

e-FILING REPORT COVER SHEET

REPORT NAME: Oregon Solar Incentive Program Survey Results

COMPANY NAME: Pacific Power

DOES REPORT CONTAIN CONFIDENTIAL INFORMATION? No Yes

If yes, please submit only the cover letter electronically. Submit confidential information as directed OAR 860-001-0070 or the terms of an applicable protective order.

If known, please select designation: RE (Electric) RG (Gas) RW (Water)
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Report is required by: OAR
 Statute
 Order
 Other Request of Moshrek Sobhy and Deborah Garcia

Is this report associated with a specific docket/case? No Yes
If Yes, enter docket number: UM 1452

Key words: Solar photovoltaic incentive program

If known, please select the PUC Section to which the report should be directed:

- Corporate Analysis and Water Regulation
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- Electric and Natural Gas Revenue Requirements
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- **Accident reports required by ORS 654.715.**

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	
Initial Questions								
S1	Pacific Power's records indicate that your household/organization is enrolled in the Oregon Solar Incentive Program. Is that correct?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S2	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?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S3	Do you have a solar system installed at your household/organization?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S4	Have you received any (at least two) payment(s) for your solar generation from Pacific Power?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Overall Satisfaction								
Q1	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."	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	10 Very Satisfied		21 29%	4 31%	0 0%	6 32%	2 25%	9 43%
	9		14 19%	2 15%	4 36%	3 16%	4 50%	1 5%
	8		18 25%	3 23%	1 9%	6 32%	2 25%	6 29%
	Net Very Satisfied (8-10)		53 74%	9 69%	5 45%	15 79%	8 100%	16 76%
	7		12 17%	3 23%	3 27%	4 21%	0 0%	2 10%
	6		3 4%	0 0%	2 18%	0 0%	0 0%	1 5%
	5		4 6%	1 8%	1 9%	0 0%	0 0%	2 10%
	4		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%
	2		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 Very Dissatisfied		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

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Q1A	Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	Satisfied with the program	26	36%	2	15%	4	36%	8	42%	3	38%	9	43%
	Confusing billing/payment process	13	18%	4	31%	3	27%	2	11%	1	13%	3	14%
	Responsive support	6	8%	2	15%	0	0%	3	16%	0	0%	1	5%
	Satisfied with payments from Pacific Power	6	8%	0	0%	0	0%	4	21%	1	13%	1	5%
	Satisfied with power production/output	5	7%	0	0%	0	0%	4	21%	0	0%	1	5%
	Slow billing/payment process	5	7%	3	23%	0	0%	0	0%	1	13%	1	5%
	Program participation is difficult	4	6%	2	15%	2	18%	0	0%	0	0%	0	0%
	Satisfied with documentation/statements from Pacific Power	4	6%	0	0%	0	0%	2	11%	1	13%	1	5%
	Friendly staff	3	4%	2	15%	0	0%	1	5%	0	0%	0	0%
	Good communication	3	4%	1	8%	0	0%	0	0%	1	13%	1	5%
	Dissatisfied with power production/output	2	3%	0	0%	0	0%	2	11%	0	0%	0	0%
	Would like to produce more power/capacity	2	3%	0	0%	0	0%	0	0%	0	0%	2	10%
	Don't know	2	3%	0	0%	1	9%	1	5%	0	0%	0	0%
	Other - please specify	25	35%	7	54%	3	27%	6	32%	3	38%	6	29%
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Q2	What were the main reasons you enrolled in the Oregon Solar Incentive Program?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	To earn income/return on investment	26	36%	7	54%	5	45%	6	32%	2	25%	6	29%
	Environmental/social concerns	23	32%	7	54%	3	27%	7	37%	3	38%	3	14%
	Support alternatives/renewable energy	20	28%	0	0%	6	55%	6	32%	2	25%	6	29%
	Program incentives	14	19%	0	0%	2	18%	5	26%	4	50%	3	14%
	Program was affordable/economical	7	10%	2	15%	2	18%	1	5%	0	0%	2	10%
	Reduce energy consumption	6	8%	0	0%	0	0%	0	0%	2	25%	4	19%
	"FIT" pay rate	2	3%	0	0%	0	0%	2	11%	0	0%	0	0%
	Utilize location/available sun	2	3%	0	0%	0	0%	2	11%	0	0%	0	0%
	Other - please specify	18	25%	4	31%	0	0%	4	21%	2	25%	8	38%
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Decision Making Process													
Q3	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.	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	On-going financial incentives for continued solar generation	23	32%	4	31%	5	45%	7	37%	2	25%	5	24%
	Support alternative energy sources	16	22%	1	8%	2	18%	5	26%	2	25%	6	29%
	Help protect the environment	13	18%	5	38%	1	9%	3	16%	0	0%	4	19%
	Upfront financial incentives for solar installation	9	13%	1	8%	1	9%	2	11%	4	50%	1	5%
	Lower monthly electric bill	5	7%	1	8%	0	0%	1	5%	0	0%	3	14%
	Investing in home/building improvements	2	3%	0	0%	1	9%	0	0%	0	0%	1	5%
	Other - please specify	4	6%	1	8%	1	9%	1	5%	0	0%	1	5%
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Q4	Did you look into any energy efficiency improvements before installing a solar system?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	Yes	60	83%	11	85%	10	91%	12	63%	6	75%	21	100%
	No	12	17%	2	15%	1	9%	7	37%	2	25%	0	0%

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Q5	Did you make any energy efficiency improvements before installing a solar system?						
	<i>Looked into making any energy efficiency improvements - n=</i>	60 100%	11 100%	10 100%	12 100%	6 100%	21 100%
	Yes	51 85%	9 82%	8 80%	11 92%	6 100%	17 81%
	No	9 15%	2 18%	2 20%	1 8%	0 0%	4 19%
Q6	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.						
	<i>Looked into making any energy efficiency improvements - n=</i>	51 100%	9 100%	8 100%	11 100%	6 100%	17 100%
	Generally tried to conserve or use less energy	40 78%	7 78%	5 63%	11 100%	3 50%	14 82%
	Used energy saving light bulbs	39 76%	7 78%	7 88%	10 91%	3 50%	12 71%
	Turned off lights when a room is not in use	39 76%	6 67%	5 63%	11 100%	3 50%	14 82%
	Adjusted the thermostat	31 61%	6 67%	5 63%	7 64%	2 33%	11 65%
	Added insulation to your building's attic, roof, or walls	31 61%	7 78%	4 50%	6 55%	2 33%	12 71%
	Installed an energy efficient heating system	28 55%	6 67%	8 100%	5 45%	2 33%	7 41%
	Added insulation to things like water pipes, air ducts or a water heater	27 53%	5 56%	4 50%	7 64%	2 33%	9 53%
	Installed energy efficient lighting	26 51%	5 56%	4 50%	5 45%	1 17%	11 65%
	Installed energy efficient doors or windows	26 51%	4 44%	4 50%	6 55%	1 17%	11 65%
	Installed an energy efficient air conditioner	10 20%	2 22%	3 38%	2 18%	0 0%	3 18%
	Designed home with energy efficiency in mind	8 16%	2 22%	0 0%	2 18%	3 50%	1 6%
	Installed energy efficient water heater	8 16%	4 44%	0 0%	1 9%	0 0%	3 18%
	Other - please specify	12 24%	3 33%	1 13%	2 18%	0 0%	6 35%
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Q7	Has your participation in the Oregon Solar Incentive Program delayed any energy efficiency improvements to your household/organization?						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	No	70 97%	13 100%	10 91%	19 100%	8 100%	20 95%
Q8	How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Solar installation contractor	37 51%	6 46%	4 36%	10 53%	4 50%	13 62%
	Newspaper	15 21%	5 38%	3 27%	4 21%	0 0%	3 14%
	Friend/family member	3 4%	0 0%	0 0%	2 11%	0 0%	1 5%
	Online elsewhere (Sites other than www.pacificpower.net)	3 4%	0 0%	0 0%	1 5%	0 0%	2 10%
	Community meeting/promotional booth	2 3%	0 0%	0 0%	0 0%	2 25%	0 0%
	Radio	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	Online at Pacific Power	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	10 14%	2 15%	3 27%	2 11%	2 25%	1 5%
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Q9	Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from the list below.						
	<i>Became aware of OSIP from contractor - n=</i>	37 100%	6 100%	4 100%	10 100%	4 100%	13 100%
	SunLight Solar Energy	13 35%	2 33%	3 75%	5 50%	2 50%	1 8%
	SolarCity	5 14%	1 17%	0 0%	1 10%	0 0%	3 23%
	Solar Ki	3 8%	2 33%	0 0%	1 10%	0 0%	0 0%
	Enterprise Electric, LLC	3 8%	0 0%	0 0%	0 0%	0 0%	3 23%
	RS Energy, LLC	2 5%	0 0%	1 25%	1 10%	0 0%	0 0%
	Eco Solar, Inc	2 5%	0 0%	0 0%	0 0%	1 25%	1 8%
	REC Solar	1 3%	0 0%	0 0%	0 0%	0 0%	1 8%
	Other - please specify	11 30%	2 33%	1 25%	2 20%	1 25%	5 38%
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Q10	What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list below.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Talked to solar installation contractor	64 89%	13 100%	9 82%	16 84%	7 88%	19 90%
	Went to the Energy Trust of Oregon's website (www.energytrust.org)	36 50%	7 54%	7 64%	9 47%	3 38%	10 48%
	Went to www.pacificpower.net/solar	29 40%	5 38%	4 36%	9 47%	4 50%	7 33%
	Online resources	26 36%	4 31%	5 45%	9 47%	1 13%	7 33%
	Newspaper	18 25%	4 31%	3 27%	6 32%	3 38%	2 10%
	Contacted the Energy Trust of Oregon (ETO)	19 26%	4 31%	4 36%	4 21%	1 13%	6 29%
	Called Pacific Power	20 28%	3 23%	4 36%	5 26%	2 25%	6 29%
	Talked to friends/family/co-workers	20 28%	2 15%	5 45%	4 21%	1 13%	8 38%
	Talked to financial advisor/professional advisor	13 18%	1 8%	3 27%	5 26%	1 13%	3 14%
	Talked to financial institution	6 8%	0 0%	1 9%	3 16%	1 13%	1 5%
	Other - please specify	6 8%	3 23%	0 0%	1 5%	2 25%	0 0%
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	Pacific Power customers have the option of participating in two solar programs:						
	<i>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.</i>						
	<i>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.</i>						
	How knowledgeable would you say you are with...						
	Please provide an answer for both programs.						
Q11B	Oregon Solar Incentive Program.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Very knowledgeable about the program	39 54%	7 54%	4 36%	9 47%	3 38%	16 76%
	Somewhat knowledgeable about the program	26 36%	5 38%	7 64%	7 37%	4 50%	3 14%
	Know little about the program	4 6%	1 8%	0 0%	2 11%	0 0%	1 5%
	Wasn't aware of the program until now	3 4%	0 0%	0 0%	1 5%	1 13%	1 5%
Q11A	Traditional Net Metering.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Very knowledgeable about the program	34 47%	6 46%	4 36%	8 42%	4 50%	12 57%
	Somewhat knowledgeable about the program	24 33%	5 38%	4 36%	5 26%	4 50%	6 29%
	Know little about the program	9 13%	1 8%	3 27%	3 16%	0 0%	2 10%
	Wasn't aware of the program until now	5 7%	1 8%	0 0%	3 16%	0 0%	1 5%

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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?						
	Yes	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No	14 19%	0 0%	2 18%	7 37%	3 38%	2 10%
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.						
	<i>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.</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	45 63%	10 77%	5 45%	12 63%	6 75%	12 57%
	Oregon Solar Incentive Program	22 31%	1 8%	6 55%	8 42%	1 13%	6 29%
	Not a current component	11 15%	2 15%	1 9%	2 11%	2 25%	4 19%
	<i>State tax credits - reduce the amount of tax you owe dollar for dollar</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	45 63%	10 77%	4 36%	13 68%	4 50%	14 67%
	Oregon Solar Incentive Program	21 29%	2 15%	4 36%	8 42%	1 13%	6 29%
	Not a current component	14 19%	2 15%	3 27%	1 5%	4 50%	4 19%
	<i>Federal tax credits - reduce the amount of tax you owe dollar for dollar</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	50 69%	10 77%	6 55%	13 68%	6 75%	15 71%
	Oregon Solar Incentive Program	58 81%	12 92%	10 91%	14 74%	6 75%	16 76%
	Not a current component	7 10%	0 0%	0 0%	3 16%	1 13%	3 14%
	<i>Payment from utility company for power generated (ongoing monthly payments)</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	11 15%	0 0%	3 27%	4 21%	3 38%	1 5%
	Oregon Solar Incentive Program	65 90%	13 100%	10 91%	16 84%	7 88%	19 90%
	Not a current component	2 3%	0 0%	0 0%	0 0%	0 0%	2 10%
Q14	Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?						
	<i>Only asked if aware of program prior to this survey -</i> n= 67 100%	12 100%	11 100%	16 100%	8 100%	20 100%	
	Better return on investment	39 58%	9 75%	6 55%	8 50%	1 13%	15 75%
	Program incentives	11 16%	0 0%	2 18%	5 31%	2 25%	2 10%
	Better deal/price	12 18%	2 17%	1 9%	3 19%	2 25%	4 20%
	Unaware of Traditional Net Metering at time of sign-up	4 6%	0 0%	0 0%	2 13%	1 13%	1 5%
	Don't know	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%
	Other	11 16%	1 8%	2 18%	3 19%	3 38%	2 10%
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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?						
	<i>Only asked if aware of program prior to this survey -</i> n= 67 100%	12 100%	11 100%	16 100%	8 100%	20 100%	
	Conducted a thorough financial analysis of the two options	28 42%	7 58%	4 36%	6 38%	1 13%	10 50%
	Informally compared the two options	29 43%	5 42%	4 36%	8 50%	4 50%	8 40%
	Did not compare the two options	10 15%	0 0%	3 27%	2 13%	3 38%	2 10%

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Q16	When did you learn about the following aspects of the Oregon Solar Incentive Program (OSIP)?							
	<i>Insurance requirements (\$1 million liability insurance)</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process		24 33%	5 38%	2 18%	5 26%	3 38%	9 43%
	During the application process		26 36%	7 54%	5 45%	7 37%	3 38%	4 19%
	During the installation process		4 6%	0 0%	1 9%	2 11%	0 0%	1 5%
	After the installation process		2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	I am not aware of this aspect of OSIP		16 22%	1 8%	2 18%	5 26%	2 25%	6 29%
	<i>\$10 per month metering fee</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process		24 33%	5 38%	2 18%	7 37%	2 25%	8 38%
	During the application process		19 26%	7 54%	3 27%	5 26%	3 38%	1 5%
	During the installation process		6 8%	0 0%	1 9%	1 5%	2 25%	2 10%
	After the installation process		11 15%	0 0%	2 18%	3 16%	1 13%	5 24%
	I am not aware of this aspect of OSIP		12 17%	1 8%	3 27%	3 16%	0 0%	5 24%
	<i>"Right sizing" requirements (solar system size limited to 90% of previous year's energy consumption)</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process		42 58%	7 54%	7 64%	8 42%	6 75%	14 67%
	During the application process		21 29%	6 46%	3 27%	9 47%	1 13%	2 10%
	During the installation process		2 3%	0 0%	0 0%	1 5%	0 0%	1 5%
After the installation process		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
I am not aware of this aspect of OSIP		7 10%	0 0%	1 9%	1 5%	1 13%	4 19%	
<i>Requirement to participate in 3 surveys</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%	
Before the reservation process		18 25%	4 31%	2 18%	5 26%	1 13%	6 29%	
During the application process		14 19%	2 15%	2 18%	4 21%	3 38%	3 14%	
During the installation process		5 7%	0 0%	1 9%	1 5%	0 0%	3 14%	
After the installation process		20 28%	6 46%	5 45%	5 26%	0 0%	4 19%	
I am not aware of this aspect of OSIP		15 21%	1 8%	1 9%	4 21%	4 50%	5 24%	
<i>Ongoing income stream for power produced and sold to Pacific Power</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%	
Before the reservation process		58 81%	11 85%	9 82%	15 79%	7 88%	16 76%	
During the application process		14 19%	2 15%	2 18%	4 21%	1 13%	5 24%	
During the installation process		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
After the installation process		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
I am not aware of this aspect of OSIP		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
Q17	When deciding to enroll in the Oregon Solar Incentive Program, how much did the following factors impact your decision?							
	<i>Ongoing financial incentives/income stream</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	It was a key factor for why I enrolled		57 79%	10 77%	10 91%	13 68%	8 100%	16 76%
	It was somewhat of a factor for why I enrolled		12 17%	2 15%	1 9%	5 26%	0 0%	4 19%
	Didn't impact my decision		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a barrier to enrolling		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was almost a deal breaker to enrolling		1 1%	1 8%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling		2 3%	0 0%	0 0%	1 5%	0 0%	1 5%
	<i>Recommendation of solar installation contractor</i>	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	It was a key factor for why I enrolled		23 32%	4 31%	2 18%	4 21%	2 25%	11 52%
	It was somewhat of a factor for why I enrolled		19 26%	3 23%	4 36%	6 32%	1 13%	5 24%
	Didn't impact my decision		27 38%	5 38%	5 45%	8 42%	4 50%	5 24%
	It was somewhat of a barrier to enrolling		1 1%	0 0%	0 0%	0 0%	1 13%	0 0%
	It was almost a deal breaker to enrolling		1 1%	1 8%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling		1 1%	0 0%	0 0%	1 5%	0 0%	0 0%

