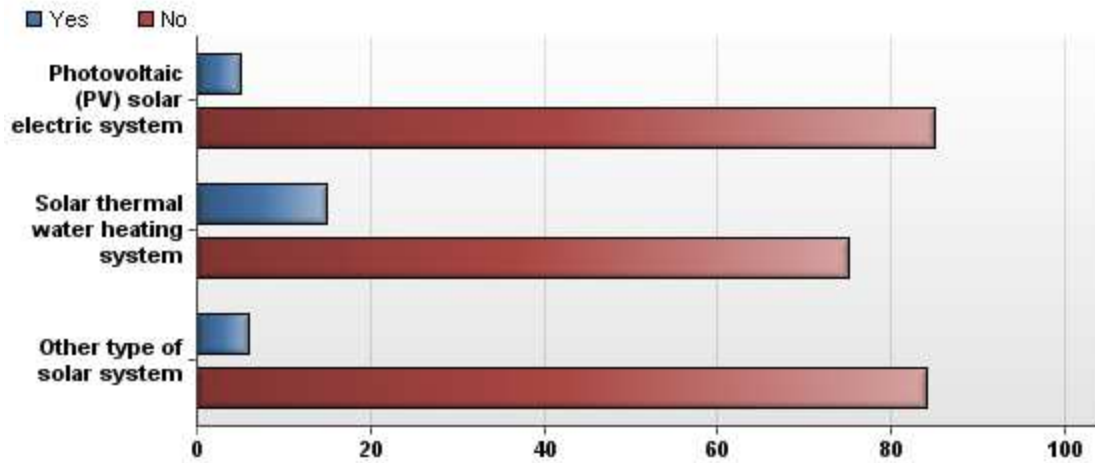
Answer	Response	%
PGE (bill insert, website, representative, etc.)	2	2%
Energy Trust of Oregon (website, representative, etc.)	3	3%
Contractor	28	31%
Event	3	3%
Media (radio, TV, newspaper, magazine, etc.)	24	27%
Friends, family, neighbor, co-worker, or other word-of-mouth	8	9%
Other (specify)	20	22%
Don't remember	2	2%
Total	90	100%



Other (specify)
Paramount Equity Mortgage
City of Beaverton
Introduction to Solar Energy - Community College Class
PGE EE Seminar
Oregon State Fair booth
Paramount Equity Mortgage
went to fair and was told of the program to come available. I followed through with the two companies I was told about at the fair. Expo Feb 2010 in that time frame.
Paramount
National Solar
Paramount Equity
mortgage company
Paramount Equity mortgage
SolarCity
Solar City
Paramount Equity
A friend in Menlo Park tipped me off, I called a week prior to Residential Launch in PDX
SolarCity
I worked on HB 3039 in the Legislature
Morgage Broker
Am and Installer



**Have you owned any of the following types of solar systems at this or other addresses?**



Question	Yes	No	Responses
Solar thermal water heating system	15	75	90
Other type of solar system	6	84	90
Photovoltaic (PV) solar electric system	5	85	90



### Please specify the other types of solar systems you have owned.

#### Text Response

solar hot water system

Solar pool heater for an above ground pool. Passive solar space heating with trobe wall and south facing glass wall.

solar powered attic fans

Mounted a photovoltaic panel on a sailboat to charge the battery.

Solar assisted swimming pool heater

solar hot water system

Statistic	Value
Total Responses	6



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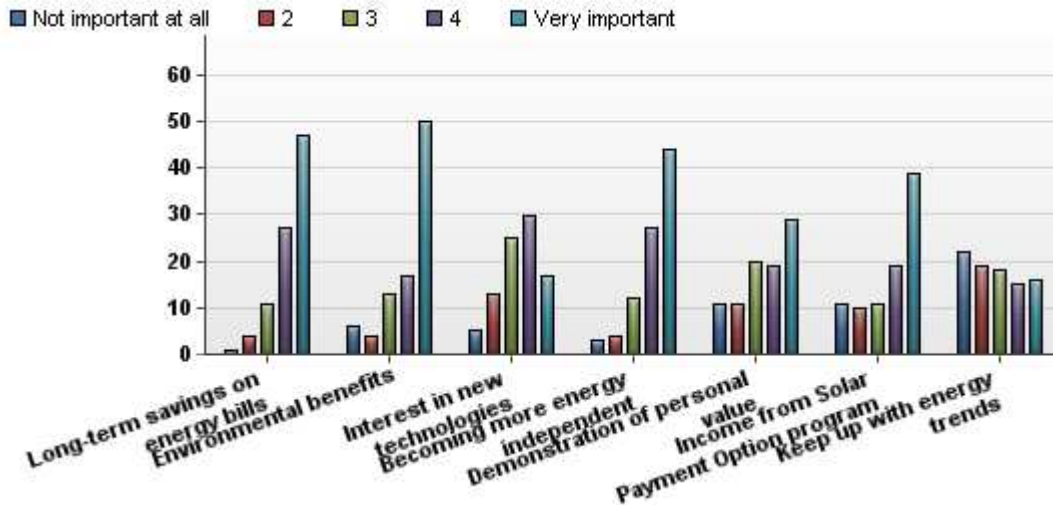
### How long had you considered installing your new solar PV system?

Answer		Response	%
Less than 3 months		22	24%
3 months to less than 6 months		7	8%
6 months to less than 1 year		13	14%
1 year to less than 3 years		28	31%
3 years to less than 5 years		10	11%
5 years to less than 10 years		6	7%
More than 10 years		4	4%
Don't know		0	0%
Total		90	100%



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Using the slider, please tell us how important each of the following factors was in your decision to invest in a solar system at this time. PLEASE NOTE: The system registers the whole number shown on the right, even when the pointer is between two numbers.



Question	Not important at all	2	3	4	Very important	Responses
Long-term savings on energy bills	1	4	11	27	47	90
Becoming more energy independent	3	4	12	27	44	90
Environmental benefits	6	4	13	17	50	90
Income from Solar Payment Option program	11	10	11	19	39	90
Demonstration of personal value	11	11	20	19	29	90
Interest in new technologies	5	13	25	30	17	90



Keep up with energy trends	22	19	18	15	16	90
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## Were there any other important factors in your decision?

### Text Response

The net ROI had to be competitive with 10 year treasury bonds

no

New industry, new jobs, and there is a need to become more energy independent.

Independent, alternative source of power.

The feed-in-tariff (albeit not exactly) has proven to drive down market costs and increase efficiencies in Germany. It is essential we expand these payments to other renewable energy so that we can meet our goals for RPS--especially since Boardman will be scheduled to close sooner than anticipated (thankfully) by PGE.

Demonstrate by example to teach others about possible energy independence, efficiency, and on site energy production

We operate considerable farm vehicles and equipment, and this is a way to offset some of that carbon footprint.

My roof is south facing and a giant slab. It SCREAMS for solar panels.

Coincident with remodeling activity on the residence.

For the investment for resale

The payment option made it possible for me. Otherwise, I could not have justified the investment.

no

ADDED VALUE AND MAYBE A BETTER EDGE WHEN GOING TO SELL THE HOME

Good investment in the long run.

The overall price of the system was important. It takes a good while for the pay back

That it was a relationship between us and PGE and did NOT require use of state tax dollars (e.g. no tax credit) AND that it counts toward PGE meeting renewable portfolio standard (was not going to pay more for your "green" options to do that).





Solar energy is there for the taking. We feel every new home should be built to include solar energy options and older homes should be retrofitted when possible.

No out of pocket cost to acquire the system.

No

I work in the ocean renewable energy sector, and am aware of Oregon's rather aggressive renewable portfolio strategy and commitments.

At the economic times, I could not find a better return on my investment. Be it stock, CD or any other type of investment. Realstate, or any other.

Cost, Incentives, Rebates

son's interest in solar energy

Federal energy tax credit that made the purchase/installation feasible.

no

Installation costs

Demonstration to others in the neighborhood and community that solar in Oregon is a viable option.

Tax credit.

My wife has wanted to go this route for 20 years. I would not entertain it until there was a return on investment. We want to demonstrate eco friendly with our electric car ordered to leverage eco friendly power source too. We are viewing this as a component of our whole solution.

Concern that the Federal government is going to cause rampant inflation by spending us blind. If that happens, we will at least be able to afford some electricity -- that which we generate ourselves.

cost of out of pocket money and going through the paperwork process was not a high priority for me

Most interested in working to make our country energy independent, not my household in particular (ie: not for survivalist reasons)

ROI. Estimated 15-17 years if purchasing outright.

Helping establish a precedent, a new norm, so others similarly inclined will be encouraged to go solar



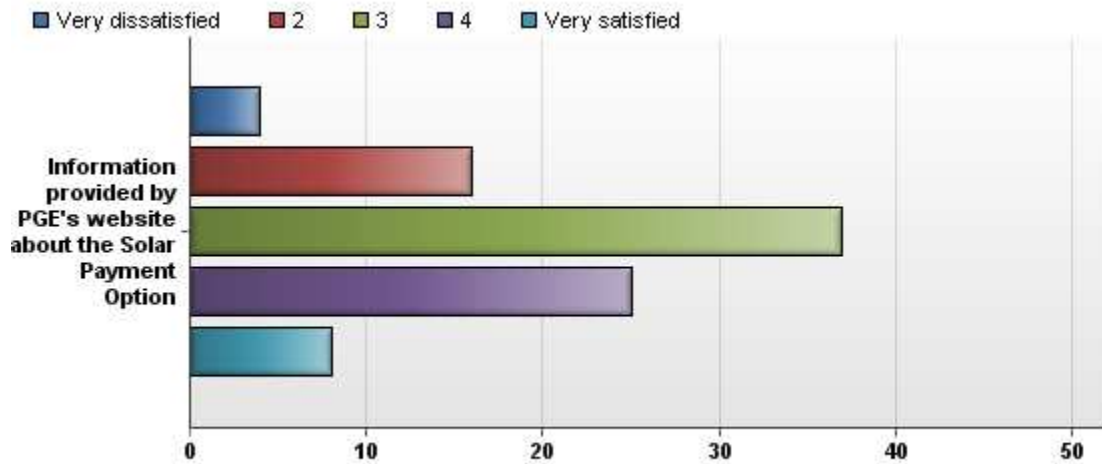
too.
No, this pretty much covers it. We have a small farm, and we're interested in becoming carbon neutral for our home and farm for personal, values-based reasons. But this falls under one of the categories above.
no
The net ROI had to be competitive with 10 year treasury bonds
no
New industry, new jobs, and there is a need to become more energy independant.
Yes. The easy financing options offered by Solar City.
Price to install

Statistic	Value
Total Responses	41



# Application Process

Please tell us how satisfied you were with the following element during the application process.



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by PGE's website about the Solar Payment Option	4	16	37	25	8	90



**Please describe why you were dissatisfied with the information provided by PGE's website about the Solar Payment Option program.**

Text Response

Did not find enough specific information

It was a pilot program, News Media had some conflicting stories, Hard to get exact answers during the design phase of my project.

Actually, I really wanted to write n/a as I have not accessed it. I have had email exchanges with PGE representatives and answered specific questions that way.

My bill when it came wasn't very clear how that all worked and I was concerned that I would have to pay the amount to the assignees.

information about insurance requirements were unclear and took three calls to PGE to get answered

I did not use the site as a primary source of information.

not applicable should be an option in this question --- didn't go there to learn about it.

Information was presented as if I was familiar with PGE terms and industry language. It was difficult to read and understand. As a writer of technical information I was taught to write at a sixth grade level to make it understood by the majority of people.

It was only my inability to understand. Not the website.

Long and sometimes confusing

Didn't know it existed

I was not dissatisfied, I just did not get any info from PGE

did not disclose cost of meter per month

I'm not sure I really understood the roles of Solar City and PGE throughout this process which took more than a year.

There didn't seem to be any logical organization to it. Rather than having everything about the Solar Payment Option accessible from a bullet list on a single page, I had to follow links embedded in text to things that sometimes didn't seem to have any relationship to the Solar Payment Option, and that



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occasionally made it hard to get back to the page I came from. Things became much more confusing when I downloaded the Interconnection Agreement, which seemed to say I was actually signing up for a Net Metering contract. The document's page footer reads, "SOLAR PHOTOVOLTAIC PILOT PROGRAM AND INTERCONNECTION SERVICES AGREEMENT: NET METERING OPTION (UP TO 100 KW)". So is that the FIT program or a Net Metering program? The answer is, "Yes, sort of," but it took lots of head-scratching and question-asking before I was sure. Both programs (FIT and Net Metering) need better names than the ones used. The "Solar Option" program name is way to generic. It suggests some wacked-out loser telling a buddy, "Hey, man, I've decided to go for a solar option," when he means he's going to add panels for pool heating, water heating, or power generation. Or maybe he's just going to get a tan. Net Metering is overused. It's really involved in both the "Solar Option" (FIT) and the "Net Metering" program. It took me a long time to understand why I was signing a "NET METERING" agreement when I was in the "Solar Option" program.

I was unaware of it. Our introduction was through Paramount Equity. They negotiated the entire agreement over about a year's time and our communication was with them until Solar City came into play sending us contracts and instructions.

The program is so new that there was not alot of details available about how it would affect my bill, how SolarCity (the owner of the system) would factor in and how this would affect my equal pay option. I am also upset about the \$10/month charge for the extra meter on my house. I did not see that stated anywhere. The first I knew of it was when I got my first PGE bill after turning on the system.

lack of correct information, inconsistent information.

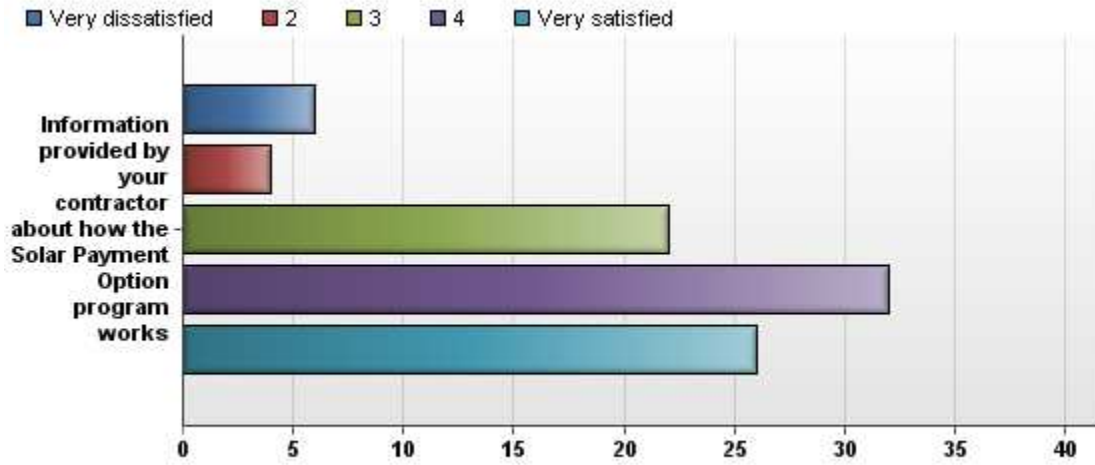
very little information. financing info would have helped. energy estimate calculator would have helped. info on installed costs and projected production of energy and income would have helped website shut down as soon as capacity was reach.

Did not find enough specific information

Statistic	Value
Total Responses	20



### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by your contractor about how the Solar Payment Option program works	6	4	22	32	26	90



**Please describe why you were dissatisfied with the information provided by your contractor about how the Solar Payment Option program works.**

Text Response

Contractor did not seem to understand the program and did not have answers to many of my questions

Too busy to help. Probably couldn't get in the program. We decided to apply by ourselves. Solarize Salem encouraged us to try.

nobody ever really explained to me in detail the process or what things meant.

My contractor was vague. I got most of the info by doing my own research.

To this day I don't know how my billing will work. I have asked customer service at Solar City and at Paramount Equity and they cannot answer my questions. I have not contacted PGE. I should!

I have already expressed my dissatisfaction to SolarCity. They changed the program 3 times and had me sign 3 different amendments. The program still doesn't seem to be working as they said that it would (i.e. 70% of my power paid for).

they were unable to provide accurate information as the requirement were still changing

Contractor did not seem to understand the program and did not have answers to many of my questions

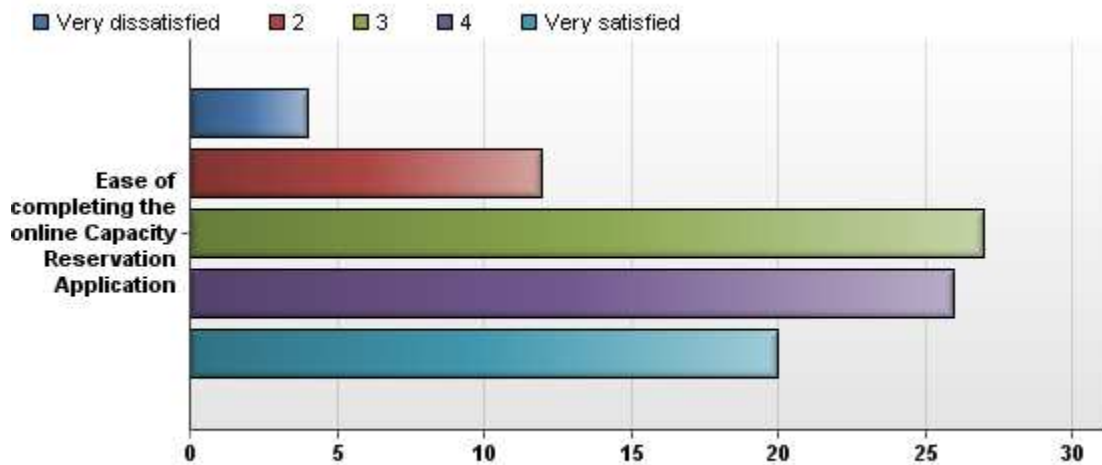
The Contractor I started with "Solar City" backed out and left me in the cold. I thought about it a lot. PGE staff were very helpful in helping me make the decision by me paying for it up front and eventually I get back my investment and incentive. The new Contractor I worked with NW Solar Solution was better but still had poor coordination and miss information. I am now happy but it took a lot of effort and work from my part to understand the process...am still learning.

I have talked to PGE Representative already about my problems with Solar City. I would not recommend doing business with them ever. I am a Framing Sidng Roofing Contractor, and am so dissapointed in the experience with them I have been going out of my way to tell friends family and construction colleages not to do business with them. Now I see Solar City is doing business through home depot. One more reason to not do business with them. They also fail to put a CCB # on there advertisements which is a clear vialation of state law. They should be brought up on charges, and have their license suspended.



Statistic	Value
Total Responses	10

### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Ease of completing the online Capacity Reservation Application	4	12	27	26	20	89





## Please describe why you were dissatisfied with the process of completing the online Capacity Reservation Application.

### Text Response

because i did not have the information to fill it out and i called my installer never called me back

We were well prepared and it was still challenging to get the application filled out quickly and accurately

It is a time based system, that I hear was not described well prior to the 8:00 AM start. No mention of Paypal as the payment. If we didn't have a contractor who was very diligent on top of it, we would not have gotten our application in on time. The system of application would allow some megacorporation with the capacity to make an automatic application system (computer program) to run applications for less qualified projects to get into the program. I think that the real issue is with the program application being time based (first come first serve) with VERY limited capacity to accept the many qualified applicants. There may be many projects that do not have adequate structure, do not have a real plan to do solar, do not have adequate up-front funding, or are just a pipe dream of ever happening, that gets a reservation from a limited pool of possible reservations, while a very qualified project that has already been designed and is "solar ready" does not get into the program because the applicant was not quick enough on their computer in the few minute window that they had for applying. The application process should consider more qualitative aspects of each project, and / or should not be so limited in the number of application reservations. I'm glad that we got into the program!

To hard to reserve your spot. Needs to be a better way to allocate the capacity. It was hard for an individual to get in. Solar companies had professional data input personnel getting their clients in the program taking up a majority of the capacity.

The contractor filled it out. We didn't.

Our contractor filled out...so really can't answer -- not applicable? But do not like the lottery/race to get in.

I chose my contractor to do so, I did not try myself.. However between the two contractors I selected. Only one asked for the \$100 application fee. The other asked for a \$1000 non-refundable fee if I choose to do system or not. REC asked for min deposit and I received that back from PGE. yeah for the REC guys. If you need the name of the other approved contractor I will be happy to find it and supply your contractors name. Didi

don't remember doing it

Technical information required to apply.



We didn't really work with PGE. Solar City worked for us.

My contractor did it for me and he stated that they had some difficulty regarding payment

I don't believe I ever did this. Again, the background work was done by either Paramount Equity or Solar city.

There was bug in the deposit transaction that left the completion status in doubt. Did not know if application was received.

because i did not have the information to fill it out and i called my installer never called me back

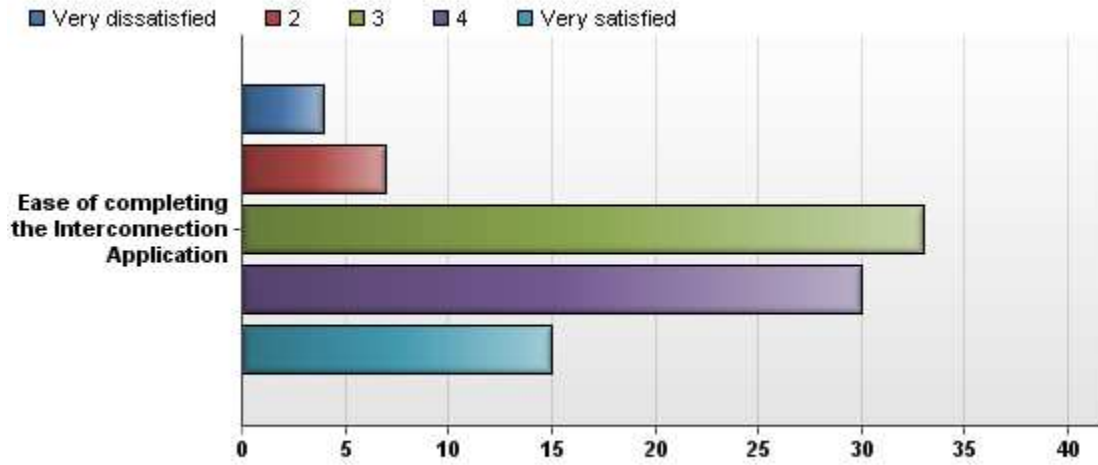
We were well prepared and it was still challenging to get the application filled out quickly and accurately

The window of opportunity offered by PGE to reserve the capacity reservation was very narrow and ridiculous.

Statistic	Value
Total Responses	16



## How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Ease of completing the Interconnection Application	4	7	33	30	15	89



## Please describe why you were dissatisfied with the process of completing the Interconnection Application.

### Text Response

i do not know what that is

Mainly the insurance requirement issue for residential projects, this was finally resolved then things were easy after that

Contractor filled it out

again, the contractor filled out for us, so not applicable.

I did not do the application. I left it to my contractor. However, I was ready to jump on a 8:00am to fill out the mass applications, but I felt that REC had it under control and more would have just made the application process worst. However I was planned to jump on if they did not give me confirmation of my applicant. I just thought that double up efforts would just clog the system. Didi

don't remember doing it

Didn't really work with PGE. We worked with Solar City.

Had to do it like three times because thing kept changing

I was not dissatisfied - I did not complete the application. I shall continue to answer "dissatisfied" so I will get this question box and explain I simply did not complete the application myself.

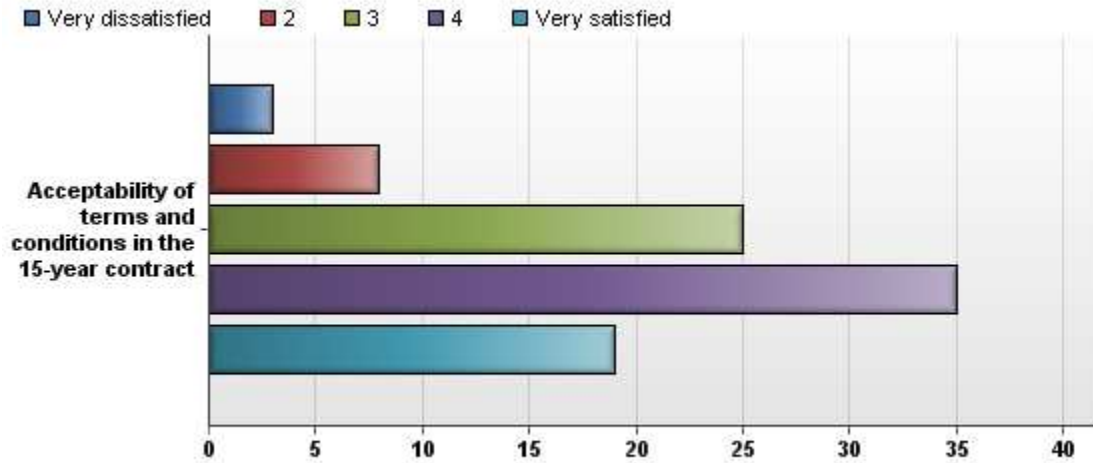
i do not know what that is

Most PGE officials, except for a few were not forthcoming with information, to help the customer. I heard a lot of "I don't know." Most of the time I had to leave phone messages, that were returned when I was at work creating a lot of missed calls.

Statistic	Value
Total Responses	11



### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Acceptability of terms and conditions in the 15-year contract	3	8	25	35	19	90



**Please describe why you were dissatisfied with the terms and conditions in the 15-year contract.**

Text Response

The contract is complicated and was presented as a "take it or leave it" type of deal - it did not seem to be negotiable. I did complain the the original insurance requirement was untenable and that provision was changed. T PGE could have done a better job explaining some of the provisions and why they were necessary.

I say several area's that PGE was in full controll with no recourse on the applicant. But I felt there should be some type of trust. Gee my father is a defence attorney, why should I? Well it's a good program and I think that if by chance this takes off, I could be part of a really cool programe that would update equipment, be proactive on the newest advancements and those that jumped and belived would be first to opt for those programes. DD

Too long and complicated.

The monthly meter charge should have been absorbed by PGE.

\$10 per month meter charge

Too long. Would prefer 7-10 years. Will not likely live in this house for 15 years.

15 years seems like too long for a technology that is evolving as fast as PV solar.

I never received a full explanation with regards to the insurance requirement. Net metering customers do not have this requirement, no one could explain why our program is different.

it should be a 20-year contract. Insurance requirement and meter charge should be removed.

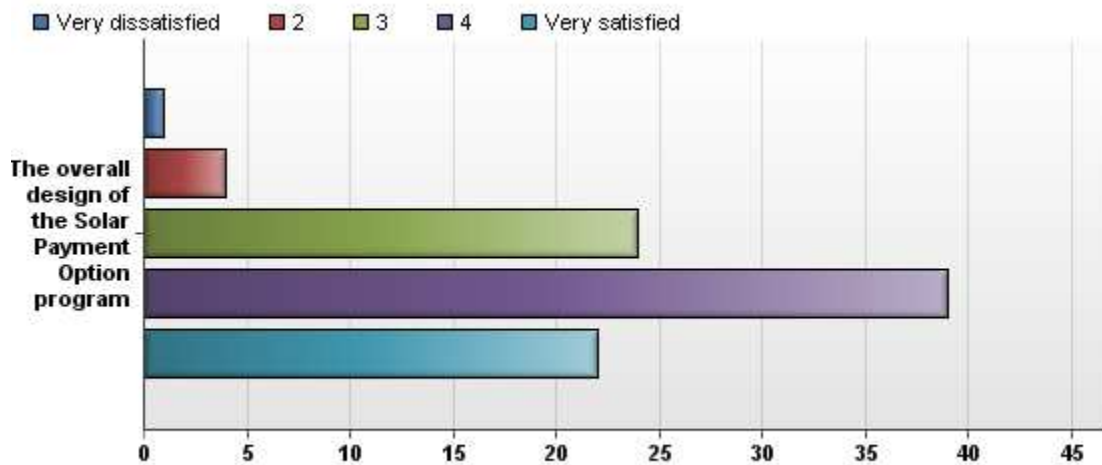
The contract is complicated and was presented as a "take it or leave it" type of deal - it did not seem to be negotiable. I did complain the the original insurance requirement was untenable and that provision was changed. T PGE could have done a better job explaining some of the provisions and why they were necessary.

Requirement to have an Umbrella Insurance Policy



Statistic	Value
Total Responses	11

### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
The overall design of the Solar Payment Option program	1	4	24	39	22	90



## Please describe why you were dissatisfied with the overall design of the Solar Payment Option program.

### Text Response

At this point. I have only had 1 full payment and two reports of what I have been given as a credit and what I am being paid. I will handle all paper wk. I am used to this as I am a self employed commison marketing\sales. However, the numbers don't quite match on my bill an my statment of responsibility. I have made note and will see how it goes though my bookeeping. Just making sure I am keeping my side of the income records. Do I owe income from the credit I recieved on my bill? Does the bookeeping suppliment the savings. DD

We're not really dissatisfied. The process took so long and the deal was changed in the year it took to settle things all out.

I've already expounded at length upon the confusion engendered by using "Net Metering" to mean both a program and a metering option, and then including that metering option in both programs. More careful choice of terminology would reduce the confusion factor. Early on, I was wondering if I should cut my losses and run. Fortunately, RS Energy is knowledgeable and dedicated to enabling their customers to make informed decisions, so I eventually was able to understand what was happening. There was additional information that should have been provided early in the process that wasn't mentioned until the last possible moment. The insurance requirements were an enormous hurdle in my case, though I'm sure that in others they caused naught but a ripple. PGE provided a checklist of things to do, but it came late in the process. In addition, I was told two days before the PGE inspector was to arrive that they needed my Social Security Number (SSN). I wasn't about to give my SSN out over the phone to anyone who called, so I had to drive from my work (in Lake Oswego) to PGE's Sherwood office to give my SSN in person to a customer service representative. It could all have been handled by mail if I had been told two weeks earlier.

the limit on the system size to 90% of usage constrains generation. We should be encouraged to generate and sell as much energy back to the grid as possible. the perverse incentive to consume should be removed. we should be incentivized to conserve energy and maximize surplus generation. PGE should bill us for our consumption and pay the incentive rate for all production. This would make bills easier to understand.

confusing lack of explanation





Statistic	Value
Total Responses	5

### Who submitted the online Capacity Reservation Application?

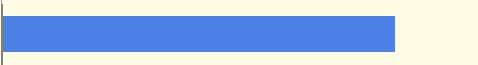


Answer	Response	%
Myself	15	17%
Contractor	66	73%
Other (specify)	8	9%
Don't know	1	1%
Total	90	100%

Other (specify)
My wife
I was in reserve, just in case they did not.
Helen (wife)
Solar City
dont remember. same goes for the next question
Paramount Equity / Solar City
Solar city
My wife

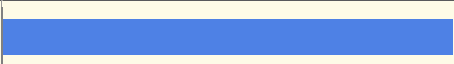



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### Did your contractor help you complete the Interconnection Application?

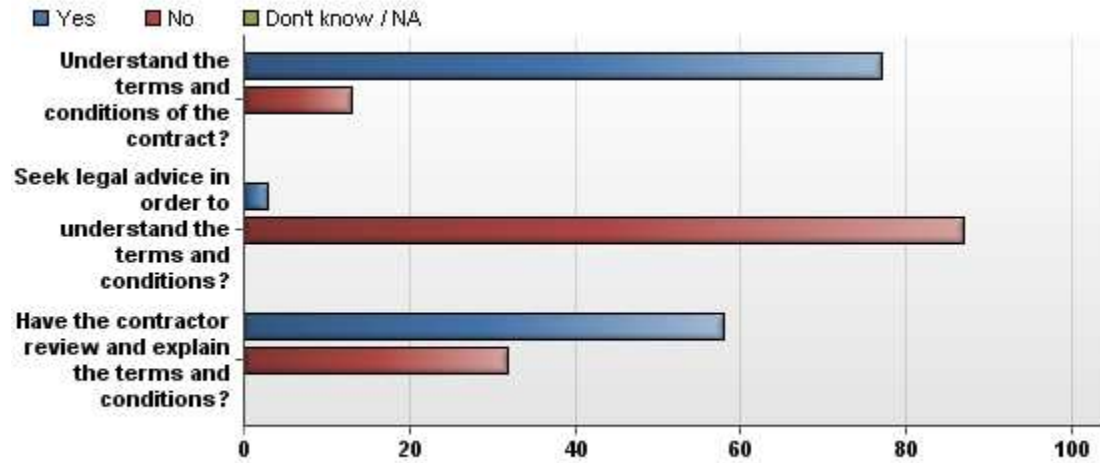
Answer		Response	%
Yes		74	82%
No		15	17%
Don't know		1	1%
Total		90	100%

### Did you have sufficient time to review the details of the Solar Payment Option program before making the decision to participate?

Answer		Response	%
Yes		85	94%
No		5	6%
Don't know		0	0%
Total		90	100%



### When reviewing the 15-year contract, did you . . .



Question	Yes	No	Don't know / NA	Responses
Understand the terms and conditions of the contract?	77	13	0	90
Seek legal advice in order to understand the terms and conditions?	3	87	0	90
Have the contractor review and explain the terms and conditions?	58	32	0	90



**Do you have any suggestions on how to improve the terms and conditions of the contract? Please describe.**

Text Response

A simple explanation of the required liability insurance would be nice.

no

A plain English explanation of the terms and conditions would be helpful as well as an explanation of why those terms and conditions are in the contract.

The terms around the liability insurance requirements still is not real clear. It has taken my Insurance Agent 3 calls to PGE to understand what was required.

We had to visit websites of the Oregon PUC, Oregon Energy Trust and PGE in order to fully understand all aspects of the contract. Additional background information could be included with the application to better explain all of the aspects of thee contract.

I don't really like the \$10/month charge for the additional meter. That is \$1,800 over the 15 years of the contract and seems quite excessive for a \$125 part. This makes my basic charge \$20/mo. plus all the other tax and fee crap. Also what happens at the end of the 15 year contract. There could be more clarity with the options (short of removing all the panels, etc.)