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	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
<u>Recommendation of friends/family/co-workers</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	5 7%	0 0%	2 18%	2 11%	0 0%	1 5%
It was somewhat of a factor for why I enrolled	16 22%	2 15%	3 27%	2 11%	1 13%	8 38%
Didn't impact my decision	45 63%	10 77%	5 45%	15 79%	7 88%	8 38%
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	6 8%	1 8%	1 9%	0 0%	0 0%	4 19%
<u>Recommendation from financial advisor/professional</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	6 8%	0 0%	1 9%	2 11%	0 0%	3 14%
It was somewhat of a factor for why I enrolled	8 11%	1 8%	0 0%	4 21%	0 0%	3 14%
Didn't impact my decision	49 68%	11 85%	9 82%	10 53%	7 88%	12 57%
It was somewhat of a barrier to enrolling	1 1%	0 0%	0 0%	0 0%	1 13%	0 0%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	8 11%	1 8%	1 9%	3 16%	0 0%	3 14%
<u>Financing options available</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%
It was somewhat of a factor for why I enrolled	16 22%	3 23%	2 18%	5 26%	1 13%	5 24%
Didn't impact my decision	40 56%	10 77%	7 64%	9 47%	4 50%	10 48%
It was somewhat of a barrier to enrolling	4 6%	0 0%	0 0%	0 0%	3 38%	1 5%
It was almost a deal breaker to enrolling	6 8%	0 0%	1 9%	4 21%	0 0%	1 5%
Didn't know about it before enrolling	5 7%	0 0%	0 0%	1 5%	0 0%	4 19%
<u>"Right sizing" requirements (payment for generation up to 90% of previous year's energy consumption)</u>						
Only asked of those aware prior to enrolling - n=	63 100%	13 100%	10 100%	17 100%	7 100%	16 100%
It was a key factor for why I enrolled	2 3%	0 0%	0 0%	1 6%	0 0%	1 6%
It was somewhat of a factor for why I enrolled	11 17%	3 23%	2 20%	2 12%	0 0%	4 25%
Didn't impact my decision	40 63%	8 62%	5 50%	13 76%	6 86%	8 50%
It was somewhat of a barrier to enrolling	6 10%	1 8%	2 20%	0 0%	1 14%	2 13%
It was almost a deal breaker to enrolling	3 5%	1 8%	1 10%	0 0%	0 0%	1 6%
Didn't know about it before enrolling	1 2%	0 0%	0 0%	1 6%	0 0%	0 0%
<u>Insurance requirements</u>						
Only asked of those aware prior to enrolling - n=	50 100%	12 100%	7 100%	12 100%	6 100%	13 100%
It was a key factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
It was somewhat of a factor for why I enrolled	1 2%	1 8%	0 0%	0 0%	0 0%	0 0%
Didn't impact my decision	30 60%	7 58%	5 71%	6 50%	2 33%	10 77%
It was somewhat of a barrier to enrolling	15 30%	2 17%	1 14%	6 50%	4 67%	2 15%
It was almost a deal breaker to enrolling	2 4%	1 8%	0 0%	0 0%	0 0%	1 8%
Didn't know about it before enrolling	2 4%	1 8%	1 14%	0 0%	0 0%	0 0%
<u>Additional metering fee</u>						
Only asked of those aware prior to enrolling - n=	43 100%	12 100%	5 100%	12 100%	5 100%	9 100%
It was a key factor for why I enrolled	1 2%	0 0%	0 0%	1 8%	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%
Didn't impact my decision	28 65%	9 75%	2 40%	7 58%	2 40%	8 89%
It was somewhat of a barrier to enrolling	12 28%	2 17%	3 60%	4 33%	2 40%	1 11%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	2 5%	1 8%	0 0%	0 0%	1 20%	0 0%
<u>Initial cash outlay for solar installation</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	6 8%	1 8%	1 9%	0 0%	1 13%	3 14%
It was somewhat of a factor for why I enrolled	7 10%	2 15%	0 0%	4 21%	0 0%	1 5%
Didn't impact my decision	25 35%	2 15%	4 36%	8 42%	3 38%	8 38%
It was somewhat of a barrier to enrolling	22 31%	6 46%	5 45%	4 21%	2 25%	5 24%
It was almost a deal breaker to enrolling	10 14%	2 15%	1 9%	2 11%	2 25%	3 14%
Didn't know about it before enrolling	2 3%	0 0%	0 0%	1 5%	0 0%	1 5%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
<p>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?</p>							
Q18A	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	3 4%	0 0%	0 0%	0 0%	1 13%	2 10%
	Somewhat likely to enroll	5 7%	1 8%	1 9%	0 0%	1 13%	2 10%
	Neither likely nor unlikely to enroll	7 10%	1 8%	0 0%	3 16%	0 0%	3 14%
	Somewhat unlikely to enroll	14 19%	3 23%	5 45%	5 26%	0 0%	1 5%
	Definitely would not enroll	43 60%	8 62%	5 45%	11 58%	6 75%	13 62%
<p>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?</p>							
Q18B	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	4 6%	0 0%	1 9%	0 0%	1 13%	2 10%
	Somewhat likely to enroll	10 14%	1 8%	1 9%	3 16%	1 13%	4 19%
	Neither likely nor unlikely to enroll	8 11%	3 23%	1 9%	1 5%	0 0%	3 14%
	Somewhat unlikely to enroll	10 14%	1 8%	3 27%	4 21%	1 13%	1 5%
	Definitely would not enroll	40 56%	8 62%	5 45%	11 58%	5 63%	11 52%
<p>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?</p>							
Q18C	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	4 6%	0 0%	1 9%	0 0%	1 13%	2 10%
	Somewhat likely to enroll	17 24%	2 15%	2 18%	5 26%	2 25%	6 29%
	Neither likely nor unlikely to enroll	6 8%	2 15%	2 18%	0 0%	0 0%	2 10%
	Somewhat unlikely to enroll	26 36%	5 38%	5 45%	8 42%	2 25%	6 29%
	Definitely would not enroll	19 26%	4 31%	1 9%	6 32%	3 38%	5 24%
<p>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?</p>							
Q18D	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	8 11%	1 8%	1 9%	0 0%	1 13%	5 24%
	Somewhat likely to enroll	38 53%	6 46%	6 55%	10 53%	4 50%	12 57%
	Neither likely nor unlikely to enroll	7 10%	2 15%	0 0%	4 21%	1 13%	0 0%
	Somewhat unlikely to enroll	11 15%	1 8%	3 27%	3 16%	0 0%	4 19%
	Definitely would not enroll	8 11%	3 23%	1 9%	2 11%	2 25%	0 0%
Q19	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Average	1.0	0.9	1.1	1.1	1.1	1.0
<p>Reservation & Installation Processes</p>							
Q20	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	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?						
	My solar installation contractor filled out the online form	52 72%	9 69%	8 73%	13 68%	7 88%	15 71%
	I filled out the online form	20 28%	4 31%	3 27%	6 32%	1 13%	6 29%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
<p>Q21 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."</p> <p><i>Only asked if they filled out the online form - n=</i></p>							
	10 Very Satisfied	4 20%	4 100%	3 100%	6 100%	1 100%	6 100%
	9	3 15%	1 25%	1 33%	1 17%	0 0%	0 0%
	8	2 10%	1 25%	0 0%	1 17%	0 0%	0 0%
	Net Very Satisfied (8-10)	9 45%	2 50%	1 33%	3 50%	0 0%	3 50%
	7	4 20%	1 25%	2 67%	1 17%	0 0%	0 0%
	6	2 10%	1 25%	0 0%	1 17%	0 0%	0 0%
	5	2 10%	0 0%	0 0%	1 17%	1 100%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	1 5%	0 0%	0 0%	0 0%	0 0%	1 17%
	2	1 5%	0 0%	0 0%	0 0%	0 0%	1 17%
	1	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied	1 5%	0 0%	0 0%	0 0%	0 0%	1 17%
<p>Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?</p> <p><i>Only asked if they filled out the online form - n=</i></p>							
	Stressful due to time sensitive process	4 20%	0 0%	0 0%	3 50%	0 0%	1 17%
	Other - please specify	16 80%	3 75%	3 100%	4 67%	1 100%	5 83%
	Refused/no response	1 5%	1 25%	0 0%	0 0%	0 0%	0 0%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
<p>Q23 Again, thinking about the online reservation process, how would you rate the following factors?</p>							
<u>Completing the online form</u>							
	Very easy	5 25%	1 25%	0 0%	2 33%	0 0%	2 33%
	Somewhat easy	6 30%	1 25%	1 33%	3 50%	0 0%	1 17%
	Neither easy nor difficult	4 20%	1 25%	0 0%	0 0%	0 0%	3 50%
	Somewhat difficult	5 25%	1 25%	2 67%	1 17%	1 100%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<u>Paying the deposit</u>							
	Very easy	7 35%	1 25%	1 33%	3 50%	0 0%	2 33%
	Somewhat easy	8 40%	3 75%	1 33%	1 17%	1 100%	2 33%
	Neither easy nor difficult	3 15%	0 0%	0 0%	1 17%	0 0%	2 33%
	Somewhat difficult	2 10%	0 0%	1 33%	1 17%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<u>Understanding the instructions</u>							
	Very easy	5 25%	1 25%	0 0%	2 33%	0 0%	2 33%
	Somewhat easy	6 30%	2 50%	0 0%	3 50%	0 0%	1 17%
	Neither easy nor difficult	5 25%	1 25%	2 67%	0 0%	0 0%	2 33%
	Somewhat difficult	4 20%	0 0%	1 33%	1 17%	1 100%	1 17%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

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		Total	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	
			Nov. 2010	Mar. 2011	June 2011	Sept. 2011	Dec. 2011	
Q24	Did you receive an email notification that your online reservation for the Oregon Solar Incentive Program had been accepted?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		67 93%	13 100%	11 100%	16 84%	8 100%	19 90%
	No		5 7%	0 0%	0 0%	3 16%	0 0%	2 10%
Q25	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?	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Average # of days		8.7	5.3	12.8	5.3	23.2	5.6
	Median		4.0	2.5	7.0	3.0	8.5	3.0
Q26	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?	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Shorter than expected		13 19%	3 23%	2 18%	3 19%	1 13%	4 21%
	As expected		50 75%	10 77%	9 82%	12 75%	5 63%	14 74%
	Longer than expected		4 6%	0 0%	0 0%	1 6%	2 25%	1 5%
Q27	Now, when thinking about the emailed acceptance notification, how would you rate the following?							
	<i>Clarity of notification email</i>	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Excellent		19 28%	4 31%	1 9%	8 50%	1 13%	5 26%
	Good		44 66%	9 69%	10 91%	7 44%	6 75%	12 63%
	Fair		4 6%	0 0%	0 0%	1 6%	1 13%	2 11%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<i>Communication of the next steps required for program participation</i>	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Excellent		15 22%	4 31%	0 0%	6 38%	1 13%	4 21%
	Good		42 63%	7 54%	8 73%	9 56%	5 63%	13 68%
	Fair		10 15%	2 15%	3 27%	1 6%	2 25%	2 11%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<i>Ease of understanding the contract</i>	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Excellent		9 13%	2 15%	0 0%	4 25%	0 0%	3 16%
	Good		35 52%	7 54%	4 36%	9 56%	4 50%	11 58%
	Fair		18 27%	3 23%	5 45%	3 19%	3 38%	4 21%
	Poor		5 7%	1 8%	2 18%	0 0%	1 13%	1 5%
Q28	Which of the following best describes your review of the contract?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	I carefully read the entire contract		42 58%	10 77%	7 64%	11 58%	4 50%	10 48%
	I scanned the entire contract		17 24%	2 15%	1 9%	6 32%	2 25%	6 29%
	I read the parts of the contract that seemed important		7 10%	0 0%	3 27%	1 5%	1 13%	2 10%
	I read the parts of the contract that my contractor suggested were important		5 7%	1 8%	0 0%	1 5%	1 13%	2 10%
	I did not read/review the contract, other than to sign where required		1 1%	0 0%	0 0%	0 0%	0 0%	1 5%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Q29	What could be improved about the overall enrollment process (online reservation through acceptance email)?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Simplify/improve information quality	5 7%	0 0%	0 0%	2 11%	0 0%	3 14%
	Provide access to more reservations	4 6%	0 0%	0 0%	2 11%	0 0%	2 10%
	Improve online reservation process	3 4%	0 0%	0 0%	2 11%	0 0%	1 5%
	Improve acceptance notification	2 3%	0 0%	2 18%	0 0%	0 0%	0 0%
	Nothing	30 42%	5 38%	3 27%	9 47%	4 50%	9 43%
	Don't know	9 13%	1 8%	1 9%	2 11%	1 13%	4 19%
	Refused/no response	2 3%	0 0%	1 9%	0 0%	1 13%	0 0%
	Other - please specify	17 24%	7 54%	4 36%	2 11%	2 25%	2 10%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Q30	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?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Recommended by installer	35 49%	8 62%	3 27%	9 47%	6 75%	9 43%
	I calculated it based on my annual power usage to be within the Oregon Solar Incentive Program requirements	18 25%	2 15%	3 27%	3 16%	1 13%	9 43%
	It just seemed like a good size (it fits the space available for it)	14 19%	2 15%	3 27%	7 37%	1 13%	1 5%
	Some other way - please specify	5 7%	1 8%	2 18%	0 0%	0 0%	2 10%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Q31	Which of the following statements best describes the size of the solar system you installed?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Installed the size of solar system I wanted	39 54%	10 77%	7 64%	10 53%	3 38%	9 43%
	Installed a smaller system than I wanted, to be within the requirement for the Oregon Solar Incentive Program	23 32%	2 15%	4 36%	5 26%	3 38%	9 43%
	Installed a larger system than originally planned to receive the most revenue possible under the Oregon Solar Incentive Program	5 7%	1 8%	0 0%	1 5%	1 13%	2 10%
	I wasn't involved in the decision of what size system to install	5 7%	0 0%	0 0%	3 16%	1 13%	1 5%
Q32	Were you involved in selecting the actual components such as the inverter(s) and panels for your solar system?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes	41 57%	9 69%	4 36%	13 68%	3 38%	12 57%
	No	31 43%	4 31%	7 64%	6 32%	5 63%	9 43%

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Q33 How important were the following factors in purchasing your solar system?

Delivery time

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	16 39%	2 22%	0 0%	6 46%	0 0%	8 67%
Somewhat important	19 46%	4 44%	3 75%	5 38%	3 100%	4 33%
Not too important	5 12%	3 33%	0 0%	2 15%	0 0%	0 0%
Not at all important	1 2%	0 0%	1 25%	0 0%	0 0%	0 0%

Efficiency

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	34 83%	7 78%	3 75%	12 92%	2 67%	10 83%
Somewhat important	7 17%	2 22%	1 25%	1 8%	1 33%	2 17%
Not too important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not at all important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Made in Oregon

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	12 29%	2 22%	1 25%	5 38%	0 0%	4 33%
Somewhat important	15 37%	2 22%	2 50%	3 23%	2 67%	6 50%
Not too important	10 24%	4 44%	1 25%	4 31%	0 0%	1 8%
Not at all important	4 10%	1 11%	0 0%	1 8%	1 33%	1 8%

Price

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	23 56%	3 33%	2 50%	8 62%	2 67%	8 67%
Somewhat important	16 39%	5 56%	1 25%	5 38%	1 33%	4 33%
Not too important	2 5%	1 11%	1 25%	0 0%	0 0%	0 0%
Not at all important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Quality

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	33 80%	8 89%	2 50%	12 92%	2 67%	9 75%
Somewhat important	8 20%	1 11%	2 50%	1 8%	1 33%	3 25%
Not too important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not at all important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Q34 Which contractor installed your solar system?

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
SunLight Solar Energy	20 28%	3 23%	5 45%	6 32%	2 25%	4 19%
Sunwise Technologies, Inc	6 8%	2 15%	1 9%	1 5%	2 25%	0 0%
LiveLight Energy	5 7%	2 15%	1 9%	1 5%	0 0%	1 5%
RS Energy, LLC	5 7%	0 0%	1 9%	3 16%	0 0%	1 5%
Solarcity	4 6%	0 0%	0 0%	2 11%	0 0%	2 10%
Enterprise Electric, LLC	4 6%	0 0%	1 9%	0 0%	0 0%	3 14%
Solar Ki	3 4%	2 15%	0 0%	1 5%	0 0%	0 0%
National Solar	3 4%	1 8%	1 9%	1 5%	0 0%	0 0%
Eco Solar	3 4%	0 0%	0 0%	0 0%	1 13%	2 10%
Advanced Energy Systems	2 3%	0 0%	0 0%	1 5%	1 13%	0 0%
Rec Solar	2 3%	0 0%	0 0%	0 0%	1 13%	1 5%
Other - Please specify	15 21%	3 23%	1 9%	3 16%	1 13%	7 33%

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OSIP - Initial Survey Results

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."

	Total		Wave 1 Nov. 2010		Wave 2 Mar. 2011		Wave 3 June 2011		Wave 4 Sept. 2011		Wave 5 Dec. 2011	
n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
10 Very Satisfied	39	54%	9	69%	1	9%	11	58%	4	50%	14	67%
9	15	21%	2	15%	5	45%	3	16%	3	38%	2	10%
8	9	13%	0	0%	2	18%	3	16%	1	13%	3	14%
Net Very Satisfied (8-10)	63	88%	11	85%	8	73%	17	89%	8	100%	19	90%
7	5	7%	2	15%	1	9%	1	5%	0	0%	1	5%
6	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
5	2	3%	0	0%	1	9%	1	5%	0	0%	0	0%
4	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
3	2	3%	0	0%	1	9%	0	0%	0	0%	1	5%
2	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 Very Dissatisfied	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

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

Timeliness

n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
Excellent	46	64%	12	92%	4	36%	12	63%	5	63%	13	62%
Good	22	31%	1	8%	5	45%	5	26%	3	38%	8	38%
Fair	3	4%	0	0%	1	9%	2	11%	0	0%	0	0%
Poor	1	1%	0	0%	1	9%	0	0%	0	0%	0	0%

Professionalism

n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
Excellent	55	76%	10	77%	6	55%	16	84%	7	88%	16	76%
Good	12	17%	3	23%	1	9%	3	16%	1	13%	4	19%
Fair	5	7%	0	0%	4	36%	0	0%	0	0%	1	5%
Poor	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

Courtesy

n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
Excellent	60	83%	11	85%	7	64%	17	89%	6	75%	19	90%
Good	10	14%	2	15%	3	27%	2	11%	2	25%	1	5%
Fair	2	3%	0	0%	1	9%	0	0%	0	0%	1	5%
Poor	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

Quality of work

n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
Excellent	55	76%	10	77%	5	45%	16	84%	7	88%	17	81%
Good	15	21%	3	23%	4	36%	3	16%	1	13%	4	19%
Fair	2	3%	0	0%	2	18%	0	0%	0	0%	0	0%
Poor	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

Cost of services

n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
Excellent	34	47%	6	46%	1	9%	12	63%	3	38%	12	57%
Good	27	38%	5	38%	6	55%	5	26%	4	50%	7	33%
Fair	10	14%	2	15%	3	27%	2	11%	1	13%	2	10%
Poor	1	1%	0	0%	1	9%	0	0%	0	0%	0	0%