I can't remember some of the issues that came up as I tried to understand the terms when we subscribed July 1st. I do remember that it wasn't clear to me that the ownership would transfer to new owners if we move. I know that I questioned what will happen with our contract in 15 years. No answer yet to that question. I hope that bugs in going through permitting will improve as local communities understand the program.

The revision of residential insurance requirements was timed perfect. We were just beginning to speak with our insurance agent. The rate that is payed for power seems to be unrelated to the actual demand and cost of solar. With such a limited number of reservations available, the willingness to participate in the program, based on incentive rate, cannot be adequately measured.

We had some confusion regarding the double meters and how the outbound energy would be compensated for; however, now that we've received a couple of monthly PGE statements it makes sense.

A high level summary of the terms would be nice. like where the Green Tags went (PGE kept them), how the billing would work, and less legalese and more plain English.



I thought I understood the terms and conditions of the contract up to and until the \$1M liability requirement jacked my homeowner's and all my vehicle insurance. It also appears the Solar Payments will be treated as income - thus extending the ROI recovery window.

Unsure what a timely payment is. When should I expect the payments?

There was no mention that I would be required to fill out these surveys. I have had someone or something to respond to every day since the system was installed. It's like the holiday guest who won't go home. I thought I was buying a product, not a relationship. If there is a problem, I will seek help. I don't need the PUC, PGE, or my contractor to hold my hand.

no

I'm not sure why the Insurance is required when it's my house and my system.

Highlite the pertinent information.

Use plain English - and make it less one-sided.

Given the speed at which PGE implemented this program, my impression is that they did a great job overall and with the contract.

I do think that the consumer should have a bit more rights, but I still understand the protection of PGE. However, we invested too. I would like a bit of safty catch. DD

no

Shorten the document and keep the lawyers from messing it up

Shorter term. Rate flexes some with the increase or decrease of current eletrical rate.

no

The insurance issue could be an impediment to some applicants. A \$500,000 liability limit is more normal on a single family residence.

The monthly meter charge should be absorbed by PGE.

put meter charge on contract, not resonable charge

Clearer info on what happens when you all your house before 15 years.



I think they are pretty straight forward. The reason we worked with the contractor to review and explain was to ensure the system meets the requirements clearly stated.

A plain-language summary of each section would be helpful.

My communications were all through Paramount Equity and Solar City. Neither one could tell me how my PGE bill would look or be impacted. My fault for not contacting PGE directly in the end.

Mostly this is very straightforward but we still have questions about exactly when and how the payments will be made, so that could be more clear. We also still have questions about our long term federal tax obligations for the payments, but it sounds like we'll have to treat them as ordinary income. It would be nice to have more information about this.

I thought that I understood it, but somewhere in there PGE says that there is something about a \$10/month charge for the extra meter. I missed that so I guess I didn't fully understand the Ts and Cs.

finalize it before having customers submit applications

please provide scenarios given we have 4 seasons and lots of clouds in oregon how this will look month by month - I am still a bit confuse as to how this will look in the winter months when I will have sign deficit and in the summer months when I expect to generate a surplus of electricity - whether the surplus that I generate in the summer months will compensate for the sparse electricity that I will generate. also the language about add'l insurance for the PV system is too confusing and needs to be simplified or excluded, esp in residential (small) system.

no

Simplify, simplify, simplify. Get it down to one or two pages.

A simple explanation of the required liability insurance would be nice.

no

A plain English explanation of the terms and conditions would be helpful as well as an explanation of why those terms and conditions are in the contract.

The terms around the liability insurance requirements still is not real clear. It has taken my Insurance Agent 3 calls to PGE to understand what was required.

Simplify the language so you do not need a legal advise/lawyer

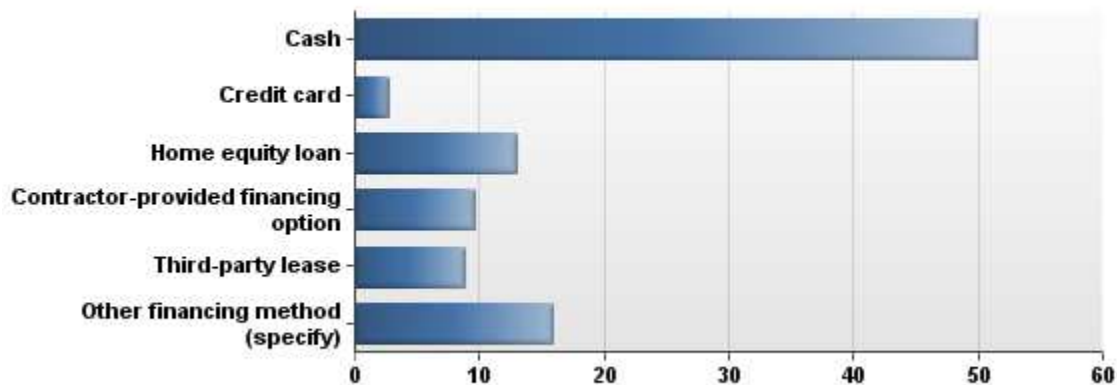
NO



Eliminate the need to have insurance

Statistic	Value
Total Responses	43

**Please tell us how you paid for the system. Please fill in the percentage of each category that applies (The total percent should sum up to 100%).**



Answer	Min Value	Max Value	Average Value	Standard Deviation
Cash	0	100	49.90	48.61
Credit card	0	100	2.69	15.04
Home equity loan	0	100	13.07	31.58
Contractor-provided financing option	0	100	9.61	28.56
Third-party lease	0	100	8.89	28.62
Other financing method (specify)	0	100	15.84	36.17





Other financing method (specify)
none
One year interest free loan through EnerBank USA.
Solar City isn't charging me anything for it, they get the assignee money.
none
contrator-provided financing will change to home equity loan in 1 year.
the solar panels are owned by the contractor and all the financial benefits and the system belong to Solar City
I do have the saving in back up. I have not made stock investments in the last 2 yrs and thought this was they best investment. I only get the fed deduction, but with the Fed deduction, it made it worth while as I see it.
We didn't pay.
Paid by contractor
Solar City
paid nothing for equipment
inheritance
I may finance loan later
N/A
not sure
We haven't paid a dime. The entire contract was negotiated through Paramount Equity and Solar City with the homeonwer (us) not paying anything up front.
Solar City purchased the system and managed installation. I am responsible for insuring the system as part of my home.
Solar Payment Option



SolarCity owns tha system. I paid nothing.

Private Loans and Inheritance

solar city - contractor

State of Oregon

30-year mortgage

none

Gov sub



## Making Decision – PGE Solar Payment Option

For the PGE Solar Payment Option program, how many years do you estimate it will take to recover your initial investment?

Answer		Response	%
Don't know / didn't estimate payback		20	22%
1 year		1	1%
2 years		0	0%
3 years		0	0%
4 years		1	1%
5 years		6	7%
6 years		5	6%
7 years		9	10%
8 years		17	19%
9 years		6	7%
10 years		13	14%
11 years		2	2%
12 years		3	3%
13 years		0	0%
14 years		0	0%
15 years		6	7%
16 years		1	1%



17 years		0	0%
18 years		0	0%
19 years		0	0%
20 years		0	0%
21 years		0	0%
22 years		0	0%
23 years		0	0%
24 years		0	0%
25 years		0	0%
26 years		0	0%
27 years		0	0%
28 years		0	0%
29 years		0	0%
30 years		0	0%
More than 31 years		0	0%
Total		90	100%

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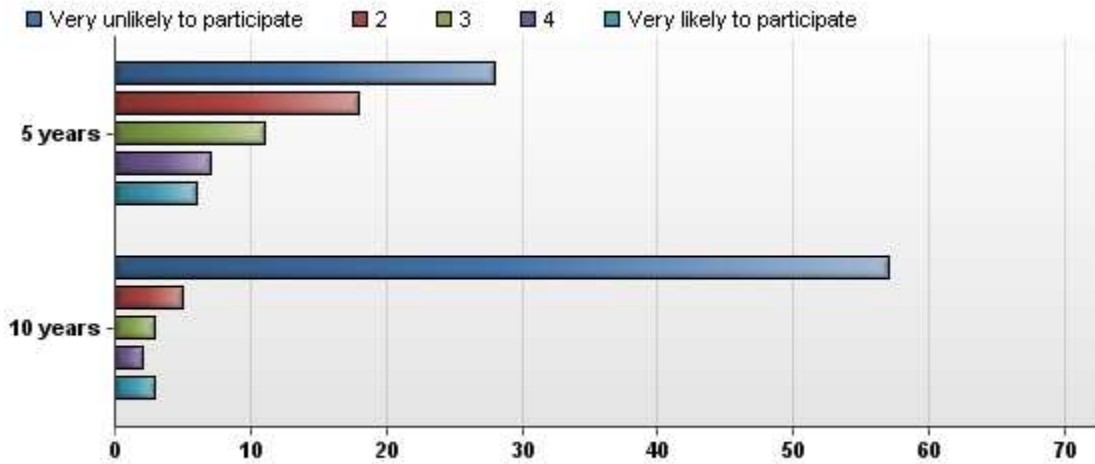
### Who calculated this estimate?

Answer	Response	%
Myself	35	50%
Contractor	28	40%
Other (specify)	6	9%
Don't know	1	1%
Total	70	100%

Other (specify)
Both; Our contractor estimated 7 years; I estimate 8-9
Both
Contractor proposed 8yrs - I adjusted upward due to Insurance and tax on payments
Solar City
SolarCity
both myself & contractor



**Would you still have participated in the PGE Solar Payment Option program if your payback estimate was extended by an additional . . .**



Question	Very unlikely to participate	2	3	4	Very likely to participate	Responses
5 years	28	18	11	7	6	70
10 years	57	5	3	2	3	70



**What percent of your annual electricity use (kilowatt hours) do you expect your solar electric system will generate?**

Answer	Response	%
Dont' know	8	9%
Less than 10%	0	0%
10 - 19%	5	6%
20 - 29%	9	10%
30 - 39%	19	21%
40 - 49%	5	6%
50 - 59%	15	17%
60 - 69%	3	3%
70 - 79%	8	9%
80 - 89%	10	11%
90 - 99%	6	7%
100% or more	2	2%
Total	90	100%



**What is the additional amount that you are paying annually to meet the liability insurance requirement?**

\$
111111111111111111
620
600
500
480
343
300
300
259
200
200
200
200
190
180
170
150
150
150





122
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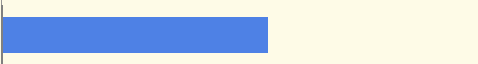

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0

Statistic	Value
Total Responses	84



## Making Decision – Traditional Net Metering

**Did you consider the traditional Net Metering option for your solar installation?**

Answer		Response	%
Yes		50	56%
No		40	44%
Don't know		0	0%
Total		90	100%



### For the traditional Net Metering option, how many years do you estimate it would take to recover your initial investment?

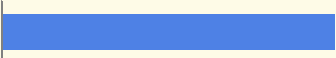


Answer	Response	%
Don't know / didn't estimate payback	17	34%
1 year	0	0%
2 years	0	0%
3 years	0	0%
4 years	1	2%
5 years	1	2%
6 years	1	2%
7 years	3	6%
8 years	3	6%
9 years	1	2%
10 years	1	2%
11 years	0	0%
12 years	4	8%
13 years	0	0%
14 years	0	0%
15 years	9	18%
16 years	0	0%
17 years	0	0%



18 years		1	2%
19 years		0	0%
20 years		0	0%
21 years		0	0%
22 years		0	0%
23 years		0	0%
24 years		0	0%
25 years		3	6%
26 years		0	0%
27 years		0	0%
28 years		0	0%
29 years		0	0%
30 years		1	2%
More than 31 years		4	8%
Total		50	100%



### Who calculated this estimate?

Answer		Response	%
Myself		23	70%
Contractor		7	21%
Other (specify)		3	9%
Don't know		0	0%
Total		33	100%

Other (specify)
Both
Myself based on statements from contractor and other solar users
Contractor and myself





**How did the size of the system for the traditional Net Metering option compare to the size of the system you installed under the PGE Solar Payment Option program?**

Answer		Response	%
Smaller		15	30%
The same		26	52%
Larger		4	8%
Don't know		5	10%
Total		50	100%



# About Your Decision to Participate



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**Why did you decide not to participate in the traditional net metering program? SELECT ALL THAT APPLY.**

Answer	Response	%
The site did not meet technical requirements (for example, the site was too shady)	1	2%
The site did not meet installation requirements (for example, the structure was not acceptable)	0	0%
The selected contractor wasn't approved by Energy Trust, or other contractor requirements could not be met	0	0%
Program paperwork was too cumbersome	0	0%
The change in State tax credits made net metering less desirable	12	22%
The Solar Payment Option incentive was more attractive than the Energy Trust incentive plus state tax credit	38	70%
Other (specify)	15	28%



## Other (specify)

I believe I'm in the net metering. I pay PGE for my net usage

I was an activist for the feed-in tariff because I saw how poorly RETC and ETO incentives served residential consumers. I truly believe we need distributed generation of renewables through this program to meet RPS goals. We have nearly a 10 kW system!

Net metering incentives were optimized for a small system. We were attracted by an option with a similar payback time for a much larger system.

Interested in participating in the latest and most experimental program available

Never tried

Wasn't offered program

No out of pocket expense

ETO declined the incentive

contracted \$0 installation through Paramount Equity and Solar City

The Solar City alternative dramatically reduces the risk to the home owner.

I thought that I did-are you sure that your information is correct?

Net Meter of same size never would pay back unless installed in small 2KW increments every 4 years.

upfront cost was too prohibitive

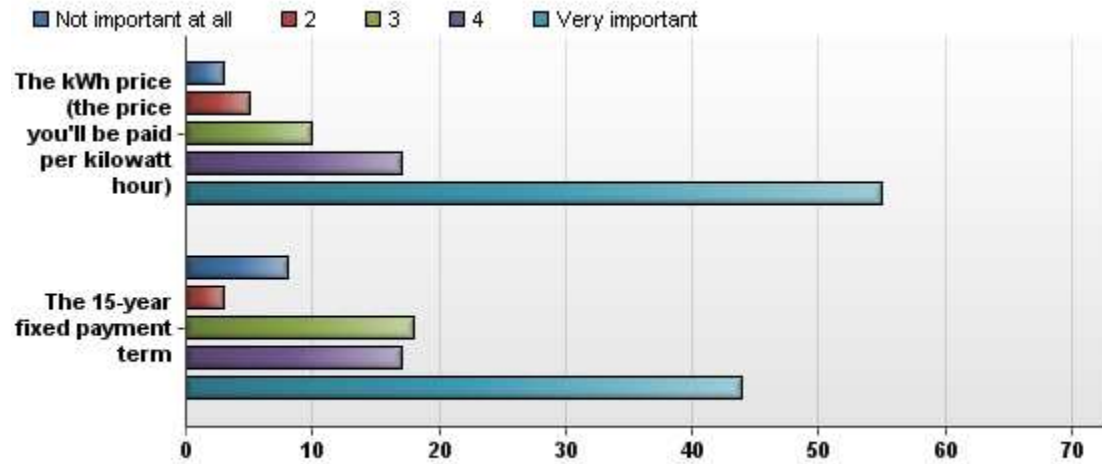
I could not justify the ETO program as an investment. It could never generate a positive return on investment, which I hope to earn. The State of Oregon can't afford tax credits on the large scale at which we need to see renewables deployed.

It is suppose to be a net metering system!!!!!!!!!!!!



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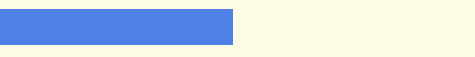






**When you made a choice to participate in the PGE Solar Payment Option program, how important was . . .**



Question	Not important at all	2	3	4	Very important	Responses
The kWh price (the price you'll be paid per kilowatt hour)	3	5	10	17	55	90
The 15-year fixed payment term	8	3	18	17	44	90



**Please indicate the most influential source of information to reach the decision to participate in the Solar Payment Option program.**

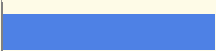

Answer		Response	%
Contractor		44	49%
PGE (representative, website, etc.)		2	2%
Energy Trust of Oregon (representative, website, etc.)		4	4%
Friends, family, colleagues who had installed solar system		8	9%
Media (radio, TV, newspapers, magazines, etc.)		5	6%
Other (specify)		20	22%
Don't know		7	8%
Total		90	100%



Other (specify)
Self research
low interest rates on other investments
self research
My own Analysis
Owner of my company
other renewable energy sector contacts
The contractors figures, (I did not nesslerly trust to the full number) and my return on my investment. Better than stock or CD. For the long run. I plan to invest my PGE payment to my equity loan and be paid off even sooner. DD
Solarize Salem
both freind and contractor
Solar City
my own research led to this decision
Paramount Equity contract / Solar City contract
N/A. The choice was in favor of Solar City.
We sought out the information & drew upon all sources.
Self research
independent research
No upfront cost
my own research and involvement with the program design
financial analysis
In the business



**Did you have any concerns or unresolved issues when you made the decision to participate in the Solar Payment Option program?**

Answer		Response	%
Yes		40	44%
No		50	56%
Total		90	100%





**Please describe your concerns or unresolved issues.**

## Text Response

It would have been nice to see the actual generation and financial data for a comparable installation vs relying on contractor provided estimates.

I would have liked to have seen an analysis of the different programs and an assessment of how different sized systems worked out economically. My contractor was not able to provide the level of analysis that I wanted.

Concern was being on the first round of allocations and whether or not the program was really going to work and be supported. Ultimately, it all worked out as advertized.

Time will tell... I am still skeptical that solar works in the Willamette Valley of Oregon. I have not yet gone thru a billing cycle. There could be more information given out on how the meter readings work and how payment is calculated. perhaps a simple pdf/handout could be developed. People ask me lots of questions and it is hard to give clear answers as to how the revenue part works compared with other solar programs, etc.

What happens after 15 years?

The program was (and is) very new, and the requirements were evolving. When we applied, even our contractor hadn't seen the final details of the insurance requirement (which ended up changing even after our application was accepted). But the \$.65/kwh was attractive enough to warrant chancing the first FIT session, rather than waiting for some of the details to solidify, since that would have meant accepting a smaller payment rate.

We were unsure of additional costs, such as insurance, meter rental, and "unknowns" The only real risk would be that the payback would be longer with the FIT, but in the end that really did not matter to us. We were willing to take the risk, since it appeared that the payback would likely be less than other alternatives, and we wanted to be part of the latest trial program. I am concerned that the FIT program will not be able to determine a real market value for solar, or will, even worse, set an low and inaccurate market value by limiting the number of reservations available, then reducing the incentiver rate to zero, thus inaccurately showing no value to solar. The incentive rate should be based on real world economics of solar. I feel that we are getting a really good rate, while others that apply later in the program will be getting a fair rate, then even later in the program will get an unfair rate with no real return on investment. These later applicants will still apply for the program because of its popularity, reputation, and, like us, wanting to be part of the latest incentive model. In fact, these later applicants will not get a return on their investment, and even worse, the "value" of solar will be set unrealistically low since there will always be people interested in any incentive program even after the numbers no longer work. I think that the FIT should be set up to pay actual costs over a 15 year (or other) contract, plus a reasonable rate of return to the investment that the owner of the system makes. This would be



much more equitable without some people potentially gaining profit off the program and others not recouping costs of their system, would ensure that the solar systems are payed for over time, would encourage investment in solar, would get more solar systems built, would likely help further reduce the cost of solar over time, and would help the industry, rather than potentially harm the industry.

When I decided to participate, many of the finer details were undecided. The contract changed even after I decided to participate. This was fine since this was the first implementation.

The way the program was on and off again, plus I felt PGE wasn't as open as Solar City about some of the process.

insurance requirements were unclear

quality of panels, efficiency of inverter, etc.

correct installation procedures used as i was concerned about our roof being affected

I still do not totally understand how the system works.

The amount of deposit required and the date needed.

The actual dollar amount that we would receive for energy. How well the panels would really work.

What happens in year 16 and on?

I was having trouble following the changes that happened in April to the way the state was handling the deal we were trying to make with Solar City. Then the Solar Option plan was introduced and I was confused and unclear, but was reassured by Solar City to push ahead.

how to read and monitor the equipment.

Felt it was a scam

Production of power will be sufficient to make payback possible. Equipment is still not installed completely after 3 months. Not sure equipment is installed according to code. Changes were made after PGE requirements were met. Not sure all panels are even wired properly. PGE has been the only professionals on this project. Can you do more to insure the success of my system?

There was no estimate other than the contractor's as to what monthly payments would be.

I anticipate the system cost payback time to be longer than the contractor projection.

still don't really understand fully how everything works.



concerned that my panels will not give the output expected

I wasn't sure the investment would prove to be a good one, but another session with the contractor resolved the question.

That a neighbors trees may limit the amount of solar power the panels produce, and I won't get as much back

I had a building permit and was working on completing an addition to our house when I was laid off 12 years ago. The new job I found added about an hour to my daily commute. In addition, medical problems have left me with less energy. The combination of these made it impossible for me to complete the addition, leaving the building permit dangling. I was concerned that Washington County might not approve a permit for the job because of the uncompleted building permit.

The cost of the solar system.

It seems our contract with Paramount Equity and Solar City is not the standard agreement. We did not pay for installation but understand our monthly/annual PGE bill will be offset by the energy we produce. We have not yet received a bill as the system has only just turned on around Jan 1, 2011. I do not understand how this business model is working and after the Solar City contract was received tried several times to get an explanation from both Paramount Equity and Solar City but could not get an answer from their customer service or our contact at Paramount Equity. I'm not complaining that much -- we haven't had to pay anything to date so it can only be a good thing in the end. The only real concern is friends have warned about roofs leaking due to improper installation. This could be urban legend!

the most important is the expected life span of the system - whether it might degrade under natural environmental stresses; also we were concerned about tax obligations on income through the program

There seemed to be a lot of speculation about the program since it was so new. We had numerous delays, issues with locating a PGE meter, issues with the insurance requirement among other things.

how the monthly surplus and deficit are going to be tabulated; would I be able to apply the summer surplus to offset the winter deficits.

whether my installed cost and estimate of annual production would allow me to earn a return on my investment. I won't know the answer to this question until at least a year has passed. I also had to pay \$800 for a land use permit fee, which added cost.

It would have been nice to see the actual generation and financial data for a comparable installation vs relying on contractor provided estimates.



I would have liked to have seen an analysis of the different programs and an assessment of how different sized systems worked out economically. My contractor was not able to provide the level of analysis that I wanted.

Concern was being on the first round of allocations and whether or not the program was really going to work and be supported. Ultimately, it all worked out as advertized.

Contractors jump in this without being truthfull. I did not like the way I was treated by Solar City. They promised me a sytem aunder differnt program and at the end they walked away from me with out honest explination. Contractors need to be held to a hire standards when it comes to communication. The one contractor who installed my system NW Solar Solution was much better comparing them to solar city. The price of this technology is still very high...hope it will drop down and alow more people to participate. I hear the reservation process is very hard to get in...it get sold out in a 2 to 3 minutes. I got luck to get in and be a participant.....that's the only good thing it came from Solar City and got in at athe 1st round of the \$.65/KWH...

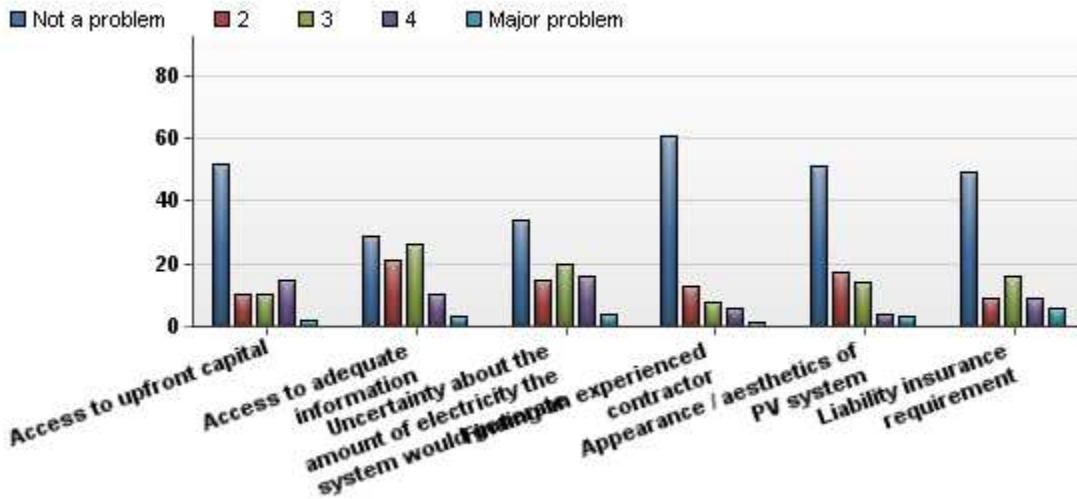
PGE and Solar City still are not doing what I thought I was getting. I think Solar City is a bunch or liars that are this scamming me and PGE

When I put in the application in July 2010 it was still unclear if the FIT payments would be taxable as income or not, which obviously has a big influence on the financial model.

Statistic	Value
Total Responses	39



## How significant was each of the following factors as a potential problem for participation in the Solar Payment Option?



Question	Not a problem	2	3	4	Major problem	Responses
Access to upfront capital	52	10	10	15	2	89
Access to adequate information	29	21	26	10	3	89
Uncertainty about the amount of electricity the system would generate	34	15	20	16	4	89
Finding an experienced contractor	61	13	8	6	1	89
Appearance / aesthetics of PV system	51	17	14	4	3	89
Liability insurance requirement	49	9	16	9	6	89



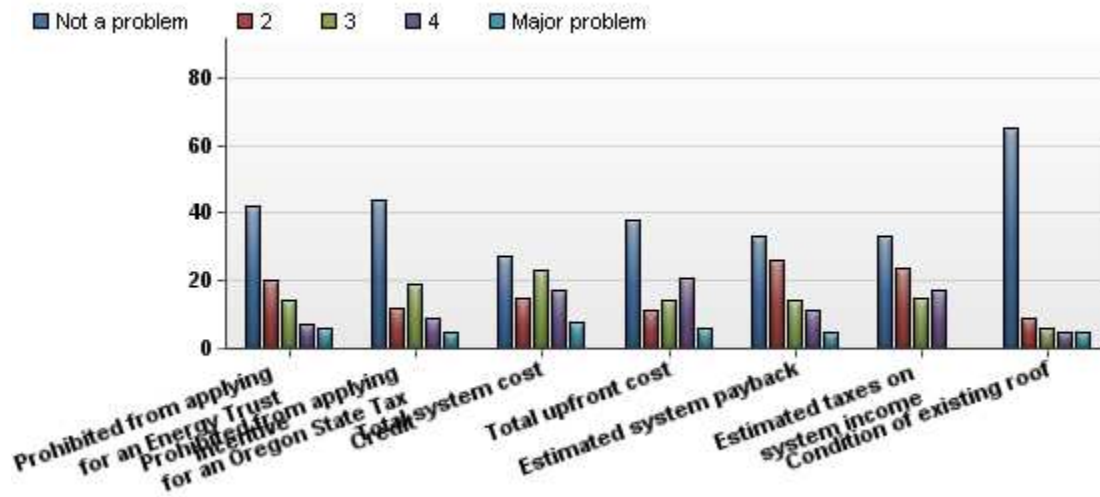


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**Continuing from the previous page . . . How significant was each of the following factors as a potential problem?**



Question	Not a problem	2	3	4	Major problem	Responses
Prohibited from applying for an Energy Trust incentive	42	20	14	7	6	89
Prohibited from applying for an Oregon State Tax Credit	44	12	19	9	5	89
Total system cost	27	15	23	17	8	90
Total upfront cost	38	11	14	21	6	90
Estimated system payback	33	26	14	11	5	89
Estimated taxes on system income	33	24	15	17	0	89
Condition of existing roof	65	9	6	5	5	90





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## Is there anything you wished you would have known before starting the project?

### Text Response

no

I would have liked to have had more assistance with analysis and assistance with understanding the cost / benefit of the different systems available.

The time commitment I needed to make to be sure everything happened in a timely manner. I needed the system to be installed during the 2010 tax year.

How the IRS would decide to treat FIT income (but of course PGE couldn't possibly have known that prior to our application).

No, contractor (Sunwize) babied us through the whole process.

Why was it so hard to do the right thing? Almost every roof that is south facing should have solar. PGE should be doing more to lead the charge.

Aside from discovery of tax and insurance eating into the payback, I'd liked to have participated in the \$.65 per kwh bidding.

I still do not know about tax questions. income tax? Can system be depreciated?

Method of payments by PGE. I did not know that PGE would insist on applying some of the funds to my PGE bill as a credit rather than a full check each month. This could have ramifications if I were to sell my home in the future.

no

The work ethic of my contractor

why the process takes so long

We didn't think about having to pay taxes on the system income.

more details on insurance requirement and tax on payments. Also, list of qualified people to clean collectors.

I wish I could understand some of the technology going into the system and the potential improvements



expected in the next few years and how my system will compare.

I still don't know how I will apply for my federal tax credits, but that's my bookkeeper's problem and I will assist what they need from me. I am keeping detailed records for the duration of the program. I want to see if I made a forward decision. DD

I'm learning as I go.

What I was getting in to. Payback time

no

How to manage a contractor to get the job done on time and correctly.

That there is a monthly rental charge for the meters

no

How the metering devices actually function in relationship to payback. That's still not clear to me.

More time to compare and select a contractor due to tax situation.

cost of meter per month

I wish I had known that my contractor was unreliable. I wish I had a different contractor

I wish the surprise of the insurance requirement would have been understood better prior to entering down the path for application for this service.

I wish I had known about the FIT program sooner.

I wish we would have had more time to shop around before the Oct 1 application deadline.

that I would have to take this survey, seriously I do not know some of the answers. all I know is no upfront, no cost to me and I am hopefully helping our global energy. Seriously this survey is 1 of 3. It is too long!

What my PGE bill would look like! I should contact PGE direct.

I wish that they had told me that I was going to lose a lot of storage space along my garage wall. I wish that they would have told me that I would have to pay \$10/month for the extra meter on my house. They downsized my system without telling me (due to structural issues of my roof) and they didn't tell me that they were going to have to add extra roof supports in my garage.



The tax liabilities on income and property affects.

I have listed those concerns previously in this survey.

impact on resale value of the house

paneling the garage, the location of installation wasn't communicated prior to the installation.

that zoning issues could present a problem

no

I would have liked to have had more assistance with analysis and assistance with understanding thr cost / benefit of the different systems available.

I had to replace the roof which was an added expense of \$6,000. If I was not installing a solar system I would have waited at least another 5 years

I don't get these questions Most have nothing to do with what option I signed up for

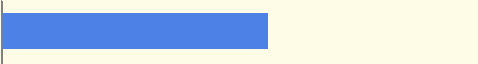

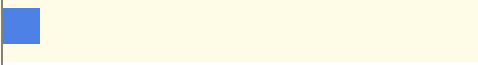
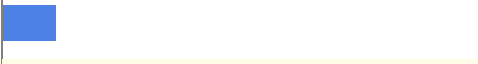
Cost of insurance

Statistic	Value
Total Responses	42



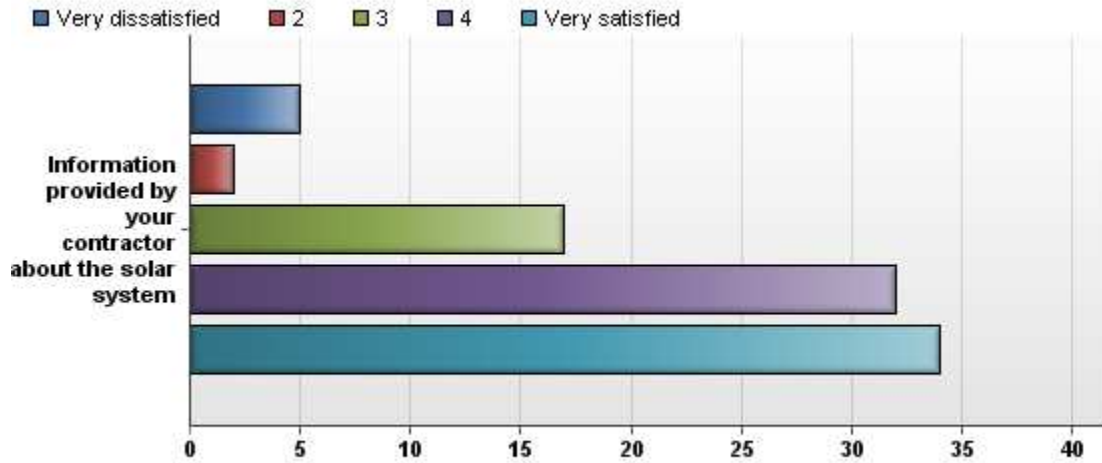
## System Installation

### How many potential installation contractors did you approach?

Answer		Response	%
1		50	56%
2		23	26%
3		7	8%
4 or more		10	11%
Don't know		0	0%
Total		90	100%



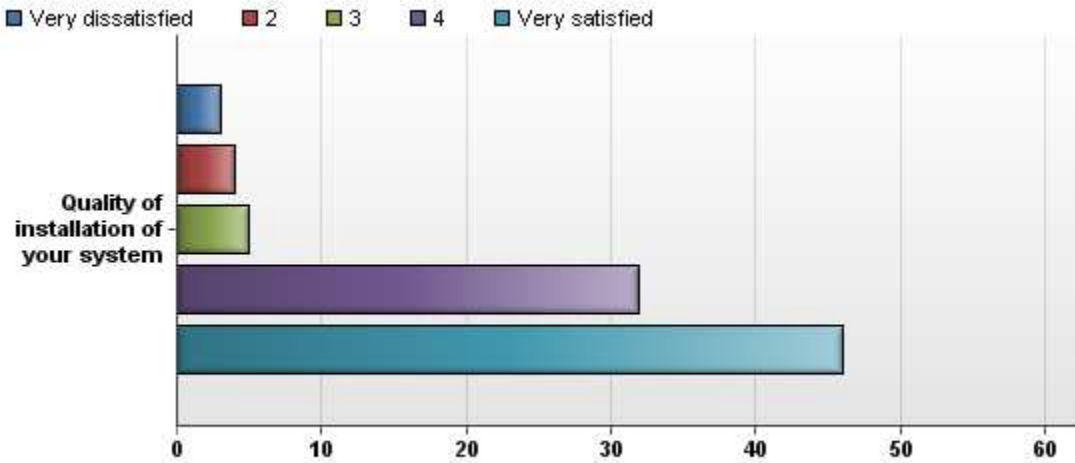
### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by your contractor about the solar system	5	2	17	32	34	90



### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Quality of installation of your system	3	4	5	32	46	90



## Please describe why you were dissatisfied with the quality of installation of your system.

### Text Response

Took way too long and too many errors in installation. Contractor was not responsive and did not show for some appointments. Inverter has a problem and contractor has been minimally helpful in resolving issue.