Knowledge of the Oregon Solar Incentive Program

n=	72	100%	13	100%	11	100%	19	100%	8	100%	21	100%
Excellent	52	72%	9	69%	6	55%	15	79%	7	88%	15	71%
Good	18	25%	4	31%	4	36%	4	21%	1	13%	5	24%
Fair	2	3%	0	0%	1	9%	0	0%	0	0%	1	5%
Poor	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
Interconnection Process							
Q37	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?						
	<i>Time required for the interconnection process</i>	n=					
	Excellent	20 28%	13 100%	11 100%	19 100%	8 100%	21 100%
	Good	28 39%	7 54%	0 0%	4 21%	4 50%	5 24%
	Fair	20 28%	2 15%	5 45%	9 47%	2 25%	10 48%
	Poor	4 6%	3 23%	6 55%	6 32%	1 13%	4 19%
			1 8%	0 0%	0 0%	1 13%	2 10%
	<i>Electrical inspection</i>	n=					
	Excellent	28 39%	13 100%	11 100%	19 100%	8 100%	21 100%
	Good	34 47%	8 62%	0 0%	5 26%	4 50%	11 52%
	Fair	10 14%	4 31%	8 73%	11 58%	4 50%	7 33%
	Poor	0 0%	1 8%	3 27%	3 16%	0 0%	3 14%
			0 0%	0 0%	0 0%	0 0%	0 0%
	<i>Ease of completing paperwork</i>	n=					
	Excellent	19 26%	13 100%	11 100%	19 100%	8 100%	21 100%
	Good	45 63%	6 46%	1 9%	4 21%	3 38%	5 24%
	Fair	8 11%	5 38%	8 73%	15 79%	4 50%	13 62%
	Poor	0 0%	2 15%	2 18%	0 0%	1 13%	3 14%
			0 0%	0 0%	0 0%	0 0%	0 0%
	<i>Time required for generation meter installation</i>	n=					
	Excellent	20 28%	13 100%	11 100%	19 100%	8 100%	21 100%
	Good	24 33%	7 54%	0 0%	6 32%	2 25%	5 24%
	Fair	25 35%	1 8%	4 36%	8 42%	3 38%	8 38%
	Poor	3 4%	4 31%	7 64%	5 26%	2 25%	7 33%
			1 8%	0 0%	0 0%	1 13%	1 5%
	<i>Cost required to complete the interconnection process</i>	n=					
	Excellent	20 28%	13 100%	11 100%	19 100%	8 100%	21 100%
	Good	38 53%	8 62%	0 0%	6 32%	1 13%	5 24%
	Fair	13 18%	3 23%	8 73%	12 63%	6 75%	9 43%
	Poor	1 1%	2 15%	3 27%	1 5%	1 13%	6 29%
			0 0%	0 0%	0 0%	0 0%	1 5%
Q38	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?	n=					
	Same day	0 0%	13 100%	11 100%	19 100%	8 100%	21 100%
	2 days	12 17%	0 0%	0 0%	0 0%	0 0%	0 0%
	3-5 days	20 28%	2 15%	2 18%	4 21%	2 25%	2 10%
	6-10 days	19 26%	5 38%	3 27%	5 26%	1 13%	6 29%
	11-15 days	5 7%	3 23%	3 27%	7 37%	4 50%	2 10%
	16 days or longer	6 8%	0 0%	2 18%	1 5%	0 0%	2 10%
	Don't know	10 14%	0 0%	0 0%	1 5%	1 13%	4 19%
			3 23%	1 9%	1 5%	0 0%	5 24%
Q39	Was the time required to install the generation meter shorter than you expected, as you expected, or longer than you expected?	n=					
	Shorter than expected	11 15%	13 100%	11 100%	19 100%	8 100%	21 100%
	As expected	29 40%	2 15%	1 9%	3 16%	2 25%	3 14%
	Longer than expected	24 33%	4 31%	5 45%	8 42%	1 13%	11 52%
	Don't know	8 11%	4 31%	5 45%	5 26%	4 50%	6 29%
			3 23%	0 0%	3 16%	1 13%	1 5%

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
Q40	Did you receive an acknowledgement letter to let you know that the interconnection process was completed?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes	59 82%	12 92%	7 64%	14 74%	7 88%	19 90%
	No	13 18%	1 8%	4 36%	5 26%	1 13%	2 10%
Q41	What could be done to improve the interconnection process?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Improved speed of installation	16 22%	2 15%	5 45%	3 16%	3 38%	3 14%
	Improve communication	5 7%	0 0%	0 0%	2 11%	1 13%	2 10%
	Nothing/satisfied	29 40%	5 38%	2 18%	11 58%	4 50%	7 33%
	Don't know	9 13%	1 8%	2 18%	1 5%	0 0%	5 24%
	Refused/no response	1 1%	0 0%	0 0%	0 0%	0 0%	1 5%
	Other - please specify	14 19%	5 38%	3 27%	2 11%	1 13%	3 14%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Billing & Payment							
Q42	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?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	I pay my electricity bill and receive a separate check for solar generation	53 74%	11 85%	8 73%	12 63%	8 100%	14 67%
	My solar generation offsets my electricity bill	14 19%	2 15%	2 18%	4 21%	0 0%	6 29%
	I pay my electricity bill and my solar generation payments are assigned to someone else	5 7%	0 0%	1 9%	3 16%	0 0%	1 5%
Q43	How would you rate the ease of understanding your electric bill while on the Oregon Solar Incentive Program compared to your old bill?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	The old bill was easier to understand	35 49%	6 46%	6 55%	7 37%	5 63%	11 52%
	The current bill is as easy to understand as the old bill	32 44%	6 46%	4 36%	11 58%	3 38%	8 38%
	The current bill is easier to understand	5 7%	1 8%	1 9%	1 5%	0 0%	2 10%
Q44	What improvements, if any, can be made to make the current monthly bill easier to understand?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Provide information on payment calculations	9 13%	2 15%	2 18%	2 11%	1 13%	2 10%
	Provide clear/detailed billing information	9 13%	0 0%	0 0%	3 16%	1 13%	5 24%
	Improve speed of payment	2 3%	2 15%	0 0%	0 0%	0 0%	0 0%
	Improve organization of billing categories	2 3%	0 0%	0 0%	0 0%	2 25%	0 0%
	Nothing/satisfied	24 33%	1 8%	2 18%	10 53%	3 38%	8 38%
	Don't know	11 15%	3 23%	1 9%	2 11%	2 25%	3 14%
	Refused/no response	1 1%	0 0%	0 0%	1 5%	0 0%	0 0%
	Other - please specify	16 22%	5 38%	6 55%	2 11%	0 0%	3 14%
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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	
Q45		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."						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%	
	10 Very Satisfied	19 26%	3 23%	0 0%	4 21%	4 50%	8 38%	
	9	15 21%	6 46%	2 18%	2 11%	3 38%	2 10%	
	8	12 17%	2 15%	1 9%	6 32%	0 0%	3 14%	
	Net Very Satisfied (8-10)	46 64%	11 85%	3 27%	12 63%	7 88%	13 62%	
	7	7 10%	0 0%	1 9%	4 21%	0 0%	2 10%	
	6	8 11%	1 8%	1 9%	2 11%	1 13%	3 14%	
	5	8 11%	1 8%	5 45%	0 0%	0 0%	2 10%	
	4	3 4%	0 0%	1 9%	1 5%	0 0%	1 5%	
	3	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%	
	1	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%	
Q46		Why do you rate your satisfaction with the return on investment in the solar system a ____?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%	
	Return on investment was good/large	14 19%	2 15%	0 0%	5 26%	3 38%	4 19%	
	New to the program/too early to tell	13 18%	4 31%	6 55%	1 5%	0 0%	2 10%	
	Amount was as expected	8 11%	2 15%	0 0%	4 21%	0 0%	2 10%	
	Amount is less than expected	4 6%	0 0%	0 0%	0 0%	0 0%	4 19%	
	Problems with energy generation	3 4%	0 0%	0 0%	3 16%	0 0%	0 0%	
	Payment is contracted to Solar City	2 3%	0 0%	0 0%	0 0%	0 0%	2 10%	
	Don't know	1 1%	0 0%	0 0%	0 0%	0 0%	1 5%	
	Refused/no response	2 3%	0 0%	0 0%	0 0%	0 0%	2 10%	
	Other - please specify	28 39%	5 38%	5 45%	7 37%	6 75%	5 24%	
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	
Q47		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?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%	
	Less than expected	15 21%	1 8%	6 55%	4 21%	1 13%	3 14%	
	As expected	49 68%	11 85%	5 45%	14 74%	5 63%	14 67%	
	More than expected	8 11%	1 8%	0 0%	1 5%	2 25%	4 19%	
Residential Customers Profiling Questions - Only asked of residential customers								
D1		The final few questions are for classification purposes. Your answers will not be associated with your name.						
		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?						
	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%	
	Yes	9 16%	2 17%	2 18%	2 13%	1 20%	2 13%	
	No	49 84%	10 83%	9 82%	13 87%	4 80%	13 87%	

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						
D2	If you had to move for any reason, which of the following best describes what you would do with your solar system?	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%					
	I would sell my solar system with my house	34	59%	8	67%	8	73%	6	40%	5	100%	7	47%
	I would maintain ownership of my solar system	3	5%	0	0%	1	9%	1	7%	0	0%	1	7%
	Don't know	21	36%	4	33%	2	18%	8	53%	0	0%	7	47%
D3	What is your age?	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%					
	18-21	1	2%	0	0%	1	9%	0	0%	0	0%	0	0%
	22-30	1	2%	1	8%	0	0%	0	0%	0	0%	0	0%
	31-40	8	14%	1	8%	1	9%	1	7%	2	40%	3	20%
	41-50	13	22%	1	8%	3	27%	5	33%	1	20%	3	20%
	51-60	17	29%	4	33%	3	27%	3	20%	2	40%	5	33%
	61-70	11	19%	1	8%	1	9%	6	40%	0	0%	3	20%
	71-80	7	12%	4	33%	2	18%	0	0%	0	0%	1	7%
D4	Which of the following categories includes your household's annual income?	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%					
	\$40,000 or less	6	10%	1	8%	1	9%	2	13%	0	0%	2	13%
	\$40,001 - \$80,000	22	38%	4	33%	3	27%	7	47%	1	20%	7	47%
	\$80,001 - \$120,000	12	21%	4	33%	2	18%	2	13%	1	20%	3	20%
	\$120,001 - \$160,000	6	10%	1	8%	1	9%	3	20%	1	20%	0	0%
	\$160,001 - \$200,000	3	5%	0	0%	2	18%	0	0%	0	0%	1	7%
	\$200,001 - or more	3	5%	1	8%	1	9%	0	0%	0	0%	1	7%
	Prefer not to answer	6	10%	1	8%	1	9%	1	7%	2	40%	1	7%
Commercial Customers Profiling Questions - Only asked of commercial customers													
The final few questions are for classification purposes. Your answers will not be associated with your organization.													
F1	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?	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%					
	Yes	1	7%	0	0%	0	0%	0	0%	1	17%		
	No	13	93%	1	100%	0	0%	4	100%	3	100%	5	83%
F2	If you had to move for any reason, which of the following best describes what you would do with your solar system?	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%					
	We would maintain ownership of our solar system	3	21%	0	0%	0	0%	2	50%	1	33%	0	0%
	We would sell our solar system with the property	7	50%	0	0%	0	0%	1	25%	2	67%	4	67%
	Don't know	4	29%	1	100%	0	0%	1	25%	0	0%	2	33%

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
F3	How would you classify your organization?						
	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%
	Retail trade	2 14%	0 0%	0 0%	2 50%	0 0%	0 0%
	Healthcare or health services	2 14%	0 0%	0 0%	1 #DIV/0!	0 0%	1 17%
	Finance, insurance, or real estate	2 14%	0 0%	0 0%	0 #DIV/0!	1 33%	1 17%
	Construction, contracting or building trades	2 14%	0 0%	0 0%	0 #DIV/0!	0 0%	2 33%
	Natural resources	1 7%	0 0%	0 0%	1 #DIV/0!	0 0%	0 0%
	Consumer, business or professional services	1 7%	0 0%	0 0%	0 0%	1 33%	0 0%
	Government agency	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	Manufacturing	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Transportation or communications services, including communication technology	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Wholesale trade	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	3 21%	1 100%	0 0%	0 0%	1 33%	1 17%
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F4	How many employees work at your location?						
	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%
	1-10 employees	9 64%	1 100%	0 0%	3 75%	2 67%	3 50%
	31-40 employees	1 7%	0 0%	0 0%	0 0%	1 33%	0 0%
	41-50 employees	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	51-60 employees	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	901-1,000 employees	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	Don't know	1 7%	0 0%	0 0%	1 25%	0 0%	0 0%
F5	Which of the following categories includes your organization's annual revenue?						
	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%
	Under \$250,000 per year	2 14%	0 0%	0 0%	1 25%	0 0%	1 17%
	\$250,000 to under \$500,000 per year	1 7%	0 0%	0 0%	0 0%	1 33%	0 0%
	\$500,000 to under \$1 million per year	3 21%	0 0%	0 0%	0 0%	1 33%	2 33%
	\$1 million to under \$4 million per year	3 21%	0 0%	0 0%	1 25%	1 33%	1 17%
	\$4 million to under \$10 million per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$10 million to under \$50 million per year	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	\$50 million to under \$100 million per year	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%
	Don't know	4 29%	1 100%	0 0%	2 50%	0 0%	1 17%

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F3 How wou

Following 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 a ___?

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 going to climb on my roof and slip and fall off my solar panels!

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 payment.

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

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. Overall, I applaud everyone involved in this program for making it work so well. Thank you.

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

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 energy and also our investment needs.

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 and fairly well understood at this point.

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 ammount 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 consumption drop lower than it's ever been! In summary, the reasons we enrolled in the program are as follows: 1. The program made solar power affordable. 2. We're excited to be contributing to renewable enerav

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 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, ORIENTATION

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

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 already very well insulated, but I plan on adding even more in the attic soon.

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 from the list below.

Friend

Corvallis League of Women Voters and we were working with SunWize on another program so the bulk of the work was all

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

[REDACTED], ALTERNATIVE ENERGY SYSTEMSEXCELLENT], SOLRMAN

Solar Ki

Solar Ki

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

What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all 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 Metering?

I thought the cash payment would give a faster return with a possibility of extra income when PV system is paid for.

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 Program a ____?

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 form.

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

What would be improved about the overall enrollment process (online reservation through acceptance email)?

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 a confusing issue in

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.

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

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.

Which 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 should 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 weekend added to the delay.
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 task, as stipulated in the contract". Terrible customer service, shows minimal to no concern for the customer.

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 technical expert.

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

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 were the two meters.

What 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 completely.

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 cut my electricity off.

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 and remain the same. 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 inaccurate answers.

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 those things. The current system makes me feel like I need a new college degree to figure it out! :-)

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 paying taxes, etc.)

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 make any really accurate statement about my return on investment satisfaction.

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 see of what this system does in this

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

The following responses are exact verbatims as entered by respondents

Wave 2 - March 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 5 The program was poorly designed by the legislature.
- 6 We had trouble with the Solar Meter and they had to put a new one in.
- 6 To hard to understand.
- 7 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.
- 7 Not as clear on how calculations are made as it could be.
- 7 Can't really judge until we have more sun.
- 8 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 generation.
- 9 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.
- 9 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.
- 9 I really like the program and would love to see it continue.
- 9 Because it has been a very positive experience to date.

Q2 What were 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.

Q3 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.

- all the above...really!

Q6 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.

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

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

Q9 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

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list below.

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

- I felt that the Oregon Solar Incentive Program Had the advantage of paying off the cost of the solar 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
The payback was higher, and reduced the payoff time drastically. (We borrowed the money to install).
b/cause the higher payment per kwh is a better deal over the long term (15 yr) than the short term 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.

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?

Rating

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

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

The problem that we had was that we were informed that we were accepted and then when we were finishing up with what had to be
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.

Q30 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?

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 be turned in
biggest I could put in
What I could afford.

Q34 Which contractor installed your solar system?

Got Power Electric

Q41 What could be done to improve the interconnection process?

I think the reason we had more time than I would have liked is because of some inspection 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.

Q44 What 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 I can track each element.

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ___?

Rating

- 4 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 a system size of about 50% of use
- 5 Hoping to see much bigger checks during the summer to offset the loan we took out to fund the installation costs.
- 5 I don't know yet - only 2 mos into it.
- 5 long payback period at current rates
- 5 Too early in the year to generate much power.
- 5 It's only been two months of power generation. Ask me in a year.
- 6 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.
- 7 because our winter has been really cloudy and snowy
- 8 We have yet to see it perform in summer.
- 9 Really too early. Obsidian is getting all of the feed in tariff for many years, so I won't see a return on investment for a long time
- 9 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 investment.

F3 How would you classify your organization?

The following responses are exact verbatims as entered by respondents

Wave 3 - June 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 7 thought we would get a higher output
- 7 it is early in the process and data are few
- 7 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.
- 7 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.
- 8 I think it is doing everything that it said it would -p-its producing. -p-the only reason i rated it as an 8 was it had 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 thorough on this and they didn't bother to tell us that. With this there is no state tax studies.
- 8 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.
- 8 Always room for improvement...
- 8 So far, everything seems to be going as planned. I wouldn't rate anything 10 this soon into a program.
- 8 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.
- 8 Our experience has been satisfactory.
- 9 There was a delay with panels and our project which was supposed to be complete in Nov 10 didn't get finished until Feb 11.
- 9 Am pleased with results to date.
- 9 Very happy with the progress in getting solar incentive payments started after first payment not accepted by credit union. Credit union said account type was submitted incorrectly. This payment was resubmitted and and accepted.
- 10 It seems to work seamlessly. I have been happy with the amount of power generated so far.
- 10 the checks speak for themselves
- 10 It's been easy to participate and has met all my expectations.
- 10 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.
- 10 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.
- 10 The folks at Pacific Power were very helpful and easy to work with.

Q2 What were 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.
- Had the ability to participate; wanted to help Oregon be "green" and help lower global warming/ stave off as much pollution as possible.
- Wanted solar and it was a good return on investment. Positive environmental impact
- Incentives
- Wanted to do my part in being part of the solution than just part of the problem. We know that more power will 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

Q3 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.

Energy Independence

Q6 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 heat with wood.

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

Lebanon Chamber of Commerce executive director

friend

Thru my son.

through the city

Q9 Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from

Solar Options Northwest LLC

Energy Wise Lighting

Solar-Ki

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list

Talked to the Oregon Department of Energy.

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

Preferred the monthly incentive payments

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.

We had the up-front cash, couldn't take full advantage of the state tax credit, and return on investment was 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

I learned of it before I knew anything about the traditional net metering option, so I already had made my decision. I could however have changed my mind, and decided that maybe the incentive program would be more financially beneficial.

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?

Rating

5 Tom is the problem

6 Got stuck with glitch in credit-card data entry. Got kicked out and had to enter again. These were amplified due to extreme time pressure.

7

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.

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

9 Online process was clear cut straightforward with few areas of confusion

10 I got a spot

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

don't know of anything

I didn't think anything was particularly bad

I would like to see a much higher capacity available for reservation so that more homeowners could benefit from 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.

It was very confusing and I did not receive clear details about the costs and benefits of the program - I still do not 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.

I did not have any problems but in talking to people involved with the second round, their feeling was that there 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.

Q30 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?

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.

Q34 Which contractor installed your solar system?

Benton Electric

Emerald Solar, Inc.

Solar-Ki

Solar Options Northwest LLC

Q41 What could 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.

Make it faster, as would happen when getting a new connect for primary electric service (new construction or added load, panel)

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

nothing, i think it went just fine. the only problem i had was with my w-9, i filled it out and faxed it twice. i didn't 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

Q44 What improvements, 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.

I would like the calculation to be part of the bill. I still have a hard time understanding the calculations in 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

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ____?