Brand new roof leaked after installation. No flashings used on roof mounts, may become a yearly problem if caulking does not work.

contractor tried to cut corners and blamed his installer when the install failed inspection and in fact we heard his discussion with his installer to do exactly what he did. Also installer turned on system before passing inspection when safety could have been a significant problem. In addition by turning the system on and not having the reverse meter in place we actually were charged for the energy we produced for over a 2 week period. When the contractor realized this he immediately turned the system off and said we'd wait for inspection to complete. He never actually admitted his error.

Maybe quality is the wrong term. More doubt about the installation as to correctness to standards.

There were many changes made, especially on the day of installation. I was delayed many times and the company left a mess in the basement.

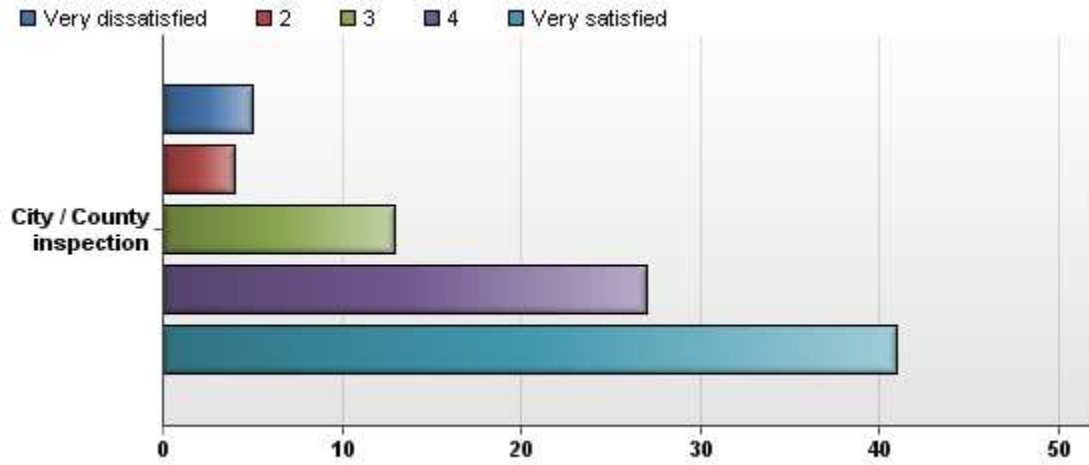
Took way too long and too many errors in installation. Contractor was not responsive and did not show for some appointments. Inverter has a problem and contractor has been minimally helpful in resolving issue.

Roof flashings on my 6 year old 50yr shingle roof look terrible. Solar City has assumed all liability for the roof and all roof water intrusion issues so I don't care. They can replace it if it leaks.

Statistic	Value
Total Responses	7



### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
City / County inspection	5	4	13	27	41	90





## Please describe why you were dissatisfied with the city/county inspection.

### Text Response

Inspector didn't pass the system during the 1st visit - claimed he didn't see where the ground wire went into the ground! This was very obvious if he just looked where the large copper wire went. Passed on the 2nd visit.

Grounding issues and delay of finishing the job

The electrical inspection went fine, but the building inspector was very difficult for our contractor to deal with -- making unreasonable requests and delays and not responsive to our calls.

Delays in approval and hence delay in starting program

Changes made after inspection and no reply by the county when I reported it.

The city inspector came out and said things needed to be done that were already done.

It took too long to get them out there. I had to clear the wall of my garage and store the stuff in the middle. That meant that I had to park outside for a month.

it took a month to get this out. it was late.

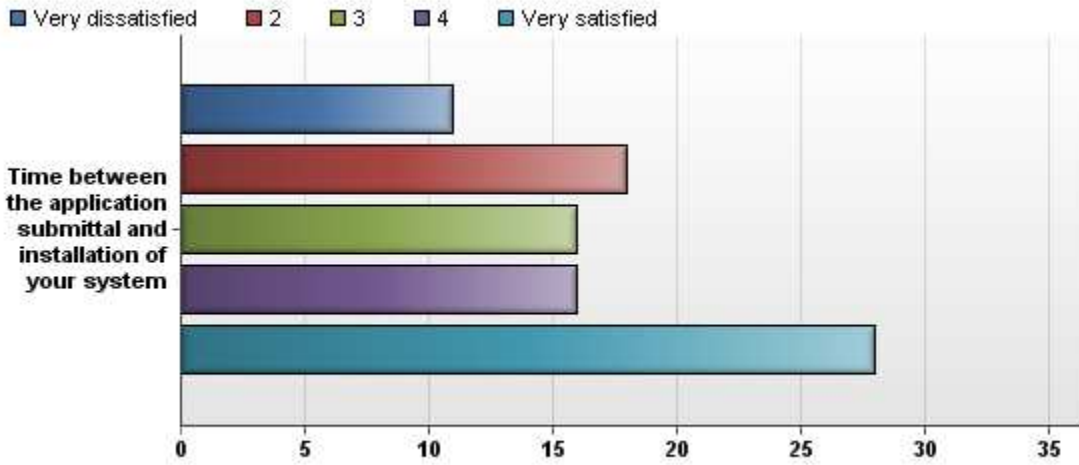
The city did just fine. The inspector came back out same day as my phone call. The problem was Solar City didn't file paper work properly and didn't make all payments.

Statistic	Value
Total Responses	9



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### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Time between the application submittal and installation of your system	11	18	16	16	28	89



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**Please describe why you were dissatisfied with the time between the application submittal and installation of your system.**

Text Response

We gave contractor deposit in June. System was scheduled to be installed in July but was not completed until November.

The time required for PGE approvals seemed excessive, however, I understand that this is a new program and many details needed to be worked out.

I contracted to have solar installed 10/09 and because of regulation changes etc it wasn't installed until 11/10.

I think that there were kinks in the city of Beaverton/Washington County that are due to the new program. But I am told that their permitting is slower than Portland in general...

I asked Solar City for an install last year and it took 11 months because of laws and bureaucratic problems. Once that was out of the way, it went fast. Waiting several days for inspections and PGE meter installs didn't help my patience.

The contractor was a month past the time they indicated the project would be done. It cost us daylight hours! Then because they didn't install to specs the inspection failed and further delay.

took so long to get started

I participated in the Solarize SW program and made my commitment (down Payment)last spring and due to capacity reservation limits was not able to get in the FIT program and my system up and running for about 8 months.

Waited 1 year for the program to materialize.

Delay cost me money,and emotional energy

Not done yet after 4 months from contract signing.

It took awhile.

Tax year limitation.

We were told 2 - 2.5 weeks not 5 months.



alot of changes took place after app was submitted

wE BEGAN WORKING WITH THE CONTRACTOR 18 MONTHS BEFORE THE PROCESS WAS COMPLETE..

took too long

took months and months. my contractor had a big communication problem

too long...?

Changes to the Oregon law and 3 changes to the power purchase agreement with SolarCity delayed the installation a lot.

It took 3 months from acceptance to install and then 1 month from install to actual turn on.

We were having difficulty finding suppliers for our tracking system that offered an economical solution or that wanted to work with us. We are doing some unique work and it took a lot of time to gather all the information. There is a glaring lack of information to owners since it seems most of the contractors want to keep information close to chest. I changed contractors after the first contractor failed to provide any assistance.

it took too long

I think it has taken over 6 months between the application submittal and installation of our system

took a long time

I had to wait 3 months and pay \$800 for Multnomah County to review my land use application. This pushed my installation from 2010 to 2011 and meant I could not take my federal tax credit until 2012. I also paid mortgage payments for 3 months without revenue for energy production. These two factor messed up my financial plans.

We gave contractor deposit in June. System was scheduled to be installed in July but was not completed until November.

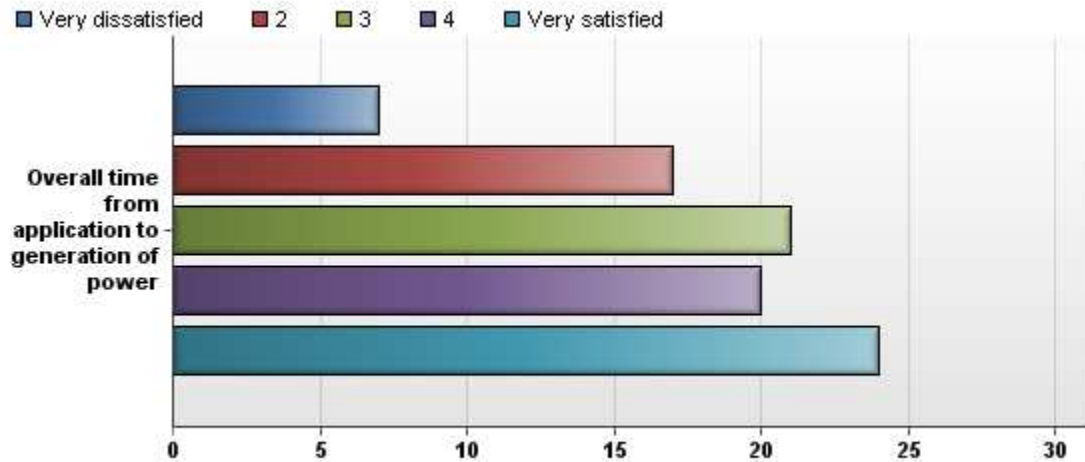
Solar City had to redraw system 4 times because they wouldn't listen to me. The first plan did not match the sales agreement, and caused other problems in an on going remodel of the home.

The delays because the contractor was unable to secure solar panels. The delays cost us the use of tax incentives



Statistic	Value
Total Responses	29

### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Overall time from application to generation of power	7	17	21	20	24	89



**Please describe why you were dissatisfied with the overall time it took from application to generation of power.**

Text Response

Contractor was slow and inefficient

Lost a good portion of the best summer sun that we had expected to be able take advantage of based on original time estimates.

I contracted to have solar installed 10/09 and because of regulation changes etc it wasn't installed until 11/10.

We applied July 1 and were up and running late October, thus missing the summer sun. We were told it was going to be much sooner. Oh well, we have summer sun payments through 2025--assuming our ice caps haven't melted down and Earth is in utter destruction!

All the laws changed so after I asked Solar City for an array it took 11 months. SC did a great job, but inspectors and others really made it take seriously long.

It just seemed like a long time and I missed good solar weather

seems that from the time to get processed was really way to long and that the system of processing could be improved as to much time was was spent on information already known or provided and that seemed to drag out the time .. information should be provided to let people know where they are in the loop.....

Excessive time involved and loss of suitable sun for power generation

I have been generaing power for the last 2 weeks. Don't know it it is working at 5% efficiency or 100% efficiency. It is cloudy and winter time.

It took 2 months

Just seemed like it took a long time to get things going. Once things started everything seemed to move quickly.

Took 5 months from application to generation.

It took more than a year.

although I realize that there were issues with the program as originally set up that had to be worked

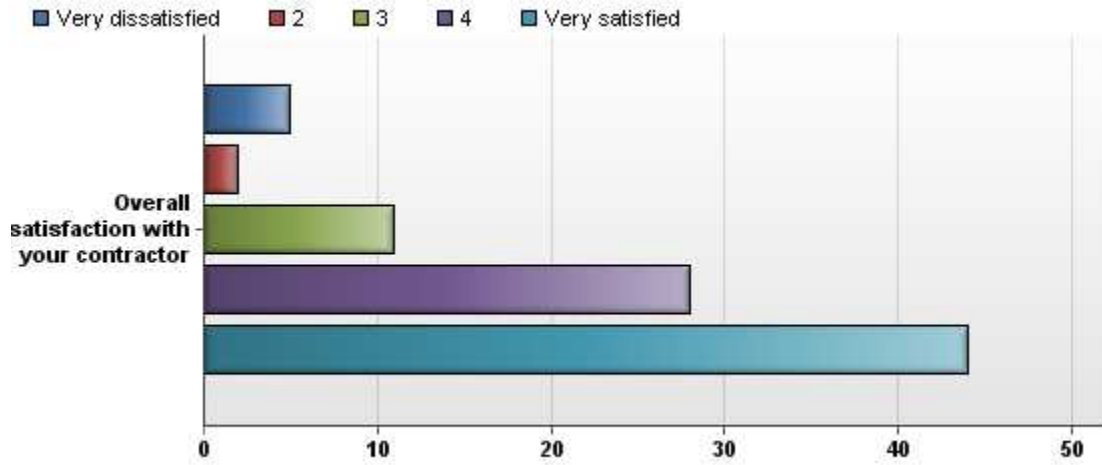


through, 18 months seems unreasonable.
took too long
should have been faster. I blame the contractor.
too long
Same reason as previous. Total process took about a year and a half.
4 months seems a little long but most of the issue was with the contractor.
System was ready to connect and it still took a week to get connected.
it took too long
that again took about 7 months
it took too long. Jan/Feb were tied up.
see above. It was not PGE's fault or the contractor's fault, but the Multnomah County Land Use Planning delays.
Contractor was slow and inefficient

Statistic	Value
Total Responses	25



## How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Overall satisfaction with your contractor	5	2	11	28	44	90





**Did you have any issues or concerns with your contractor?**

## Text Response

some about filling out one report

Contractor had very high employee turnover and every time we needed something we ended up dealing with a new employee and frequently had to explain everything from scratch. We spent a lot of time managing the contractor.

Contractor went over and above. Additional work was desired to bring the farm up to code and the solar contractor worked very closely with our electrical contractor to coordinate all the work and upgrades. The additional work delayed bringing the solar array online but we understood that going in.

None.

No - they did a great job!

Not big ones. They are a growing company and had some growing pains. But it all worked out in the end.

They've been as responsive as they could despite being very, very busy.

My in-laws are having a system installed currently by the same contractors (RS Energy; electrical by Clackamas Electric). The Washington County inspector noted the use of incorrect grounding clamps on their system. Our Yamhill County inspector did not note a mismatch, but Clackamas claimed they'd been using the same clamps on all installations. We'll have to follow up with RS and may have to have our clamps replaced.

Couldn't have even hoped for a better contractor and person to work with!

Contractor was great. They helped with the entire process and were great communicators.

None

They answered them all.

SunLight Solar Energy, Inc did an outstanding job of answering my questions - caviat on insurance costs - assessing and recommending a system design, performing the solar audit, communicating and working out a system solution, expediting the FIT application, working municipal logistics, and doing an excellent installation.

No



No, not really.

no

They were very informative and knowledgeable but no integrity with their word to time commitments on both the total project and with individual appts for install. The day the install was complete he wanted my boyfriend to wake me up to find out how I was going to pay. (Like he had just mowed the lawn or something!) I am a nurse and work nights. I was appauled at the lack of professionalism. He didn't even have a bill to present. VERY discourteous! I then wrote a check for the thirty-thousand dollars asking if I shouldn't make it jointly to the supplier as I had gotten a notice of intent to lean against my property if the bill didn't get paid and the contractor and his mother (partners in DPI) assured me that she pays the bills every monday and there would not be an issue. It was nearly 2 months before they paid my supply bill. Even the supplier was a bit concerned.

yes

They were not ready for the volume of work that the Solarize SW program produced and it took them a long time to gear up and work through their backlog.

Salesman could have been more knowledgeable

National Solar has been great to deal with.

No, our Contractor was excellent!

no

They have been excellent and gave solid advice.

No, but with the others I asked to come to my home for the big, Yes. REC was very pleasurable to work with . dd

Changing info and techknowlogy. It wasn't all there fault.

Didn't have time to obtain cost estimates from other contractors and continueing doubts about my cost for the installation

I will have to pay him because of tax date issues. I guess with hold some money to cover uninstalled monitor system, city inspection, and outside testing of the PV system.

none



no

Communications have been an issue at times. Otherwise no issues.

None!

No, they were very helpful and worked through the process with us.

poor communication, poor planning, poor execution.

None he was very helpful and did most all the work.

He has been nothing but helpful and easy to get in contact with

Sunlight Solar team are professional, efficient, personable, and provide nothing less than quality results.

No. RS Energy has been spectacular.

We were a little concerned that the system wouldn't get installed before the end of the year.

none what so ever. Top Notch place and hope they ecome the nations largest PV solar company.

No, he was WONDERFUL

Because I am driving the design of my system as the owner, I appreciate my contractors willingness to work with me and try new technology and do things differently. I know this has slowed the overall project down, but they have learned about some new equipment in the interim.

we had some unfortunate delays, some were their mistakes, some were due to the program being new

communications could be improved

no

some about filling out one report

Contractor had very high employee turnover and every time we needed something we ended up deLing with a new employee and frequently had to explain everything from scratch. We spent a lot of time managing the contractor.

Contractor went over and above. Additional work was desired to bring the farm up to code and the solar contractor worked very closely with our electrical contractor to coordinate all the work and



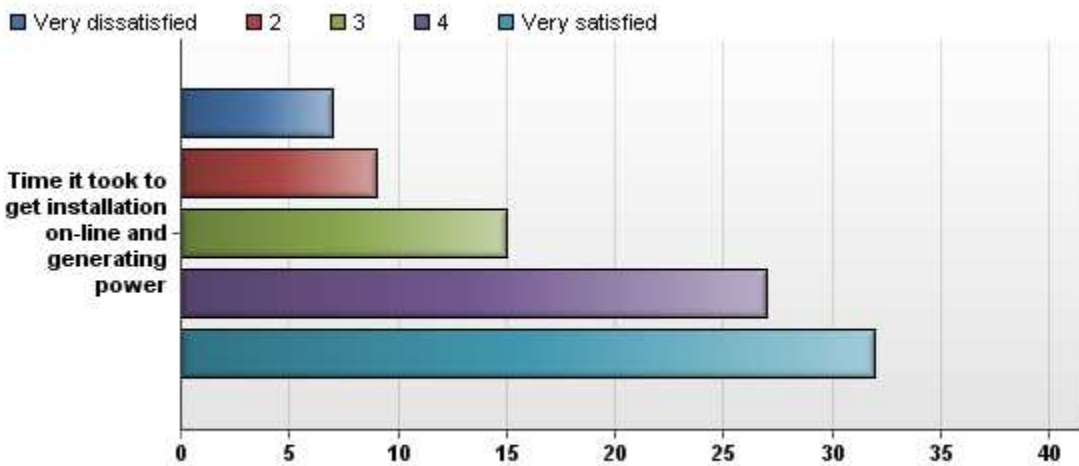
upgrades. The additional work delayed bringing the solar array online but we understood that going in.

Solar City is no good too many issues to relist

issues dealing with the time lag and the loss of federal tax incentives. The construction and information to us was good

Statistic	Value
Total Responses	50

### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Time it took to get installation on-line and generating power	7	9	15	27	32	90



## Please describe why it took longer than you expected.

### Text Response

Contractor inefficiency and errors

PGE decided that the meters had to be reversed wired (to prevent the homeowner from switching the meters and getting paid for power that was used). This caused a delay, electrician had to come out again and make the changes and another inspection.

Solar Contractor was very busy with Solarize SW program and the FIT program only has two capacity reservation dates.

I was told it was obtaining approval to proceed from county and private sources

Contractor ignored my installation unless called repeatedly.

I was told one thing but it did not happen the way I was told. Financing was probably part of the problem because there was a lack of understanding by local lenders.

because it took months

because when PGE came out, they discovered that the inverter was not properly wired. the solar company had to come out and fix it. another waste of time

Permitting with the city of Salem. Rule changes o roof structure.

getting the inspections

Inspections were not timely

The contractor had to work out some of the financing after installation.

installation delays, meter location delays, insurance requirement issue

lack of communication from solar city and PGE about next steps and lack of communication between solar city and PGE

Contractor inefficiency and errors

Solar City said it would be faster than it was. Again with the lying.



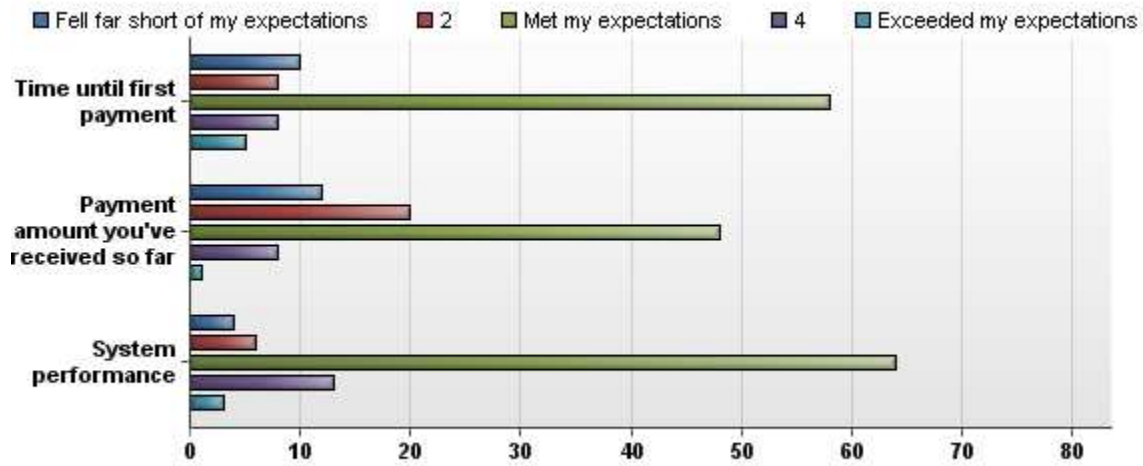
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Statistic	Value
Total Responses	16



# After Installation

**How well did the following program aspects compare to your expectations?**

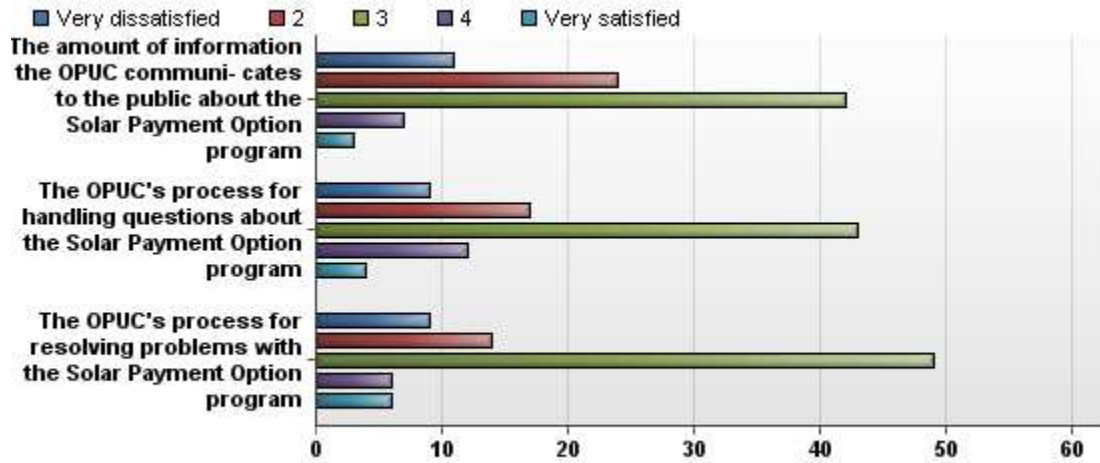


Question	Fell far short of my expectations	2	Met my expectations	4	Exceeded my expectations	Responses
Time until first payment	10	8	58	8	5	89
Payment amount you've received so far	12	20	48	8	1	89
System performance	4	6	64	13	3	90



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## Finally, how satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
The amount of information the OPUC communicates to the public about the Solar Payment Option program	11	24	42	7	3	87
The OPUC's process for handling questions about the Solar Payment Option program	9	17	43	12	4	85
The OPUC's process for resolving problems with the Solar Payment Option program	9	14	49	6	6	84





**Based on your experience, what questions or concerns, if any, would you like to communicate to the OPUC related to the Solar Payment Option program?**

Text Response

I assume UPUC stands for Oregon Public Utility Commission? I had no interaction with this agency.

no

There should be a feedback mechanism about and rating process for contractors

We appreciate all of the work by the OPUC and staff in working through all the issues and approving the program.

I have not really interacted with the OPUC on this project, so I do not really have an opinion on these questions.

Using net metering limits the amount of energy we can generate. As I understand it, there was a FERC ruling that eliminates those barriers. Turn the program into a true feed-in tariff and expand the pilot immediately. Also, get rid of the ETO money that goes to renewables and put it into this program!

I haven't interacted with OPUC.

See previous about real rates and value of solar. A fake assessment of value should not be used.

I don't think I had any direct dealings with the OPUC.

None

Since I don't know who OPUC is, I'm guessing they aren't communicating very well.

The last several questions about time to money and OPUC problem solving are premature since none of these events has yet taken place. As a comment "Thank You OPUC for your effort supporting the FIT" - it made the difference.

as I keep saying insurance req.

I just had my system installed a week ago. Some of these questions assume at least a month of use. Redesign your survey form or wait a reasonable time before compelling response.



no

none at this time

none

Need a better way to allocate capacity.

none

They should be pushing the program and setting one rate -- not three different ones. This pilot needs to succeed and the PUC should be looking into utility-provided or Energy Trust-provided financing and upfront costs so more people can do this feed-in-tariff. It is better for the State than the tax credit program. Don't understand why my Energy Trust funds don't go to this.

New invoices need to be clarified and or simplified more.

It is difficult to answer the last three questions since we have not had any contact or issues with OPUC.

I actually did not have that much exposure to OPUC in this process, but cannot judge that in terms of satisfaction, as I got the necessary information from the contractor and PGE.

What you need to supply to your bookkeeper for taxes, What they owner is liable for. do we need to report the credit we receive on our billing too? If we applied all amount to our bill is it not taxable or how do I track that too. I am making notes on that, but many would not. DD

Need some info on reading meter and when the start and end of the reading period.

Who is paying for my solar power? Are rates going up for everyone because of my excessive reimbursement??

Program is fine. My problem is with the contractor.

There were no indications of the amount of payments from OPUC. The payment is less than half of what my contractor stated.

do not know

I have received no payment yet. Have no idea how much I will receive. Have had no dealings with PUC.

This survey required me to answer questions about payments but I have not yet received payments nor had the system long enough to evaluate it.



They should have a list of contractors who are reliable and held to a high standard

None

The initial survey with specs of the system should go to the contractor, because he has all the information.

I could not grade these above a '1' because the system has been producing power for 7 days, I have not received a OPUC yet, I have not received a first payment as it is too soon to expect visibility into this portion of the process. I do not have any concerns as both PGE and my contractor have made it very clear that they will be able to help resolve any questions quickly for me.

On the previous question, there wasn't a "don't know" answer to the questions about rapidity of payment. My system went on line just 20 days ago. It's far too soon to ask those questions.

I don't have adequate information to answer the last 6 questions.

None

I really believe that this can generate a lot of energy for the consumer and energy company. 13, 11, 5 and 2 are my kids ages and I hope that the math is correct on how many pounds of CO2 I am keeping out of the air. No upfront, no cost, just put it on my roof for 15 years and let the electrons do their thing. I work I live and this was simple. However this survey is way to long for me. High School Graduate and work 55 hours a week and have 4 kids, too much time spent on this thing already. NEeds to be short and sweet and maybe half the length.

My concern is that I don't even know who the OPUC is (Oregon Public Utilities Commission?) because I contracted through Paramount Equity and Solar City so did not arrange my system directly.

I think I've already covered them in earlier comments

I know nothing about them or what they do

The amount of uncertainty about the tariff rate for the initial offering was limiting progress on planning. The limitation to only allow net metered installation behind schedule 7 meters limited site planning and locations for rural installations.

MAKE SURE INCENTIVE RATES ARE HIGH ENOUGH TO COVER COST OF GENERATION AND A REASONABLE PROFIT. Remove the insurance requirement and meter charge. Remove 90% limit on system size. Allow unlimited sale of energy back to the grid.

I assume UPUC stands for Oregon Public Utility Commission? I had no interaction with this agency.



no
There should be a feedback mechanism about and rating process for contractors
I will file an official complain about the Solar City with OPUC
Make a better effort to provide information and help the general public understand the overall benefit of Solar energy.
Lots of people I talk to don't even know about it.
Add capacity some more people can sign up. End the Pilot Program and make it available to everyone.

Statistic	Value
Total Responses	51

## About You and Your Home

### How long have you lived in Oregon?

Answer	Response	%
Less than one year	0	0%
1 - 2 years	2	2%
3 - 5 years	4	4%
6 - 10 years	5	6%
More than 10 years	79	88%
Total	90	100%



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





## About when was your home built?

Answer		Response	%
Before 1950		15	17%
1950 - 1973		19	21%
1974 - 1978		8	9%
1979 - 1984		9	10%
1985 - 1992		10	11%
1993 - 1994		0	0%
1995 - 1997		5	6%
1998 - 2000		7	8%
2001 - 2002		2	2%
2003 - 2004		6	7%
2005 - 2006		2	2%
After 2006		7	8%
Don't know		0	0%
Total		90	100%



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## How large is the living space in your home in square feet, excluding your garage and unfinished areas?

Answer		Response	%
Less than 1,500 square feet		12	13%
1,500 - 2,000 square feet		26	29%
2,000 - 2,500 square feet		18	20%
2,500 - 3,000 square feet		11	12%
More than 3,000 square feet		22	24%
Don't know		1	1%
Total		90	100%



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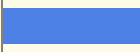



### What is the primary source of energy for space heating?

Answer	Response	%
Electricity	18	20%
Natural gas	54	60%
Liquid propane gas, LPG	3	3%
Fuel oil, kerosene	3	3%
Wood	4	4%
Pellet stove	2	2%
Solar	0	0%
Other (specify)	5	6%
No fuel	1	1%
Don't know	0	0%
<b>Total</b>	<b>90</b>	<b>100%</b>

Other (specify)
GSHP
Primarily woodstove with electric heat pump back-up
heat pumps
Heat pump
Shared/ Electricity and Natural Gas



## What is the primary source of energy for water heating?

Answer		Response	%
Electricity		26	29%
Natural gas		59	66%
Liquid propane gas, LPG		3	3%
Fuel oil		0	0%
Solar		2	2%
Don't know		0	0%
Total		90	100%



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**How many people, including yourself, live in your home now?**

# of people
3
1
4
1
2
2
3
2
3
3
2
4
2
2
4
2
2
3
20
2



4
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5



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3
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2
2
4
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3
4
3
2
2
3
1
4
1



4
4
3
3
5
2

Statistic	Value
Total Responses	89



### Please select the type of house you live in.

Answer	Response	%
A single-family detached house	88	98%
A duplex, townhouse, row house or small apartment complex with 2-4 total units	1	1%
An apartment, condominium, or townhouse complex with 5 or more total units	0	0%
A mobile or manufactured house	1	1%
Other (specify)	0	0%
Don't know	0	0%
Total	90	100%

Other (specify)



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### What year were you born?

Year
1,954
1,942
1,956
1,955
1,945
1,946
1,954
1,958
1,958
1,975
1,966
1,965
1,947
1,952
1,970
1,958
1,951
1,950
1,941
1,949



1,965
1,962
1,968
1,948
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1,936
1,945
1,969





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1,944
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1,976
1,972
1,941
1,965
1,978
1,943
1,952



1,966
1,945
1,981
1,940
1,950
1,977
1,955
1,964
1,952
1,950
1,971
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1,941
1,951
1,954
1,942
1,956
1,955








1965
1961
1947
1980
1950
1966
1956

Statistic	Value
Total Responses	90










## What is the highest level of education you have achieved so far?

Answer		Response	%
High school or less		0	0%
High school diploma		3	3%
Some college, associate degree, or trade school		27	30%
Four-year college		24	27%
Some post-graduate studies		10	11%
Post-graduate degree (masters, Ph.D., professional degree, etc.)		26	29%
Total		90	100%



## What is your household annual income before tax?

Answer		Response	%
Less than \$20,000		0	0%
\$20,000 to less than \$40,000		3	3%
\$40,000 to less than \$60,000		12	13%
\$60,000 to less than \$80,000		18	20%
\$80,000 to less than \$100,000		14	16%
\$100,000 to less than \$150,000		15	17%
\$150,000 or more		12	13%
Prefer not to answer		16	18%
Total		90	100%



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**If you would like to comment about anything further regarding the Solar Payment Option program, please do so below.**

Text Response

no

I am considering a second install but am worried with the significant reductions in the payment rate, my incentive to continue with the program will likely drop as the rates drop below \$0.50/kWhr.

The Program is great for Oregon.

I wish that I had the option to have the monthly payments automatically deposited into my checking account, rather than receiving a check in the mail.

I have a unique program with Solar City. I did not pay for anything. I pay PGE for the net usage. Great deal!

It is a good program for those who want to be - or can be involved with the process because it is fairly technical and the money and payback calculations are not easily understood. Therefore I don't think it will easily scale up to be commonly used by enough people to make a serious effect on the electrical grid or the environment.

Love it! Expand it! Funnel ETO renewable money this direction! Create a form that uses consistent language to measure energy for payments. It is very confusing with the energy produced that is used in the house and added to the energy that is sent to the grid.

Again, see my comments on real economics. Great idea to have a FIT, but it should match reality, not reservation capacity.

I think it is a great program and hope it continues to provide incentive for others to adopt solar to augment our power production in the future.

Just keep the sun shining!

We need to get every south facing roof with panels on them. Start the charge!!

Encroaching disincentives could kill a good (for the planet and the consumer) thing. The Solar FIT is a high return investment in the long run.

Method of reimbursement is a concern in that not all is reimbured by check but rather by an offset of my PGE bill. This could be an issue if I sell my home and must negotiate who gets the compensation



after the sale. Another issue would be the ability of do-it-yourselfers to install a system for less money themselves. I paid over \$63,000 for my system although the parts to install would have run less than \$40,000. So i could have saved over \$20,000 if I were allowed to do the installation myself.

no

This is a great program --- Energy Trust funds should be supporting it with help for upfront costs or as capital for loans to more affordable for low- to middle-income households. The state should get out of tax credit business and promote this market approach.

Additional cost for added insurance coverage was pro rated. It doesn't reflect a full years cost.

Remeber, you can take it with you if you sell your home. This now it the same as stock, or any other type of income. It is now a assit and libility. It is a benifit to your home when sold, it is an assit you can leave with. Take this programe seriously. I did You could not ask for a better spokes person for this programe. I went up against a bunch of skeptics and I think I will prevail. DD

Am I being charged for the electricity I use from my Solar Array?

Increase the program with no limits as to applicant numbers.

n/a

This suvey is a bit premature in that I have not yet received my first payment. Have no idea about satisfaction.

Cost of meter per month is to high and not told up front the cost.

awesome program. I would love to share my energy usage with others and encourage people to take a look. State of the art contractor, energy company, equipment and services all around. PGE has been stellar to work with and made it easy as well. GO PGE and Solar City!!!

I am confused by this survey. I thought that I was on a net-metering program. SolarCity owns the array and they took care of all of the contracts and installation. It was my understanding that I would have to pay PGE for power that I use, above what the solar array produces. The new (downsized) solar array was expected to generate 70% of my power so I expected my bill to drop by 70%. That does not appear to be what is happening. Solar City claims that PGE pays them for all of the power that my system produces. I guess I would be a net-metering customer and they would be a Solar Payment Option customer. I don't know...

Make it larger for more people to participate.

no



I am considering a second install but am worried with the significant reductions in the payment rate, my incentive to continue with the program will likely drop as the rates drop below \$0.50/kWhr.

Make it faster to get your investment back..pay me for all the electricity I use not for low income people.

Statistic	Value
Total Responses	28





**SURVEY DATA FOR  
COMMERCIAL PARTICIPANTS**



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**RESEARCHINTOACTION.COM / 503.287.9136 / Po Box 12312 – PORTLAND, OR 97212**

## PGE FIT Participants Survey #1 (Cohort A) Commercial

Last Modified: 08/10/2011

Filter By: Cohort A and Business

### Before You Applied

#### From whom or how did you first hear about the Solar Payment Option program?

Answer	Response	%
PGE (bill insert, website, representative, etc.)	0	0%
Energy Trust of Oregon (website, representative, etc.)	2	11%
Contractor	9	47%
Event	0	0%
Media (radio, TV, newspaper, magazine, etc.)	1	5%
Friends, family, neighbor, co-worker, or other word-of-mouth	6	32%
Other (specify)	0	0%
Don't remember	1	5%
Total	19	100%

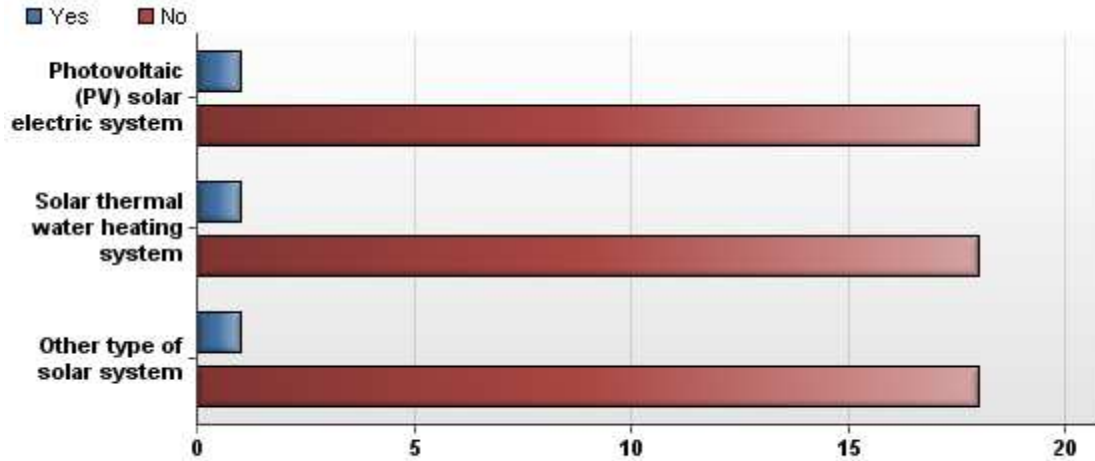


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Other (specify)

**Have you owned any of the following types of solar systems at this or other addresses?**

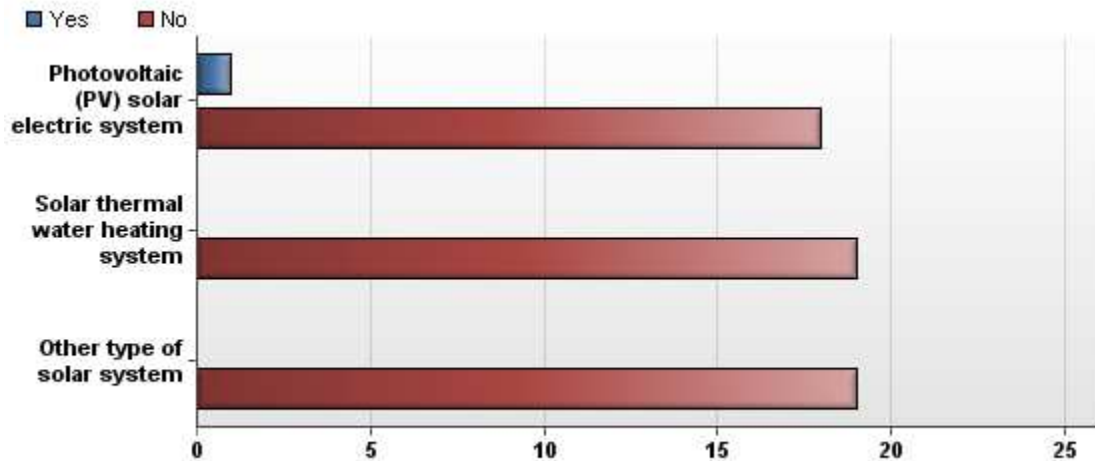


Question	Yes	No	Responses
Photovoltaic (PV) solar electric system	1	18	19
Solar thermal water heating system	1	18	19
Other type of solar system	1	18	19



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**Have you owned any of the following types of solar systems at other addresses (owner's home, other business locations, etc.)?**



Question	Yes	No	Responses
Photovoltaic (PV) solar electric system	1	18	19
Solar thermal water heating system	0	19	19
Other type of solar system	0	19	19

**Please specify the other types of solar systems you have owned.**

Text Response

Solar water heater for outdoor swimming pool

Statistic	Value
Total Responses	1



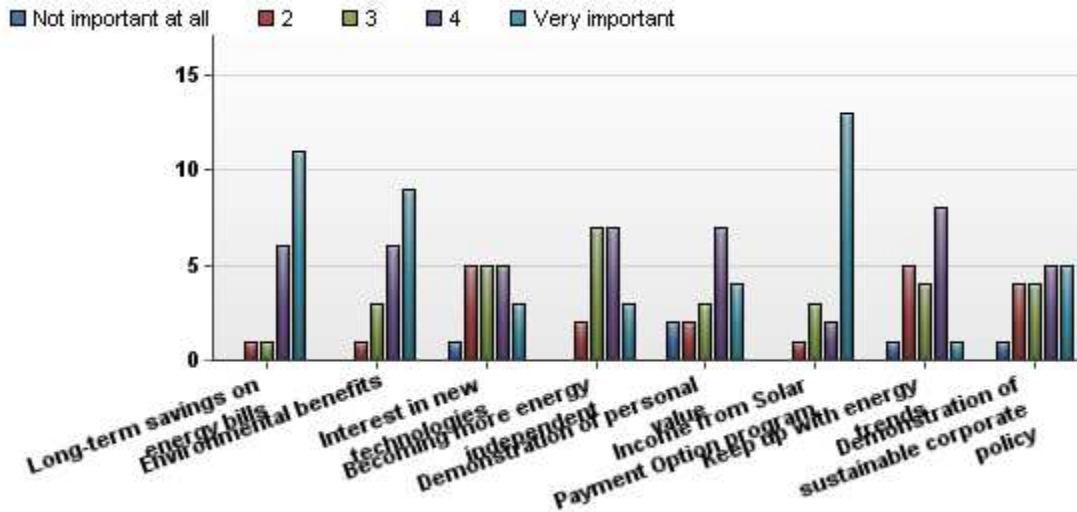
## How long had you considered installing your new solar PV system?

Answer		Response	%
Less than 3 months		6	32%
3 months to less than 6 months		3	16%
6 months to less than 1 year		3	16%
1 year to less than 3 years		6	32%
3 years to less than 5 years		1	5%
5 years to less than 10 years		0	0%
More than 10 years		0	0%
Don't know		0	0%
Total		19	100%



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Using the sliders, please tell us how important each of the following factors was in your decision to invest in a solar system at this time. PLEASE NOTE: The system registers the whole number shown on the right, even when the pointer is between two numbers.



Question	Not important at all	2	3	4	Very important	Responses
Long-term savings on energy bills	0	1	1	6	11	19
Environmental benefits	0	1	3	6	9	19
Interest in new technologies	1	5	5	5	3	19
Becoming more energy independent	0	2	7	7	3	19
Demonstration of personal value	2	2	3	7	4	18
Income from Solar Payment Option program	0	1	3	2	13	19



Keep up with energy trends	1	5	4	8	1	19
Demonstration of sustainable corporate policy	1	4	4	5	5	19

### Were there any other important factors in your decision?

#### Text Response

Solar contractor presented a strong case and were instrumental in the application and installation process. Note: We are not a corporation.

No

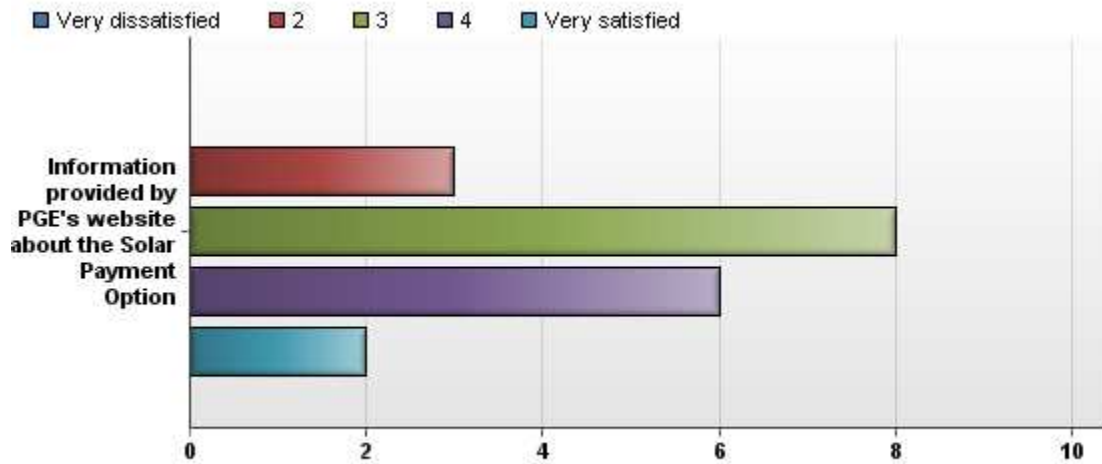
The ability to demonstrate that solar panels can be sensitively installed on an historic building.

Statistic	Value
Total Responses	3



# Application Process

Please tell us how satisfied you were with the following element during the application process.



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by PGE's website about the Solar Payment Option	0	3	8	6	2	19





**Please describe why you were dissatisfied with the information provided by PGE's website about the Solar Payment Option program.**

Text Response

Can't say we were dissatisfied, went by calculations of contractor and CPA

Not dissatisfied, just didnt know where/how to look

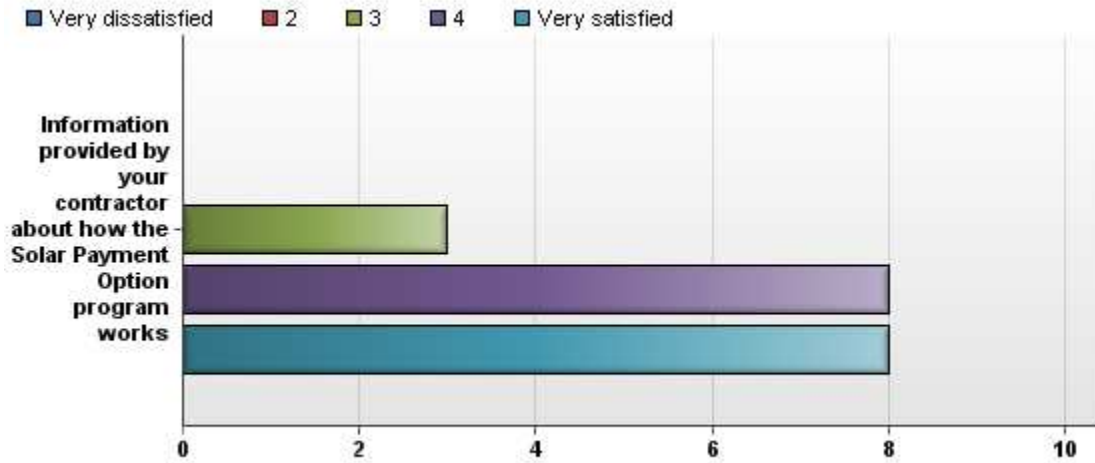
Information was difficult to find; it seemed buried on the "back pages" of the web site. Only after parsing the rulings on the OPUC website did the details of the program become clear.

Statistic	Value
Total Responses	3



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### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by your contractor about how the Solar Payment Option program works	0	0	3	8	8	19

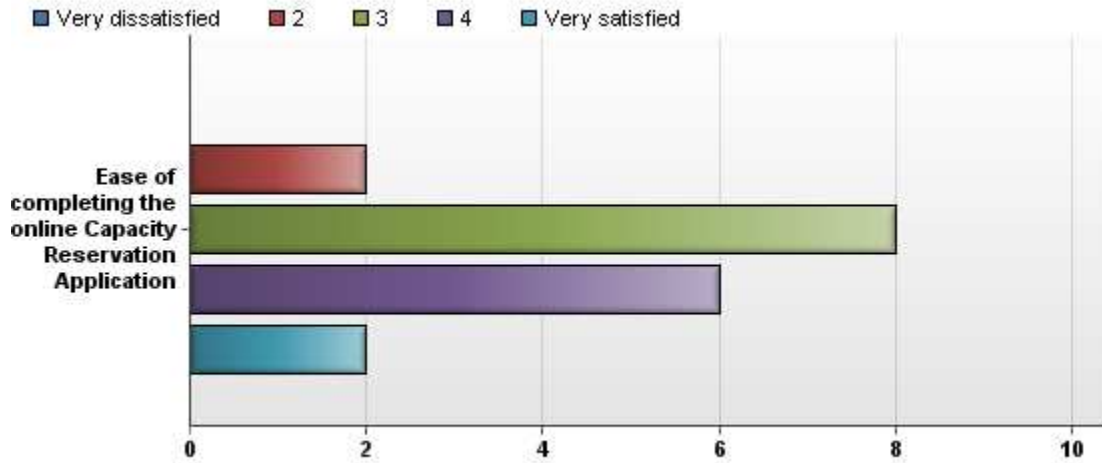
### Please describe why you were dissatisfied with the information provided by your contractor about how the Solar Payment Option program works.

Text Response

Statistic	Value
Total Responses	0



### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Ease of completing the online Capacity Reservation Application	0	2	8	6	2	18

### Please describe why you were dissatisfied with the process of completing the online Capacity Reservation Application.

#### Text Response

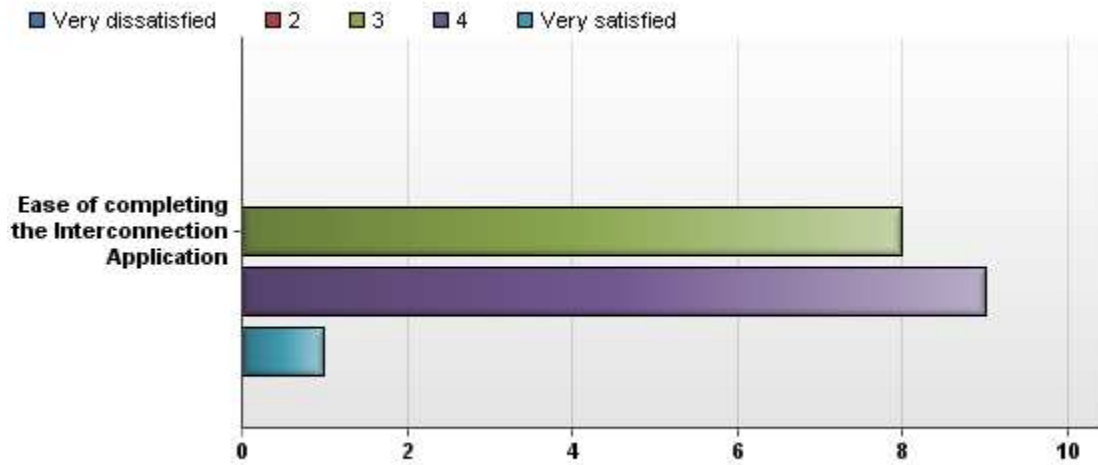
don't remember

The contractor filled out the application for us, so we do not know how easy or difficult it really was.

Statistic	Value
Total Responses	2



### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Ease of completing the Interconnection Application	0	0	8	9	1	18

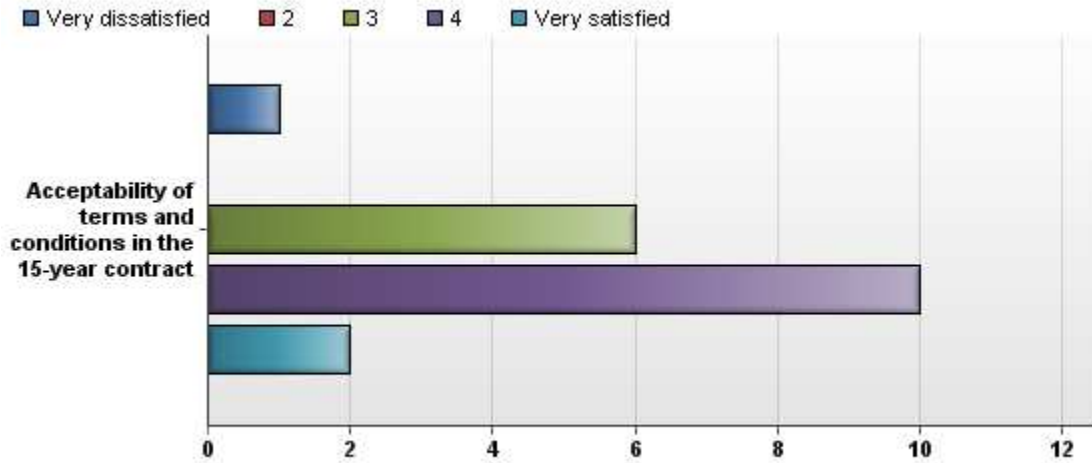
### Please describe why you were dissatisfied with the process of completing the Interconnection Application.

Text Response

Statistic	Value
Total Responses	0



### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Acceptability of terms and conditions in the 15-year contract	1	0	6	10	2	19

### Please describe why you were dissatisfied with the terms and conditions in the 15-year contract.

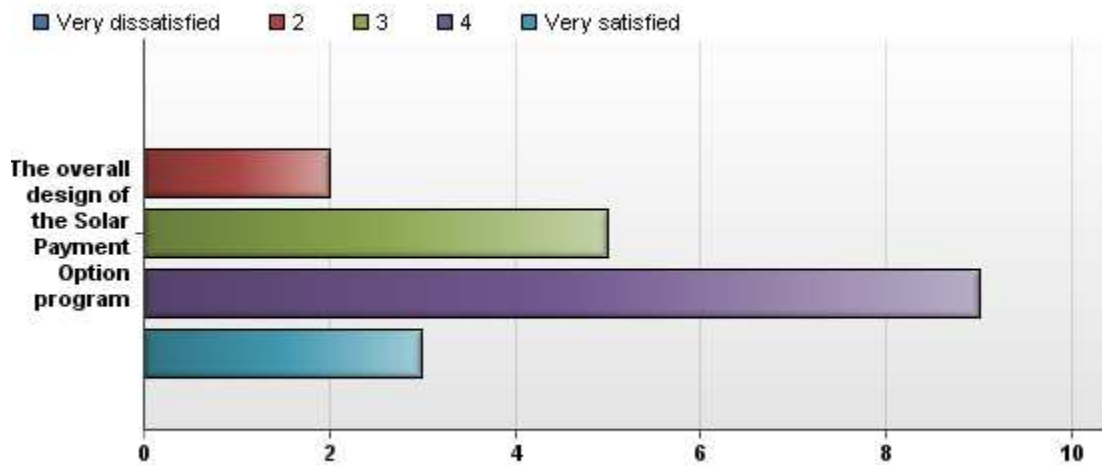
#### Text Response

Unfortunately our attorney that was requesting a "level playing field" agreement with PGE attorney had a heart attack and died. The just of it is the agreement was if PGE defaults, we have very little recourse. We were asking for better "comfort" with regards to the unlikely problem on PGE's side of the agreement. The way it stands, we will be forced to get the PUC involved, which we prefer not to do. Our PGE rep in this process will have copies of the legal letters that went back and forth.



Statistic	Value
Total Responses	1

### How satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
The overall design of the Solar Payment Option program	0	2	5	9	3	19



## Please describe why you were dissatisfied with the overall design of the Solar Payment Option program.

### Text Response

Difficult to understand why we weren't able to generate more net energy than we use.

Actually 3, but I wanted to make a comment. I think PGE was not thrilled about this program and it showed in some of the process. The \$10 meter charge is completely unnecessary especially in light of the \$10 basic service charge. I suspect the legislature added the OPTIONAL \$10 meter charge to appease PGE. I also think extending the state tax credits to feed-in tariff participants and reducing the per kilowatt hour pay out is more equitable to other PGE rate payers. The state has shifted the burden of promoting renewable/solar energy to rate payers.

Statistic	Value
Total Responses	2

## Who submitted the online Capacity Reservation Application?

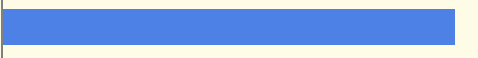

Answer	Response	%
Myself	3	16%
Contractor	16	84%
Other (specify)	0	0%
Don't know	0	0%
Total	19	100%

Other (specify)

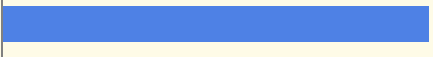



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### Did your contractor help you complete the Interconnection Application?

Answer		Response	%
Yes		18	95%
No		1	5%
Don't know		0	0%
Total		19	100%

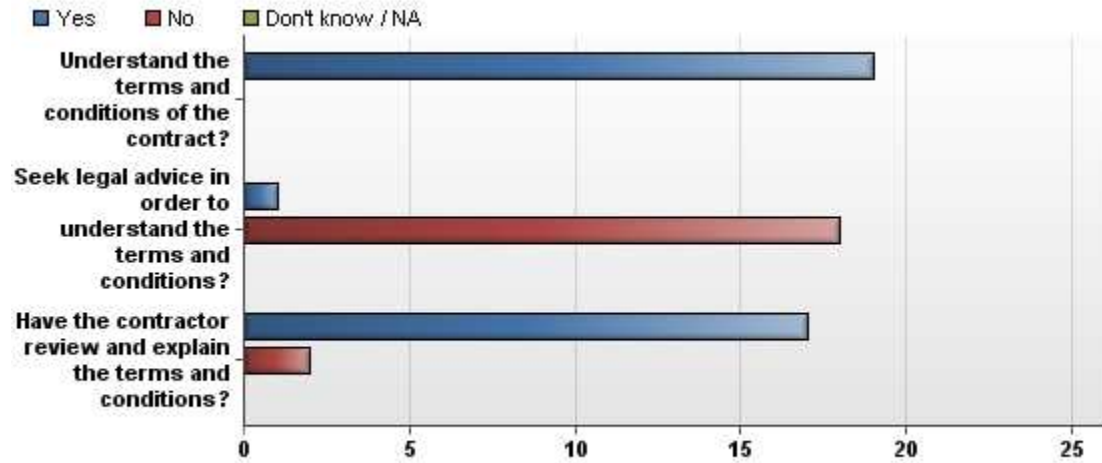
### Did you have sufficient time to review the details of the Solar Payment Option program before making the decision to participate?

Answer		Response	%
Yes		17	89%
No		2	11%
Don't know		0	0%
Total		19	100%





### When reviewing the 15-year contract, did you . . .



Question	Yes	No	Don't know / NA	Responses
Understand the terms and conditions of the contract?	19	0	0	19
Seek legal advice in order to understand the terms and conditions?	1	18	0	19
Have the contractor review and explain the terms and conditions?	17	2	0	19



**Do you have any suggestions on how to improve the terms and conditions of the contract? Please describe.**

Text Response

no

just try to simplify.

An accurate and easy to understand summary of the agreement would be helpful.

See earlier note

no

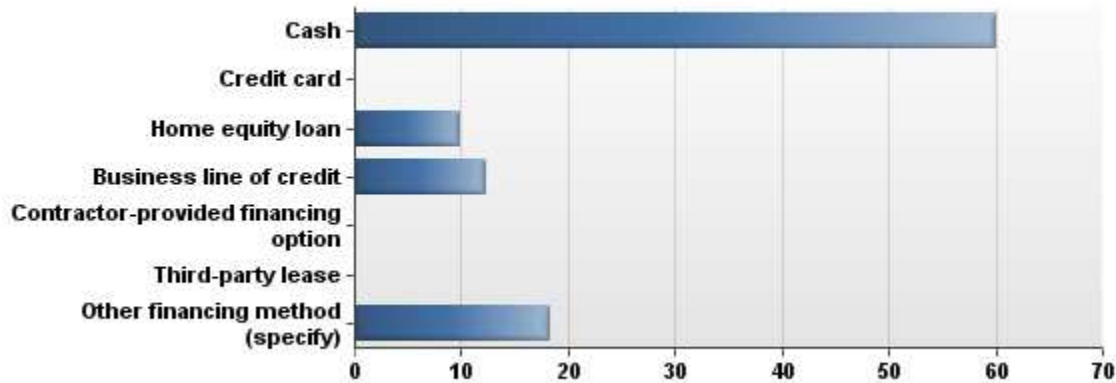
no

Since we were in the first round, I think PGE was still finalizing some aspects of the contract. (For example, the insurance requirements changed). I imagine you have the kinks out of the contract by now.

Statistic	Value
Total Responses	7



Please tell us how you paid for the system. Please fill in the percentage of each category that applies (The total percent should sum up to 100%).



Answer	Min Value	Max Value	Average Value	Standard Deviation
Cash	0	100	59.95	47.90
Credit card	0	0	0.00	0.00
Home equity loan	0	100	9.79	27.22
Business line of credit	0	100	12.11	26.99
Contractor-provided financing option	0	0	0.00	0.00
Third-party lease	0	0	0.00	0.00
Other financing method (specify)	0	100	18.16	37.46



Other financing method (specify)

We considered a home equity loan designed for these type of application (like Umpqua Bank), but rate was not favorable.

SolarCity's Pure Power program where they installed the system at no cost to us in exchange for giving them all the tax credits and rebates, and assigning the income for the feed-in tariff to them over the 15 year term of the agreement.

Oregon Dept. of Energy









loan from partner (self financed)

Urban renewal financing



## Making Decision – PGE Solar Payment Option

For the PGE Solar Payment Option program, how many years do you estimate it will take to recover your initial investment?

Answer		Response	%
Don't know / didn't estimate payback		0	0%
1 year		1	5%
2 years		0	0%
3 years		0	0%
4 years		0	0%
5 years		4	21%
6 years		2	11%
7 years		3	16%
8 years		3	16%
9 years		0	0%
10 years		2	11%
11 years		2	11%
12 years		0	0%
13 years		0	0%
14 years		0	0%
15 years		2	11%
16 years		0	0%



17 years		0	0%
18 years		0	0%
19 years		0	0%
20 years		0	0%
21 years		0	0%
22 years		0	0%
23 years		0	0%
24 years		0	0%
25 years		0	0%
26 years		0	0%
27 years		0	0%
28 years		0	0%
29 years		0	0%
30 years		0	0%
More than 31 years		0	0%
Total		19	100%

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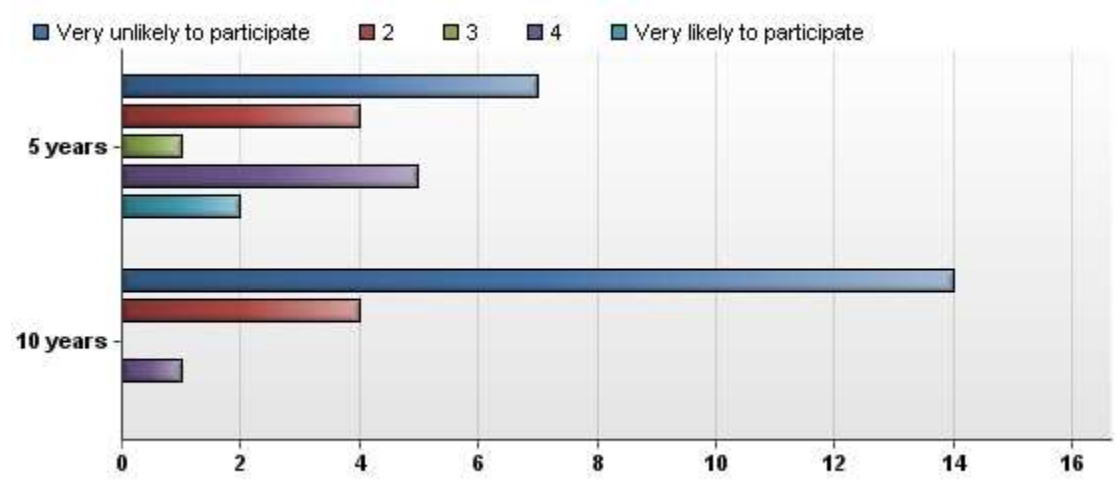
### Who calculated this estimate?

Answer		Response	%
Myself		11	58%
Contractor		7	37%
Other (specify)		1	5%
Don't know		0	0%
Total		19	100%

Other (specify)
Tax Attorney



**Would you still have participated in the PGE Solar Payment Option program if your payback estimate was extended by an additional . . .**



Question	Very unlikely to participate	2	3	4	Very likely to participate	Responses
5 years	7	4	1	5	2	19
10 years	14	4	0	1	0	19



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**What percent of your annual electricity use (kilowatt hours) do you expect your solar electric system will generate?**

Answer		Response	%
Dont' know		0	0%
Less than 10%		2	11%
10 - 19%		2	11%
20 - 29%		4	21%
30 - 39%		3	16%
40 - 49%		0	0%
50 - 59%		1	5%
60 - 69%		3	16%
70 - 79%		1	5%
80 - 89%		1	5%
90 - 99%		1	5%
100% or more		1	5%
Total		19	100%



**What is the additional amount that you are paying annually to meet the liability insurance requirement?**

\$
50
100
199
0
0
35
200
0
0
100
3
0
1000
500
5000
500
50



Statistic	Value
Total Responses	17



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## Making Decisions – Traditional Net Metering

**Did you consider the traditional Net Metering option for your solar installation?**

Answer		Response	%
Yes		9	47%
No		9	47%
Don't know		1	5%
Total		19	100%



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**For the traditional Net Metering option, how many years do you estimate it would take to recover your initial investment?**

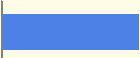


Answer		Response	%
Don't know / didn't estimate payback		3	30%
1 year		0	0%
2 years		0	0%
3 years		0	0%
4 years		0	0%
5 years		2	20%
6 years		1	10%
7 years		1	10%
8 years		0	0%
9 years		1	10%
10 years		1	10%
11 years		0	0%
12 years		0	0%
13 years		0	0%
14 years		0	0%
15 years		1	10%
16 years		0	0%
17 years		0	0%



18 years		0	0%
19 years		0	0%
20 years		0	0%
21 years		0	0%
22 years		0	0%
23 years		0	0%
24 years		0	0%
25 years		0	0%
26 years		0	0%
27 years		0	0%
28 years		0	0%
29 years		0	0%
30 years		0	0%
More than 31 years		0	0%
Total		10	100%




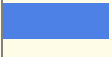

### Who calculated this estimate?

Answer		Response	%
Myself		2	29%
Contractor		4	57%
Other (specify)		1	14%
Don't know		0	0%
Total		7	100%

#### Other (specify)

Tax Planner

### How did the size of the system for the traditional Net Metering option compare to the size of the system you installed under the PGE Solar Payment Option program?