Rating

- | | |
|----|---|
| 4 | I support solar energy and I'm not paying for the system so I have nothing to loose but the benefits are minimal after insurance and additional meter costs. If I did not strongly support solar energy I would not participate in the program. |
| 6 | Though affordable through FIT incentives, it's still expensive to purchase PV |
| 6 | It takes longer to get the money out of it than we figured. The weather probably didn't help. |
| 7 | it is as predicted, but I would have liked to be more energy independent |
| 7 | Would like to be a little closer to the monthly payments of the loan I took out to finance the project. Between 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. |
| 7 | it dosen't happen over night |
| 7 | 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. |
| 8 | It seems like a good investment |
| 8 | Would be excellent, but we're not in a position to take advantage of the tax credits. |
| 8 | 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. |
| 8 | My analysis shows an internal rate of return on investment of around 5% at 15 years. Nice positive return, and better than losing it all in the stock market. Even at the end of our contract, the solar investment continues to provide benefits. |
| 8 | well i think its going to pay back over the next 6-7 years. |
| 8 | satisfied |
| 9 | As mentioned, it meets my needs, earns enough to pay my bill. The cost to install will be paid off in an acceptable amount of time. |
| 9 | I wanted to help with green power and the payments help pay off the debt incurred faster. |
| 10 | comparing the VIR to ETO/RETC |
| 10 | The lease deal I have with the installer works out very well for me. |
| 10 | 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. |
| 10 | The payments have been as projected so there are no surprises. |

F3 How would you classify your organization?

The following responses are exact verbatims as entered by respondents

Wave 4 - September 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 8 Process went smoothly. No real surprises in what to do or confusion on how to do it - pretty automatic and accurate.
- 8 The billing and payment report is more confusing than it needs to be.
- 9 Guidance has been great. Jason Zappe and Michael Greenwood in particular have made things pretty clear in an otherwise fairly confusing world.
- 9 I would like to be able to pay my complete electric bill and have a check reflecting the entire incentive sent to me. I would also like to have the incentive
- 9 One week before the program started the price went up by .05 cents.
- 9 It is working out well and this is the second solar panel system.
- 10 It has worked exactly like it was outlined to me
- 10 Easy application, paid on time, good data from the bill read out.

Q2 What were the main reasons you enrolled in the Oregon Solar Incentive Program?

- Wanted solar panels, felt that the impact on environment was worth taking a slight investment hit (As in, the 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
- As part of our effort to reduce overall electrical consumption and incorporate solar into our school green technolgies CTE curriculum.

Q3 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.

Q6 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

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

- Our general contractor
- Community meetings in Corvallis
- Business Energy Tax program - Oregon Energy Tax credit.
- Linn County Fair booth.

Q9 Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from

- Al Walker Inc.

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list

- Talked to two local businesses that have implemented solar arrays.
- Went to a couple of energy solar fairs.

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

- 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.

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?

Rating

5 I am neutral regarding the process.

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

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.

Q30 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?

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.

Q34 Which contractor installed your solar system?

Al Walker Inc

Q41 What could 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 the next day.
nothing
Make it faster after local building inspection or have all components installed before inspection and then turn on once passed local inspection
Went pretty smoothly.
E-Mail notification with regular mail notification to follow.
No answer at this time.
Speed it up

Q44 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.

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ___?

Rating

6 Certainly does not beat S&P, while being less fluid.
9 I was disappointed that they drop the price by .05 a week before April 1st.
9 The initial cost is still too high
9 Appears to be working efficiently - no problems, additional requirements, or paperwork.
10 Fabulous return. I am happy with my return.
10 competitive installed price and very good incentive payment.
10 We had considered solar in the past but the time it took to have the investment pay off was too long. We are satisfied with the time under the OSIP program
10 It has exceeded the projections

F3 How would you classify your organization?

Commerical Real Estate

Education (Non-Profit Corporation operating school programs).

The following responses are exact verbatims as entered by respondents

Wave 5 - December 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 5 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-
- 5 They have been fairly responsive, but not speedy. They lost my first survey which delayed my first reimbursement check by a month.
- 6 It would be better if there was incentive to overproduce electricity rather than loose potential income for reducing energy consumption.
- 7 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.
- 7 because: it is not expandable. because it is a trial program only and not available widely. because it does not encourage conservation. even though 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.
- 8 the program works just great we had just a few issues when we spiced into the system.
- 8 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.
- 8 reading the statements is near impossible
- 8 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
- 8 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
- 8 Not happy about reduction in incentive payment from last year to this year that pushes ROI to 10 years.
- 9 Anyway that I can reduce my energy output (cost) in a month makes me happy
- 10 everything wernt smooth
- 10 It has been working very good with no problems.
- 10 Checks have arrived promptly and the payments have been generous. We do wish the formula used to calculate payments was a bit more intuitive.
- 10 A sense that we are not being slob. Well, we travel outside the country and we see primarily Germany which 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.
- 10 Everything has gone smoothly, no complaints
- 10 everything has gone as expected.
- 10 Everything went smoothly, no issues
- 10 I think it is a great program and I am excited about being able to create clean energy.
- 10 all my expectations have been met to my satisfaction

Q2 What were 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.
- We beleive we must find alternatives to our current use of fossel fuels if we are to live in a manner that is 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 outragous 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.

Q3 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.

Ease of lease program from Solar City

Q6 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.

Installed a radiant barrier throughout the attic areas and gabled ends of the house; installed two tankless water 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 energy (and water) as possible.

Tubular skylights for natural lighting were installed

data center servers redesigned

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

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

Q9 Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply

sun storage

Solar Connection

Mr. Sun Solar

The Solar Man, Grants Pass Oregon

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list

contractor

state website, contractor

Solar City

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

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 we went for it.

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

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ____?

Rating

0 The whole first come first serve thing online was a joke. Not really fair. glad you changed your process in later reservation periods

2 because the program sold out in less than 10 minutes and i had multiple additional applications to reserve but was not allowed to.

3 although I was accepted it was not an equitable process between applicants

10 it's fast and furious

10 It was fine

10 Because I got in

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

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.
Better equity in reservation process. Currently those with special computer submission software and fast 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 questions.
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

Q30 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?

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.

Q34 Which 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

Q41 What could 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 wayyyyyyyyyyyyyy 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 think it was necessary

Q44 What 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

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ___?

Rating

4 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.

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

5 I thought the payments would be higher

6 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

6 Because of the reduction last year to this year in the incentive rate. It reduced the ROI from 7 year to 10 year. It 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.

6 I didn't really have an investment other than a long term contract (15 years) with Solar City. I pay them a monthly lease 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.

7 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 time usage.

7 somewhat less than hoped for

8 It is giving about what expected.

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

8 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.

9 I would rate it a 10

9 financial

10 yes

10 the system is performing as the contractor estimated

10 great

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

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

10 We built a monster system.

10 My system should pay off in about 4 years

10 don't know

F3 How would you classify your organization?

social networking

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

OSIP - Opt-Out Survey Results		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
Initial Questions						
S1	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?					
	Yes	n= 13 100%	7 100%	0 100%	3 100%	3 100%
	No	13 100%	7 100%	0 0%	3 100%	3 100%
		0 0%	0 0%	0 0%	0 0%	0 0%
S2	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?					
	Yes	n= 13 100%	7 100%	0 100%	3 100%	3 100%
	No	13 100%	7 100%	0 0%	3 100%	3 100%
		0 0%	0 0%	0 0%	0 0%	0 0%
S3	Do you currently have a solar system installed at your home / organization?					
	Yes	n= 13 100%	7 100%	0 100%	3 100%	3 100%
	No	13 100%	7 100%	0 0%	3 100%	3 100%
		0 0%	0 0%	0 0%	0 0%	0 0%
S4	Are you still planning on installing a solar system, despite no longer being part of the program?					
	Yes	n= 13 100%	7 100%	0 100%	3 100%	3 100%
	No	2 15%	2 29%	0 0%	0 0%	0 0%
	Unsure	10 77%	4 57%	0 0%	3 100%	3 100%
		1 8%	1 14%	0 0%	0 0%	0 0%
Reason for Termination						
Q1	Which of these best describes why you are no longer enrolled in the Oregon Solar Incentive Program?					
	I opted out of the program after I had been accepted	n= 13 100%	7 100%	0 100%	3 100%	3 100%
	It was not my decision, my participation was ended by Pacific Power	9 69%	4 57%	0 0%	3 100%	2 67%
		4 31%	3 43%	0 0%	0 0%	1 33%
Q2	Why, specifically did you decide to opt out of the program? (Multiple Mentions)					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	Financial difficulties/could not afford initial costs	1 11%	1 25%	0 0%	0 0%	0 0%
	Problems organizing contractor/installation	1 11%	1 25%	0 0%	0 0%	0 0%
	Program was too confusing/complicated	1 11%	1 25%	0 0%	0 0%	0 0%
	Installing a solar system required too much work	1 11%	0 0%	0 0%	1 33%	0 0%
	Other - please specify	6 67%	2 50%	0 0%	2 67%	2 100%
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q3	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.					
	<u>Upfront cost of solar system</u>					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	5 Very important	2 22%	1 25%	0 0%	1 33%	0 0%
	4	2 22%	2 50%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	1 11%	1 25%	0 0%	0 0%	0 0%
	1 Not at all important	4 44%	0 0%	0 0%	2 67%	2 100%
	<u>Poor interactions with contractor</u>					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	5 Very important	1 11%	1 25%	0 0%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all important	8 89%	3 75%	0 0%	3 100%	2 100%
	<u>Difficulty of the application process</u>					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	5 Very important	0 0%	0 0%	0 0%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all important	9 100%	4 100%	0 0%	3 100%	2 100%

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

OSIP - Opt-Out Survey Results			Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
<u>Insurance requirements</u>							
	<i>Asked of those that opted out</i>	n=					
5	Very important		9 100%	4 100%	0 0%	3 100%	2 100%
4			0 0%	0 0%	0 0%	0 0%	0 0%
3			0 0%	0 0%	0 0%	0 0%	0 0%
2			0 0%	0 0%	0 0%	0 0%	0 0%
1	Not at all important		9 100%	4 100%	0 0%	3 100%	2 100%
<u>Upfront incentives of Net Metering</u>							
	<i>Asked of those that opted out</i>	n=					
5	Very important		9 100%	4 100%	0 100%	3 100%	2 100%
4			2 22%	2 50%	0 0%	0 0%	0 0%
3			0 0%	0 0%	0 0%	0 0%	0 0%
2			1 11%	1 25%	0 0%	0 0%	0 0%
1	Not at all important		2 22%	1 25%	0 0%	0 0%	0 0%
	Don't know		3 33%	0 0%	0 0%	1 33%	2 100%
			2 22%	0 0%	0 0%	2 67%	0 0%
<u>Availability of financing for the project</u>							
	<i>Asked of those that opted out</i>	n=					
5	Very important		9 100%	4 100%	0 100%	3 100%	2 100%
4			2 22%	1 25%	0 0%	1 33%	0 0%
3			0 0%	0 0%	0 0%	0 0%	0 0%
2			0 0%	0 0%	0 0%	0 0%	0 0%
1	Not at all important		0 0%	0 0%	0 0%	0 0%	0 0%
			7 78%	3 75%	0 0%	2 67%	2 100%
Q4	Why, specifically, was your participation ended by Pacific Power? (Multiple Mentions)						
	<i>Asked of those that were terminated</i>	n=					
	I did not meet program requirements (general)		4 100%	3 100%	0 100%	0 100%	1 100%
	I did not submit my application within 60 days		2 50%	1 33%	0 0%	0 0%	1 100%
	Other - please specify		2 50%	2 67%	0 0%	0 0%	0 0%
				Click here to read verbatims		No verbatims recorded	Click here to read verbatims
Q5	Did Pacific Power communicate that your enrollment may be in jeopardy?						
	<i>Asked of those that were terminated</i>	n=					
	Yes		4 100%	3 100%	0 100%	0 100%	1 100%
	No		2 50%	1 33%	0 0%	0 0%	1 100%
			2 50%	2 67%	0 0%	0 0%	0 0%
Q6	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?						
	<i>Asked of those that were terminated</i>	n=					
5	Completely clear		4 100%	3 100%	0 100%	0 100%	1 100%
4			1 25%	0 0%	0 0%	0 0%	1 100%
3			0 0%	0 0%	0 0%	0 0%	0 0%
2			2 50%	2 67%	0 0%	0 0%	0 0%
1	Not at all clear		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%
			1 25%	1 33%	0 0%	0 0%	0 0%
Q7	Did you receive adequate notification from Pacific Power about upcoming deadlines?						
	<i>Asked of those who did not meet deadlines</i>	n=					
	Yes		2 100%	2 100%	0 0%	0 0%	0 0%
	No		0 0%	0 0%	0 0%	0 0%	0 0%
Q8	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?						
	<i>Asked of those that were terminated</i>	n=					
5	Completely fair		4 100%	3 100%	0 100%	0 100%	1 100%
4			2 50%	1 33%	0 0%	0 0%	1 100%
3			0 0%	0 0%	0 0%	0 0%	0 0%
2			1 25%	1 33%	0 0%	0 0%	0 0%
1	Completely unfair		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%	0 0%	0 0%	0 0%
Q9	At which of the following points did your enrollment end?	n=					
	Before the installation of your solar system		13 100%	7 100%	0 100%	3 100%	3 100%
	After installation, but before inspection		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%
	After beginning solar generation, but before the first payment		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%
	Other - please specify		0 0%	0 0%	0 0%	0 0%	0 0%
				No verbatims recorded		No verbatims recorded	No verbatims recorded

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

OSIP - Opt-Out Survey Results		Total	Wave 1	Wave 2	Wave 3	Wave 4
			Mar. 2011	June 2011	Sept. 2011	Dec. 2011
Decision-Making Process						
Q10	Did you make any energy efficiency improvements <i>before</i> looking to install a solar system?	n=				
	Yes	13 100%	7 100%	0 100%	3 100%	3 100%
	No	5 38%	2 29%	0 0%	1 33%	2 67%
		8 62%	5 71%	0 0%	2 67%	1 33%
Q11	What particular actions did you take at your home/organization to improve energy efficiency? (Multiple Mentions)	n=				
	<i>Asked of those that made improvements</i>	5 100%	2 100%	0 100%	1 100%	2 100%
	Installed energy efficient doors or windows	3 60%	2 100%	0 0%	0 0%	1 50%
	Added insulation to your building's attic, roof, or walls	2 40%	2 100%	0 0%	0 0%	0 0%
	Installed an energy efficient heating system	1 20%	1 50%	0 0%	0 0%	0 0%
	Installed energy efficient lighting	1 20%	1 50%	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%
	Installed energy efficient appliances	1 20%	1 50%	0 0%	0 0%	0 0%
	Used energy saving light bulbs	1 20%	0 0%	0 0%	1 100%	0 0%
	Any other actions	2 40%	0 0%	0 0%	1 100%	1 50%
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q12	What sources did you use to learn more about the Oregon Solar Incentive Program? (Multiple Mentions)	n=				
	Talked to solar installation contractor	6 46%	4 57%	0 0%	1 33%	1 33%
	Went to www.pacificpower.net/solar	3 23%	3 43%	0 0%	0 0%	0 0%
	Went to the Energy Trust of Oregon's website (www.energytrust.org)	2 15%	1 14%	0 0%	1 33%	0 0%
	Newspaper	2 15%	1 14%	0 0%	0 0%	1 33%
	Online resources	1 8%	1 14%	0 0%	0 0%	0 0%
	Contacted the Energy Trust of Oregon (ETO)	1 8%	1 14%	0 0%	0 0%	0 0%
	Called Pacific Power	1 8%	1 14%	0 0%	0 0%	0 0%
	Talked to friends/family/co-workers	1 8%	0 0%	0 0%	0 0%	1 33%
	Other - please specify	4 31%	1 14%	0 0%	1 33%	2 67%
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q13	What first motivated you to look into installing a solar system in your home/organization?	n=				
	Lower monthly electric bill	4 31%	1 14%	0 0%	2 67%	1 33%
	Support alternative energy sources	2 15%	2 29%	0 0%	0 0%	0 0%
	Investing in home/building improvements	2 15%	2 29%	0 0%	0 0%	0 0%
	Ongoing financial incentives for continued solar generation	2 15%	1 14%	0 0%	0 0%	1 33%
	Help protect the environment	1 8%	1 14%	0 0%	0 0%	0 0%
	Upfront financial incentives for solar generation	1 8%	0 0%	0 0%	0 0%	1 33%
	Refused/no response	1 8%	0 0%	0 100%	1 33%	0 0%
	Other	1 8%	0 0%	0 0%	1 33%	0 0%
			No verbatims recorded		Click here to read verbatims	No verbatims recorded
Q14	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.					
	<u>Ongoing financial incentives/income stream</u>	n=				
	It was a key factor for why I enrolled	8 62%	3 43%	0 0%	2 67%	3 100%
	It was somewhat of a factor for why I enrolled	2 15%	2 29%	0 0%	0 0%	0 0%
	Didn't impact my decision	1 8%	1 14%	0 0%	0 0%	0 0%
	It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%
	It was almost a deal breaker to enrolling	2 15%	1 14%	0 0%	1 33%	0 0%
	Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Recommendation of solar installation contractor</u>	n=				
	It was a key factor for why I enrolled	4 31%	1 14%	0 0%	1 33%	2 67%
	It was somewhat of a factor for why I enrolled	2 15%	2 29%	0 0%	0 0%	0 0%
	Didn't impact my decision	4 31%	3 43%	0 0%	0 0%	1 33%
	It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%
	It was almost a deal breaker to enrolling	2 15%	0 0%	0 0%	2 67%	0 0%
	Didn't know about it before enrolling	1 8%	1 14%	0 0%	0 0%	0 0%
	<u>Recommendation of friends/family/co-workers</u>	n=				
	It was a key factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a factor for why I enrolled	1 8%	1 14%	0 0%	0 0%	0 0%
	Didn't impact my decision	7 54%	5 71%	0 0%	0 0%	2 67%
	It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%
	It was almost a deal breaker to enrolling	4 31%	0 0%	0 0%	3 100%	1 33%
	Didn't know about it before enrolling	1 8%	1 14%	0 0%	0 0%	0 0%

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

OSIP - Opt-Out Survey Results		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011				
<i>Recommendation from financial advisor/professional</i>										
n=	13	100%	7	100%	0	100%	3	100%	3	100%
	1	8%	1	14%	0	0%	0	0%	0	0%
	1	8%	1	14%	0	0%	0	0%	0	0%
	7	54%	4	57%	0	0%	0	0%	3	100%
	0	0%	0	0%	0	0%	0	0%	0	0%
	3	23%	0	0%	0	0%	3	100%	0	0%
	1	8%	1	14%	0	0%	0	0%	0	0%
<i>Financing options available</i>										
n=	13	100%	7	100%	0	100%	3	100%	3	100%
	3	23%	2	29%	0	0%	1	33%	0	0%
	2	15%	1	14%	0	0%	0	0%	1	33%
	5	38%	3	43%	0	0%	0	0%	2	67%
	0	0%	0	0%	0	0%	0	0%	0	0%
	3	23%	1	14%	0	0%	2	67%	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=	13	100%	7	100%	0	100%	3	100%	3	100%
	4	31%	1	14%	0	0%	0	0%	3	100%
	1	8%	1	14%	0	0%	0	0%	0	0%
	5	38%	4	57%	0	0%	1	33%	0	0%
	0	0%	0	0%	0	0%	0	0%	0	0%
	3	23%	1	14%	0	0%	2	67%	0	0%
	0	0%	0	0%	0	0%	0	0%	0	0%
<i>Insurance requirements</i>										
n=	13	100%	7	100%	0	100%	3	100%	3	100%
	0	0%	0	0%	0	0%	0	0%	0	0%
	1	8%	1	14%	0	0%	0	0%	0	0%
	6	46%	4	57%	0	0%	0	0%	2	67%
	0	0%	0	0%	0	0%	0	0%	0	0%
	4	31%	0	0%	0	0%	3	100%	1	33%
	2	15%	2	29%	0	0%	0	0%	0	0%
<i>Additional metering fee</i>										
n=	13	100%	7	100%	0	100%	3	100%	3	100%
	1	8%	0	0%	0	0%	0	0%	1	33%
	0	0%	0	0%	0	0%	0	0%	0	0%
	7	54%	4	57%	0	0%	1	33%	2	67%
	2	15%	2	29%	0	0%	0	0%	0	0%
	2	15%	0	0%	0	0%	2	67%	0	0%
	1	8%	1	14%	0	0%	0	0%	0	0%
<i>Initial cash outlay for solar installation</i>										
n=	13	100%	7	100%	0	100%	3	100%	3	100%
	2	15%	2	29%	0	0%	0	0%	0	0%
	4	31%	3	43%	0	0%	0	0%	1	33%
	3	23%	0	0%	0	0%	1	33%	2	67%
	0	0%	0	0%	0	0%	0	0%	0	0%
	4	31%	2	29%	0	0%	2	67%	0	0%
	0	0%	0	0%	0	0%	0	0%	0	0%
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?									
n=	13	100%	7	100%	0	100%	3	100%	3	100%
	5	38%	3	43%	0	0%	0	0%	2	67%
	8	62%	4	57%	0	0%	3	100%	1	33%
Q16	Why did you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?									
	<i>Asked of those that are aware of both programs</i>									
n=	5	100%	3	100%	0	100%	0	100%	2	100%
	1	20%	1	33%	0	0%	0	0%	0	0%
	1	20%	0	0%	0	0%	0	0%	1	50%
	1	20%	0	0%	0	0%	0	0%	1	50%
	3	60%	3	100%	0	0%	0	0%	0	0%
	Click here to read verbatims									
Q17	After leaving the Oregon Solar Incentive Program, did you enroll in Pacific Power's other solar program, called Net Metering?									
	<i>Asked of those that are aware of both programs</i>									
n=	5	100%	3	100%	0	100%	0	100%	2	100%
	1	20%	1	33%	0	0%	0	0%	0	0%
	4	80%	2	67%	0	0%	0	0%	2	100%
Q18	Why did you choose to enroll in Net Metering?									
	<i>Asked of those that enrolled in Net Metering</i>									
n=	1	100%	1	100%	0	100%	0	100%	0	100%
	1	100%	1	100%	0	0%	0	0%	0	0%
	Click here to read verbatims									
	No verbatims recorded									

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

OSIP - Opt-Out Survey Results		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011	
Contractor Experience							
Q19	Before you left the Oregon Solar Incentive Program, did you work with a solar installation contractor?						
	Yes	n= 13 100%	7 100%	0 100%	3 100%	3 100%	
	No	10 77%	4 57%	0 0%	3 100%	3 100%	
		3 23%	3 43%	0 0%	0 0%	0 0%	
Q20	Which contractor did you work with?						
	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%	
	SunLight Solar Energy	2 20%	1 25%	0 0%	1 33%	0 0%	
	Eco Solar, Inc.	1 10%	1 25%	0 0%	0 0%	0 0%	
	Solarcity	2 20%	0 0%	0 0%	1 33%	1 33%	
	Other - please specify	4 40%	2 50%	0 0%	0 0%	2 67%	
	Refused/no response	1 10%	0 0%	0 0%	1 33%	0 0%	
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims	
Q21	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."						
	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%	
	10 Very Satisfied	4 40%	1 25%	0 0%	1 33%	2 67%	
	9	2 20%	1 25%	0 0%	1 33%	0 0%	
	8	1 10%	0 0%	0 0%	1 33%	0 0%	
	Net Very Satisfied (8-10)	7 70%	2 50%	0 0%	3 100%	2 67%	
	7	2 20%	2 50%	0 0%	0 0%	0 0%	
	6	0 0%	0 0%	0 0%	0 0%	0 0%	
	5	1 10%	0 0%	0 0%	0 0%	1 33%	
	4	0 0%	0 0%	0 0%	0 0%	0 0%	
	3	0 0%	0 0%	0 0%	0 0%	0 0%	
	2	0 0%	0 0%	0 0%	0 0%	0 0%	
	1	0 0%	0 0%	0 0%	0 0%	0 0%	
	0 Very Dissatisfied	0 0%	0 0%	0 0%	0 0%	0 0%	
Q22	Would you say your solar installation contractor's performance on _____ was "excellent," "good," "fair" or "poor?"						
	<u>Timeliness</u>	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent	7 70%	2 50%	0 0%	3 100%	2 67%	
	Good	2 20%	1 25%	0 0%	0 0%	1 33%	
	Fair	1 10%	1 25%	0 0%	0 0%	0 0%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	
	<u>Professionalism</u>	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent	6 60%	1 25%	0 0%	3 100%	2 67%	
	Good	4 40%	3 75%	0 0%	0 0%	1 33%	
	Fair	0 0%	0 0%	0 0%	0 0%	0 0%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	
	<u>Courtesy</u>	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent	7 70%	2 50%	0 0%	3 100%	2 67%	
	Good	3 30%	2 50%	0 0%	0 0%	1 33%	
	Fair	0 0%	0 0%	0 0%	0 0%	0 0%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	
	<u>Quality of work</u>	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent	5 50%	1 25%	0 0%	2 67%	2 67%	
	Good	1 10%	0 0%	0 0%	0 0%	1 33%	
	Fair	0 0%	0 0%	0 0%	0 0%	0 0%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	
	Don't know	4 40%	3 75%	0 0%	1 33%	0 0%	
	<u>Cost of services</u>	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent	6 60%	1 25%	0 0%	3 100%	2 67%	
	Good	2 20%	2 50%	0 0%	0 0%	0 0%	
	Fair	0 0%	0 0%	0 0%	0 0%	0 0%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	
	Don't know	2 20%	1 25%	0 0%	0 0%	1 33%	
	<u>Knowledge of the Oregon Solar Incentive Program</u>	<i>Asked of those that worked with contractor</i>	n= 10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent	8 80%	2 50%	0 0%	3 100%	3 100%	
	Good	2 20%	2 50%	0 0%	0 0%	0 0%	
	Fair	0 0%	0 0%	0 0%	0 0%	0 0%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%	

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

<u>OSIP - Opt-Out Survey Results</u>		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
Reservation						
Q23	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?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	My solar installation contractor filled out the online form	8 62%	5 71%	0 0%	1 33%	2 67%
	I filled out the online form	5 38%	2 29%	0 0%	2 67%	1 33%
Q24	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."					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	10 Very Satisfied	1 20%	0 0%	0 0%	1 50%	0 0%
	9	1 20%	0 0%	0 0%	0 0%	1 100%
	8	1 20%	0 0%	0 0%	1 50%	0 0%
	Net Very Satisfied (8-10)	3 60%	0 0%	0 0%	2 100%	1 100%
	7	0 0%	0 0%	0 0%	0 0%	0 0%
	6	0 0%	0 0%	0 0%	0 0%	0 0%
	5	2 40%	2 100%	0 0%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied	0 0%	0 0%	0 0%	0 0%	0 0%
Q25	Again, thinking about the online reservation process, how would you rate the following factors?					
	<u>Completing the online form</u>					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	Very easy	2 40%	0 0%	0 0%	1 50%	1 100%
	Somewhat easy	2 40%	1 50%	0 0%	1 50%	0 0%
	Neither easy nor difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Paving the deposit</u>					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	Very easy	1 20%	0 0%	0 0%	0 0%	1 100%
	Somewhat easy	0 0%	0 0%	0 0%	0 0%	0 0%
	Neither easy nor difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Very difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Don't know	2 40%	0 0%	0 0%	2 100%	0 0%
	<u>Understanding the instructions</u>					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	Very easy	3 60%	0 0%	0 0%	2 100%	1 100%
	Somewhat easy	1 20%	1 50%	0 0%	0 0%	0 0%
	Neither easy nor difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Somewhat difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%
Overall Experience						
Q26	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...					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Much better	1 8%	0 0%	0 0%	1 33%	0 0%
	Somewhat better	0 0%	0 0%	0 0%	0 0%	0 0%
	Unchanged	8 62%	6 86%	0 0%	0 0%	2 67%
	Somewhat worse	1 8%	1 14%	0 0%	0 0%	0 0%
	Much worse	1 8%	0 0%	0 0%	0 0%	1 33%
	Don't know	2 15%	0 0%	0 0%	2 67%	0 0%
Q27	Now that you are no longer part of the Oregon Solar Incentive Program, which of the following statements best describes how you feel?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	I am happy that I am no longer part of the program	1 8%	0 0%	0 0%	0 0%	1 33%
	I am disappointed that I am no longer part of the program	12 92%	7 100%	0 0%	3 100%	2 67%
Q28	How likely do you think you are to enroll in the Oregon Solar Incentive Program in the future? Would you say you are...					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Very likely	5 38%	2 29%	0 0%	1 33%	2 67%
	Somewhat likely	3 23%	3 43%	0 0%	0 0%	0 0%
	Not very likely	1 8%	0 0%	0 0%	1 33%	0 0%
	Not at all likely	3 23%	2 29%	0 0%	0 0%	1 33%
	Don't know	1 8%	0 0%	0 0%	1 33%	0 0%
Q29	How likely are you to recommend enrollment in the Oregon Solar Incentive Program to a friend, family member or colleague? Would you say you...					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Definitely would recommend	8 62%	3 43%	0 0%	3 100%	2 67%
	Probably would recommend	1 8%	1 14%	0 0%	0 0%	0 0%
	Probably would not recommend	1 8%	1 14%	0 0%	0 0%	0 0%
	Definitely would not recommend	2 15%	1 14%	0 0%	0 0%	1 33%
	Don't know	1 8%	1 14%	0 0%	0 0%	0 0%

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

OSIP - Opt-Out Survey Results		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
Residential Customers Profiling Questions - Only asked of residential customers						
D1	What is your age	n= 10 100%	6 100%	0 100%	2 100%	2 100%
	25-34 years	1 10%	1 17%	0 0%	0 0%	0 0%
	35-44 years	1 10%	0 0%	0 0%	0 0%	1 50%
	45-54 years	0 0%	0 0%	0 0%	0 0%	0 0%
	55-64 years	1 10%	1 17%	0 0%	0 0%	0 0%
	65-74 years	4 40%	3 50%	0 0%	0 0%	1 50%
	Prefer not to answer	3 30%	1 17%	0 0%	2 100%	0 0%
D2	Which of the following categories includes your household's annual income?	n= 10 100%	6 100%	0 100%	2 100%	2 100%
	\$40,000 or less	0 0%	0 0%	0 0%	0 0%	0 0%
	\$40,001 - \$80,000	3 30%	1 17%	0 0%	1 50%	1 50%
	\$80,001 - \$120,000	4 40%	3 50%	0 0%	1 50%	0 0%
	\$120,001 - \$160,000	1 10%	1 17%	0 0%	0 0%	0 0%
	\$160,001 - \$200,000	0 0%	0 0%	0 0%	0 0%	0 0%
	\$200,001 - or more	0 0%	0 0%	0 0%	0 0%	0 0%
	Prefer not to answer	2 20%	1 17%	0 0%	0 0%	1 50%
Commercial Customers Profiling Questions - Only asked of commercial customers						
F2	Which of the following would you say best classifies your organization?	n= 3 100%	1 100%	0 100%	1 100%	1 100%
	Manufacturing	1 33%	0 0%	0 0%	1 100%	0 0%
	Government agency	1 33%	0 0%	0 0%	0 0%	1 100%
	Other - please specify	1 33%	1 100%	0 0%	0 0%	0 0%
			Click here to read verbatims		No verbatims recorded	No verbatims recorded
F3	How many employees work at your location?	n= 3 100%	1 100%	0 100%	1 100%	1 100%
	35 employees	1 33%	0 0%	0 0%	1 100%	0 0%
	50 employees	1 33%	1 100%	0 0%	0 0%	0 0%
	222 employees	1 33%	0 0%	0 0%	0 0%	1 100%
F4	Please stop me when I reach a category which includes your organization's annual revenue.	n= 3 100%	1 100%	0 100%	1 100%	1 100%
	Under \$250,000 per year	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%
	\$500,000 to under \$1 million per year	1 33%	0 0%	0 0%	1 100%	0 0%
	\$1 million to under \$4 million per year	2 67%	1 100%	0 0%	0 0%	1 100%
	\$4 million to under \$10 million per year	0 0%	0 0%	0 0%	0 0%	0 0%
	\$10 million to under \$50 million per year	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%
	\$100 million and over	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

The following responses are exact verbatims as entered by respondents

Wave 1 - March 2011

Q2 Why, 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.

Q4 Why, 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

Q9 At which of the following points did your enrollment end?

Q11 What particular actions did you take at your home/organization to improve energy efficiency?

ENERGY EFFICIENT APPLIANCES

Q12 What sources did you used to learn more about the Oregon Solar Incentive Program?

ODOE.

Q13 What first motivated you to look into installing a solar system in your home/organization?

Q16 Why did you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

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.

Q18 Why did you choose to enroll in Net Metering?

THOUGHT I WAS ENROLLING IN NET METERING.

Q20 Which contractor did you work with?

E2 POWER
SUNSOLAR

F2 Which of the following would you say best classifies your organization?

AGRICULTURAL

The following responses are exact verbatims as entered by respondents

Wave 3 - September 2011

Q2 Why, specifically 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.

Q4 Why, specifically, was your participation ended by Pacific Power?

Q9 At which of the following points did your enrollment end?

Q11 What particular actions did you take at your home/organization to improve energy efficiency?

changed out BULB AND SHOWER HEADS

Q12 What sources did you used to learn more about the Oregon Solar Incentive Program?

SOLAR CONTRACTER AND ENGRY TRUCST WEBSITE
NA
SEMINARS

Q13 What first motivated you to look into installing a solar system in your home/organization?

EMAIL FROM CONTRACTOR TELLING US ABOUT INCENTIVE

Q16 Why did you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

Q18 Why did you choose to enroll in Net Metering?

Q20 Which contractor did you work with?

NA

F2 Which of the following would you say best classifies your organization?

Pacific Power OSIP Topline Report - December 2011 (Opt Out)

The following responses are exact verbatims as entered by respondents

Wave 4 - December 2011

Q2 Why, specifically 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 SELLING MY HOME.
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.

Q4 Why, specifically, was your participation ended by Pacific Power?

WE DIDNT NOT COMPLET PROJECT PUC DEADLINE

Q9 At which of the following points did your enrollment end?

Q11 What particular actions did you take at your home/organization to improve energy efficiency?

I PUT IN A NEW OIL FURNACE.

Q12 What sources 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)

Q13 What first motivated you to look into installing a solar system in your home/organization?

Q16 Why did you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

FINACILA INCETIVES-
THE OREGON SOLAR PAYS A LOT MORE.

Q18 Why did you choose to enroll in Net Metering?

Q20 Which contractor did you work with?

TODD GREGORG
SUN SOLAR

F2 Which of the following would you say best classifies your organization?

OSIP - Opt-Out Survey Results		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
Initial Questions						
S1	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?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Yes	13 100%	7 100%	0 0%	3 100%	3 100%
	No	0 0%	0 0%	0 0%	0 0%	0 0%
S2	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?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Yes	13 100%	7 100%	0 0%	3 100%	3 100%
	No	0 0%	0 0%	0 0%	0 0%	0 0%
S3	Do you currently have a solar system installed at your home / organization?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Yes	0 0%	0 0%	0 0%	0 0%	0 0%
	No	13 100%	7 100%	0 0%	3 100%	3 100%
S4	Are you still planning on installing a solar system, despite no longer being part of the program?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Yes	2 15%	2 29%	0 0%	0 0%	0 0%
	No	10 77%	4 57%	0 0%	3 100%	3 100%
	Unsure	1 8%	1 14%	0 0%	0 0%	0 0%
Reason for Termination						
Q1	Which of these best describes why you are no longer enrolled in the Oregon Solar Incentive Program?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	I opted out of the program after I had been accepted	9 69%	4 57%	0 0%	3 100%	2 67%
	It was not my decision, my participation was ended by Pacific Power	4 31%	3 43%	0 0%	0 0%	1 33%
Q2	Why, specifically did you decide to opt out of the program? (Multiple Mentions)					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	Financial difficulties/could not afford initial costs	1 11%	1 25%	0 0%	0 0%	0 0%
	Problems organizing contractor/installation	1 11%	1 25%	0 0%	0 0%	0 0%
	Program was too confusing/complicated	1 11%	1 25%	0 0%	0 0%	0 0%
	Installing a solar system required too much work	1 11%	0 0%	0 0%	1 33%	0 0%
	Other - please specify	6 67%	2 50%	0 0%	2 67%	2 100%
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q3	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.					
	<u>Upfront cost of solar system</u>					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	5 Very important	2 22%	1 25%	0 0%	1 33%	0 0%
	4	2 22%	2 50%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	1 11%	1 25%	0 0%	0 0%	0 0%
	1 Not at all important	4 44%	0 0%	0 0%	2 67%	2 100%
	<u>Poor interactions with contractor</u>					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	5 Very important	1 11%	1 25%	0 0%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all important	8 89%	3 75%	0 0%	3 100%	2 100%
	<u>Difficulty of the application process</u>					
	<i>Asked of those that opted out</i> n=	9 100%	4 100%	0 100%	3 100%	2 100%
	5 Very important	0 0%	0 0%	0 0%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%
	1 Not at all important	9 100%	4 100%	0 0%	3 100%	2 100%