Answer		Response	%
Smaller		0	0%
The same		3	33%
Larger		2	22%
Don't know		4	44%
Total		9	100%



## About Your Decision to Participate in Solar Pilot



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**Why did you decide not to participate in the traditional net metering program? SELECT ALL THAT APPLY.**

Answer	Response	%
The site did not meet technical requirements (for example, the site was too shady)	0	0%
The site did not meet installation requirements (for example, the structure was not acceptable)	0	0%
The selected contractor wasn't approved by Energy Trust, or other contractor requirements could not be met	0	0%
Program paperwork was too cumbersome	0	0%
The change in State tax credits made net metering less desirable	1	10%
The Solar Payment Option incentive was more attractive than the Energy Trust incentive plus state tax credit	7	70%
Other (specify)	2	20%

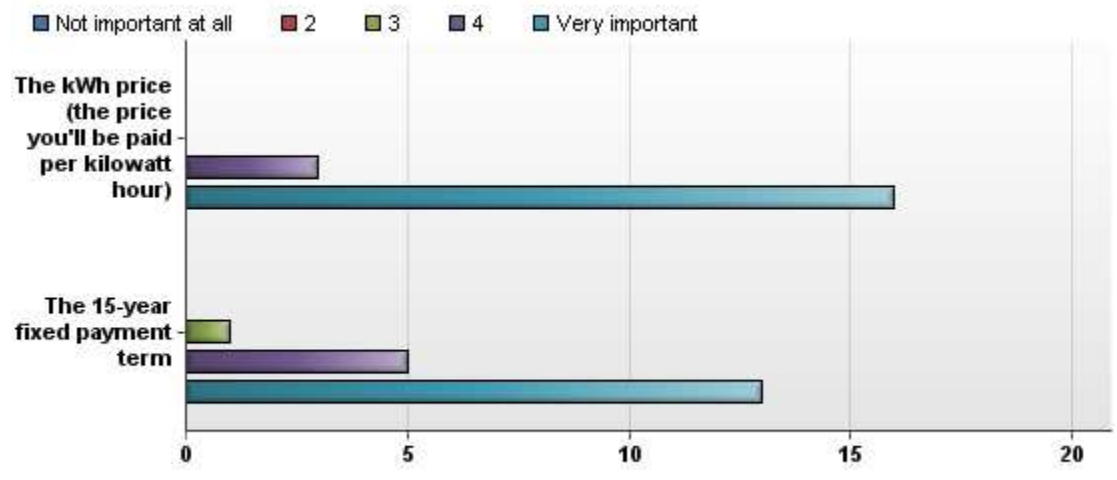


Other (specify)

We lost ability to deduct BETC with Measure 67

installed one of each

**When you made a choice to participate in the PGE Solar Payment Option program, how important was . . .**



Question	Not important at all	2	3	4	Very important	Responses
The kWh price (the price you'll be paid per kilowatt hour)	0	0	0	3	16	19
The 15-year fixed payment term	0	0	1	5	13	19



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**Please indicate the most influential source of information to reach the decision to participate in the Solar Payment Option program.**

Answer	Response	%
Contractor	14	74%
PGE (representative, website, etc.)	0	0%
Energy Trust of Oregon (representative, website, etc.)	1	5%
Friends, family, colleagues who had installed solar system	2	11%
Media (radio, TV, newspapers, magazines, etc.)	0	0%
Other (specify)	2	11%
Don't know	0	0%
Total	19	100%

Other (specify)
CPA, contractor
PUC rulings/website



## Did you have any concerns or unresolved issues when you made the decision to participate in the Solar Payment Option program?

Answer		Response	%
Yes		3	16%
No		16	84%
Total		19	100%

## Please describe your concerns or unresolved issues.

### Text Response

1. Accuracy of the estimated solar energy produced annually. 2. Value of the solar installation if we sell our home.

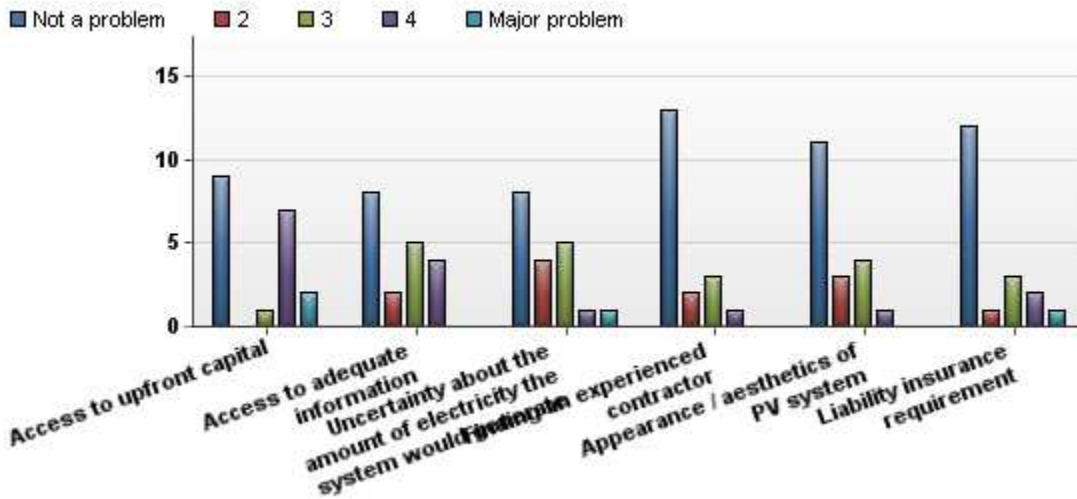
I am still waiting for the \$18,000 that I was promised and it is unclear to me when I am going to receive it. My system has been installed for >3 months.

1. See earlier note. 2. If these panels become obsolete before the loan is repaid, or shortly thereafter.

Statistic	Value
Total Responses	3



## How significant was each of the following factors as a potential problem for participation in the Solar Payment Option?



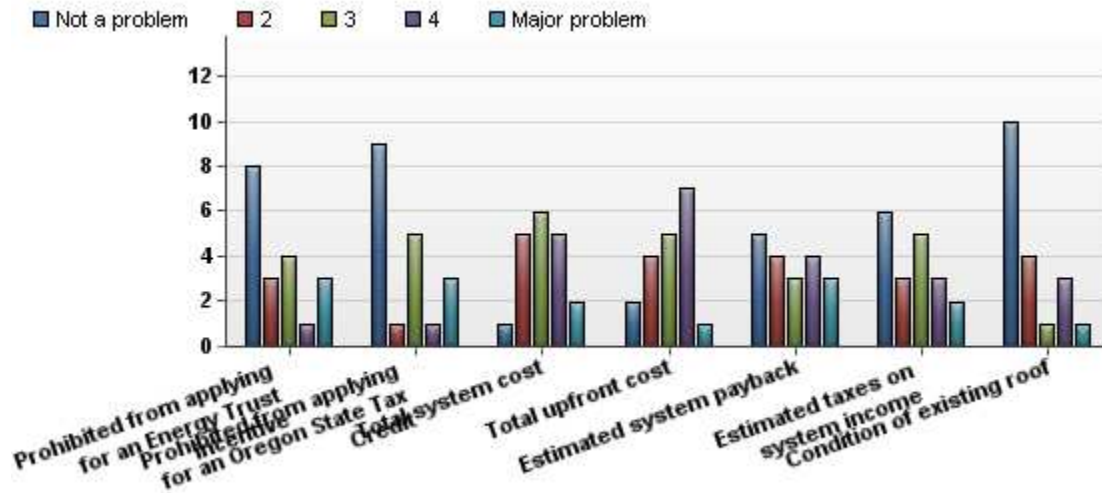
Question	Not a problem	2	3	4	Major problem	Responses
Access to upfront capital	9	0	1	7	2	19
Access to adequate information	8	2	5	4	0	19
Uncertainty about the amount of electricity the system would generate	8	4	5	1	1	19
Finding an experienced contractor	13	2	3	1	0	19
Appearance / aesthetics of PV system	11	3	4	1	0	19
Liability insurance	12	1	3	2	1	19



requirement						
-------------	--	--	--	--	--	--



**Continuing from the previous page . . . How significant was each of the following factors as a potential problem?**



Question	Not a problem	2	3	4	Major problem	Responses
Prohibited from applying for an Energy Trust incentive	8	3	4	1	3	19
Prohibited from applying for an Oregon State Tax Credit	9	1	5	1	3	19
Total system cost	1	5	6	5	2	19
Total upfront cost	2	4	5	7	1	19
Estimated system payback	5	4	3	4	3	19
Estimated taxes on system income	6	3	5	3	2	19
Condition of existing roof	10	4	1	3	1	19



## Is there anything you wished you would have known before starting the project?

### Text Response

The actual number of days of sunshine in the next 15 years.

### Tax implications

I wish the assessment of the shading on the roof had been done better as the contractor said they used computer models etc. but there is alot more shading than they predicted as the sun is lower in teh sky in the winter months. It would be great if PGE gave me access to an EASY computer model system to compare what teh contractor is telling me

no

No

no

Statistic	Value
Total Responses	6

## System Installation



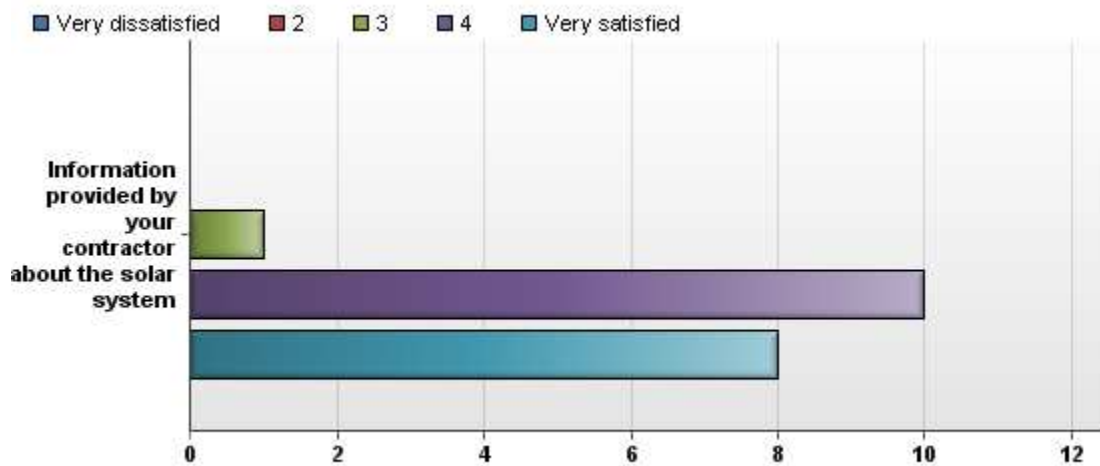
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### How many potential installation contractors did you approach?

Answer	Response	%
1	12	63%
2	4	21%
3	2	11%
4 or more	1	5%
Don't know	0	0%
Total	19	100%

### How satisfied are you with . . .

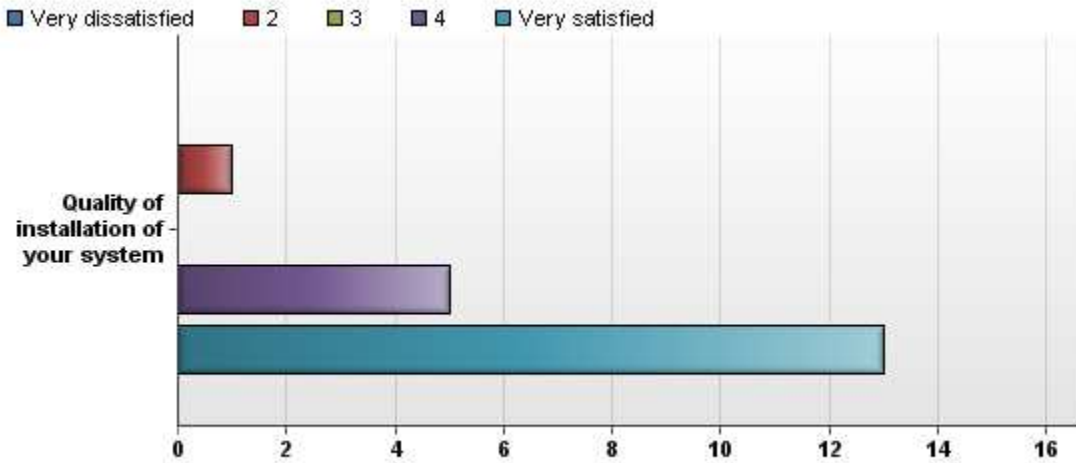


Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by your contractor about the solar system	0	0	1	10	8	19



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### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Quality of installation of your system	0	1	0	5	13	19

### Please describe why you were dissatisfied with the quality of installation of your system.

#### Text Response

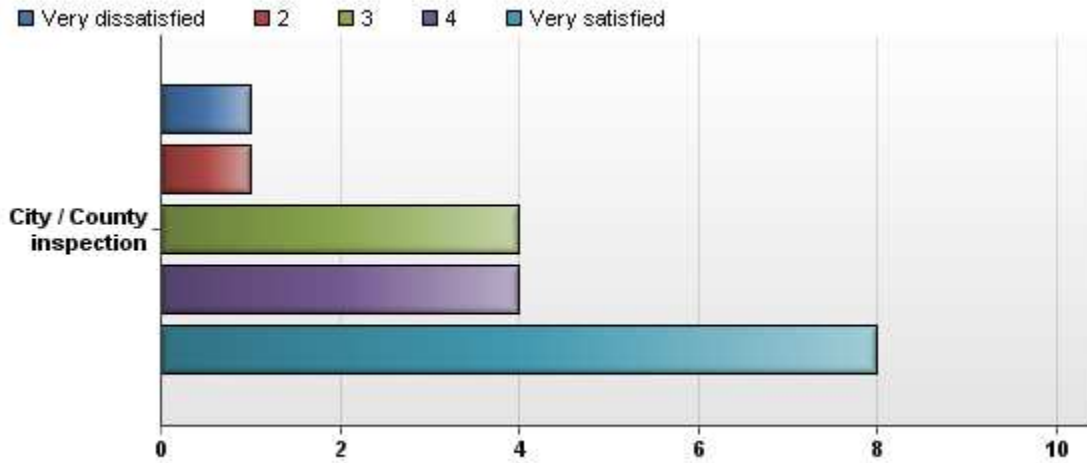
Subcontractor started a major fire during install.

Statistic	Value
Total Responses	1



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### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
City / County inspection	1	1	4	4	8	18

### Please describe why you were dissatisfied with the city/county inspection.

#### Text Response

Getting an answer

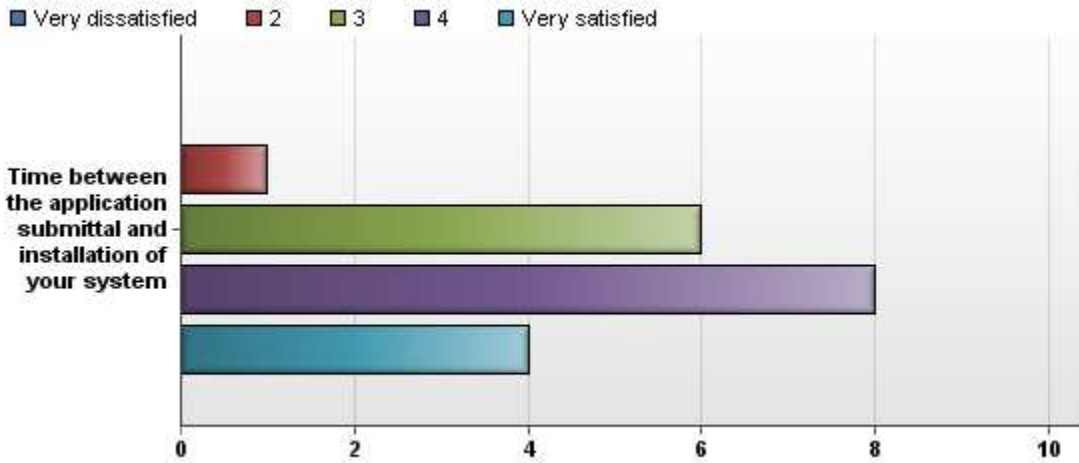
slow

Statistic	Value
Total Responses	2



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**How satisfied are you with . . .**



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Time between the application submittal and installation of your system	0	1	6	8	4	19

**Please describe why you were dissatisfied with the time between the application submittal and installation of your system.**

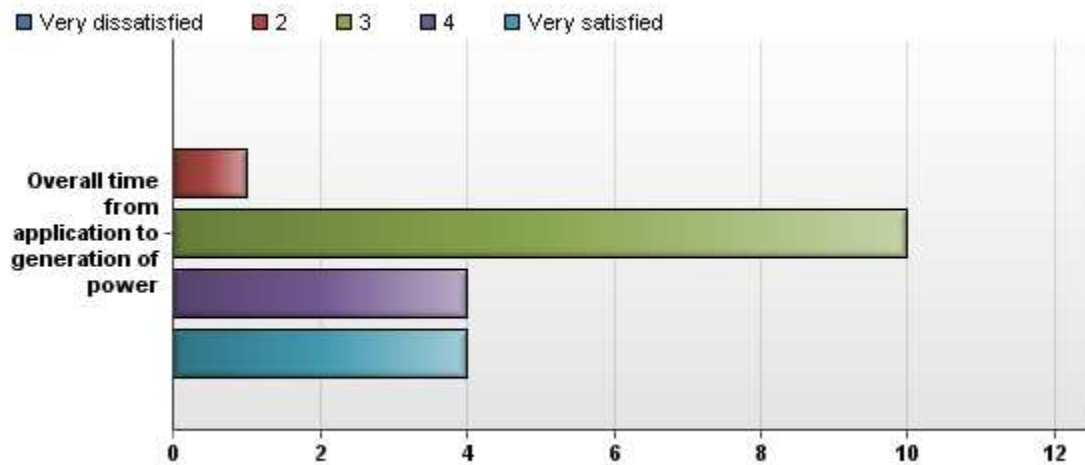
**Text Response**

It took a month after the permit was approved for PGE to come out to install the new meters, and by that time it was raining and we missed out on some solar production. It also took some time for the system to be designed, but that is an understandable delay -- SolarCity did a great job on the design and installation.



Statistic	Value
Total Responses	1

**How satisfied are you with . . .**



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Overall time from application to generation of power	0	1	10	4	4	19

**Please describe why you were dissatisfied with the overall time it took from application to generation of power.**

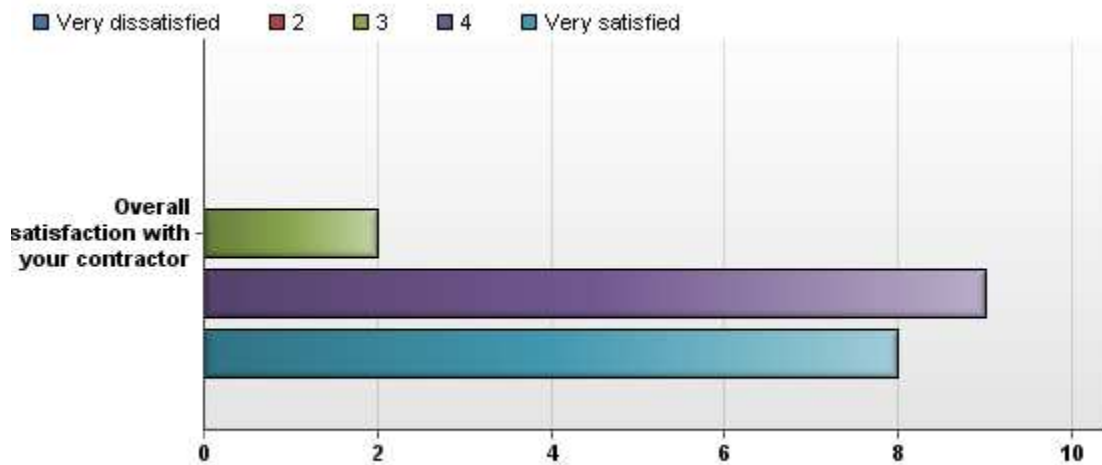
**Text Response**

slow and pge couldn't make up their mind on how to do the connections.



Statistic	Value
Total Responses	1

### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Overall satisfaction with your contractor	0	0	2	9	8	19



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## Did you have any issues or concerns with your contractor?

### Text Response

Not really. They were very busy between July and September (a testament to the quality of their solar seminars) so our installation took a little longer than we had hoped.

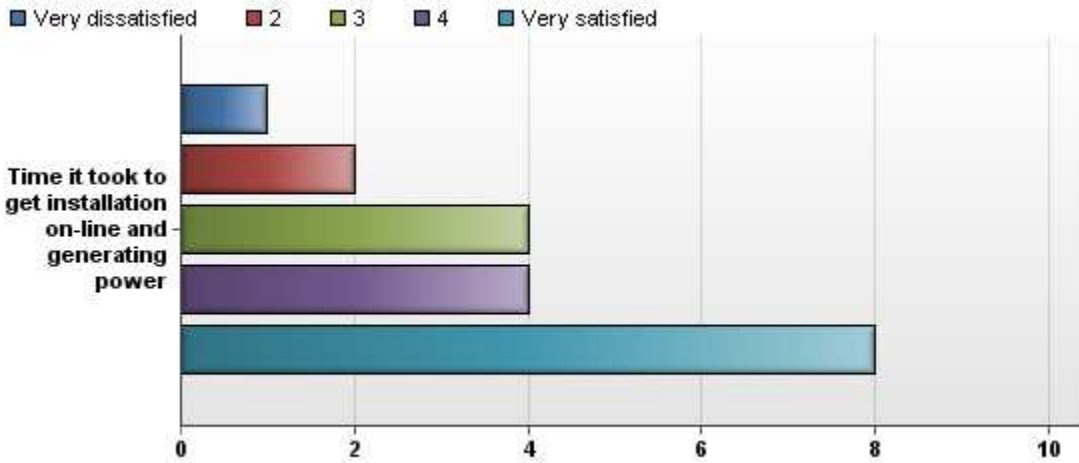
the only concern is the inaccurate shading issue that they should have been able to better calculate where on the roof to put the system for max energy production all year round.

See earlier note on subcontractor

Statistic	Value
Total Responses	3



### How satisfied are you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Time it took to get installation on-line and generating power	1	2	4	4	8	19

### Please describe why it took longer than you expected.

#### Text Response

PGE kept changing designs and the inspector went on vacation

I was on vacation for 2 weeks. The contractor was suppose to get the system online and running the day I left. When I came home, the system was not working. Nobody came out to put it online. I lost 2 weeks production in summer time.

Connccction Delays



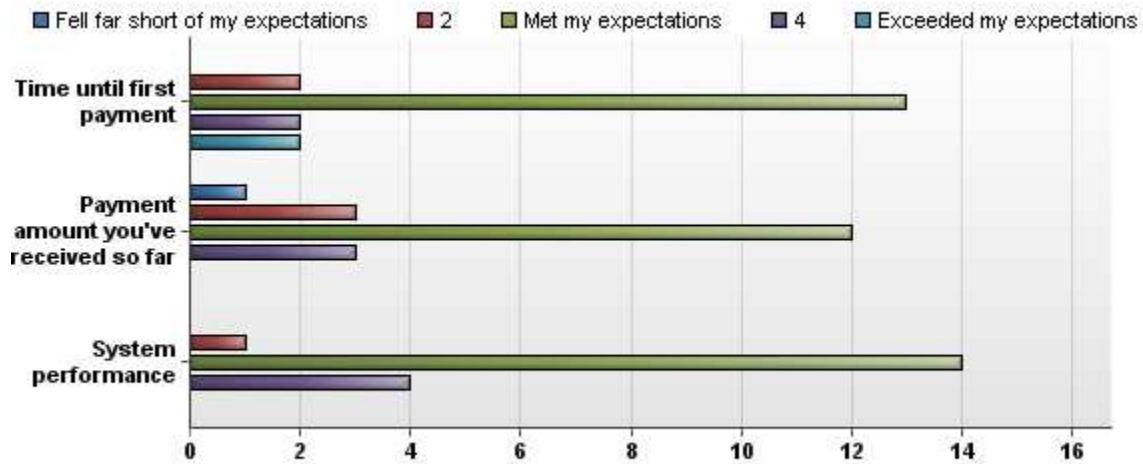


Statistic	Value
Total Responses	3



# After Installation

**How well did the following program aspects compare to your expectations?**

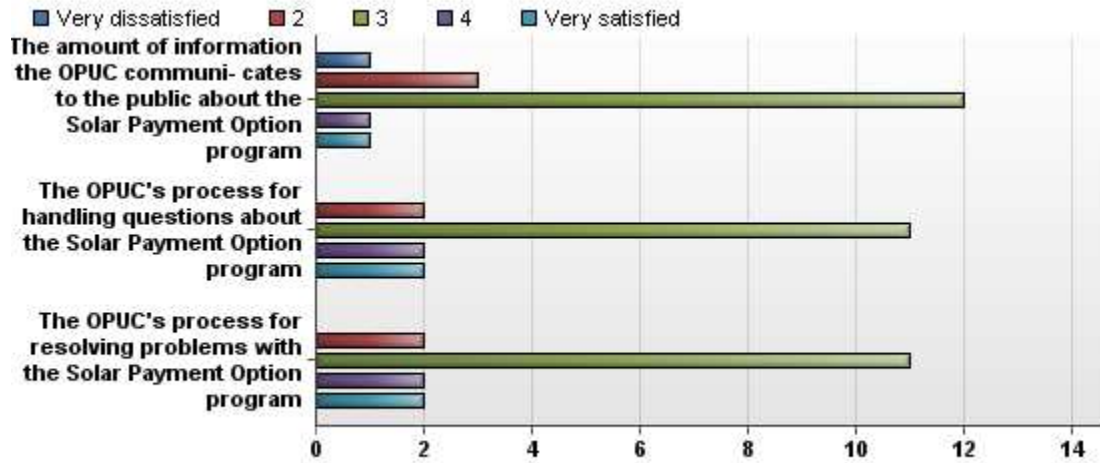


Question	Fell far short of my expectations	2	Met my expectations	4	Exceeded my expectations	Responses
Time until first payment	0	2	13	2	2	19
Payment amount you've received so far	1	3	12	3	0	19
System performance	0	1	14	4	0	19



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## Finally, how satisfied were you with . . .



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
The amount of information the OPUC communicates to the public about the Solar Payment Option program	1	3	12	1	1	18
The OPUC's process for handling questions about the Solar Payment Option program	0	2	11	2	2	17
The OPUC's process for resolving problems with the Solar Payment Option program	0	2	11	2	2	17



## Based on your experience, what questions or concerns, if any, would you like to communicate to the OPUC related to the Solar Payment Option program?

### Text Response

Last 6 questions don't apply because I just came on line and have not received any payments or had any problems.

haven't gotten any payments yet, has been 31 days since install, don't know when to expect 1st payment.

The rulings are very technical and difficult to parse. Since the legislature was intent on generating interest in solar/alternative energy, the public would have been well served by a colloquial explanation of the system by a neutral body like the OPUC. The media coverage was superficial at best and certainly the information from PGE and contractors could be seen as biased.

We have not had any experience yet with the OPUC re: the Solar Payment Option, so we do not have any concerns to date.

When are we getting our \$18,000 dollar return, this is not dependent on my taxes and I expected this within 2 months of installation. It has been three and I have had no communication on this topic

None

None

Please broaden the program so more people can participate.

Statistic	Value
Total Responses	8

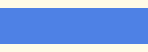



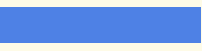
## About You and Your Business



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### How many locations does your business/organization have?

Answer		Response	%
1		6	32%
2 - 5		1	5%
6 - 10		2	11%
11 - 20		0	0%
21 - 30		0	0%
31 - 40		0	0%
41 - 50		0	0%
More than 51		2	11%
Don't know		8	42%
Total		19	100%



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### Is this location the company headquarters, a branch location or other?

Answer	Response	%
Company headquarters	4	67%
Branch office	1	17%
Manufacturing site	0	0%
Other	1	17%
Don't know	0	0%
Total	6	100%

### How many years ago was the organization at this site incorporated or established?

Answer	Response	%
Less than one year	0	0%
1 - 2 years	1	5%
3 - 5 years	0	0%
6 - 10 years	4	21%
More than 10 years	13	68%
Don't know	1	5%
Total	19	100%



**How many employees, including you, work at this location?**

ENTER NUMBER
2
7
3
6
50
16
14
3
0
0
11
0
2
26
4
25
128
0
2



Statistic	Value
Total Responses	19



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**How many hours does this business operate per week, including both weekdays and weekends?**

ENTER NUMBER
60
50
60
40
65
51
48
56
0
0
48
0
56
168
91
60
80
60
60



Statistic	Value
Total Responses	19

### About when was this building built?

Answer	Response	%
Before 1950	5	26%
1950 - 1973	3	16%
1974 - 1978	2	11%
1979 - 1984	1	5%
1985 - 1992	1	5%
1993 - 1994	0	0%
1995 - 1997	2	11%
1998 - 2000	1	5%
2001 - 2002	1	5%
2003 - 2004	0	0%
2005 - 2006	1	5%
After 2006	1	5%
Don't know	1	5%
Total	19	100%



### How large is your occupied floor space in square feet?

ENTER NUMBER
1840
8000
2100
3000
5000
3500
3500
5000
1700
2000
3000
2043
1200
55,000
3500
25000
18,000
8500
9600



Statistic	Value
Total Responses	19

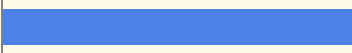

**What is the primary source of energy for space heating at this location?**

Answer	Response	%
Electricity	9	47%
Natural gas	6	32%
Liquid propane gas, LPG	0	0%
Fuel oil, kerosene	2	11%
Wood	1	5%
Pellet stove	0	0%
Solar	0	0%
Other (specify)	0	0%
No fuel	1	5%
Don't know	0	0%
Total	19	100%

Other (specify)











## What is the primary source of energy for water heating at this location?

Answer		Response	%
Electricity		14	74%
Natural gas		5	26%
Liquid propane gas, LPG		0	0%
Fuel oil		0	0%
Solar		0	0%
Don't know		0	0%
Total		19	100%






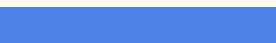



### Which of the following categories represents the total business revenues at this business location in your previous fiscal year?

Answer		Response	%
Under \$50,000		3	16%
\$50,000 to under \$100,000		1	5%
\$100,000 to under \$250,000		3	16%
\$250,000 to under \$500,000		2	11%
\$500,000 to under \$1 million		2	11%
\$1 million to under \$5 million		4	21%
\$5 million to under \$10 million		0	0%
\$10 million or more		2	11%
Don't know		2	11%
Total		19	100%



### In which month does your fiscal year end?

Answer		Response	%
January		0	0%
February		2	11%
March		0	0%
April		0	0%
May		0	0%
June		1	5%
July		0	0%
August		0	0%
September		0	0%
October		0	0%
November		11	58%
December		5	26%
Don't know		0	0%
Total		19	100%



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**What is your position or title that best describes the area of your responsibilities?**

Text Response

Owner

Accounting

CEO

Owner

President

Principal Broker/Owner

owner

Owner

Home owner

owner

owner

Homeowner

Co-owner

CEO

Operating Manager

co owner

CFO

Partner

Owner





Statistic	Value
Total Responses	19



### What year were you born?

Year
1931
1967
1956
1958
1957
1962
1949
1956
2 years before the first moon landing
1949
1949
1945
1964
1957
1959
1962
1958
1943
1954



Statistic	Value
Total Responses	19

### What is the highest level of education you have achieved so far?

Answer	Response	%
High school or less	0	0%
High school diploma	1	5%
Some college, associate degree, or trade school	4	21%
Four-year college	5	26%
Some post-graduate studies	3	16%
Post-graduate degree (masters, Ph.D., professional degree, etc.)	6	32%
Total	19	100%



**If you would like to comment about anything further regarding the Solar Payment Option program, please do so below.**

Text Response

My Business is seasonal. I have customers on the farm during May, Sept, Oct, Nov, and Dec.

We are not a business.

It is a great way for homeowners to help the environment while saving on their electric bills. The questions regarding our "business" do not really apply to us, since this is a residential installation and we do not have the information about our contractor's business (SolarCity). We do know that they just started doing residential installations in Oregon in 2009.

Thank you!!

no

Statistic	Value
Total Responses	5



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**SURVEY DATA FOR**  
***RESIDENTIAL DROP-OUTS***



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## PGE FIT Dropout Survey #1 Report (Residential)

Last Modified: 08/10/2011

Filter By: Cohort A and Residential

### Before You Applied

#### From whom or how did you first hear about the Solar Payment Option program?

Answer	Response	%
PGE (bill insert, website, representative, etc.)	0	0%
Energy Trust of Oregon (website, representative, etc.)	0	0%
Contractor	3	50%
Event	0	0%
Media (radio, TV, newspaper, magazine, etc.)	1	17%
Friends, family, neighbor, co-worker, or other word-of-mouth	1	17%
Other (specify)	1	17%
Don't remember	0	0%
Total	6	100%



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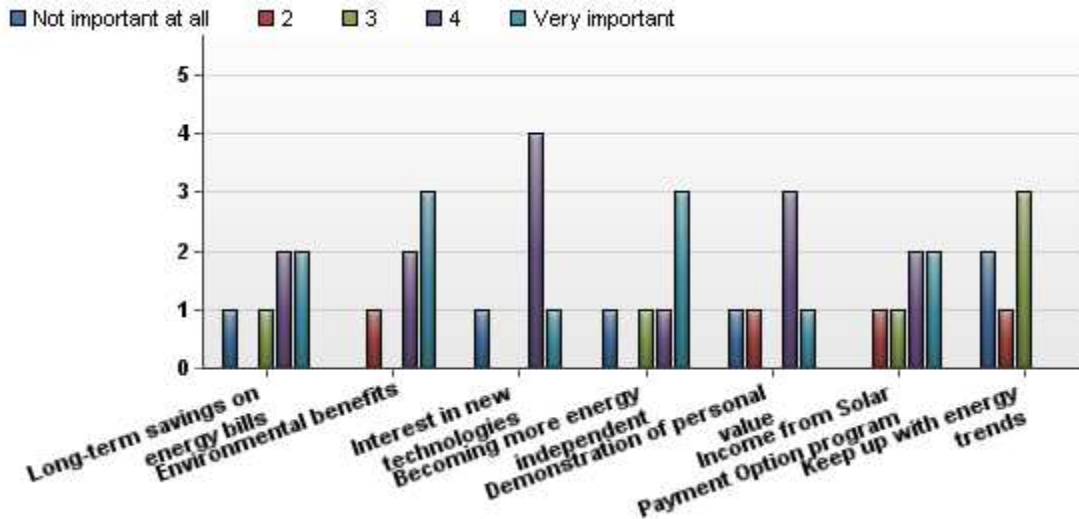
Other (specify)

mortgage broker



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**How important was each of the following factors in your decision to invest in a solar system at this time. Use the slider to select a number. Please note the system registers the whole number shown on the right, even when the pointer is between two numbers.**



Question	Not important at all	2	3	4	Very important	Responses
Long-term savings on energy bills	1	0	1	2	2	6
Environmental benefits	0	1	0	2	3	6
Interest in new technologies	1	0	0	4	1	6
Becoming more energy independent	1	0	1	1	3	6
Demonstration of personal value	1	1	0	3	1	6





Income from Solar Payment Option program	0	1	1	2	2	6
Keep up with energy trends	2	1	3	0	0	6

**Were there any other important factors in your decision?**

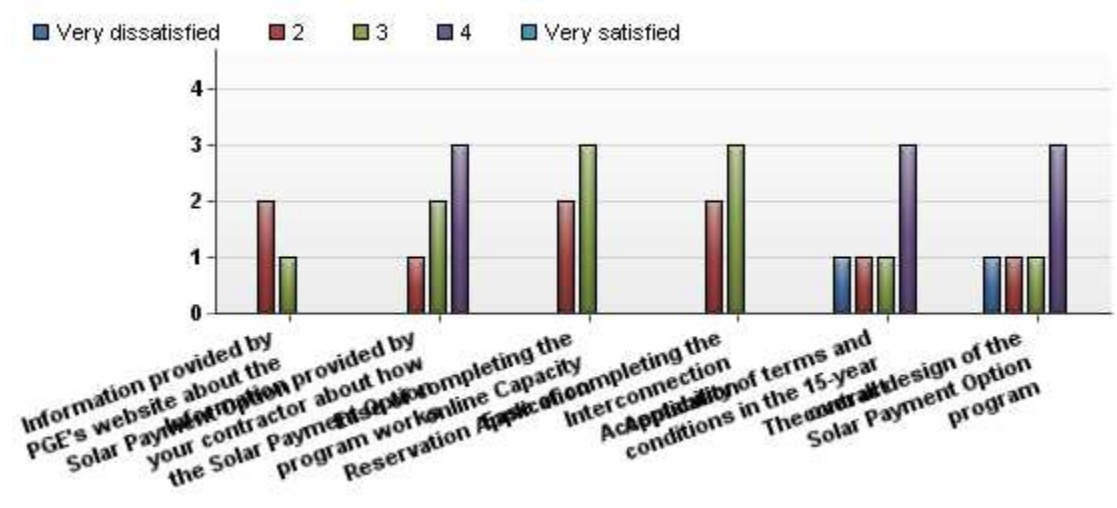
**Text Response**

the ability to finance the cost through the contractor.  
 was initially possibility to get system with \$0 down

Statistic	Value
Total Responses	2



Please tell us how satisfied you were with the following element during the application process.



Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by PGE's website about the Solar Payment Option	0	2	1	0	0	3
Information provided by your contractor about how the Solar Payment Option program works	0	1	2	3	0	6
Ease of completing the online Capacity Reservation Application	0	2	3	0	0	5
Ease of	0	2	3	0	0	5



completing the Interconnection Application						
Acceptability of terms and conditions in the 15-year contract	1	1	1	3	0	6
The overall design of the Solar Payment Option program	1	1	1	3	0	6

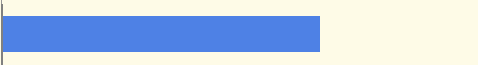

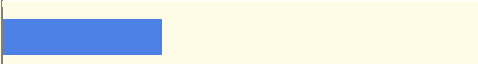
**Did you have sufficient time to review the details of the Solar Payment Option program before making the decision to participate?**

Answer		Response	%
Yes		4	67%
No		1	17%
Don't know		1	17%
Total		6	100%

**Making Decisions – Traditional Net Metering**



## Did you consider the traditional Net Metering option for your solar installation?


Answer		Response	%
Yes		4	67%
No		0	0%
Don't know		2	33%
Total		6	100%



### For the traditional Net Metering option, how many years do you estimate it would take to recover your initial investment?

Answer		Response	%
Don't know / didn't estimate payback		1	25%
1 year		0	0%
2 years		0	0%
3 years		0	0%
4 years		0	0%
5 years		0	0%
6 years		0	0%
7 years		1	25%
8 years		0	0%
9 years		0	0%
10 years		1	25%
11 years		0	0%
12 years		0	0%
13 years		0	0%
14 years		0	0%
15 years		0	0%
16 years		0	0%
17 years		0	0%



18 years		0	0%
19 years		0	0%
20 years		0	0%
21 years		0	0%
22 years		0	0%
23 years		1	25%
24 years		0	0%
25 years		0	0%
26 years		0	0%
27 years		0	0%
28 years		0	0%
29 years		0	0%
30 years		0	0%
More than 31 years		0	0%
Total		4	100%



### Who calculated this estimate?

Answer		Response	%
Myself		2	67%
Contractor		1	33%
Other (specify)		0	0%
Don't know		0	0%
Total		3	100%

Other (specify)

### How did the size of the system for the traditional Net Metering option compare to the size of the system you might have installed under the PGE Solar Payment Option program?

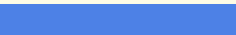



Answer		Response	%
Smaller		2	50%
The same		0	0%
Larger		1	25%
Don't know		1	25%
Total		4	100%



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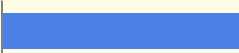
## About Your Decision to Participate in the Solar Pilot

**Why did you decide not to participate in the traditional net metering program at that time? SELECT ALL THAT APPLY.**

Answer		Response	%
The site did not meet technical requirements (for example, the site was too shady)		2	50%
The site did not meet installation requirements (for example, the structure was not acceptable)		1	25%
The selected contractor wasn't approved by Energy Trust, or other contractor requirements could not be met		0	0%
Program paperwork was too cumbersome		1	25%
The change in State tax credits made net metering less desirable		0	0%
The Solar Payment Option incentive was more attractive than the Energy Trust incentive plus state tax credit		1	25%



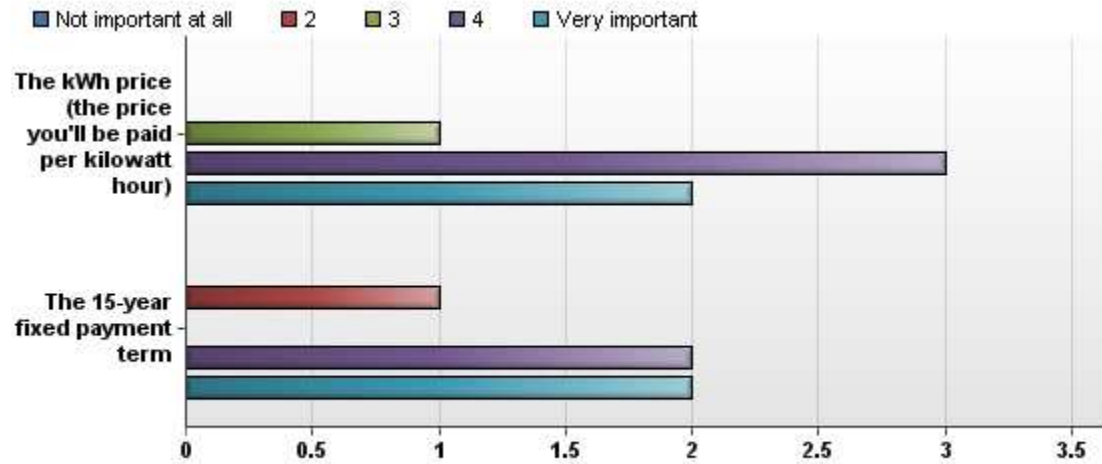


Other (specify)		2	50%
Don't know		0	0%

Other (specify)
the contractor would supply the panels at no cost
Proposed County regulations.








## When you made a choice to participate in the PGE Solar Payment Option program, how important was . . .



Question	Not important at all	2	3	4	Very important	Responses
The kWh price (the price you'll be paid per kilowatt hour)	0	0	1	3	2	6
The 15-year fixed payment term	0	1	0	2	2	5



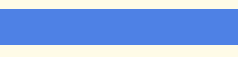

**Please indicate the most influential source of information to reach the decision to participate in the Solar Payment Option program.**

Answer		Response	%
Contractor		2	33%
PGE (representative, website, etc.)		0	0%
Energy Trust of Oregon (representative, website, etc.)		1	17%
Friends, family, colleagues who had installed solar system		1	17%
Media (radio, TV, newspapers, magazines, etc.)		0	0%
Other (specify)		1	17%
Don't know		1	17%
Total		6	100%

**Other (specify)**  
 Clackamas County Land Use Dept. decision on requiring permits process for EFU Property owners.



## Did you have any concerns or unresolved issues when you made the decision to participate in the Solar Payment Option program?

Answer		Response	%
Yes		3	50%
No		3	50%
Total		6	100%

## Please describe your concerns or unresolved issues.

### Text Response

our payment would go to our contractor for 15 years rather than to us.

Clackamas County Land Use decision to require land use approval for installation on EFU properties.

1. though Solar City said that they could connect to our metal roof without drilling into it, prior to installation they said that they would have to drill into the roof. That was the reason we decided to cancel. / 2. We are in a triplex, we received approval for only 1 of our units and NOT our own. We would have to wait until the next funding possibility arose to expand the solar panels. It would have been best to get all 3 at once.

Statistic	Value
Total Responses	3

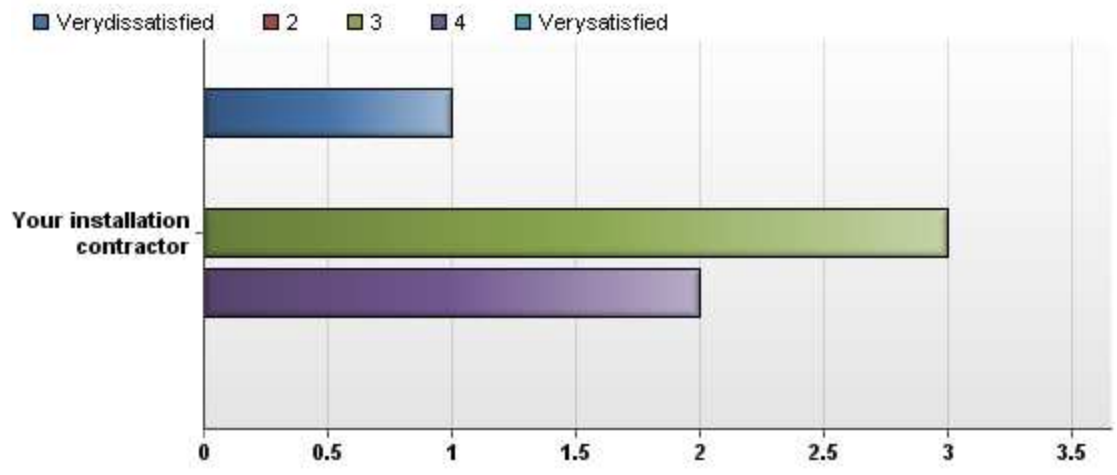


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### While you were enrolled in the program, did you work with an installation contractor?

Answer	Response	%
Yes	6	100%
No	0	0%
Don't know	0	0%
Total	6	100%

### How satisfied were you with . . .



Question	Verydissatisfied	2	3	4	Verysatisfied	Responses
Your installation contractor	1	0	3	2	0	6



**Please describe any issues or concerns you had with your contractor.**

## Text Response

I went through the whole process with Solar City only to find out AFTER I was accepted into the program that our roof did not get enough sun. Instead I went with Livelight Energy to do the net metering option on a sunnier part of my roof.

Statistic	Value
Total Responses	1



# About Your Withdrawal from the Solar Payment Option Program

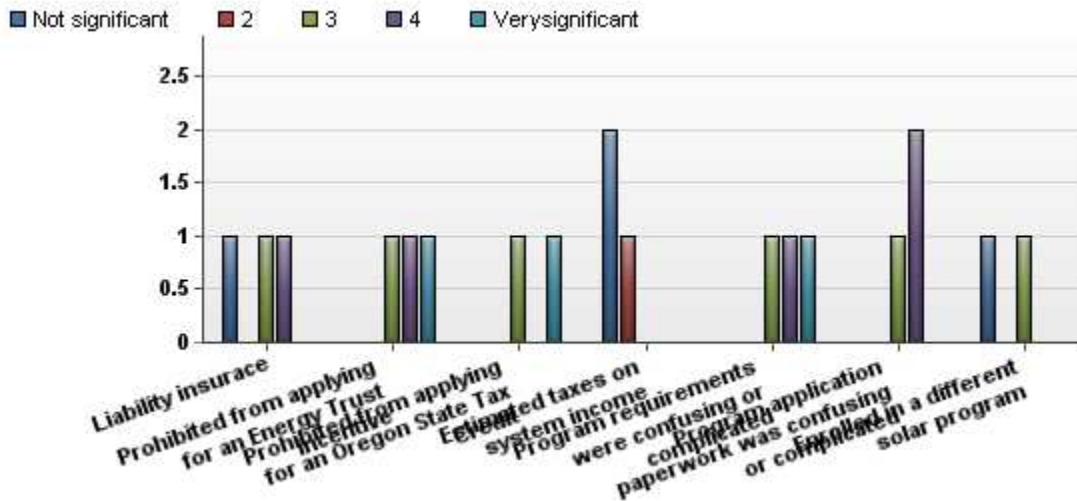
## Who decided to end your participation in the Solar Payment Option program?

#	Answer		Response	%
1	Me or someone in my household		5	83%
2	PGE		1	17%
3	Other (specify)		0	0%
	Total		6	100%

Other (specify)



## How significant was each of the following factors in your decision to withdraw from the Solar Payment Option program?



Question	Not significant	2	3	4	Very significant	Responses
Liability insurance	1	0	1	1	0	3
Prohibited from applying for an Energy Trust incentive	0	0	1	1	1	3
Prohibited from applying for an Oregon State Tax Credit	0	0	1	0	1	2
Estimated taxes on system income	2	1	0	0	0	3
Program requirements were confusing or complicated	0	0	1	1	1	3
Application paperwork was confusing or complicated	0	0	1	1	1	3
Applied in a different solar program	1	0	1	0	0	2





requirements were confusing or complicated						
Program application paperwork was confusing or complicated	0	0	1	2	0	3
Enrolled in a different solar program	1	0	1	0	0	2

### Were there any other important factors in your decision?

#### Text Response

the contractor that was going to install the system told us the last month before installation would start that the site wouldn't work. we did not have time to contact another contractor and figure out our financing options before our Solar Payment Option application expired. our home is LEED Gold certified and would have been perfect for panels so it was very disappointing.

Confusion around my being originally select. During which time (approximately ten days) I invested the capital elsewhere.

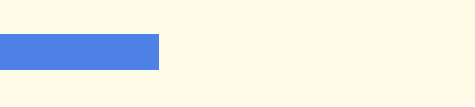

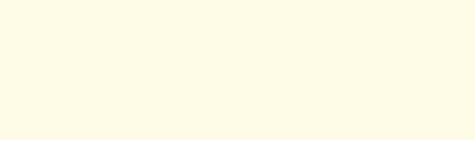
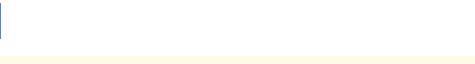

due to technical issues with home, was unable to qualify for Solar City \$0 down program

yes, we found out that they would have to drill into our metal roof. Initially we were told that our roof was the kind to which they could attach panels. See other considerations listed in my earlier response.

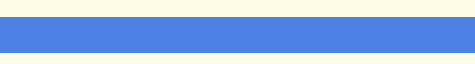

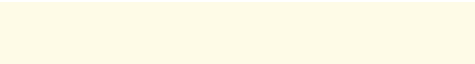
Statistic	Value
Total Responses	4



### What is the current status of the solar project you were originally considering when you applied to the program?

Answer		Response	%
Decided not to install it		2	33%
Decided not to install it for now, but hope to at some future time		3	50%
Expect to begin installation in the next few months		0	0%
Installing it now		0	0%
Installation complete		1	17%
Total		6	100%

### For this solar project, did you enroll in PGE's net metering program?

Answer		Response	%
Yes		1	100%
No		0	0%
Don't know		0	0%
Total		1	100%



### Why did you decide to enroll in the net metering program?

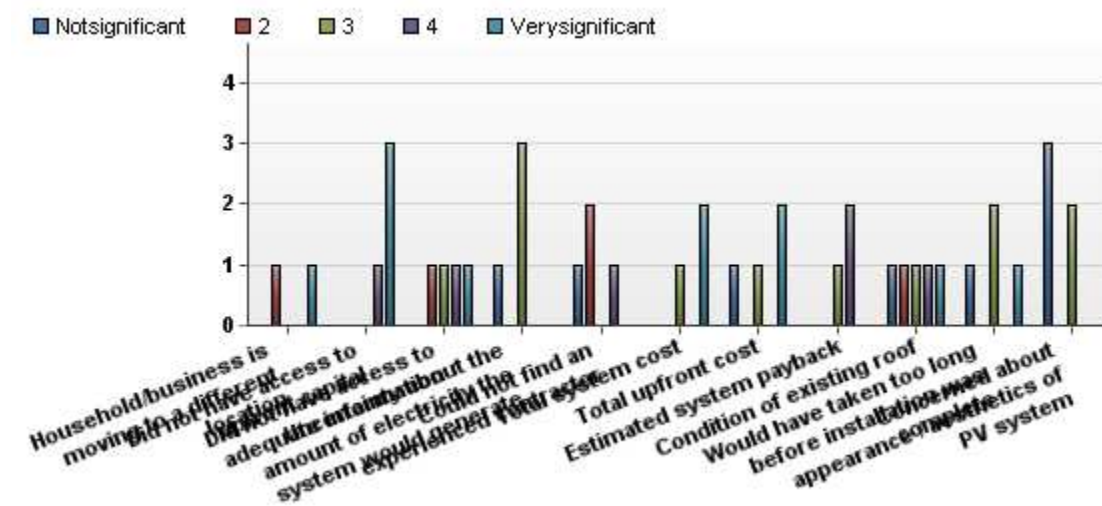
#### Text Response

Wasn't eligible for solar payment on a larger part of the roof so I got a smaller system on the sunniest part of the roof.

Statistic	Value
Total Responses	1



## How significant was each of the following factors in your decision not to install a solar PV system?



Question	Not significant	2	3	4	Very significant	Responses
Household/business is moving to a different location	0	1	0	0	1	2
Did not have access to upfront capital	0	0	0	1	3	4
Did not have access to adequate information	0	1	1	1	1	4
Uncertainty about the amount of electricity the system would generate	1	0	3	0	0	4
Could not find an experienced contractor	1	2	0	1	0	4



Total system cost	0	0	1	0	2	3
Total upfront cost	1	0	1	0	2	4
Estimated system payback	0	0	1	2	0	3
Condition of existing roof	1	1	1	1	1	5
Would have taken too long before installation was complete	1	0	2	0	1	4
Concerned about appearance / aesthetics of PV system	3	0	2	0	0	5

## Were there any other important factors in your decision?

### Text Response

did not have time to re-figure financing and options after our first contractor had challenges before the expiration of our application.

Yes, only partial installation possible under the program we were offered which paid for the entire project and Solar City would get any rebates.

Statistic	Value
Total Responses	2



## Is there anything you wished you would have known before starting the project?

### Text Response

Solar City should have checked our solar coverage before having us go through the whole process.

Yes, Original comments from Clackamas County Land Use personal classifying the installation as a Net metering system, not currently allowed in the EFU zone. Subsequent conversations led me to believe it could may be accepted, However, conflicting point of view was published by Clackamas County. The uncertainty of land use requirements, lateness of determining my initial success at the drawing, reinvesting the funds and my decision to get the hell out of Oregon all factored into my withdrawal.

the limitations for our triplex, which is also our residence

Statistic	Value
Total Responses	3

## Final Comments



## How well did your experience with the Solar Payment Option program compare to your expectations?

#	Answer		Response	%
1	Did not meet my expectations		3	50%
2	Met my expectations		1	17%
3	Exceeded my expectations		0	0%
4	Don't know		1	17%
5	Not applicable		1	17%
	Total		6	100%

## Why didn't your experience with the Solar Payment Option program meet your expectations?

### Text Response

first contractor found reason to stop the project and left town without followup, Second contractor was unable to find financing for installation.

The original programs offered by Solar City were changed several times due to the changes in Oregon state funding in addition to the changes in installation described earlier. We were also disappointed that we could not count on getting full solar coverage for all three units in our building and ended up being part of a lottery for each. This resulted in only one unit (a rental), the one with the smallest electrical demand, being offered the option.



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Statistic	Value
Total Responses	2

**Based on your experience, what questions or concerns, if any, would you like to communicate to the OPUC related to the Solar Payment Option program?**

Text Response

Need to have another step for front costs even though it will be paid out of proceeds of the program

Since the domestic as well as commercial use of solar power would be of great benefit to the state and its citizens, what is the state doing about subsidizing such endeavors?

Statistic	Value
Total Responses	2

**In your opinion, what (if anything) could be done to improve the program?**

Text Response

need to have a lending institution that will help with financing up front costs guaranteed with the projected proceeds of the generation plan

Make it bigger!

Provide a variety of options and when users select one, follow through if at all possible. Provide subsidies.




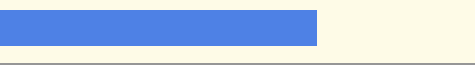


Statistic	Value
Total Responses	3



## Residential Demographics

### How long have you lived in Oregon?

Answer		Response	%
Less than one year		0	0%
1 - 2 years		0	0%
3 - 5 years		2	33%
6 - 10 years		0	0%
More than 10 years		4	67%
Total		6	100%



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## About when was your home built?

Answer		Response	%
Before 1950		1	17%
1950 - 1973		1	17%
1974 - 1978		1	17%
1979 - 1984		1	17%
1985 - 1992		0	0%
1993 - 1994		0	0%
1995 - 1997		0	0%
1998 - 2000		1	17%
2001 - 2002		0	0%
2003 - 2004		0	0%
2005 - 2006		0	0%
After 2006		1	17%
Don't know		0	0%
Total		6	100%




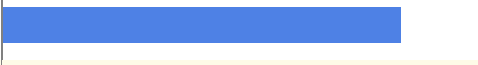
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## How large is the living space in your home in square feet, excluding your garage and unfinished areas?

Answer		Response	%
Less than 1,500 square feet		1	17%
1,500 - 2,000 square feet		1	17%
2,000 - 2,500 square feet		2	33%
2,500 - 3,000 square feet		0	0%
More than 3,000 square feet		2	33%
Don't know		0	0%
Total		6	100%



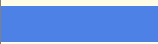

### What is the primary source of energy for space heating?

Answer		Response	%
Electricity		1	17%
Natural gas		5	83%
Liquid propane gas, LPG		0	0%
Fuel oil, kerosene		0	0%
Wood		0	0%
Pellet stove		0	0%
Solar		0	0%
Other (specify)		0	0%
No fuel		0	0%
Don't know		0	0%
Total		6	100%

Other (specify)



### What is the primary source of energy for water heating?

#	Answer		Response	%
1	Electricity		2	33%
2	Natural gas		4	67%
3	Liquid propane gas, LPG		0	0%
4	Fuel oil		0	0%
5	Solar		0	0%
6	Don't know		0	0%
	Total		6	100%

### How many people, including yourself, live in your home now?

# of people
2
2
3
0
4
3

Statistic	Value
Total Responses	6



**Please select the type of house you live in.**

Answer		Response	%
A single-family detached house		5	83%
A duplex, townhouse, row house or small apartment complex with 2-4 total units		1	17%
An apartment, condominium, or townhouse complex with 5 or more total units		0	0%
A mobile or manufactured house		0	0%
Other (specify)		0	0%
Don't know		0	0%
Total		6	100%

Other (specify)



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### What year were you born?

Year
1942
1969
1975
1937
1963
1937

Statistic	Value
Total Responses	6









**What is the highest level of education you have achieved so far?**

Answer		Response	%
High school or less		0	0%
High school diploma		0	0%
Some college, associate degree, or trade school		2	33%
Four-year college		2	33%
Some post-graduate studies		1	17%
Post-graduate degree (masters, Ph.D., professional degree, etc.)		1	17%
Total		6	100%



## What is your household annual income before tax?

Answer		Response	%
Less than \$20,000		0	0%
\$20,000 to less than \$40,000		1	17%
\$40,000 to less than \$60,000		0	0%
\$60,000 to less than \$80,000		1	17%
\$80,000 to less than \$100,000		1	17%
\$100,000 to less than \$150,000		3	50%
\$150,000 or more		0	0%
Prefer not to answer		0	0%
Total		6	100%



**If you would like to comment about anything further regarding the Solar Payment Option program, please do so below.**

Text Response

It would be very helpful if there were PGE sanctioned inexpensive program financing options that were easy to apply for and made financial sense.

When we began the process, we took one option, which then was changed so that we were entered in a lottery with no guarantee of funding. We also were initially under the impression that we could enough panels so that all 3 of the apartments in the building we own would be able to have solar. We stopped the process because only 1 of our units were given the option and the panels would have to be attached by making holes in our metal roof. Initially we were told that making holes in the roof would not be necessary.

Statistic	Value
Total Responses	2



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**SURVEY DATA FOR  
COMMERCIAL DROP-OUTS**



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## PGE FIT Dropout Survey #1 Report (Business)

Last Modified: 08/10/2011

Filter By: Cohort A and Business

### Before You Applied

#### From whom or how did you first hear about the Solar Payment Option program?

Answer	Response	%
PGE (bill insert, website, representative, etc.)	0	0%
Energy Trust of Oregon (website, representative, etc.)	0	0%
Contractor	0	0%
Event	0	0%
Media (radio, TV, newspaper, magazine, etc.)	1	100%
Friends, family, neighbor, co-worker, or other word-of-mouth	0	0%
Other (specify)	0	0%
Don't remember	0	0%
Total	1	100%



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Other (specify)

**How important was each of the following factors in your decision to invest in a solar system at this time. Use the slider to select a number. Please note the system registers the whole number shown on the right, even when the pointer is between two numbers.**

Question	Not important at all	2	3	4	Very important	Responses
Long-term savings on energy bills	0	0	1	0	0	1
Environmental benefits	0	0	0	0	1	1
Interest in new technologies	0	0	1	0	0	1
Becoming more energy independent	0	0	0	0	1	1
Demonstration of personal value	0	0	0	0	1	1
Income from Solar Payment Option program	0	0	0	1	0	1
Keep up with energy trends	1	0	0	0	0	1



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### Were there any other important factors in your decision?

#### Text Response

PV seems to be the least amount of up keep.

Statistic	Value
Total Responses	1



**Please tell us how satisfied you were with the following element during the application process.**

Question	Very dissatisfied	2	3	4	Very satisfied	Responses
Information provided by PGE's website about the Solar Payment Option	0	0	1	0	0	1
Information provided by your contractor about how the Solar Payment Option program works	0	1	0	0	0	1
Ease of completing the online Capacity Reservation Application	1	0	0	0	0	1
Ease of completing the Interconnection Application	0	0	0	0	0	0
Acceptability of terms and conditions in the 15-year contract	0	0	0	0	0	0
The overall design of the Solar Payment Option	0	0	1	0	0	1





program						
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**Did you have sufficient time to review the details of the Solar Payment Option program before making the decision to participate?**

Answer		Response	%
Yes		0	0%
No		1	100%
Don't know		0	0%
Total		1	100%

**Did you consider the traditional Net Metering option for your solar installation?**

Answer		Response	%
Yes		1	100%
No		0	0%
Don't know		0	0%
Total		1	100%



**For the traditional Net Metering option, how many years do you estimate it would take to recover your initial investment?**

Answer		Response	%
Don't know / didn't estimate payback		0	0%
1 year		0	0%
2 years		0	0%
3 years		0	0%
4 years		0	0%
5 years		0	0%
6 years		0	0%
7 years		1	100%
8 years		0	0%
9 years		0	0%
10 years		0	0%
11 years		0	0%
12 years		0	0%
13 years		0	0%
14 years		0	0%
15 years		0	0%
16 years		0	0%
17 years		0	0%



18 years		0	0%
19 years		0	0%
20 years		0	0%
21 years		0	0%
22 years		0	0%
23 years		0	0%
24 years		0	0%
25 years		0	0%
26 years		0	0%
27 years		0	0%
28 years		0	0%
29 years		0	0%
30 years		0	0%
More than 31 years		0	0%
Total		1	100%



### Who calculated this estimate?

Answer		Response	%
Myself		0	0%
Contractor		1	100%
Other (specify)		0	0%
Don't know		0	0%
Total		1	100%

Other (specify)

### How did the size of the system for the traditional Net Metering option compare to the size of the system you might have installed under the PGE Solar Payment Option program?

Answer		Response	%
Smaller		0	0%
The same		0	0%
Larger		1	100%
Don't know		0	0%
Total		1	100%

## About Your Decision to Participate in the Solar Pilot



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**Why did you decide not to participate in the traditional net metering program at that time? SELECT ALL THAT APPLY.**

Answer	Response	%
The site did not meet technical requirements (for example, the site was too shady)	0	0%
The site did not meet installation requirements (for example, the structure was not acceptable)	0	0%
The selected contractor wasn't approved by Energy Trust, or other contractor requirements could not be met	0	0%
Program paperwork was too cumbersome	0	0%
The change in State tax credits made net metering less desirable	0	0%
The Solar Payment Option incentive was more attractive than the Energy Trust incentive plus state tax credit	1	100%



Other (specify)		0	0%
Don't know		0	0%

Other (specify)

**When you made a choice to participate in the PGE Solar Payment Option program, how important was . . .**

Question	Not important at all	2	3	4	Very important	Responses
The kWh price (the price you'll be paid per kilowatt hour)	0	0	0	0	1	1
The 15-year fixed payment term	0	0	0	0	1	1



**Please indicate the most influential source of information to reach the decision to participate in the Solar Payment Option program.**

Answer	Response	%
Contractor	0	0%
PGE (representative, website, etc.)	0	0%
Energy Trust of Oregon (representative, website, etc.)	0	0%
Friends, family, colleagues who had installed solar system	0	0%
Media (radio, TV, newspapers, magazines, etc.)	1	100%
Other (specify)	0	0%
Don't know	0	0%
Total	1	100%

Other (specify)



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### Did you have any concerns or unresolved issues when you made the decision to participate in the Solar Payment Option program?

Answer		Response	%
Yes		1	100%
No		0	0%
Total		1	100%

### Please describe your concerns or unresolved issues.

#### Text Response

on sizing the system

### While you were enrolled in the program, did you work with an installation contractor?

Answer		Response	%
Yes		1	100%
No		0	0%
Don't know		0	0%
Total		1	100%



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### How satisfied were you with . . .

Question	Verydissatisfied	2	3	4	Verysatisfied	Responses
Your installation contractor	1	0	0	0	0	1

### Please describe any issues or concerns you had with your contractor.

#### Text Response

Could not get all the allowcations I was want to aply for.

Statistic	Value
Total Responses	1

## About Your Withdrawal from the Solar Payment Option Program

### Who decided to end your participation in the Solar Payment Option program?

Answer	Response	%
Me or someone in my household	1	100%
PGE	0	0%
Other (specify)	0	0%
Total	1	100%



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Other (specify)



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## How significant was each of the following factors in your decision to withdraw from the Solar Payment Option program?

Question	Not significant	2	3	4	Very significant	Responses
Liability insurance	1	0	0	0	0	1
Prohibited from applying for an Energy Trust incentive	1	0	0	0	0	1
Prohibited from applying for an Oregon State Tax Credit	1	0	0	0	0	1
Estimated taxes on system income	1	0	0	0	0	1
Program requirements were confusing or complicated	0	0	0	0	1	1
Program application paperwork was confusing or complicated	0	0	0	0	1	1
Enrolled in a	1	0	0	0	0	1



different solar program						
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**Were there any other important factors in your decision?**

Text Response

Statistic	Value
Total Responses	0

**What is the current status of the solar project you were originally considering when you applied to the program?**

Answer	Response	%
Decided not to install it	1	100%
Decided not to install it for now, but hope to at some future time	0	0%
Expect to begin installation in the next few months	0	0%
Installing it now	0	0%
Installation complete	0	0%
Total	1	100%



## How significant was each of the following factors in your decision not to install a solar PV system?

Question	Not significant	2	3	4	Very significant	Responses
Household/business is moving to a different location	1	0	0	0	0	1
Did not have access to upfront capital	1	0	0	0	0	1
Did not have access to adequate information	0	0	0	0	1	1
Uncertainty about the amount of electricity the system would generate	1	0	0	0	0	1
Could not find an experienced contractor	1	0	0	0	0	1
Total system cost	1	0	0	0	0	1
Total upfront cost	1	0	0	0	0	1
Estimated system payback	1	0	0	0	0	1
Condition of existing roof	1	0	0	0	0	1
Would have taken too long before installation was complete	1	0	0	0	0	1
Concerned about	1	0	0	0	0	1



appearance / aesthetics of PV system						
--	--	--	--	--	--	--

### Were there any other important factors in your decision?

Text Response

No

Statistic	Value
Total Responses	1

### Is there anything you wished you would have known before starting the project?

Text Response

More about how the sizing worked and the Net Metering would work.

Statistic	Value
Total Responses	1

## Final Comments



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## How well did your experience with the Solar Payment Option program compare to your expectations?

Answer	Response	%
Did not meet my expectations	1	100%
Met my expectations	0	0%
Exceeded my expectations	0	0%
Don't know	0	0%
Not applicable	0	0%
Total	1	100%

## Based on your experience, what questions or concerns, if any, would you like to communicate to the OPUC related to the Solar Payment Option program?

### Text Response

It seemed to be geared to the contractors to acquire the allocation versus the individual.

Statistic	Value
Total Responses	1



## Why didn't your experience with the Solar Payment Option program meet your expectations?

### Text Response

Not enough information. Too little available allowcation. It filled up in 10 minutes or so.

Statistic	Value
Total Responses	1

## In your opinion, what (if anything) could be done to improve the program?

### Text Response

make it easier for an individual to apply and build the system with a licensed electrian installing the required code parts.