OSIP - Opt-Out Survey Results

		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
<u>Insurance requirements</u>						
<i>Asked of those that opted out</i> n=		9 100%	4 100%	0 100%	3 100%	2 100%
5	Very important	0 0%	0 0%	0 0%	0 0%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%
3		0 0%	0 0%	0 0%	0 0%	0 0%
2		0 0%	0 0%	0 0%	0 0%	0 0%
1	Not at all important	9 100%	4 100%	0 0%	3 100%	2 100%
<u>Upfront incentives of Net Metering</u>						
<i>Asked of those that opted out</i> n=		9 100%	4 100%	0 100%	3 100%	2 100%
5	Very important	2 22%	2 50%	0 0%	0 0%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%
3		1 11%	1 25%	0 0%	0 0%	0 0%
2		1 11%	1 25%	0 0%	0 0%	0 0%
1	Not at all important	3 33%	0 0%	0 0%	1 33%	2 100%
	Don't know	2 22%	0 0%	0 0%	2 67%	0 0%
<u>Availability of financing for the project</u>						
<i>Asked of those that opted out</i> n=		9 100%	4 100%	0 100%	3 100%	2 100%
5	Very important	2 22%	1 25%	0 0%	1 33%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%
3		0 0%	0 0%	0 0%	0 0%	0 0%
2		0 0%	0 0%	0 0%	0 0%	0 0%
1	Not at all important	7 78%	3 75%	0 0%	2 67%	2 100%
Q4	Why, specifically, was your participation ended by Pacific Power? (Multiple Mentions)					
<i>Asked of those that were terminated</i> n=		4 100%	3 100%	0 100%	0 100%	1 100%
	I did not meet program requirements (general)	2 50%	1 33%	0 0%	0 0%	1 100%
	I did not submit my application within 60 days	2 50%	2 67%	0 0%	0 0%	0 0%
	Other - please specify	2 50%	2 67%	0 0%	0 0%	0 0%
			Click here to read verbatims		No verbatims recorded	Click here to read verbatims
Q5	Did Pacific Power communicate that your enrollment may be in jeopardy?					
<i>Asked of those that were terminated</i> n=		4 100%	3 100%	0 100%	0 100%	1 100%
	Yes	2 50%	1 33%	0 0%	0 0%	1 100%
	No	2 50%	2 67%	0 0%	0 0%	0 0%
Q6	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?					
<i>Asked of those that were terminated</i> n=		4 100%	3 100%	0 100%	0 100%	1 100%
5	Completely clear	1 25%	0 0%	0 0%	0 0%	1 100%
4		0 0%	0 0%	0 0%	0 0%	0 0%
3		2 50%	2 67%	0 0%	0 0%	0 0%
2		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%
	Don't know	1 25%	1 33%	0 0%	0 0%	0 0%
Q7	Did you receive adequate notification from Pacific Power about upcoming deadlines?					
<i>Asked of those who did not meet deadlines</i> n=		2 100%	2 100%	0 100%	0 100%	0 100%
	Yes	2 100%	2 100%	0 0%	0 0%	0 0%
	No	0 0%	0 0%	0 0%	0 0%	0 0%
Q8	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?					
<i>Asked of those that were terminated</i> n=		4 100%	3 100%	0 100%	0 100%	1 100%
5	Completely fair	2 50%	1 33%	0 0%	0 0%	1 100%
4		0 0%	0 0%	0 0%	0 0%	0 0%
3		1 25%	1 33%	0 0%	0 0%	0 0%
2		0 0%	0 0%	0 0%	0 0%	0 0%
1	Completely unfair	1 25%	1 33%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%
Q9	At which of the following points did your enrollment end?					
n=		13 100%	7 100%	0 100%	3 100%	3 100%
	Before the installation of your solar system	13 100%	7 100%	0 0%	3 100%	3 100%
	After installation, but before inspection	0 0%	0 0%	0 0%	0 0%	0 0%
	After inspection, but before beginning solar power generator	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%
	After receiving at least one payment from Pacific Power	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	0 0%	0 0%	0 0%	0 0%	0 0%
			No verbatims recorded		No verbatims recorded	No verbatims recorded

OSIP - Opt-Out Survey Results

		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011
Decision-Making Process						
Q10	Did you make any energy efficiency improvements <u>before</u> looking to install a solar system?	n=	13 100%	7 100%	0 100%	3 100%
	Yes	5	38%	2	0%	1
	No	8	62%	5	0%	2
Q11	What particular actions did you take at your home/organization to improve energy efficiency? (Multiple Mentions)	n=	5 100%	2 100%	0 100%	2 100%
	<i>Asked of those that made improvements</i>	3	60%	2	0%	1
	Installed energy efficient doors or windows	2	40%	2	0%	0%
	Added insulation to your building's attic, roof, or walls	1	20%	1	0%	0%
	Installed an energy efficient heating system	1	20%	1	0%	0%
	Installed energy efficient lighting	1	20%	1	0%	0%
	Added insulation to things like water pipes, air ducts or a water heater	1	20%	1	0%	0%
	Installed energy efficient appliances	1	20%	1	0%	0%
	Used energy saving light bulbs	1	20%	0%	1	100%
	Any other actions	2	40%	0%	1	100%
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q12	What sources did you use to learn more about the Oregon Solar Incentive Program? (Multiple Mentions)	n=	13 100%	7 100%	3 100%	3 100%
	Talked to solar installation contractor	6	46%	4	0%	1
	Went to www.pacificpower.net/solar	3	23%	3	0%	0%
	Went to the Energy Trust of Oregon's website (www.energytrust.org)	2	15%	1	0%	0%
	Newspaper	2	15%	1	0%	1
	Online resources	1	8%	1	0%	0%
	Contacted the Energy Trust of Oregon (ETO)	1	8%	1	0%	0%
	Called Pacific Power	1	8%	1	0%	0%
	Talked to friends/family/co-workers	1	8%	0%	0%	1
	Other - please specify	4	31%	1	0%	2
			Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q13	What first motivated you to look into installing a solar system in your home/organization?	n=	13 100%	7 100%	3 100%	3 100%
	Lower monthly electric bill	4	31%	1	0%	1
	Support alternative energy sources	2	15%	2	0%	0%
	Investing in home/building improvements	2	15%	2	0%	0%
	Ongoing financial incentives for continued solar generation	2	15%	1	0%	1
	Help protect the environment	1	8%	1	0%	0%
	Upfront financial incentives for solar generation	1	8%	0%	0%	1
	Refused/no response	1	8%	0%	100%	0%
	Other	1	8%	0%	0%	0%
				No verbatims recorded	Click here to read verbatims	No verbatims recorded
Q14	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.	n=	13 100%	7 100%	3 100%	3 100%
	<u>Ongoing financial incentives/income stream</u>	8	62%	3	0%	2
	It was a key factor for why I enrolled	2	15%	2	0%	0%
	It was somewhat of a factor for why I enrolled	1	8%	1	0%	0%
	Didn't impact my decision	0	0%	0	0%	0%
	It was somewhat of a barrier to enrolling	0	0%	0	0%	0%
	It was almost a deal breaker to enrolling	2	15%	1	0%	1
	Didn't know about it before enrolling	0	0%	0	0%	0%
	<u>Recommendation of solar installation contractor</u>	4	31%	1	0%	1
	It was a key factor for why I enrolled	2	15%	2	0%	0%
	It was somewhat of a factor for why I enrolled	4	31%	3	0%	1
	Didn't impact my decision	0	0%	0	0%	0%
	It was somewhat of a barrier to enrolling	2	15%	0	0%	2
	It was almost a deal breaker to enrolling	1	8%	1	0%	0%
	Didn't know about it before enrolling	0	0%	0	0%	0%
	<u>Recommendation of friends/family/co-workers</u>	7	54%	5	0%	2
	It was a key factor for why I enrolled	1	8%	1	0%	0%
	It was somewhat of a factor for why I enrolled	7	54%	5	0%	2
	Didn't impact my decision	0	0%	0	0%	0%
	It was somewhat of a barrier to enrolling	4	31%	0	0%	1
	It was almost a deal breaker to enrolling	1	8%	1	0%	0%
	Didn't know about it before enrolling	0	0%	0	0%	0%

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	Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011	
Recommendation from financial advisor/professional						
n=	13 100%	7 100%	0 100%	3 100%	3 100%	
It was a key factor for why I enrolled	1 8%	1 14%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	1 8%	1 14%	0 0%	0 0%	0 0%	
Didn't impact my decision	7 54%	4 57%	0 0%	0 0%	3 100%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	3 23%	0 0%	0 0%	3 100%	0 0%	
Didn't know about it before enrolling	1 8%	1 14%	0 0%	0 0%	0 0%	
Financing options available						
n=	13 100%	7 100%	0 100%	3 100%	3 100%	
It was a key factor for why I enrolled	3 23%	2 29%	0 0%	1 33%	0 0%	
It was somewhat of a factor for why I enrolled	2 15%	1 14%	0 0%	0 0%	1 33%	
Didn't impact my decision	5 38%	3 43%	0 0%	0 0%	2 67%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	3 23%	1 14%	0 0%	2 67%	0 0%	
Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
"Right sizing" requirements (payment for generation up to 90% of previous year's energy consumption)						
n=	13 100%	7 100%	0 100%	3 100%	3 100%	
It was a key factor for why I enrolled	4 31%	1 14%	0 0%	0 0%	3 100%	
It was somewhat of a factor for why I enrolled	1 8%	1 14%	0 0%	0 0%	0 0%	
Didn't impact my decision	5 38%	4 57%	0 0%	1 33%	0 0%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	3 23%	1 14%	0 0%	2 67%	0 0%	
Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
Insurance requirements						
n=	13 100%	7 100%	0 100%	3 100%	3 100%	
It was a key factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	1 8%	1 14%	0 0%	0 0%	0 0%	
Didn't impact my decision	6 46%	4 57%	0 0%	0 0%	2 67%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	4 31%	0 0%	0 0%	3 100%	1 33%	
Didn't know about it before enrolling	2 15%	2 29%	0 0%	0 0%	0 0%	
Additional metering fee						
n=	13 100%	7 100%	0 100%	3 100%	3 100%	
It was a key factor for why I enrolled	1 8%	0 0%	0 0%	0 0%	1 33%	
It was somewhat of a factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	
Didn't impact my decision	7 54%	4 57%	0 0%	1 33%	2 67%	
It was somewhat of a barrier to enrolling	2 15%	2 29%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	2 15%	0 0%	0 0%	2 67%	0 0%	
Didn't know about it before enrolling	1 8%	1 14%	0 0%	0 0%	0 0%	
Initial cash outlay for solar installation						
n=	13 100%	7 100%	0 100%	3 100%	3 100%	
It was a key factor for why I enrolled	2 15%	2 29%	0 0%	0 0%	0 0%	
It was somewhat of a factor for why I enrolled	4 31%	3 43%	0 0%	0 0%	1 33%	
Didn't impact my decision	3 23%	0 0%	0 0%	1 33%	2 67%	
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
It was almost a deal breaker to enrolling	4 31%	2 29%	0 0%	2 67%	0 0%	
Didn't know about it before enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	
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?	n=	13 100%	7 100%	0 100%	3 100%	3 100%
Yes	5 38%	3 43%	0 0%	0 0%	2 67%	
No	8 62%	4 57%	0 0%	3 100%	1 33%	
Q16 Why did you initially choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?	n=	5 100%	3 100%	0 100%	0 100%	2 100%
<i>Asked of those that are aware of both programs</i>						
Better deal/price	1 20%	1 33%	0 0%	0 0%	0 0%	
Better return on investment	1 20%	0 0%	0 0%	0 0%	1 50%	
Program incentives	1 20%	0 0%	0 0%	0 0%	1 50%	
Other - please specify	3 60%	3 100%	0 0%	0 0%	0 0%	
Click here to read verbatims						
Q17 After leaving the Oregon Solar Incentive Program, did you enroll in Pacific Power's other solar program, called Net Metering?	n=	5 100%	3 100%	0 100%	0 100%	2 100%
<i>Asked of those that are aware of both programs</i>						
Yes	1 20%	1 33%	0 0%	0 0%	0 0%	
No	4 80%	2 67%	0 0%	0 0%	2 100%	
Q18 Why did you choose to enroll in Net Metering?	n=	1 100%	1 100%	0 100%	0 100%	0 100%
<i>Asked of those that enrolled in Net Metering</i>						
Other - please specify	1 100%	1 100%	0 0%	0 0%	0 0%	
Click here to read verbatims						
No verbatims recorded						

OSIP - Opt-Out Survey Results		Total	Wave 1 Mar. 2011	Wave 2 June 2011	Wave 3 Sept. 2011	Wave 4 Dec. 2011	
Contractor Experience							
Q19	Before you left the Oregon Solar Incentive Program, did you work with a solar installation contractor?	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Yes		10 77%	4 57%	0 0%	3 100%	3 100%
	No		3 23%	3 43%	0 0%	0 0%	0 0%
Q20	Which contractor did you work with?	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	SunLight Solar Energy		2 20%	1 25%	0 0%	1 33%	0 0%
	Eco Solar, Inc.		1 10%	1 25%	0 0%	0 0%	0 0%
	Solarcity		2 20%	0 0%	0 0%	1 33%	1 33%
	Other - please specify		4 40%	2 50%	0 0%	0 0%	2 67%
	Refused/no response		1 10%	0 0%	0 0%	1 33%	0 0%
				Click here to read verbatims		Click here to read verbatims	Click here to read verbatims
Q21	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."	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	10 Very Satisfied		4 40%	1 25%	0 0%	1 33%	2 67%
	9		2 20%	1 25%	0 0%	1 33%	0 0%
	8		1 10%	0 0%	0 0%	1 33%	0 0%
	Net Very Satisfied (8-10)		7 70%	2 50%	0 0%	3 100%	2 67%
	7		2 20%	2 50%	0 0%	0 0%	0 0%
	6		0 0%	0 0%	0 0%	0 0%	0 0%
	5		1 10%	0 0%	0 0%	0 0%	1 33%
	4		0 0%	0 0%	0 0%	0 0%	0 0%
	3		0 0%	0 0%	0 0%	0 0%	0 0%
	2		0 0%	0 0%	0 0%	0 0%	0 0%
	1		0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied		0 0%	0 0%	0 0%	0 0%	0 0%
Q22	Would you say your solar installation contractor's performance on _____ was "excellent," "good," "fair" or "poor?"						
	<u>Timeliness</u>	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent		7 70%	2 50%	0 0%	3 100%	2 67%
	Good		2 20%	1 25%	0 0%	0 0%	1 33%
	Fair		1 10%	1 25%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Professionalism</u>	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent		6 60%	1 25%	0 0%	3 100%	2 67%
	Good		4 40%	3 75%	0 0%	0 0%	1 33%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Courtesy</u>	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent		7 70%	2 50%	0 0%	3 100%	2 67%
	Good		3 30%	2 50%	0 0%	0 0%	1 33%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Quality of work</u>	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent		5 50%	1 25%	0 0%	2 67%	2 67%
	Good		1 10%	0 0%	0 0%	0 0%	1 33%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		4 40%	3 75%	0 0%	1 33%	0 0%
	<u>Cost of services</u>	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent		6 60%	1 25%	0 0%	3 100%	2 67%
	Good		2 20%	2 50%	0 0%	0 0%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		2 20%	1 25%	0 0%	0 0%	1 33%
	<u>Knowledge of the Oregon Solar Incentive Program</u>	Asked of those that worked with contractor n=	10 100%	4 100%	0 100%	3 100%	3 100%
	Excellent		8 80%	2 50%	0 0%	3 100%	3 100%
	Good		2 20%	2 50%	0 0%	0 0%	0 0%
	Fair		0 0%	0 0%	0 0%	0 0%	0 0%
	Poor		0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know		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
Reservation						
Q23	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?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	My solar installation contractor filled out the online form	8 62%	5 71%	0 0%	1 33%	2 67%
	I filled out the online form	5 38%	2 29%	0 0%	2 67%	1 33%
Q24	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."					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	10 Very Satisfied	1 20%	0 0%	0 0%	1 50%	0 0%
	9	1 20%	0 0%	0 0%	0 0%	1 100%
	8	1 20%	0 0%	0 0%	1 50%	0 0%
	Net Very Satisfied (8-10)	3 60%	0 0%	0 0%	2 100%	1 100%
	7	0 0%	0 0%	0 0%	0 0%	0 0%
	6	0 0%	0 0%	0 0%	0 0%	0 0%
	5	2 40%	2 100%	0 0%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%
	3	0 0%	0 0%	0 0%	0 0%	0 0%
	2	0 0%	0 0%	0 0%	0 0%	0 0%
	1	0 0%	0 0%	0 0%	0 0%	0 0%
	0 Very Dissatisfied	0 0%	0 0%	0 0%	0 0%	0 0%
Q25	Again, thinking about the online reservation process, how would you rate the following factors?					
	<u>Completing the online form</u>					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	Very easy	2 40%	0 0%	0 0%	1 50%	1 100%
	Somewhat easy	2 40%	1 50%	0 0%	1 50%	0 0%
	Neither easy nor difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Paying the deposit</u>					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	Very easy	1 20%	0 0%	0 0%	0 0%	1 100%
	Somewhat easy	0 0%	0 0%	0 0%	0 0%	0 0%
	Neither easy nor difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Somewhat difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Very difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Don't know	2 40%	0 0%	0 0%	2 100%	0 0%
	<u>Understanding the instructions</u>					
	Asked of those that filed online form n=	5 100%	2 100%	0 100%	2 100%	1 100%
	Very easy	3 60%	0 0%	0 0%	2 100%	1 100%
	Somewhat easy	1 20%	1 50%	0 0%	0 0%	0 0%
	Neither easy nor difficult	1 20%	1 50%	0 0%	0 0%	0 0%
	Somewhat difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Very difficult	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	0 0%	0 0%	0 0%	0 0%	0 0%
Overall Experience						
Q26	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...					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Much better	1 8%	0 0%	0 0%	1 33%	0 0%
	Somewhat better	0 0%	0 0%	0 0%	0 0%	0 0%
	Unchanged	8 62%	6 86%	0 0%	0 0%	2 67%
	Somewhat worse	1 8%	1 14%	0 0%	0 0%	0 0%
	Much worse	1 8%	0 0%	0 0%	0 0%	1 33%
	Don't know	2 15%	0 0%	0 0%	2 67%	0 0%
Q27	Now that you are no longer part of the Oregon Solar Incentive Program, which of the following statements best describes how you feel?					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	I am happy that I am no longer part of the program	1 8%	0 0%	0 0%	0 0%	1 33%
	I am disappointed that I am no longer part of the program	12 92%	7 100%	0 0%	3 100%	2 67%
Q28	How likely do you think you are to enroll in the Oregon Solar Incentive Program in the future? Would you say you are...					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Very likely	5 38%	2 29%	0 0%	1 33%	2 67%
	Somewhat likely	3 23%	3 43%	0 0%	0 0%	0 0%
	Not very likely	1 8%	0 0%	0 0%	1 33%	0 0%
	Not at all likely	3 23%	2 29%	0 0%	0 0%	1 33%
	Don't know	1 8%	0 0%	0 0%	1 33%	0 0%
Q29	How likely are you to recommend enrollment in the Oregon Solar Incentive Program to a friend, family member or colleague? Would you say you...					
	n=	13 100%	7 100%	0 100%	3 100%	3 100%
	Definitely would recommend	8 62%	3 43%	0 0%	3 100%	2 67%
	Probably would recommend	1 8%	1 14%	0 0%	0 0%	0 0%
	Probably would not recommend	1 8%	1 14%	0 0%	0 0%	0 0%
	Definitely would not recommend	2 15%	1 14%	0 0%	0 0%	1 33%
	Don't know	1 8%	1 14%	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
Residential Customers Profiling Questions - Only asked of residential customers						
D1	What is your age	n= 10 100%	6 100%	0 100%	2 100%	2 100%
	25-34 years	1 10%	1 17%	0 0%	0 0%	0 0%
	35-44 years	1 10%	0 0%	0 0%	0 0%	1 50%
	45-54 years	0 0%	0 0%	0 0%	0 0%	0 0%
	55-64 years	1 10%	1 17%	0 0%	0 0%	0 0%
	65-74 years	4 40%	3 50%	0 0%	0 0%	1 50%
	Prefer not to answer	3 30%	1 17%	0 0%	2 100%	0 0%
D2	Which of the following categories includes your household's annual income?	n= 10 100%	6 100%	0 100%	2 100%	2 100%
	\$40,000 or less	0 0%	0 0%	0 0%	0 0%	0 0%
	\$40,001 - \$80,000	3 30%	1 17%	0 0%	1 50%	1 50%
	\$80,001 - \$120,000	4 40%	3 50%	0 0%	1 50%	0 0%
	\$120,001 - \$160,000	1 10%	1 17%	0 0%	0 0%	0 0%
	\$160,001 - \$200,000	0 0%	0 0%	0 0%	0 0%	0 0%
	\$200,001 - or more	0 0%	0 0%	0 0%	0 0%	0 0%
	Prefer not to answer	2 20%	1 17%	0 0%	0 0%	1 50%
Commercial Customers Profiling Questions - Only asked of commercial customers						
F2	Which of the following would you say best classifies your organization?	n= 3 100%	1 100%	0 100%	1 100%	1 100%
	Manufacturing	1 33%	0 0%	0 0%	1 100%	0 0%
	Government agency	1 33%	0 0%	0 0%	0 0%	1 100%
	Other - please specify	1 33%	1 100%	0 0%	0 0%	0 0%
			Click here to read verbatims		No verbatims recorded	No verbatims recorded
F3	How many employees work at your location?	n= 3 100%	1 100%	0 100%	1 100%	1 100%
	35 employees	1 33%	0 0%	0 0%	1 100%	0 0%
	50 employees	1 33%	1 100%	0 0%	0 0%	0 0%
	222 employees	1 33%	0 0%	0 0%	0 0%	1 100%
F4	Please stop me when I reach a category which includes your organization's annual revenue.	n= 3 100%	1 100%	0 100%	1 100%	1 100%
	Under \$250,000 per year	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%
	\$500,000 to under \$1 million per year	1 33%	0 0%	0 0%	1 100%	0 0%
	\$1 million to under \$4 million per year	2 67%	1 100%	0 0%	0 0%	1 100%
	\$4 million to under \$10 million per year	0 0%	0 0%	0 0%	0 0%	0 0%
	\$10 million to under \$50 million per year	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%
	\$100 million and over	0 0%	0 0%	0 0%	0 0%	0 0%
	Don't know	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?

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	
Initial Questions								
S1	Pacific Power's records indicate that your household/organization is enrolled in the Oregon Solar Incentive Program. Is that correct?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S2	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?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S3	Do you have a solar system installed at your household/organization?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S4	Have you received any (at least two) payment(s) for your solar generation from Pacific Power?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes		72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Overall Satisfaction								
Q1	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."	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	10 Very Satisfied		21 29%	4 31%	0 0%	6 32%	2 25%	9 43%
	9		14 19%	2 15%	4 36%	3 16%	4 50%	1 5%
	8		18 25%	3 23%	1 9%	6 32%	2 25%	6 29%
	Net Very Satisfied (8-10)		53 74%	9 69%	5 45%	15 79%	8 100%	16 76%
	7		12 17%	3 23%	3 27%	4 21%	0 0%	2 10%
	6		3 4%	0 0%	2 18%	0 0%	0 0%	1 5%
	5		4 6%	1 8%	1 9%	0 0%	0 0%	2 10%
	4		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%
	2		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 Very Dissatisfied		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						
Q1A	Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	Satisfied with the program	26	36%	2	15%	4	36%	8	42%	3	38%	9	43%
	Confusing billing/payment process	13	18%	4	31%	3	27%	2	11%	1	13%	3	14%
	Responsive support	6	8%	2	15%	0	0%	3	16%	0	0%	1	5%
	Satisfied with payments from Pacific Power	6	8%	0	0%	0	0%	4	21%	1	13%	1	5%
	Satisfied with power production/output	5	7%	0	0%	0	0%	4	21%	0	0%	1	5%
	Slow billing/payment process	5	7%	3	23%	0	0%	0	0%	1	13%	1	5%
	Program participation is difficult	4	6%	2	15%	2	18%	0	0%	0	0%	0	0%
	Satisfied with documentation/statements from Pacific Power	4	6%	0	0%	0	0%	2	11%	1	13%	1	5%
	Friendly staff	3	4%	2	15%	0	0%	1	5%	0	0%	0	0%
	Good communication	3	4%	1	8%	0	0%	0	0%	1	13%	1	5%
	Dissatisfied with power production/output	2	3%	0	0%	0	0%	2	11%	0	0%	0	0%
	Would like to produce more power/capacity	2	3%	0	0%	0	0%	0	0%	0	0%	2	10%
	Don't know	2	3%	0	0%	1	9%	1	5%	0	0%	0	0%
	Other - please specify	25	35%	7	54%	3	27%	6	32%	3	38%	6	29%
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Q2	What were the main reasons you enrolled in the Oregon Solar Incentive Program?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	To earn income/return on investment	26	36%	7	54%	5	45%	6	32%	2	25%	6	29%
	Environmental/social concerns	23	32%	7	54%	3	27%	7	37%	3	38%	3	14%
	Support alternatives/renewable energy	20	28%	0	0%	6	55%	6	32%	2	25%	6	29%
	Program incentives	14	19%	0	0%	2	18%	5	26%	4	50%	3	14%
	Program was affordable/economical	7	10%	2	15%	2	18%	1	5%	0	0%	2	10%
	Reduce energy consumption	6	8%	0	0%	0	0%	0	0%	2	25%	4	19%
	"FIT" pay rate	2	3%	0	0%	0	0%	2	11%	0	0%	0	0%
	Utilize location/available sun	2	3%	0	0%	0	0%	2	11%	0	0%	0	0%
	Other - please specify	18	25%	4	31%	0	0%	4	21%	2	25%	8	38%
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Decision Making Process													
Q3	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.	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	On-going financial incentives for continued solar generation	23	32%	4	31%	5	45%	7	37%	2	25%	5	24%
	Support alternative energy sources	16	22%	1	8%	2	18%	5	26%	2	25%	6	29%
	Help protect the environment	13	18%	5	38%	1	9%	3	16%	0	0%	4	19%
	Upfront financial incentives for solar installation	9	13%	1	8%	1	9%	2	11%	4	50%	1	5%
	Lower monthly electric bill	5	7%	1	8%	0	0%	1	5%	0	0%	3	14%
	Investing in home/building improvements	2	3%	0	0%	1	9%	0	0%	0	0%	1	5%
	Other - please specify	4	6%	1	8%	1	9%	1	5%	0	0%	1	5%
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Q4	Did you look into any energy efficiency improvements before installing a solar system?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%					
	Yes	60	83%	11	85%	10	91%	12	63%	6	75%	21	100%
	No	12	17%	2	15%	1	9%	7	37%	2	25%	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
Q5	Did you make any energy efficiency improvements before installing a solar system?						
	<i>Looked into making any energy efficiency improvements - n=</i>	60 100%	11 100%	10 100%	12 100%	6 100%	21 100%
	Yes	51 85%	9 82%	8 80%	11 92%	6 100%	17 81%
	No	9 15%	2 18%	2 20%	1 8%	0 0%	4 19%
Q6	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.						
	<i>Looked into making any energy efficiency improvements - n=</i>	51 100%	9 100%	8 100%	11 100%	6 100%	17 100%
	Generally tried to conserve or use less energy	40 78%	7 78%	5 63%	11 100%	3 50%	14 82%
	Used energy saving light bulbs	39 76%	7 78%	7 88%	10 91%	3 50%	12 71%
	Turned off lights when a room is not in use	39 76%	6 67%	5 63%	11 100%	3 50%	14 82%
	Adjusted the thermostat	31 61%	6 67%	5 63%	7 64%	2 33%	11 65%
	Added insulation to your building's attic, roof, or walls	31 61%	7 78%	4 50%	6 55%	2 33%	12 71%
	Installed an energy efficient heating system	28 55%	6 67%	8 100%	5 45%	2 33%	7 41%
	Added insulation to things like water pipes, air ducts or a water heater	27 53%	5 56%	4 50%	7 64%	2 33%	9 53%
	Installed energy efficient lighting	26 51%	5 56%	4 50%	5 45%	1 17%	11 65%
	Installed energy efficient doors or windows	26 51%	4 44%	4 50%	6 55%	1 17%	11 65%
	Installed an energy efficient air conditioner	10 20%	2 22%	3 38%	2 18%	0 0%	3 18%
	Designed home with energy efficiency in mind	8 16%	2 22%	0 0%	2 18%	3 50%	1 6%
	Installed energy efficient water heater	8 16%	4 44%	0 0%	1 9%	0 0%	3 18%
	Other - please specify	12 24%	3 33%	1 13%	2 18%	0 0%	6 35%
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Q7	Has your participation in the Oregon Solar Incentive Program delayed any energy efficiency improvements to your household/organization?						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	No	70 97%	13 100%	10 91%	19 100%	8 100%	20 95%
Q8	How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Solar installation contractor	37 51%	6 46%	4 36%	10 53%	4 50%	13 62%
	Newspaper	15 21%	5 38%	3 27%	4 21%	0 0%	3 14%
	Friend/family member	3 4%	0 0%	0 0%	2 11%	0 0%	1 5%
	Online elsewhere (Sites other than www.pacificpower.net)	3 4%	0 0%	0 0%	1 5%	0 0%	2 10%
	Community meeting/promotional booth	2 3%	0 0%	0 0%	0 0%	2 25%	0 0%
	Radio	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	Online at Pacific Power	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	10 14%	2 15%	3 27%	2 11%	2 25%	1 5%
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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
Q9	Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from the list below.						
	<i>Became aware of OSIP from contractor - n=</i>	37 100%	6 100%	4 100%	10 100%	4 100%	13 100%
	SunLight Solar Energy	13 35%	2 33%	3 75%	5 50%	2 50%	1 8%
	SolarCity	5 14%	1 17%	0 0%	1 10%	0 0%	3 23%
	Solar Ki	3 8%	2 33%	0 0%	1 10%	0 0%	0 0%
	Enterprise Electric, LLC	3 8%	0 0%	0 0%	0 0%	0 0%	3 23%
	RS Energy, LLC	2 5%	0 0%	1 25%	1 10%	0 0%	0 0%
	Eco Solar, Inc	2 5%	0 0%	0 0%	0 0%	1 25%	1 8%
	REC Solar	1 3%	0 0%	0 0%	0 0%	0 0%	1 8%
	Other - please specify	11 30%	2 33%	1 25%	2 20%	1 25%	5 38%
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Q10	What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list below.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Talked to solar installation contractor	64 89%	13 100%	9 82%	16 84%	7 88%	19 90%
	Went to the Energy Trust of Oregon's website (www.energytrust.org)	36 50%	7 54%	7 64%	9 47%	3 38%	10 48%
	Went to www.pacificpower.net/solar	29 40%	5 38%	4 36%	9 47%	4 50%	7 33%
	Online resources	26 36%	4 31%	5 45%	9 47%	1 13%	7 33%
	Newspaper	18 25%	4 31%	3 27%	6 32%	3 38%	2 10%
	Contacted the Energy Trust of Oregon (ETO)	19 26%	4 31%	4 36%	4 21%	1 13%	6 29%
	Called Pacific Power	20 28%	3 23%	4 36%	5 26%	2 25%	6 29%
	Talked to friends/family/co-workers	20 28%	2 15%	5 45%	4 21%	1 13%	8 38%
	Talked to financial advisor/professional advisor	13 18%	1 8%	3 27%	5 26%	1 13%	3 14%
	Talked to financial institution	6 8%	0 0%	1 9%	3 16%	1 13%	1 5%
	Other - please specify	6 8%	3 23%	0 0%	1 5%	2 25%	0 0%
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	Pacific Power customers have the option of participating in two solar programs:						
	<i>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.</i>						
	<i>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.</i>						
	How knowledgeable would you say you are with...						
	Please provide an answer for both programs.						
Q11B	Oregon Solar Incentive Program.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Very knowledgeable about the program	39 54%	7 54%	4 36%	9 47%	3 38%	16 76%
	Somewhat knowledgeable about the program	26 36%	5 38%	7 64%	7 37%	4 50%	3 14%
	Know little about the program	4 6%	1 8%	0 0%	2 11%	0 0%	1 5%
	Wasn't aware of the program until now	3 4%	0 0%	0 0%	1 5%	1 13%	1 5%
Q11A	Traditional Net Metering.						
	<i>n=</i>	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Very knowledgeable about the program	34 47%	6 46%	4 36%	8 42%	4 50%	12 57%
	Somewhat knowledgeable about the program	24 33%	5 38%	4 36%	5 26%	4 50%	6 29%
	Know little about the program	9 13%	1 8%	3 27%	3 16%	0 0%	2 10%
	Wasn't aware of the program until now	5 7%	1 8%	0 0%	3 16%	0 0%	1 5%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
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?						
	Yes	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	No	14 19%	0 0%	2 18%	7 37%	3 38%	2 10%
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.						
	<i>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.</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	45 63%	10 77%	5 45%	12 63%	6 75%	12 57%
	Oregon Solar Incentive Program	22 31%	1 8%	6 55%	8 42%	1 13%	6 29%
	Not a current component	11 15%	2 15%	1 9%	2 11%	2 25%	4 19%
	<i>State tax credits - reduce the amount of tax you owe dollar for dollar</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	45 63%	10 77%	4 36%	13 68%	4 50%	14 67%
	Oregon Solar Incentive Program	21 29%	2 15%	4 36%	8 42%	1 13%	6 29%
	Not a current component	14 19%	2 15%	3 27%	1 5%	4 50%	4 19%
	<i>Federal tax credits - reduce the amount of tax you owe dollar for dollar</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	50 69%	10 77%	6 55%	13 68%	6 75%	15 71%
	Oregon Solar Incentive Program	58 81%	12 92%	10 91%	14 74%	6 75%	16 76%
	Not a current component	7 10%	0 0%	0 0%	3 16%	1 13%	3 14%
	<i>Payment from utility company for power generated (ongoing monthly payments)</i>	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Traditional Net Metering	11 15%	0 0%	3 27%	4 21%	3 38%	1 5%
	Oregon Solar Incentive Program	65 90%	13 100%	10 91%	16 84%	7 88%	19 90%
	Not a current component	2 3%	0 0%	0 0%	0 0%	0 0%	2 10%
Q14	Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?						
	<i>Only asked if aware of program prior to this survey -</i> n= 67 100%	12 100%	11 100%	16 100%	8 100%	20 100%	
	Better return on investment	39 58%	9 75%	6 55%	8 50%	1 13%	15 75%
	Program incentives	11 16%	0 0%	2 18%	5 31%	2 25%	2 10%
	Better deal/price	12 18%	2 17%	1 9%	3 19%	2 25%	4 20%
	Unaware of Traditional Net Metering at time of sign-up	4 6%	0 0%	0 0%	2 13%	1 13%	1 5%
	Don't know	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%
	Other	11 16%	1 8%	2 18%	3 19%	3 38%	2 10%
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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?						
	<i>Only asked if aware of program prior to this survey -</i> n= 67 100%	12 100%	11 100%	16 100%	8 100%	20 100%	
	Conducted a thorough financial analysis of the two options	28 42%	7 58%	4 36%	6 38%	1 13%	10 50%
	Informally compared the two options	29 43%	5 42%	4 36%	8 50%	4 50%	8 40%
	Did not compare the two options	10 15%	0 0%	3 27%	2 13%	3 38%	2 10%

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
Q16	When did you learn about the following aspects of the Oregon Solar Incentive Program (OSIP)?						
	<i>Insurance requirements (\$1 million liability insurance)</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process	24 33%	5 38%	2 18%	5 26%	3 38%	9 43%
	During the application process	26 36%	7 54%	5 45%	7 37%	3 38%	4 19%
	During the installation process	4 6%	0 0%	1 9%	2 11%	0 0%	1 5%
	After the installation process	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	I am not aware of this aspect of OSIP	16 22%	1 8%	2 18%	5 26%	2 25%	6 29%
	<i>\$10 per month metering fee</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process	24 33%	5 38%	2 18%	7 37%	2 25%	8 38%
	During the application process	19 26%	7 54%	3 27%	5 26%	3 38%	1 5%
	During the installation process	6 8%	0 0%	1 9%	1 5%	2 25%	2 10%
	After the installation process	11 15%	0 0%	2 18%	3 16%	1 13%	5 24%
	I am not aware of this aspect of OSIP	12 17%	1 8%	3 27%	3 16%	0 0%	5 24%
	<i>"Right sizing" requirements (solar system size limited to 90% of previous year's energy consumption)</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process	42 58%	7 54%	7 64%	8 42%	6 75%	14 67%
	During the application process	21 29%	6 46%	3 27%	9 47%	1 13%	2 10%
	During the installation process	2 3%	0 0%	0 0%	1 5%	0 0%	1 5%
	After the installation process	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	I am not aware of this aspect of OSIP	7 10%	0 0%	1 9%	1 5%	1 13%	4 19%
	<i>Requirement to participate in 3 surveys</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process	18 25%	4 31%	2 18%	5 26%	1 13%	6 29%
	During the application process	14 19%	2 15%	2 18%	4 21%	3 38%	3 14%
	During the installation process	5 7%	0 0%	1 9%	1 5%	0 0%	3 14%
	After the installation process	20 28%	6 46%	5 45%	5 26%	0 0%	4 19%
	I am not aware of this aspect of OSIP	15 21%	1 8%	1 9%	4 21%	4 50%	5 24%
	<i>Ongoing income stream for power produced and sold to Pacific Power</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Before the reservation process	58 81%	11 85%	9 82%	15 79%	7 88%	16 76%
	During the application process	14 19%	2 15%	2 18%	4 21%	1 13%	5 24%
	During the installation process	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	After the installation process	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	I am not aware of this aspect of OSIP	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Q17	When deciding to enroll in the Oregon Solar Incentive Program, how much did the following factors impact your decision?						
	<i>Ongoing financial incentives/income stream</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	It was a key factor for why I enrolled	57 79%	10 77%	10 91%	13 68%	8 100%	16 76%
	It was somewhat of a factor for why I enrolled	12 17%	2 15%	1 9%	5 26%	0 0%	4 19%
	Didn't impact my decision	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	It was almost a deal breaker to enrolling	1 1%	1 8%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling	2 3%	0 0%	0 0%	1 5%	0 0%	1 5%
	<i>Recommendation of solar installation contractor</i>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	It was a key factor for why I enrolled	23 32%	4 31%	2 18%	4 21%	2 25%	11 52%
	It was somewhat of a factor for why I enrolled	19 26%	3 23%	4 36%	6 32%	1 13%	5 24%
	Didn't impact my decision	27 38%	5 38%	5 45%	8 42%	4 50%	5 24%
	It was somewhat of a barrier to enrolling	1 1%	0 0%	0 0%	0 0%	1 13%	0 0%
	It was almost a deal breaker to enrolling	1 1%	1 8%	0 0%	0 0%	0 0%	0 0%
	Didn't know about it before enrolling	1 1%	0 0%	0 0%	1 5%	0 0%	0 0%