Statistic	Value
Total Responses	1

## Firmographics

### How many people, including yourself, live in your home now?

#### # of people

Statistic	Value
Total Responses	0





### How many locations does your business/organization have?

Answer		Response	%
1		0	0%
2 - 5		1	100%
6 - 10		0	0%
11 - 20		0	0%
21 - 30		0	0%
31 - 40		0	0%
41 - 50		0	0%
More than 51		0	0%
Don't know		0	0%
Total		1	100%



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### Is this location the company headquarters, a branch location or other?

Answer	Response	%
Company headquarters	0	0%
Branch office	0	0%
Manufacturing site	0	0%
Other	1	100%
Don't know	0	0%
Total	1	100%

### How many years ago was the organization at this site incorporated or established?

Answer	Response	%
Less than one year	0	0%
1 - 2 years	0	0%
3 - 5 years	0	0%
6 - 10 years	0	0%
More than 10 years	1	100%
Don't know	0	0%
Total	1	100%



### How many employees, including you, work at this location?

ENTER NUMBER
1

Statistic	Value
Total Responses	1



## About when was this building built?

Answer		Response	%
Before 1950		1	100%
1950 - 1973		0	0%
1974 - 1978		0	0%
1979 - 1984		0	0%
1985 - 1992		0	0%
1993 - 1994		0	0%
1995 - 1997		0	0%
1998 - 2000		0	0%
2001 - 2002		0	0%
2003 - 2004		0	0%
2005 - 2006		0	0%
After 2006		0	0%
Don't know		0	0%
Total		1	100%



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## What is the primary source of energy for space heating at this location?

Answer		Response	%
Electricity		0	0%
Natural gas		1	100%
Liquid propane gas, LPG		0	0%
Fuel oil, kerosene		0	0%
Wood		0	0%
Pellet stove		0	0%
Solar		0	0%
Other (specify)		0	0%
No fuel		0	0%
Don't know		0	0%
Total		1	100%

Other (specify)



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## What is the primary source of energy for water heating at this location?

Answer	Response	%
Electricity	1	100%
Natural gas	0	0%
Liquid propane gas, LPG	0	0%
Fuel oil	0	0%
Solar	0	0%
Don't know	0	0%
Total	1	100%



### Which of the following categories represents the total business revenues at this business location in your previous fiscal year?

Answer	Response	%
Under \$50,000	0	0%
\$50,000 to under \$100,000	0	0%
\$100,000 to under \$250,000	1	100%
\$250,000 to under \$500,000	0	0%
\$500,000 to under \$1 million	0	0%
\$1 million to under \$5 million	0	0%
\$5 million to under \$10 million	0	0%
\$10 million or more	0	0%
Don't know	0	0%
Total	1	100%

### How many hours does this business operate per week, including both weekdays and weekends?

ENTER NUMBER

168



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Statistic	Value
Total Responses	1

### In which month does your fiscal year end?

Answer	Response	%
January	0	0%
February	0	0%
March	0	0%
April	0	0%
May	0	0%
June	0	0%
July	0	0%
August	0	0%
September	0	0%
October	0	0%
November	0	0%
December	1	100%
Don't know	0	0%
Total	1	100%





## How large is your occupied floor space in square feet?

ENTER NUMBER

9600

Statistic	Value
Total Responses	1

## What is your position or title that best describes the area of your responsibilities?

Text Response

Owner

Statistic	Value
Total Responses	1

## What year were you born?

Year

1946

Statistic	Value
Total Responses	1



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### What is the highest level of education you have achieved so far?

Answer		Response	%
High school or less		0	0%
High school diploma		0	0%
Some college, associate degree, or trade school		0	0%
Four-year college		0	0%
Some post-graduate studies		1	100%
Post-graduate degree (masters, Ph.D., professional degree, etc.)		0	0%
Total		1	100%

### If you would like to comment about anything further regarding the Solar Payment Option program, please do so below.

Text Response

Statistic	Value
Total Responses	0



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**SURVEY DATA FOR  
INSTALLERS**



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## PGE FIT Installers Survey #1 Report

Last Modified: 08/10/2011

### What is your title?

Text Response
Operation Manager
general manager
Manager of Fiance
partner
Presdient
Project Coordinator
owner
Owner
owner
Business Development and Project Manager
CEO
Owner, president
Tara Hobbs: Utility Administrator (left Nov. 2010)

Statistic	Value
Total Responses	13



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### Which of your customers have participated in the Solar Payment Option program?

#	Answer	Response	%
1	Residential	11	85%
2	Commercial	8	62%

### Which of these types of marketing does your company use to market the Solar Payment Option program to your customers? [READ, PROBE "anything else"]

Answer	Response	%
Advertise on TV	1	9%
Advertise on Radio	1	9%
Advertise in Print	7	64%
Make outbound calls to prospective customers from purchased lists	5	45%
Other:	6	55%



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## Other:

Marketed as alternative to traditional energy. Most customers come from word of mouth, some customers from google ads.

Face to face

website, referral, targeted group marketing

referral

Home shows, mailers, inserts, local publication, yard signs, door hangers

Gone to home/garden shows to have a presence, he has brothers who work in farm industry and they have connections w/farmers; he's gotten leads from them; word of mouth also among customers

**COMMENT BOX FOR QUESTION ABOVE.**

## Text Response

Advertise at shows, event marketing: Green building shows and home shows. We do this weekly. the most effective marketing is event marketing.

Direct mail.

Print adv. was ineffective Only some cold calling = one project Our best response is when we are face-to-face. So we go to trade shows (better living trade show, muddy boots), and we use our existing relationships with non-profit organizations.

Wwebsites, newsletters, trade shows, press releases, word of mouth No cold calls

Information session and presertation to target group such as real estate agencies.

Self marketing = talk with people at trade shows. (Portland home and garden show are most important) ETO is not a good event.

Outreach at training seminars. Many of the companies they deal with are Japanese companies with locations in Oregon. They have outreach with these customers at business training seminars.



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Statistic	Value
Total Responses	7

**Which of the following topics do you discuss when talking to prospective program participants about the program? [READ, PROBE "anything else"]**

Answer	Response	%
Program application process	11	85%
Contract terms	12	92%
Installation requirements	10	77%
Cost of installation	13	100%
Incentive rate/benefit payment	12	92%
Finance options	10	77%
Difference between Net Metering program and Solar Payment option	12	92%
Tax issues	10	77%
Other	4	31%



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## Other

Originally talked about good payback (6-7 years), remaining 12 years to receive checks. That was when rates were good. Now cost per kilowatt hour not as good. cost of installation is higher for residential.

turn-key approach

They don't offer financing options but suggest some to customer; they go through both programs

**COMMENT BOX FOR QUESTION ABOVE.**

## Text Response

Often discuss ETO (front end incentive to buy down the cost of the system) vs SPO. Inform them that tax credits are available, and must advise a tax professional.

Financial flow appropriate sizing - if they are going to reduce their load we want to make sure they get their payments from the program. Allocation = make sure they know they may not get an allocation. Political situation = what is happening with tax credits and the future of the SPO and that the rates are going down. That the SPO is a limited program and it is important to get in now if they are interested.

Make customers aware of ETO FIT installation requirements. Most customers don't care about the technical aspects of installing. Only have one finance option. Do suggest some private funding. We do not give any tax advice b/c we are not tax professionals.

What their goals are, implementation, trade choices... huge long check list of things to cover.

Discusses taxes only in generalities with customers.

Pros and cons of the SPO and upfront loaded program, which is referring to state tax credit and ETO incentives.

Not install req unless shading is an issue Distinctions for them is that if it's a "cash customer" (customer pays out of pocket and owns system) v. "3rd party owned system" (Solar City owns system, contracted through a power purchase agreement); in 3rd party they might talk less about install cost and rate, and more about the customer's payment - b/c has less effect on customer Biggest issue is explaining the mechanics of the program. What gets net metered. The program gets talked about as a feed-in-tariff. Explaining that it doesn't work exactly like that - that you have a production meter and the utility pays you but nets out what you use.



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Statistic	Value
Total Responses	7

### Do you discuss these same topics with both residential and business customers

Answer	Response	%
Yes	10	100%
No	0	0%
Total	10	100%

### Which topics do you discuss that may be different between residential and business customers?



#### Text Response

Commercial is more of a bid process. They put bid proposal together for their customer, their customers also receive other bids. Respondent is not sure what is discussed in bid process.

Statistic	Value
Total Responses	1



## Do you ask your customers to assign the benefit payment to you?

Answer		Response	%
Yes, please specify why:		1	33%
No, please specify why not:		2	67%
Other:		0	0%
Total		3	100%

Yes, please specify why:	No, please specify why not:	Other:
If it's a 3rd party owned.	Not for FIT. If it is non-FIT assigned to company so it is lower out of picket for customer.	
	They've brought it up, but customers have all chosen to finance it themselves; The customers are very independent, they've wanted to do it themselves	

## COMMENT BOX FOR QUESTION ABOVE.

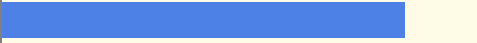

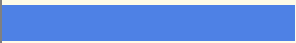



### Text Response

Don't assign payment if it's a cash customer.

Statistic	Value
Total Responses	1



**Which of the following activities does your company take care of for your customers (as opposed to your customer doing it themselves)? [READ, PROBE "anything else"]**

Answer		Response	%
Capacity reservation application		11	85%
Interconnection application		13	100%
Reviewing the 15-year contract		8	62%
Paying the upfront cost of the system		3	23%
Paying the annual liability insurance fee		2	15%
Other:		2	15%

**Other:**

We do entire system design, We make the site plans,

On applications, they've offered to do it for some, some have wanted to do it themselves; they don't formally go over the contract and ask the customer to let them know if they have ques; Cust paid liability b/c small



**COMMENT BOX FOR QUESTION ABOVE.****Text Response**

Tax situation is different between residential and commercial. Business Energy Tax Credit was more attractive for commercial customers, but is going away. It is uncertainty if the SPO payments are taxable for residential customers. Both customers need to consider stable load.

Just give the 15 yr contact to customer and ask them to read it.

We take care of permit, facilitating getting incentives and rebates.

They 'partner with customer' on reservation application. Company does not have enough resources to apply fast enough. They tell customer how to apply online and let them know to apply in the morning ASAP when the application process goes live.

help them fill out PGE customer surveys that asks price information, module, and system.

Does not always perform interconnection application. Company occasionally pays upfront costs of system. Not sure about annual liability insurance.

They do pay if it's 3rd party owned - both first cost and liability insurance.

Statistic	Value
Total Responses	7



**Would you say your company provides the customer with a full "turn-key approach" - by which I mean you take care of every aspect of the program, including submitting all the paperwork, and doing everything related to the installation and operation of the system?**

**Text Response**

yes

Yes, absolutely. For both cash and 3rd party customers.

Statistic	Value
Total Responses	2



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**Why do you think your residential customers are investing in solar systems at this time? I've got a list of possible reasons here: [READ, PROBE "anything else"]**

Answer	Response	%
Long-term savings on energy bills	11	100%
Environmental benefits	11	100%
Interest in new technologies	4	36%
Becoming more energy independent	11	100%
Demonstration of personal values	10	91%
Income from Solar Payment Option program	9	82%
Keep up with energy trends	2	18%
Other (specify)	2	18%

**Other (specify)**

Customer had an inheritance and wanted to do something beneficial; customer was retiring and wanted to use tax credit with retirement money



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**COMMENT BOX FOR QUESTION ABOVE.**

## Text Response

many have wanted too for a long time, but they wanted it to make financial sense. They want to be greener: part of the solution rather than the problem. However, some want to make money on it and they are not. When they first call in they think they are going to get something for half the cost. The SPO is feasible for financing the system, but you are not going to make money. Its a decent return on investment, but you are not really going to make money.

Only small portion of customers are interested in new technologies.

Future energy cost, system appearance, improved resale values,

Some customers are not aware that they program is as lucrative as it can be. They need to be able to cover the upfront costs first. Once the rate reaches \$0.38/KWh the program will not make money. He will not market the program when the incentive goes below \$0.38/KWh because it is less financially rewarding than net metering. Other regions are between \$0.4-0.5/KWh. "I market it as a delayed gratification program. There has to be a long term benefit."

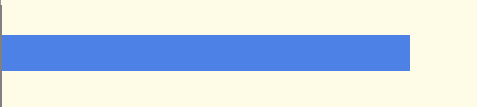





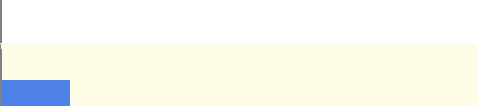
Desire to live one's life consistent with political, environmental, and spiritual philosophy.

Some interest in new technologies, but not as much as other things. Less interested in income from the program. It reduces the cost of the system, but they don't look at it as income. That's a good list.

Statistic	Value
Total Responses	6



**What about your commercial customers? Are there any differences between them and residential customers as to why they are investing in solar systems at this time? [READ, PROBE "anything else"]**

Answer		Response	%
Long-term savings on energy bills		6	86%
Environmental benefits		7	100%
Interest in new technologies		3	43%
Becoming more energy independent		7	100%
Demonstration of personal values		3	43%
Income from Solar Payment Option program		7	100%
Keep up with energy trends		1	14%
Other (specify)		0	0%

Other (specify)





### Are there any key differences between the two groups?

#### Text Response

Commercial needs earlier payback period. Typically the payback was 5 years for commercial. Recently we did a job with commercial the payback was 7 years. 7 yrs is upper limit for commercial Ag. customers want energy independence. For residential the payback was about 10 years. It doesn't make as much sense on paper for residential customer because the payback is longer.

Commercial customers include non-profit and solar is a demonstration of their values. For non-profits its seen as demonstrating values and leadership.

Most commercial customers are public agencies. Public agencies have a 1.5% of their budget must go to renewable energies. Data centers (facebook) has a huge load and they are seeking to offset costs. Other commercial customers are looking for business tax credits. They fear the taxes will go away and so they are looking into solar now.

Commercial customers see potential marketing tool for their business.

Statistic	Value
Total Responses	4

### Did your customers have any concerns or unresolved issues when they made the decision to participate in the Solar Payment Option program?

Answer	Response	%
Yes	6	50%
No	6	50%
Total	12	100%



**Tell me about their concerns or unresolved issues.**

## Text Response

Issue in the last enrollment when the rate was reduced a few weeks before the enrollment. This occurred after we had met with our customers. The amount the customer would received was reduced and it created a bunch of work for the company. People were upset but still went forward with their systems.

Uncertainty about how IRS will tax the payments, and what can be written off on taxes. Educational matters: How customer interpret monthly statement from PGE. The way it describes net generation instead of gross generation and how it relates to the period of meter reading. It is confusing how much credit they are making. Confusion about the insurance requirements. People have concerns about maintenance costs and longterm costs. One customer applied for the SPO under our name and had too much shade to qualify for the program. code issues: Oregon solar specialty code = Will the system fit on the roof give its size, and avialable products change during the resurvation period and code requires a certain set back. All these issues change during the system planning phase.

Part of the growing pains (learning about SPO), customers considering the insurance costs. Residential liability stops for all home insurance at \$500K, they need to go to \$1M, which is an additional \$1K a year. Using credits, if customers produce more energy than their house uses its still a credit. This is confusing for the customer. We did have a couple customers explain that there is a base charge. The base utility charge did not go away. some customers thought it would. Tha language on the net metering contract is confusing to insurance under writers.

One customer "bailed out" after they purchased equipment for the customer's project. The customer did not explain why. that is the only problem. everyone else was thrilled with SPO.

The didn't like the \$10/month meter charge. They don't like the net metering aspect of SPO, they have desire to see real feed-in-tariff (real FIT means you can produce more power than you spill, whereas VIR/net metering). They don't like the insurance requirement.

Only ques so far have been, How it was paid back to them: Applied to bill, check to you, check to someone else. They weren't sure about how the math worked. How much of the actual payment goes to paying your bill, vs. a check. Don't understand why their check isn't the full amount. Might want a breakdown of various credits and debits. Amount changes based on generation and use every month. They're confused.



Statistic	Value
Total Responses	6

**Did any of your customers consider the traditional Net Metering option instead of the Solar Payment Option program?**

Answer	Response	%
Yes	13	100%
No	0	0%
Total	13	100%



## Of the customers who considered both Net Metering and the Solar Payment Option program, about what percent ended up participating in the Solar Payment Option program?

### Text Response

[Did not answer as a percent] It came down to taxes as to who preferred which. For some people the income stream was more attractive, but others it was more attractive to take tax credits. We only had one customer who received a reservation for both the tax credit and the SPO, and they went with the tax credit. Most prefer the SPO for income stream.

About 50%

About 90% enrolled in SPO. these were generally people interested in SPO before they call.

60%

Not sure. In earlier phase of the program the rates were better so more than half went with SPO.

Respondent did not know for PGE program.

Most people go with net metering largely due to upfront cost. But it's no longer financially attractive because the rate has dropped quite a bit. Of all the customers, 90% go with net metering.

50%. The last phase was \$0.46/Kwh so it was not as lucrative as customers where hoping.

50%

100% achieved SPO.

We are not aggressively promoting this SPO, so it's hard to say.

100%

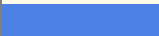


As many as could get into the SPO. They had any customer who were interested get on the list to be submitted in the next round. If they got in, they would enroll. If not, they would enroll in net metering. 1st period: a lot tried to get in but only a few did. Maybe 15% got in. The process was pretty opaque. They weren't sure what the application would be like, what info would be required. There were some problems on the payment page, for both utilities. couldn't use the same paypal account for multiple customers, etc. 2nd period: more like 85% got in, and it was a bigger list.






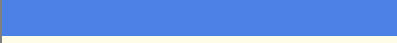
Statistic	Value
Total Responses	13



**Why do you think these customers chose to participate in PGE's Solar Payment Option program INSTEAD of a traditional net metering program? [DO NOT READ - probe 1st 2 choices on randomized if respondent has no answers - Probe "anything else" after they respond every time]**

Answer		Response	%
The Solar Payment Option incentive was more attractive than the Energy Trust incentive plus state tax credit		2	33%
The change in State tax credits made net metering less desirable		0	0%
The site's technical requirements (for example, the site was too shady for net metering program)		0	0%
Ability to install a larger system		0	0%
No upfront cost to customer because of financing from installer		1	17%
The change in State tax credits made net metering less desirable		1	17%



ETO declined customer's application for net-metering		1	17%
Customer wanted to participate in the feed-in tariff		1	17%
Faster payback period		0	0%
Liked idea of getting a check from the utility		1	17%
Other (specify)		5	83%

**Other (specify)**

Customers wanted the 15 year income stream possible after the system is paid back.

A combination of payment itself and payment itself and the fact that they couldn't take advantage of the tax credit, generally financial decision.

Payback was quicker. They like idea of getting a check in the mail. Net metering is good b/c doesn't matter what price of kWh is tomorrow, but they're thinking about today. Immediate gratification.



**COMMENT BOX FOR QUESTION ABOVE.**

## Text Response

Customers wanted the 15 year income stream possible after the system is paid back.

A combination of payment itself and payment itself and the fact that they couldn't take advantage of the tax credit, generally financial decision.

Long term investment with several positive aspects: Monthly payment Getting money back as opposed to paying the utility has a lot of appeal to a home owner. Timing is right because electricity rates are going up. Customers generally think of energy in general. When gas goes up at the car pump they become concerned with energy costs in general.

Most wanted a larger size system. Incentives on SPO are better on larger systems than net metering. The state tax credit for larger systems maxes out at roughly a 3 KWh system. Any system larger than 3 KWh then gets less of an incentive.

Early adopters know that Germany FIT helped make Germany's solar system work. Program not require tax support, so they see it as a responsible and successful program. These were the people we saw in the first phase of the program. One of these customers owned a Tesla and he wanted to make sure his car was off of the grid. customers are sustainable and want to support local businesses. They want to see Oregon be a leader in renewable and sustainable. In some cases some people can't utilize tax credits. in some cases retired people don't have enough income to be eligible for tax credits.

Customers view SPO as Investment = better pay off in the long run. The rate is coming down so the payoff is less. Expect fewer customers to participate if rate keeps going down.

At the beginning it was definitely the best financial deal if they could afford upfront cost, but it's no longer the case. The rate is too low. For a church customer, they were not eligible for some of the incentive through net metering because of their nonprofit status.

SPO systems does not have to be as large as net metering systems to achieve repayment. This calculation is contingent upon the Kwh/rate.

Long term, it's a better financial option for residential customers. For my commercial customers, they are really young business and they didn't have tax liability, so the standard option of business energy tax credit at the time wasn't as good an option because they couldn't really use it as a tax credit. So it was more appealing for them to install it with Solar Payment Option so that they can have income from the system.

The payback of the system was easier for customers to understand and predict. The payments are predictable, tax credits are less secure in the minds of potential customers. Customers did not want to





bank on future incomes. Tax credits are based on future income earnings, and in economic downturn future earnings are less certain.

"Traditional net metering" and "solar payment option" are both net metering program. They are slightly different kind of net metering. People want to go solar, best way to go solar, people are dying to go solars for 20 years.

Advantage of SPO is for larger systems, 4 kW v. 10 kW

It's a better incentive than ETO. It's the only model that worked for 3rd party ownership for awhile. They had customers who, after BETC rules changed were in limbo. Some of the initial applicants couldn't move forward with cash purchase system b/c didn't have upfront investment. Now they can finance a system that's funded through ETO/tax credit. Originally, 3rd party systems were supposed to utilize BETC. When rules changed after political issues, they changed rules that locked out residential customers having access to BETC. SolarCity negotiated a way to utilize RETC instead of BETC. ETO wouldn't let them take only a rebate. Their model is reliant on working with both tax credit and cash incentive. Used legislative process to get permission.

Statistic	Value
Total Responses	13

**When your customers were deciding which program to participate in, did they estimate how long it would take to recover their initial investment (their “payback”) with each program?**

Answer	Response	%
Yes	13	100%
No	0	0%
Total	13	100%



## Overall, for the traditional Net Metering option, how many years did the estimate show it would take to recover the customer's initial investment?

### Text Response

Under business tax credit that existed then, it was 5 years. SPO was more like 7 years depending on the size of the system. SPO was more attractive because customers get 7-8 years of income stream.

Depending on the rate. The rate changes every quarter.

it depends where the customer is at financially. if the customer has less money they can't afford the upfront costs of the SPO. ETO program pays more of the upfront cost. SPO puts some customers in a unique system for financing. The SPO payment can be considered toward their financing as a steady stream of income. The customer gives the payments over to the company or other third party as part of system financing. Just started doing it because some customers did not have enough funds to build a project. Currently have three projects looking at this financing option. One project has been signed off on. We would have walked away from these customers without this financing option

For smaller systems 6-7 years. For larger systems over 10 years.

paybacks varied considerably. Depending on the tax status of the customer The shorter payback periods were 4 years during the first phase. In the last phase of SPO those customers will not see a payback until 15 years.

Very difficult to predict. There is too much variation in system sizes.

Well over 20 years.

FIT at \$0.46 is same repayment years as Net Metering. After 15 years FIT is more rewarding than ETO (net metering) . Net metering pays for ~35% of the system cost upfront; achieves repayment ~ at 5-8 years. After repayment is achieved SPO customers are making better returns as long as the rate is > \$0.38/KWh.

Residential: 8-10 years Commercial: 4-6 year

1. When the Business Energy Tax Credit was available there was a 4-5 yr payback for net metering. 2. W/O Business Energy Tax Credit the payback is ~12 years.

Between the SPO and net metering, the simple payback is the same, between 15-20 years.



Varied from 11yrs - 15 yrs, but varies based on financing.

Not sure, but only for cash customers

Statistic	Value
Total Responses	13

### Who typically conducted this estimate?

Answer	Response	%
Installer	5	42%
Customer	2	17%
Other:	8	67%

**Other:**

Sales crew

Sales staff at a site survey.

In-home consultants, go to customer and meet face to face

Sales person, President, Analyst

system designers. Have two.

We created a financial model for some customers to use.

Owner

Business Development and Project Manager



**Please describe what you (or someone at your company) did to make that estimate.**

Text Response

With excel spread sheet, enter cost to buy, any loan to do it... I'm sure everyone got it's own version.

I use two methods: 1. Clean Ppower Finance, an online proposal tool that allows number cranching. 2. Spread sheet I developed. Variables include feed-in-tarrif rate, orientation of the panel, system, total resouce traction of the site, tax credits, grants, rate of electricity, assumed escalation of utility cost, etc.

We have generated our own worksheet which allows us to input the variables, size, module type and performance, solar exposures, shading, for FIT the payment amount, potential solar output based upon PVWatts, and our estimated costs. The spreadsheet then calculates the potential solar generation. Our spreadsheet works for both Net metering and FIT options. We then assume a 30% Fed. tax rate and 10% State tax rate in calculating the payback periods based upon the utility incentives and the State and Fed tax credits. Note: some of their customers did the estimate themselves, others gave it to their accountants.

Statistic	Value
Total Responses	3



## What tools or assistance would make these estimates easier for you or your company in the future?

### Text Response

I don't know if there's any tools. Most helpful would be, not the control utilities have but, would be less volatility of PUC's rule changes. The beauty of the payment option is it's a pretty simple deal, but when PUC changes rules like they did last time right at the end, and the next round in October hasn't established yet either, so that makes things more difficult for us.

Clean Power Finance does good job. Independent online source for customers to access on their own, like ETO has to an online tool for estimating financial benefits. Maybe PGE can develop one like that, with financial break down with current incentive rate, customers can enter system size and site specific information so that they can independently see on their own.

We have our own tool which we understand but any sort of tool like this would be helpful for the Clients to view. We don't let them utilize our full spreadsheet due to the markups and labor rates. We do show them the output page which some have taken to their tax professionals.

Statistic	Value
Total Responses	3



**Overall, how did the size of the system your customers considered for the traditional Net Metering option compare to the size of the system the customers installed under the PGE Solar Payment Option program?**

Answer		Response	%
Smaller		9	75%
The same		2	17%
Larger		0	0%
Don't know		1	8%
Total		12	100%



**COMMENT BOX FOR THE QUESTION ABOVE.**

## Text Response

Commercial customers can not aggregate load and there is a cap of 90% of load. This caused some SPO to be smaller systems because they could not build a system up to the size of load across several meters.

because 0-10 kw, would have. difficulty of Because 0-10 kw are easy to get, and 10-100 kw are hard. Certainly people could have gotten bigger systems, but they cancel to go to that route. The difficulty in securing medium scale system reservation definitely affected the size we are recommending to our customers.

Not sure if the system varies between each program. One constraint of SPO is that it can only to upto 10 KWh before it is in larger category. We don't do these projects.

SPO 2-3 times larger than net metering

SPO = larger, Residential energy tax credit capped out at 2Kwh. SPO is based on production, so max out based on load and what will fit on your roof.

Not sure for PGE, and PAC Power (Pacific power), systems are 2 to 3 times larger for FIT. The 'sweat spot' tends to be in the 2-3 KW range-- where you get the most money. With traditional net metering when you max out the tax rebates the sweat spot is 1 KWH. In following years you could add another system and get more rebates. Now state tax credit has changed and you can't go back and add more systems for more rebates.

If the customer can afford a larger system they they choose SPO. Net metering's state tax credit has a ceiling. Only has a cap at 905 of the customers' historic load, which means that larger SPO systems will have incentives at larger scales where net metering incentives are capped by state tax credits.

F residential customers, solar payment option made more sense for larger residential system solar payment 6-10 kw range. For smaller system like 3 kw it made more sense with netmetering. For commercial customers, not as much of a difference size wise.

The limits / caps were similar. Business Energy Tax Credit cap = \$500,000 cap and figure \$5/watt = 100 KW; SPO cap = 100 KW



Statistic	Value
Total Responses	9





**When you think about the two systems your customers looked at-- for net metering and solar payment option, did you find anything surprising or unexpected about the way they compared, for example differences in system size or the length of the payback period? [original] What, if anything, did you find surprising or interesting about the difference between those payback estimates or the size of the solar systems?**

#### Text Response

In the initial round of the SPO the financial outlook was extremely good and it made a lot of sense for the customer because the system paid for themselves and had revenue potential. [Respondent was more surprised by the pay-back made possible by the higher rates in the initial round].

no

They follow a predictable trend of looking at it at a payback analysis almost everytime. the customers acted almost surprisingly logical.

Its been disappointing that the payback hasn't been better and people don't see it as a very good return. Interest rates are low right now so people should see it as a better investment than interest payments. But we are not recommending the SPO right not because the rates are so low. And we do not know what PGE will do after 15 years in terms of the rate. I have been surprised at how many people have been willing to go with large systems.

surprised that a lot of customers were willing to pay larger amounts of money up front for the FIT systems. these cost \$50-60K. some people had to use their 401K, or tap into their retirement. They were treating it like an investment and you can't get a good return in the stock market right now.

A lot of surprises were how much utility rate increases we are anticipating.

The payback period is negligible under the current rate because the rate has been coming down.

Because PGE requires \$10 dollars per month meter reading fee and liability insurance, those costs make it prohibitively expensive for small residential systems. That's the reason SPO is a better fit for larger systems. Also, customers with really good site with not shade and south facing, we recommend solar payment option based on production, whereas netmetering option is not based on production.

Payback on Fit was a little longer than someone who could take advantage of full tax credit. Nothing



surprising.

No surprises. As the VIR rate goes down, fewer people are interested in the SPO.

with client base, they're trying to maximize payment. They couldn't pay for larger than 10kW, smaller it wasn't worth it. NM was smaller than they wanted. This company is newer and doesn't have the experience servicing customers who want smaller systems with net-metering. They think customers are going with other installers. Might have been misunderstanding btwn whether they wanted larger system v. lower first cost.

Statistic	Value
Total Responses	11



**What factors can prevent your residential customers from participating in the Solar Payment Option program? Here I'm thinking of cases where you've got someone who wants to participate but can't - what's holding them back? [DO NOT READ - probe 1st and 2nd choices on randomized if respondent has no answers - Probe "anything else" after they respond every timed]**

Answer	Response	%
Total system cost	2	20%
Total upfront cost	7	70%
Did not have access to upfront capital	3	30%
Prohibited from applying for an Energy Trust incentive	2	20%
Prohibited from applying for an Oregon State Tax Credit	2	20%
Estimated system payback	1	10%
Condition of existing roof	1	10%
Lack of a tax burden to take advantage of tax credit	1	10%
Infrequent enrollment period	1	10%



Uncertainty about receiving an allocation		1	10%
Disbelief that utility will actually pay/continue paying for 15 years		1	10%
Uncertainty about rate price		2	20%
Other (specify)		4	40%

Other (specify)
Incentive rate is too low, building code
See comment box below
Program capacity too small: they apply but don't get an allocation



**COMMENT BOX FOR QUESTION ABOVE.****Text Response**

He didn't sound he understood the question.

Does not know why some one would not participate.

New home construction are not eligible because they do not have enough historic usage data. it made it so a lot of people could not participate. We weed-out customers who would have an old roof. When they call in we ask for some information concerning their roof orientation and ask about the roofs condition. Uncertainty over rate prices has been a serious concern for some customers.

Unavailability of capacity reservation. Now financially not great deal any more.



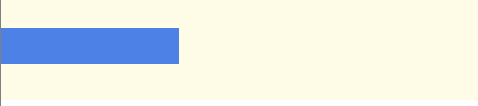

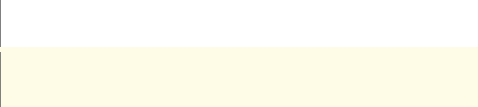

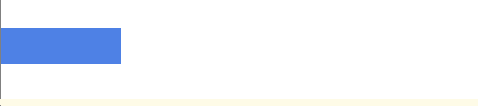


1. Lack of a tax burden to use the tax credit, even though they may have a great site. 2. Enrollment period is small and uncertain, the customer may lose interest b/c they don't feel they have a chance of getting an allotment 3. Disbelief that the payment is real, and that it will really go on for 15 years, even though the installer tells them they have a signed agreement with the utility 4. Biggest variable is the shift in rate price.

Shading is also an issue. Theoretically they wouldn't support an inefficient system b/c they pay on production. But they do require a sunny enough site and certain types of roofs.

Statistic	Value
Total Responses	6



**What factors can prevent your commercial customers from participating in the Solar Payment Option program? Here I'm thinking of cases where you've got someone who wants to participate but can't - what's holding them back?[DO NOT READ - probe 1st and 2nd choices on randomized if respondent has no answers - Probe "anything else" after they respond every timed]**

Answer		Response	%
Total system cost		2	25%
Total upfront cost		6	75%
Did not have access to upfront capital		3	38%
Prohibited from applying for an Energy Trust incentive		2	25%
Prohibited from applying for an Oregon State tax credit		2	25%
Estimated system payback		2	25%
Condition of existing roof		1	13%
Lack of a tax burden to take advantage of tax credit		1	13%
Infrequent enrollment period		2	25%



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Uncertainty about receiving an allocation		2	25%
Disbelief that utility will actually pay/continue paying for 15 years		1	13%
Uncertainty about rate price		1	13%
Other (specify)		0	0%

Other (specify)

**COMMENT BOX FOR QUESTION ABOVE.**

Text Response

lack of upfront cash, inability to have financing, those vendors that have built-in financing options, like Sunrise SolarCity, probably have more advantage.

Because complexity of analysis of payback in business environment not knowing until a month before decision time was difficult. The typical sales cycle for a customer to decide on a solar system is 1 year.

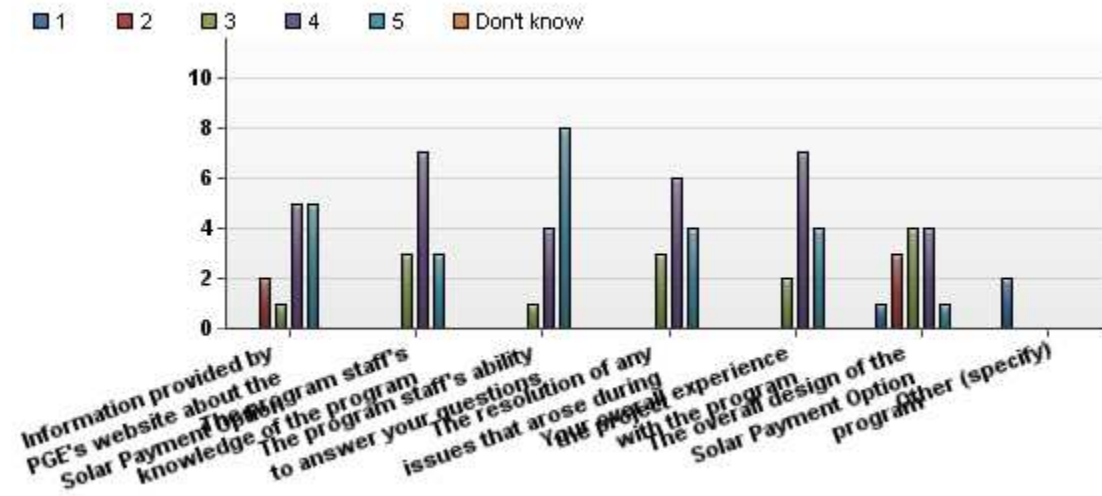
Commercial is easier to sell. Their commercial customers have been interested in 200 KWh. There is not much capacity in SPO for these larger systems.

The availability of allocation slots.

Statistic	Value
Total Responses	4



**How satisfied are you with the following elements of the program?  
Please rate it on a 1 to 5 scale, with 1 meaning "very dissatisfied" and 5 meaning "very satisfied".**



Other (specify)

The application process

General transparency about program rules, application periods



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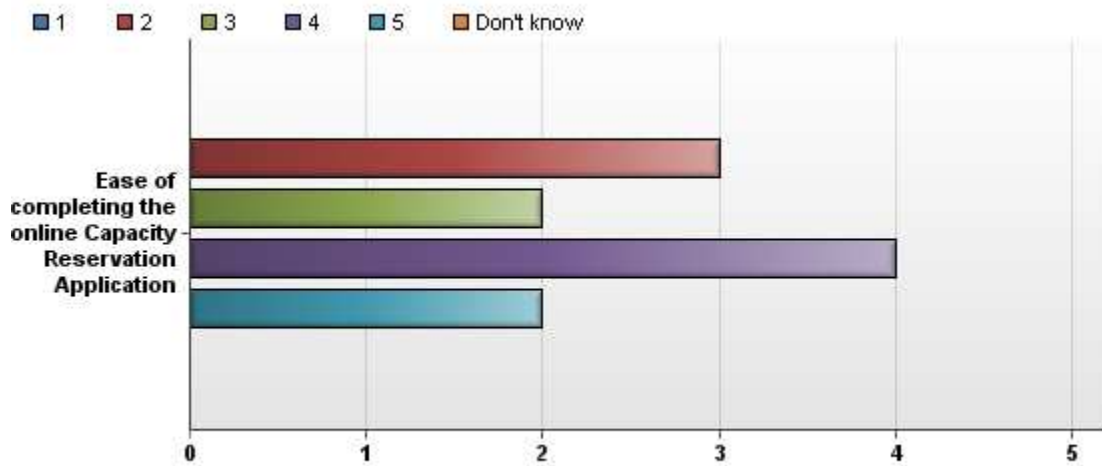


Question	1	2	3	4	5	Don't know	Responses
Information provided by PGE's website about the Solar Payment Option	0	2	1	5	5	0	13
The program staff's knowledge of the program	0	0	3	7	3	0	13
The program staff's ability to answer your questions	0	0	1	4	8	0	13
The resolution of any issues that arose during the project	0	0	3	6	4	0	13
Your overall experience with the program	0	0	2	7	4	0	13
The overall design of	1	3	4	4	1	0	13



the Solar Payment Option program							
Other (specify)	2	0	0	0	0	0	2

**How satisfied were you with the . . .Please rate each on a 1 to 5 scale, with 1 meaning "very dissatisfied" and 5 meaning "very satisfied":**



Question	1	2	3	4	5	Don't know	Responses
Ease of completing the online Capacity Reservation Application	0	3	2	4	2	0	11



## Please describe why you were dissatisfied with the process of completing the Capacity Reservation Application.

### Text Response

Only had a couple of minutes to complete the online form for all of SPO customers. It was first come first serve. We had to compete against everyone else in the State.

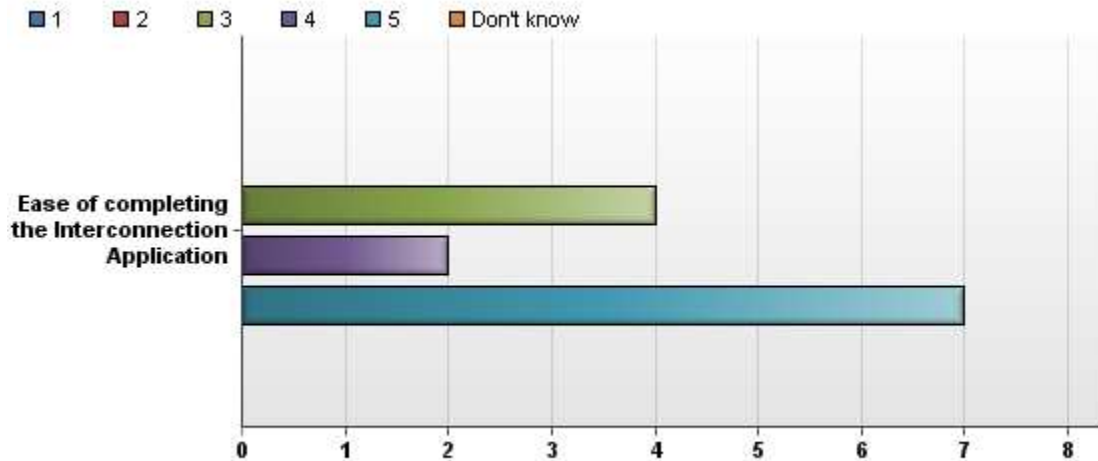
Customer gives a credit card account and the website recognized it as a paypal account. It prevented them from completing the form. This The whole process of filling out form quicker than everyone else was difficult.

Hiccups with payment page. It was a lot more information, given that it's time-based and portal would close within 8 minutes of submission period. The complexity of info was pretty great, given that you had to perfectly split up the digits of utility account #. They were submitting on customer's behalf, so they prepared and trained. But she can't imagine how a customer submitting on their own would get in.

Statistic	Value
Total Responses	3



**How satisfied were you with the . . .Please rate each on a 1 to 5 scale, with 1 meaning "very dissatisfied" and 5 meaning "very satisfied":**



Question	1	2	3	4	5	Don't know	Responses
Ease of completing the Interconnection Application	0	0	4	2	7	0	13




**Please describe why you were dissatisfied with the process of completing the Interconnection Application.**

Text Response

Statistic	Value
Total Responses	0



**On a scale of 1 to 5 scale, with 1 meaning "very dissatisfied" and 5 meaning "very satisfied", how satisfied are you with the interconnection process?**

Answer		Response	%
1		0	0%
2		0	0%
3		2	17%
4		5	42%
5		5	42%
Don't know		0	0%
Total		12	100%

**Please describe why you were dissatisfied with the process of completing the interconnection process.**

Text Response

Statistic	Value
Total Responses	0



**COMMENT BOX FOR QUESTION ABOVE.**

## Text Response

My complaint has nothing to do with PGE. It's plenty easy to do application, but it's very stressful to do it in such a short amount of time, it's a nightmare. The overall process is fine, but overall approach is totally stressful. that's not PGE's fault.

thinks first come first serve is a great features. It allows people who are very interested in getting solar the ability to take action to make sure their projects are first in line. Particularly for smaller scale projects.

New construction issues = not have long enough load history. confusion over needing insurance.

The strange thing was that all the rules didn't come out till the end. Legislature didn't definid certain things till the end. We didn't know the rate and other detail, and I was trying to communicate with alot of customers.

They gave feedback to program staff directly.

Statistic	Value
Total Responses	5

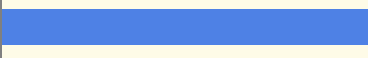
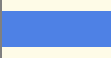
**Tell me about your experience working with the client to review and complete the contract.**

## Text Response

Statistic	Value
Total Responses	0



## Overall, what effect has the Solar Payment Option program had on your business?

#	Answer		Response	%
1	Positive		10	77%
2	Negative		0	0%
3	No effect		3	23%
4	Don't know		0	0%



## In what ways has it positively affected your business?

### Text Response

It would be nice if we could transition to a true feed in tariff. A true feed in tariff would pay the customer for every KWh regardless of the customers' load. Right now the size of the customers' system is limited to 90% of the customers' load.

It's been net positive. We've gotten some business out of it. we've sold fair number of 10 kw.

it has increased the number of projects by a large proportion. Its increased by 30%. It has helped created customers who would have not been interested in solar otherwise. Oregonians are knowledgeable about FIT and when this program came up they realized now is the time to get into solar.

SPO has grown their business tremendously. SPO opened up the number of people interested in solar. SPO grown the market.

For first few rounds got some good projects from the program. SPO helped generate customers might not have had otherwise. Been helpful for non-profit customers who could not utilize tax credits.

The program provided my customers other options. My church client couldn't have done it. It's overall net positive for our net business.

I recently started this business, and many of the first jobs came from the solar payment option program. So financially net positive.

Not what they build their business around, but it is a 'nice addition' to current stream of projects. [can not quantify percentage of additional projects]. They are participating in 2 of the projects, this is not going to "make a company".

Today, 100%\$ of biz has come from SPO, either PGE or Pacific.

It's offered incentives so they could get more customers access to solar.

Statistic	Value
Total Responses	10





## In what ways has it negatively affected your business?

Text Response

Statistic	Value
Total Responses	0

## Please tell me about why you think the program hasn't had an effect on your business.

Text Response

Only sign a few customers a quarter. These customers would have gone to net metering anyway.

The customers would have looked at one program or another regardless of the program.

It's too small. It sells out in 5 minutes, and it's just a pilot program. What we need is something that doesn't sell out. Right now those who are benefiting from the SPO is bigger or more organized companies, so somehow limiting the number of installation per company can get. If 3-5 out of over 70 total companies are hogging almost all or 98% the incentive, something is wrong.

Statistic	Value
Total Responses	3



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**What effects have you seen already, or what effects do you anticipate occurring in your industry as a result of this Pilot program? [Probe for what specifically is/will happen? What elements of the program are/will contribute?]**

**Text Response**

It is unclear. The industry is in flux because the tax credits are uncertain. It is possible that the SPO may be the only option if the tax credits go away.

Statistic	Value
Total Responses	1



## In your opinion, what (if anything) could be done to improve the program?

### Text Response

Make it open enrollment. Remove the 90% limit (this is the cap on payment to 90% of load). Have the rates change at a regular percentages. Rates are supposed to reduce by 10% if the allocation are still going fast during the enrollment. This last time the rate was reduced by 20% and we had to go back and explain this to our customers that the payback would be longer.

Large capacity.

More capacity for small < 10 KWh projects. Small projects create more jobs and projects. These have a wider impact on the economy.

Increase the available capacity to at-least several times larger, 4X.

1. Increase capacity dramatically, by orders of magnitude. There is more demand. 2. Stabilize the rates. The price was driven down by the early adopters, now its not attractive for the average consumer. 3. Make allocations more regularly available, rather than once each quarter. 4. Eliminate the cap at 90% of load. The cap encourages higher use, rather than efficiency. Some customers might drive up their load to increase their allowable system size. 5. Make capacity available for non-profits. "All these issues are about clarifying the program and making it available" Also, allow for self install systems. This is the only way some people are going to do it because they are do-it-yourself-ers. Extend FIT to small wind and hydro for rural customers.

More frequent reservation availability. rules in place that would allow people in new construction to be eligible for SPO. Insurance requirements that are easier for the insurance companies to understand. Having a set rate because the customer understands the value of their system and are better able to make a decision to participate.

I think the most difficult thing for us is leaving the customer with less desirable results which happened when customers contacted us after getting a reservation. they don't understand the rule, appropriate system size, etc. They choose 2.5 kw system, and we say why you didn't get 2. 6. It would have been better if they contacted solar professionals ahead of time. Before the incentive period, make it really clear exactly what's going to be in the the application process. Make sure that people have adequate information to enter in to fill out the application. Make it more financially viable. Instead of the online application for people who can type information really fast, people could enter some sort of lottery, so that it's not such a stressful process.

Turn it into a lottery. Too much effort to fill out the online application in less than 10 minutes. need to accept application for 5 days. The last quarter commercial was all allocated before 60 seconds. We had



savy IT people who were entering applications in 75 seconds and all allocations were completed.

I would be nice if we know a little before hand what the rate is going to be, one time it dropped 10% and the other time it dropped 20%. We are trying to make sales, we don't know exactly how much rate drop is going to be. It would be really nice to find a rate that's reasonable and sustainable, and have it as a permanent option, so it's not like a lottery like now. Clearer tax implication from the income of solar payment option, maybe even hiring an accountant and have them go on their record to get their opinions on both business and residential.

make more capacity available.

Better distribution of the incentive among the solar contractor. Incentives that doesn't sell out doesn't sell out. Collect data better so we know how many people are interested in the program, and how many people are applying. Remove the \$10 meter charge and insurance umbrella.

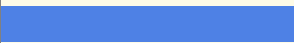


Longer notification period for the bid price. Allocations came out four x per year instead of twice. One client wants to start today but can't b/c have to wait, and then don't know. More periods and price where applications will remain open longer.

Just make it more user friendly. Extend it to a greater #. Move it out of pilot phase.

Statistic	Value
Total Responses	13



### How many locations does your business/organization have?

#	Answer		Response	%
1	1		8	62%
2	2-5		4	31%
3	6-10		0	0%
4	11-20		0	0%
5	21-30		1	8%
6	31-40		0	0%
7	41-50		0	0%
8	More than 51		0	0%
9	Don't know		0	0%
	Total		13	100%




Statistic	Value
Min Value	1
Max Value	5
Mean	1.62
Variance	1.26
Standard Deviation	1.12
Total Responses	13



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


**Is this location company headquarters or a branch location or other?**

Answer		Response	%
Company headquarters		3	60%
Branch office		1	20%
Manufacturing site		0	0%
Other:		1	20%
Don't know		0	0%
Total		5	100%

Other:
Finance HQ



## How many years ago was the organization at this site incorporated or established?

Answer		Response	%
Less than 1 year		0	0%
1-2 years		5	38%
3-5 years		2	15%
6-10 years		4	31%
More than 10 years		2	15%
Don't know		0	0%
Total		13	100%



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## How many employees, including you, work at this location?



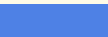



Text Response
6
50
At finance location = 3.
6 employees
8 employees, down from high of 18
19
3
6
1
30 employees (not all solar), 5 employees deal in solar
4
2 + subcontractors
250 (at HQ), 1200 or so overall

Statistic	Value
Total Responses	13





### Which of the following categories represents the total business revenues at your business location in your previous fiscal year?

Answer		Response	%
Under \$50,000		0	0%
\$50,000 to under \$100,000		2	15%
\$100,000 to under \$250,000		0	0%
\$250,000 to under \$500,000		2	15%
\$500,000 to under \$1 million		3	23%
\$1 million to under \$5 million		3	23%
\$5 million to under \$10 million		1	8%
Over \$10 million		0	0%
Don't know		0	0%
Refused		2	15%
Total		13	100%



## What year were you born?

Text Response
1980
1958
1969
1984
1956
1976
1959
1976
1979
1970
irrelevant
1955

Statistic	Value
Total Responses	12



### What is the highest level of education you have achieved so far?

Answer	Response	%
High school or less	0	0%
High school diploma	0	0%
Some college, associates degree, or trade school	1	9%
Four-year college	8	73%
Some post-graduate studies	1	9%
Post-graduate degree (masters, Ph.D., professional degree, etc.)	1	9%
Total	11	100%



## Do you have any comments about the Solar Payment Option program that you'd like me to take into account?

### Text Response

None

PUC has been very difficult, PGE has been perfectly fine partner to work with. Most of the problems we've had could be cured by more experiences and larger capacity.

The-first-come-first-serve model has worked well for their customers. The ones that did not get in they ensured that they got in the next quart.

PGE has done a good job running the program. If it was a larger program from the PUC it would be better.

I think PGE has done an excellent job trying to make this work. I would like to express my appreciation to them. I hope they continue to see this as a viable option. We would like to see information on the value of this solar distributed over the grid. Part of the legislation for this program is a reporting of Resource Value Calculation, I hope PGE will provide this reporting. not just the energy it is offsetting but where that energy would have come from.

Suggests using a lottery for application process.

"It's a great start to a future program."

Just reiterating what he's already says. He likes the SPO. Compared to NM application and the prep-work, the FiT is more streamlined. It's more understandable - both installer and customer. Customer is somewhat insulated from either. But with NM there's three diff't areas where they get compensated: power company, State, Feds. State take in four years, Fed in 1 yr. With FiT just dealing with Feds, and PGE payment. Less people you have to deal with. Don't have to worry with FiT about taking credit over four years in taxes every time.

Statistic	Value
Total Responses	8



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Count of Reason for Drop out	Column Labels						
Row Labels	1 year deadline passed 7/15	Already on Net Metering	Cancelled, did not give reason	Completion Deadline Not Met	Contractor Notified PGE	Customer Notified PGE	Did not want to resize system to meet 90%
7/1/2010	6	1					
10/1/2010		1		34		6	2
4/1/2011				5			4
<b>Grand Total</b>	<b>6</b>	<b>2</b>		<b>5</b>	<b>34</b>	<b>6</b>	<b>2</b>

Email Request to Withdraw	Interconnection App not filed	Interconnection App not filed	Issues with trees	Shading issues	Structural concerns	Unknown	Payback too small	Going to Net Metering	Financial Hardship	Grand Total
2	10		1		1	3				24
4		15				2				64
					2	3	5	5	1	25
<b>6</b>	<b>10</b>	<b>15</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>113</b>

**PGE Solar Payment Option Pilot Program  
Drop out Statistics by Enrollment Window  
Preliminary Data - January 2012**

**SUMMARY**

Year	System Type	Drop Date	Year	System Size	Number of Participants	Capacity Reserved (kW)
Year 1	FCFS	July	2010	Small & Med	24	#REF!
	FCFS	October	2010	Small & Med	64	#REF!
Year 2	FCFS	April	2011	Small & Med	25	0
	Lottery	October	2011	Small Only*		
Year 3	Lottery	April	2012	Small & Medium	Upcoming Enrollment Period	

\* Medium systems participated in the first bid-option.

Date	Reserved Capacity (kW)	Drop out Date	Reason for Drop out
7/1/2010	2.30	9/15/2010	Interconnection App not filed
7/1/2010	2.24	9/15/2010	Interconnection App not filed
7/1/2010	3.15	9/15/2010	Interconnection App not filed
7/1/2010	4.90	9/15/2010	Interconnection App not filed
7/1/2010	2.99	9/15/2010	Interconnection App not filed
7/1/2010	4.30	9/15/2010	Interconnection App not filed
7/1/2010	3.80	9/15/2010	Interconnection App not filed
7/1/2010	9.00	9/15/2010	Interconnection App not filed
7/1/2010	9.66	9/15/2010	Interconnection App not filed
7/1/2010	9.90	9/15/2010	Interconnection App not filed
7/1/2010	3.78	2/22/2011	Email Request to Withdraw
7/1/2010	3.22	3/9/2011	Email Request to Withdraw
7/1/2010	3.00		Already on Net Metering
7/1/2010	3.20		Unknown
7/1/2010	4.00	3/22/2011	Unknown
7/1/2010	2.00		Unknown
7/1/2010	7.79	7/7/2011	Issues with trees
7/1/2010	6.44	7/7/2011	Structural concerns
7/1/2010	8.50		1 year deadline passed 7/15
7/1/2010	2.16		1 year deadline passed 7/15
7/1/2010	9.60		1 year deadline passed 7/15
7/1/2010	3.30		1 year deadline passed 7/15
7/1/2010	2.24		1 year deadline passed 7/15
7/1/2010	1.70		1 year deadline passed 7/15
10/1/2010	8.20		Interconnection App not filed
10/1/2010	8.05		Interconnection App not filed
10/1/2010	3.99		Interconnection App not filed
10/1/2010	7.99	3/24/2011	Email Request to Withdraw
10/1/2010	2.36	12/1/2010	Email Request to Withdraw
10/1/2010	9.55	12/15/2010	Interconnection App not filed
10/1/2010	4.45		Interconnection App not filed
10/1/2010	2.15		Interconnection App not filed
10/1/2010	8.28		Interconnection App not filed
10/1/2010	3.68	12/15/2010	Interconnection App not filed
10/1/2010	2.76		Interconnection App not filed
10/1/2010	3.68	12/15/2010	Interconnection App not filed
10/1/2010	6.30	3/24/2011	Email Request to Withdraw
10/1/2010	5.00	12/15/2010	Interconnection App not filed
10/1/2010	6.90	12/15/2010	Interconnection App not filed
10/1/2010	4.60		Interconnection App not filed
10/1/2010	8.80	12/15/2010	Interconnection App not filed
10/1/2010	8.80	12/15/2010	Interconnection App not filed
10/1/2010	4.6		Unknown
10/1/2010	6.56	10/14/2010	Email Request to Withdraw
10/1/2010	3.14		Already on Net Metering
10/1/2010	77.28	7/14/2011	Unknown
10/1/2010	9.00	10/28/2011	Completion Deadline Not Met
10/1/2010	7.25	10/28/2011	Completion Deadline Not Met
10/1/2010	9.00	10/28/2011	Completion Deadline Not Met
10/1/2010	2.50	8/3/2011	Contractor Notified PGE
10/1/2010	9.80	10/28/2011	Completion Deadline Not Met
10/1/2010	10.00	10/28/2011	Completion Deadline Not Met
10/1/2010	10.00	10/28/2011	Completion Deadline Not Met
10/1/2010	10.00	10/28/2011	Completion Deadline Not Met
10/1/2010	6.90	10/28/2011	Completion Deadline Not Met
10/1/2010	4.14	8/3/2011	Contractor Notified PGE
10/1/2010	6.11	10/28/2011	Completion Deadline Not Met
10/1/2010	9.90	8/17/2011	Contractor Notified PGE
10/1/2010	3.00	10/28/2011	Completion Deadline Not Met
10/1/2010	3.29	10/28/2011	Completion Deadline Not Met
10/1/2010	9.00	10/28/2011	Completion Deadline Not Met
10/1/2010	6.02	8/8/2011	Customer Notified PGE
10/1/2010	9.00	10/28/2011	Completion Deadline Not Met
10/1/2010	4.10	8/3/2011	Contractor Notified PGE
10/1/2010	8.80	10/28/2011	Completion Deadline Not Met
10/1/2010	9.00	10/28/2011	Completion Deadline Not Met
10/1/2010	3.01	10/28/2011	Completion Deadline Not Met
10/1/2010	5.00	10/28/2011	Completion Deadline Not Met
10/1/2010	9.80	10/28/2011	Completion Deadline Not Met
10/1/2010	5.00	10/28/2011	Completion Deadline Not Met
10/1/2010	8.28	10/28/2011	Completion Deadline Not Met
10/1/2010	6.44	10/28/2011	Completion Deadline Not Met
10/1/2010	4.40	8/17/2011	Customer Notified PGE
10/1/2010	9.90	8/17/2011	Contractor Notified PGE
10/1/2010	10.00	10/28/2011	Completion Deadline Not Met
10/1/2010	3.68	10/28/2011	Completion Deadline Not Met
10/1/2010	9.00	10/28/2011	Completion Deadline Not Met
10/1/2010	9.99	10/28/2011	Completion Deadline Not Met
10/1/2010	2.46	10/28/2011	Completion Deadline Not Met
10/1/2010	4.14	10/28/2011	Completion Deadline Not Met
10/1/2010	3.50	10/28/2011	Completion Deadline Not Met
10/1/2010	5.00	10/28/2011	Completion Deadline Not Met
10/1/2010	9.90	10/28/2011	Completion Deadline Not Met
10/1/2010	4.14	8/3/2011	Contractor Notified PGE
10/1/2010	5.00	10/28/2011	Completion Deadline Not Met
10/1/2010	5.98	8/18/2011	Completion Deadline Not Met
10/1/2010	2.69	10/28/2011	Completion Deadline Not Met
10/1/2010	3.76	10/28/2011	Completion Deadline Not Met
4/1/2011	3.25	4/11/2011	Did not want to resize system to meet 90%.
4/1/2011	6.00	4/12/2011	Payback too small
4/1/2011	9.75	4/12/2011	Going to Net Metering
4/1/2011	9.99	4/12/2011	Did not want to resize system to meet 90%.
4/1/2011	4.60	5/16/2011	Cancelled, did not give reason
4/1/2011	3.00	5/16/2011	Shading issues
4/1/2011	3.30	5/16/2011	Cancelled, did not give reason
4/1/2011	3.30	5/16/2011	Cancelled, did not give reason
4/1/2011	5.00	6/3/2011	Payback too small
4/1/2011	4.37	6/10/2011	Going to Net Metering
4/1/2011	9.90	6/14/2011	Financial Hardship
4/1/2011	10.00	6/14/2011	Did not want to resize system to meet 90%.
4/1/2011	10.00	6/14/2011	Did not want to resize system to meet 90%.
4/1/2011	4.50	6/14/2011	Shading issues
4/1/2011	5.98	6/14/2011	Structural concerns
4/1/2011	3.68	6/14/2011	Going to Net Metering
4/1/2011	4.60	6/14/2011	Cancelled, did not give reason
4/1/2011	3.68	6/14/2011	Structural concerns
4/1/2011	3.68	6/14/2011	Structural concerns
4/1/2011	36.20	6/14/2011	Going to Net Metering
4/1/2011	8.82	6/16/2011	Payback too small
4/1/2011	3.00	6/14/2011	Cancelled, did not give reason
4/1/2011	3.22	7/7/2011	Going to Net Metering
4/1/2011	10.00	7/13/2011	Payback too small
4/1/2011	10.00	7/13/2011	Payback too small

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SERVICE LIST (PARTIES)

TEDDY KEIZER	1615 SE 30TH AVE PORTLAND OR 97214 teddy@gotettygo.com; teddy1a@aol.com
RAYMOND P NEFF	465-1/2 RIVER RD EUGENE OR 97404 rpneff@efn.org
DR. DAVE SULLIVAN	208 6TH AVE SE ALBANY OR 97321 dave.sullivan@bus.oregonstate.edu
SANDRA WALDEN COMMERCIAL SOLAR VENTURES	621 SW ALDER ST #300 PORTLAND OR 97205 swalden@r-e-s.us
<b>*OREGON DEPARTMENT OF ENERGY</b>	
RENEE M FRANCE SENIOR ASSISTANT ATTORNEY GENERAL	NATURAL RESOURCES SECTION 1162 COURT ST NE SALEM OR 97301-4096 renee.m.france@doj.state.or.us
VIJAY A SATYAL SENIOR POLICY ANALYST	625 MARION ST NE SALEM OR 97301 vijay.a.satyal@state.or.us
<b>CABLE HUSTON BENEDICT HAAGENSEN &amp; LLOYD, LLP</b>	
RAYMOND S KINDLEY	1001 SW FIFTH AVENUE, SUITE 2000 PORTLAND OR 97204-1136 rkindley@cablehuston.com
<b>CITIZENS' UTILITY BOARD OF OREGON</b>	
GORDON FEIGNER ENERGY ANALYST	610 SW BROADWAY, STE 400 PORTLAND OR 97205 gordon@oregoncub.org
ROBERT JENKS EXECUTIVE DIRECTOR	610 SW BROADWAY, STE 400 PORTLAND OR 97205 bob@oregoncub.org
G. CATRIONA MCCrackEN LEGAL COUNSEL/STAFF ATTY	610 SW BROADWAY, STE 400 PORTLAND OR 97205 catriona@oregoncub.org
<b>DAVISON VAN CLEVE</b>	
JOSHUA D WEBER	333 SW TAYLOR STE 400 PORTLAND OR 97204 jdw@dvclaw.com
<b>DAVISON VAN CLEVE PC</b>	
MELINDA J DAVISON	333 SW TAYLOR - STE 400 PORTLAND OR 97204 mjd@dvclaw.com; mail@dvclaw.com



<b>ENERGY TRUST OF OREGON</b>	
KACIA BROCKMAN	421 SW OAK ST., STE 300 PORTLAND OR 97204 kacia.brockman@energytrust.org
JOHN M VOLKMAN GENERAL COUNSEL	421 SW OAK ST #300 PORTLAND OR 97204 john.volkman@energytrust.org
<b>ENVIRONMENTAL LAW ALLIANCE WORLDWIDE</b>	
JENNIFER GLEASON	1877 GARDEN AVE EUGENE OR 97403 jen@elaw.org
<b>ESLER STEPHENS &amp; BUCKLEY</b>	
JOHN W STEPHENS	888 SW FIFTH AVE STE 700 PORTLAND OR 97204-2021 stephens@eslerstephens.com; mec@eslerstephens.com
<b>IDAHO POWER COMPANY</b>	
CHRISTA BEARRY	PO BOX 70 BOISE ID 83707-0070 cbearry@idahopower.com
LISA D NORDSTROM ATTORNEY	PO BOX 70 BOISE ID 83707-0070 lnordstrom@idahopower.com
<b>INDUSTRIAL CUSTOMERS OF NORTHWEST UTILITIES</b>	
JOHN CARR EXECUTIVE DIRECTOR	818 SW 3RD AVE #266 PORTLAND OR 97204 jcarr@icnu.org
<b>MBA, LEED AP</b>	
DANIEL WELDON COMMERCIAL AND RESIDENTIAL FINANCE	19790 SOUTH FERGUSON TERRACE OREGON CITY OR 97045 leedbanker@gmail.com
<b>MCDOWELL RACKNER &amp; GIBSON PC</b>	
LISA F RACKNER ATTORNEY	419 SW 11TH AVE., SUITE 400 PORTLAND OR 97205 dockets@mcd-law.com
<b>MULTNOMAH COUNTY</b>	
WARREN FISH	501 SE HAWTHORNE, STE 600 PORTLAND OR 97214 warren.fish@co.multnomah.or.us

<b>OREGON AFL-CIO</b>	
JOHN BISHOP	1635 NW JOHNSON ST PORTLAND OR 97209 jbishop@mbjlaw.com
<b>OREGON DEPARTMENT OF ENERGY</b>	
TERRANCE MEYER	625 MARION ST NE SALEM OR 97301-3737 terrance.meyer@state.or.us
<b>OREGON DISTRICT COUNCIL OF LABOERS</b>	
BEN NELSON	10245 SE HOLGATE BLVD PORTLAND OR 97266 nrocnelson@qwest.net
<b>OREGON SOLAR ENERGY INDUSTRIES ASSOCIATION</b>	
GLENN MONTGOMERY EXECUTIVE DIRECTOR	PO BOX 14927 PORTLAND OR 97293 glenn@oseia.org
<b>OREGONIANS FOR RENEWABLE ENERGY POLICY</b>	
KATHLEEN NEWMAN	1553 NE GREENSWORD DR HILLSBORO OR 97214 kathleenoipl@frontier.com; k.a.newman@frontier.com
MARK PETE PENGILLY	PO BOX 10221 PORTLAND OR 97296 mpengilly@gmail.com
<b>PACIFICORP DBA PACIFIC POWER</b>	
RYAN FLYNN LEGAL COUNSEL	825 NE MULTNOMAH, SUITE 1800 PORTLAND OR 97232 ryan.flynn@pacificorp.com
<b>PACIFICORP, DBA PACIFIC POWER</b>	
OREGON DOCKETS	825 NE MULTNOMAH ST, STE 2000 PORTLAND OR 97232 oregondockets@pacificorp.com
<b>PORTLAND GENERAL ELECTRIC</b>	
DOUG KUNS RATES & REGULATORY AFFAIRS	121 SW SALMON ST 1WTC0702 PORTLAND OR 97204 pge.opuc.filings@pgn.com
<b>PORTLAND GENERAL ELECTRIC COMPANY</b>	
J RICHARD GEORGE	121 SW SALMON ST 1WTC1301 PORTLAND OR 97204 richard.george@pgn.com

<b>PUBLIC UTILITY COMMISSION OF OREGON</b>	
JOHN CRIDER	PO BOX 2148 SALEM OR 97308 john.crider@state.or.us
<b>PUC STAFF--DEPARTMENT OF JUSTICE</b>	
STEPHANIE S ANDRUS	BUSINESS ACTIVITIES SECTION 1162 COURT ST NE SALEM OR 97301-4096 stephanie.andrus@state.or.us
<b>RENEWABLE NORTHWEST PROJECT</b>	
MEGAN WALSETH DECKER	421 SW 6TH AVE #1125 PORTLAND OR 97204-1629 megan@rnp.org
<b>SOLAR ENERGY SOLUTIONS, INC.</b>	
ANDREW KOYAANISQATSI	3730 SE LAFAYETTE CT PORTLAND OR 97202 andrew@solarenergyoregon.com
<b>SOUTHEAST UPLIFT NEIGHBORHOOD COALITION</b>	
TIM O'NEIL	3534 SE MAIN ST PORTLAND OR 97212 tim@southeastuplift.org; anne@southeastuplift.org
<b>SUNEDISON</b>	
NICOLE MARANDINO	12500 BALTIMORE AVENUE BELTSVILLE MD 20705 nmarandino@sunedison.com
<b>SUSTAINABLE SOLUTIONS UNLIMITED LLC</b>	
STEVEN MCGRATH	1339 SE 8TH AVE # B PORTLAND OR 97214 steve@solutions21st.com

CERTIFICATE OF SERVICE

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I certify that I have, this day, served the foregoing document upon all parties of record in this proceeding by delivering a copy in person or by mailing a copy properly addressed with first class postage prepaid, or by electronic mail pursuant to OAR 860-001-0180, to the following parties or attorneys of parties.

Dated this 30th day of November, 2012 at Salem, Oregon

*Kay Barnes*

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Kay Barnes  
Public Utility Commission  
550 Capitol St NE Ste 215  
Salem, Oregon 97301-2551  
Telephone: (503) 378-5763