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	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
<u>Recommendation of friends/family/co-workers</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	5 7%	0 0%	2 18%	2 11%	0 0%	1 5%
It was somewhat of a factor for why I enrolled	16 22%	2 15%	3 27%	2 11%	1 13%	8 38%
Didn't impact my decision	45 63%	10 77%	5 45%	15 79%	7 88%	8 38%
It was somewhat of a barrier to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	6 8%	1 8%	1 9%	0 0%	0 0%	4 19%
<u>Recommendation from financial advisor/professional</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	6 8%	0 0%	1 9%	2 11%	0 0%	3 14%
It was somewhat of a factor for why I enrolled	8 11%	1 8%	0 0%	4 21%	0 0%	3 14%
Didn't impact my decision	49 68%	11 85%	9 82%	10 53%	7 88%	12 57%
It was somewhat of a barrier to enrolling	1 1%	0 0%	0 0%	0 0%	1 13%	0 0%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	8 11%	1 8%	1 9%	3 16%	0 0%	3 14%
<u>Financing options available</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%
It was somewhat of a factor for why I enrolled	16 22%	3 23%	2 18%	5 26%	1 13%	5 24%
Didn't impact my decision	40 56%	10 77%	7 64%	9 47%	4 50%	10 48%
It was somewhat of a barrier to enrolling	4 6%	0 0%	0 0%	0 0%	3 38%	1 5%
It was almost a deal breaker to enrolling	6 8%	0 0%	1 9%	4 21%	0 0%	1 5%
Didn't know about it before enrolling	5 7%	0 0%	0 0%	1 5%	0 0%	4 19%
<u>"Right sizing" requirements (payment for generation up to 90% of previous year's energy consumption)</u>						
Only asked of those aware prior to enrolling - n=	63 100%	13 100%	10 100%	17 100%	7 100%	16 100%
It was a key factor for why I enrolled	2 3%	0 0%	0 0%	1 6%	0 0%	1 6%
It was somewhat of a factor for why I enrolled	11 17%	3 23%	2 20%	2 12%	0 0%	4 25%
Didn't impact my decision	40 63%	8 62%	5 50%	13 76%	6 86%	8 50%
It was somewhat of a barrier to enrolling	6 10%	1 8%	2 20%	0 0%	1 14%	2 13%
It was almost a deal breaker to enrolling	3 5%	1 8%	1 10%	0 0%	0 0%	1 6%
Didn't know about it before enrolling	1 2%	0 0%	0 0%	1 6%	0 0%	0 0%
<u>Insurance requirements</u>						
Only asked of those aware prior to enrolling - n=	50 100%	12 100%	7 100%	12 100%	6 100%	13 100%
It was a key factor for why I enrolled	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
It was somewhat of a factor for why I enrolled	1 2%	1 8%	0 0%	0 0%	0 0%	0 0%
Didn't impact my decision	30 60%	7 58%	5 71%	6 50%	2 33%	10 77%
It was somewhat of a barrier to enrolling	15 30%	2 17%	1 14%	6 50%	4 67%	2 15%
It was almost a deal breaker to enrolling	2 4%	1 8%	0 0%	0 0%	0 0%	1 8%
Didn't know about it before enrolling	2 4%	1 8%	1 14%	0 0%	0 0%	0 0%
<u>Additional metering fee</u>						
Only asked of those aware prior to enrolling - n=	43 100%	12 100%	5 100%	12 100%	5 100%	9 100%
It was a key factor for why I enrolled	1 2%	0 0%	0 0%	1 8%	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%
Didn't impact my decision	28 65%	9 75%	2 40%	7 58%	2 40%	8 89%
It was somewhat of a barrier to enrolling	12 28%	2 17%	3 60%	4 33%	2 40%	1 11%
It was almost a deal breaker to enrolling	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Didn't know about it before enrolling	2 5%	1 8%	0 0%	0 0%	1 20%	0 0%
<u>Initial cash outlay for solar installation</u>						
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
It was a key factor for why I enrolled	6 8%	1 8%	1 9%	0 0%	1 13%	3 14%
It was somewhat of a factor for why I enrolled	7 10%	2 15%	0 0%	4 21%	0 0%	1 5%
Didn't impact my decision	25 35%	2 15%	4 36%	8 42%	3 38%	8 38%
It was somewhat of a barrier to enrolling	22 31%	6 46%	5 45%	4 21%	2 25%	5 24%
It was almost a deal breaker to enrolling	10 14%	2 15%	1 9%	2 11%	2 25%	3 14%
Didn't know about it before enrolling	2 3%	0 0%	0 0%	1 5%	0 0%	1 5%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
<p>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?</p>							
Q18A	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	3 4%	0 0%	0 0%	0 0%	1 13%	2 10%
	Somewhat likely to enroll	5 7%	1 8%	1 9%	0 0%	1 13%	2 10%
	Neither likely nor unlikely to enroll	7 10%	1 8%	0 0%	3 16%	0 0%	3 14%
	Somewhat unlikely to enroll	14 19%	3 23%	5 45%	5 26%	0 0%	1 5%
	Definitely would not enroll	43 60%	8 62%	5 45%	11 58%	6 75%	13 62%
<p>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?</p>							
Q18B	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	4 6%	0 0%	1 9%	0 0%	1 13%	2 10%
	Somewhat likely to enroll	10 14%	1 8%	1 9%	3 16%	1 13%	4 19%
	Neither likely nor unlikely to enroll	8 11%	3 23%	1 9%	1 5%	0 0%	3 14%
	Somewhat unlikely to enroll	10 14%	1 8%	3 27%	4 21%	1 13%	1 5%
	Definitely would not enroll	40 56%	8 62%	5 45%	11 58%	5 63%	11 52%
<p>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?</p>							
Q18C	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	4 6%	0 0%	1 9%	0 0%	1 13%	2 10%
	Somewhat likely to enroll	17 24%	2 15%	2 18%	5 26%	2 25%	6 29%
	Neither likely nor unlikely to enroll	6 8%	2 15%	2 18%	0 0%	0 0%	2 10%
	Somewhat unlikely to enroll	26 36%	5 38%	5 45%	8 42%	2 25%	6 29%
	Definitely would not enroll	19 26%	4 31%	1 9%	6 32%	3 38%	5 24%
<p>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?</p>							
Q18D	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Definitely would enroll	8 11%	1 8%	1 9%	0 0%	1 13%	5 24%
	Somewhat likely to enroll	38 53%	6 46%	6 55%	10 53%	4 50%	12 57%
	Neither likely nor unlikely to enroll	7 10%	2 15%	0 0%	4 21%	1 13%	0 0%
	Somewhat unlikely to enroll	11 15%	1 8%	3 27%	3 16%	0 0%	4 19%
	Definitely would not enroll	8 11%	3 23%	1 9%	2 11%	2 25%	0 0%
Q19	How many times did you have to apply before being accepted into the Oregon Solar Incentive Program?						
	Average	n= 72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
		1.0	0.9	1.1	1.1	1.1	1.0
Reservation & Installation Processes							
Q20	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?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	My solar installation contractor filled out the online form	52 72%	9 69%	8 73%	13 68%	7 88%	15 71%
	I filled out the online form	20 28%	4 31%	3 27%	6 32%	1 13%	6 29%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Q21		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."					
<i>Only asked if they filled out the online form - n=</i>		20	4	3	6	1	6
10 Very Satisfied		4 20%	0 0%	0 0%	1 17%	0 0%	3 50%
9		3 15%	1 25%	1 33%	1 17%	0 0%	0 0%
8		2 10%	1 25%	0 0%	1 17%	0 0%	0 0%
Net Very Satisfied (8-10)		9 45%	2 50%	1 33%	3 50%	0 0%	3 50%
7		4 20%	1 25%	2 67%	1 17%	0 0%	0 0%
6		2 10%	1 25%	0 0%	1 17%	0 0%	0 0%
5		2 10%	0 0%	0 0%	1 17%	1 100%	0 0%
4		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
3		1 5%	0 0%	0 0%	0 0%	0 0%	1 17%
2		1 5%	0 0%	0 0%	0 0%	0 0%	1 17%
1		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
0 Very Dissatisfied		1 5%	0 0%	0 0%	0 0%	0 0%	1 17%
Q22		Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?					
<i>Only asked if they filled out the online form - n=</i>		20	4	3	6	1	6
Stressful due to time sensitive process		4 20%	0 0%	0 0%	3 50%	0 0%	1 17%
Other - please specify		16 80%	3 75%	3 100%	4 67%	1 100%	5 83%
Refused/no response		1 5%	1 25%	0 0%	0 0%	0 0%	0 0%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Q23		Again, thinking about the online reservation process, how would you rate the following factors?					
<u>Completing the online form</u>		<i>Only asked if they filled out the online form - n=</i>					
		20	4	3	6	1	6
Very easy		5 25%	1 25%	0 0%	2 33%	0 0%	2 33%
Somewhat easy		6 30%	1 25%	1 33%	3 50%	0 0%	1 17%
Neither easy nor difficult		4 20%	1 25%	0 0%	0 0%	0 0%	3 50%
Somewhat difficult		5 25%	1 25%	2 67%	1 17%	1 100%	0 0%
Very difficult		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>					
		20	4	3	6	1	6
Very easy		7 35%	1 25%	1 33%	3 50%	0 0%	2 33%
Somewhat easy		8 40%	3 75%	1 33%	1 17%	1 100%	2 33%
Neither easy nor difficult		3 15%	0 0%	0 0%	1 17%	0 0%	2 33%
Somewhat difficult		2 10%	0 0%	1 33%	1 17%	0 0%	0 0%
Very difficult		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>					
		20	4	3	6	1	6
Very easy		5 25%	1 25%	0 0%	2 33%	0 0%	2 33%
Somewhat easy		6 30%	2 50%	0 0%	3 50%	0 0%	1 17%
Neither easy nor difficult		5 25%	1 25%	2 67%	0 0%	0 0%	2 33%
Somewhat difficult		4 20%	0 0%	1 33%	1 17%	1 100%	1 17%
Very difficult		0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011	
Q24	Did you receive an email notification that your online reservation for the Oregon Solar Incentive Program had been accepted?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes	67 93%	13 100%	11 100%	16 84%	8 100%	19 90%	
	No	5 7%	0 0%	0 0%	3 16%	0 0%	2 10%	
Q25	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?	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Average # of days	8.7	5.3	12.8	5.3	23.2	5.6	
	Median	4.0	2.5	7.0	3.0	8.5	3.0	
Q26	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?	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Shorter than expected	13 19%	3 23%	2 18%	3 19%	1 13%	4 21%	
	As expected	50 75%	10 77%	9 82%	12 75%	5 63%	14 74%	
	Longer than expected	4 6%	0 0%	0 0%	1 6%	2 25%	1 5%	
Q27	Now, when thinking about the emailed acceptance notification, how would you rate the following?	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	<i>Clarity of notification email</i>							
	Excellent	19 28%	4 31%	1 9%	8 50%	1 13%	5 26%	
	Good	44 66%	9 69%	10 91%	7 44%	6 75%	12 63%	
	Fair	4 6%	0 0%	0 0%	1 6%	1 13%	2 11%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
	<i>Communication of the next steps required for program participation</i>	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Excellent	15 22%	4 31%	0 0%	6 38%	1 13%	4 21%	
	Good	42 63%	7 54%	8 73%	9 56%	5 63%	13 68%	
	Fair	10 15%	2 15%	3 27%	1 6%	2 25%	2 11%	
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	
	<i>Ease of understanding the contract</i>	n=	67 100%	13 100%	11 100%	16 100%	8 100%	19 100%
	Excellent	9 13%	2 15%	0 0%	4 25%	0 0%	3 16%	
	Good	35 52%	7 54%	4 36%	9 56%	4 50%	11 58%	
	Fair	18 27%	3 23%	5 45%	3 19%	3 38%	4 21%	
	Poor	5 7%	1 8%	2 18%	0 0%	1 13%	1 5%	
Q28	Which of the following best describes your review of the contract?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	I carefully read the entire contract	42 58%	10 77%	7 64%	11 58%	4 50%	10 48%	
	I scanned the entire contract	17 24%	2 15%	1 9%	6 32%	2 25%	6 29%	
	I read the parts of the contract that seemed important	7 10%	0 0%	3 27%	1 5%	1 13%	2 10%	
	I read the parts of the contract that my contractor suggested were important	5 7%	1 8%	0 0%	1 5%	1 13%	2 10%	
	I did not read/review the contract, other than to sign where required	1 1%	0 0%	0 0%	0 0%	0 0%	1 5%	

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011				
Q29	What could be improved about the overall enrollment process (online reservation through acceptance email)?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%			
	Simplify/improve information quality	5	7%	0	0%	2	11%	0	0%	3	14%
	Provide access to more reservations	4	6%	0	0%	2	11%	0	0%	2	10%
	Improve online reservation process	3	4%	0	0%	2	11%	0	0%	1	5%
	Improve acceptance notification	2	3%	0	0%	0	0%	0	0%	0	0%
	Nothing	30	42%	5	38%	3	27%	9	47%	4	50%
	Don't know	9	13%	1	8%	1	9%	2	11%	1	13%
	Refused/no response	2	3%	0	0%	1	9%	0	0%	1	13%
	Other - please specify	17	24%	7	54%	4	36%	2	11%	2	10%
				Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Q30	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?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%			
	Recommended by installer	35	49%	8	62%	3	27%	9	47%	6	75%
	I calculated it based on my annual power usage to be within the Oregon Solar Incentive Program requirements	18	25%	2	15%	3	27%	3	16%	1	13%
	It just seemed like a good size (it fits the space available for it)	14	19%	2	15%	3	27%	7	37%	1	13%
	Some other way - please specify	5	7%	1	8%	2	18%	0	0%	0	0%
				Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Q31	Which of the following statements best describes the size of the solar system you installed?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%			
	Installed the size of solar system I wanted	39	54%	10	77%	7	64%	10	53%	3	38%
	Installed a smaller system than I wanted, to be within the requirement for the Oregon Solar Incentive Program	23	32%	2	15%	4	36%	5	26%	3	38%
	Installed a larger system than originally planned to receive the most revenue possible under the Oregon Solar Incentive Program	5	7%	1	8%	0	0%	1	5%	1	13%
	I wasn't involved in the decision of what size system to install	5	7%	0	0%	0	0%	3	16%	1	13%
Q32	Were you involved in selecting the actual components such as the inverter(s) and panels for your solar system?	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%			
	Yes	41	57%	9	69%	4	36%	13	68%	3	38%
	No	31	43%	4	31%	7	64%	6	32%	5	63%

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Q33 How important were the following factors in purchasing your solar system?

Delivery time

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	16 39%	2 22%	0 0%	6 46%	0 0%	8 67%
Somewhat important	19 46%	4 44%	3 75%	5 38%	3 100%	4 33%
Not too important	5 12%	3 33%	0 0%	2 15%	0 0%	0 0%
Not at all important	1 2%	0 0%	1 25%	0 0%	0 0%	0 0%

Efficiency

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	34 83%	7 78%	3 75%	12 92%	2 67%	10 83%
Somewhat important	7 17%	2 22%	1 25%	1 8%	1 33%	2 17%
Not too important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not at all important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Made in Oregon

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	12 29%	2 22%	1 25%	5 38%	0 0%	4 33%
Somewhat important	15 37%	2 22%	2 50%	3 23%	2 67%	6 50%
Not too important	10 24%	4 44%	1 25%	4 31%	0 0%	1 8%
Not at all important	4 10%	1 11%	0 0%	1 8%	1 33%	1 8%

Price

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	23 56%	3 33%	2 50%	8 62%	2 67%	8 67%
Somewhat important	16 39%	5 56%	1 25%	5 38%	1 33%	4 33%
Not too important	2 5%	1 11%	1 25%	0 0%	0 0%	0 0%
Not at all important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Quality

Only asked of those involved in selecting components - n=

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
Very important	33 80%	8 89%	2 50%	12 92%	2 67%	9 75%
Somewhat important	8 20%	1 11%	2 50%	1 8%	1 33%	3 25%
Not too important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Not at all important	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Q34 Which contractor installed your solar system?

	Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
SunLight Solar Energy	20 28%	3 23%	5 45%	6 32%	2 25%	4 19%
Sunwise Technologies, Inc	6 8%	2 15%	1 9%	1 5%	2 25%	0 0%
LiveLight Energy	5 7%	2 15%	1 9%	1 5%	0 0%	1 5%
RS Energy, LLC	5 7%	0 0%	1 9%	3 16%	0 0%	1 5%
Solarcity	4 6%	0 0%	0 0%	2 11%	0 0%	2 10%
Enterprise Electric, LLC	4 6%	0 0%	1 9%	0 0%	0 0%	3 14%
Solar Ki	3 4%	2 15%	0 0%	1 5%	0 0%	0 0%
National Solar	3 4%	1 8%	1 9%	1 5%	0 0%	0 0%
Eco Solar	3 4%	0 0%	0 0%	0 0%	1 13%	2 10%
Advanced Energy Systems	2 3%	0 0%	0 0%	1 5%	1 13%	0 0%
Rec Solar	2 3%	0 0%	0 0%	0 0%	1 13%	1 5%
Other - Please specify	15 21%	3 23%	1 9%	3 16%	1 13%	7 33%

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		Total	Wave 1 Nov. 2010	Wave 2 Mar. 2011	Wave 3 June 2011	Wave 4 Sept. 2011	Wave 5 Dec. 2011
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."						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	10 Very Satisfied	39 54%	9 69%	1 9%	11 58%	4 50%	14 67%
	9	15 21%	2 15%	5 45%	3 16%	3 38%	2 10%
	8	9 13%	0 0%	2 18%	3 16%	1 13%	3 14%
	Net Very Satisfied (8-10)	63 88%	11 85%	8 73%	17 89%	8 100%	19 90%
	7	5 7%	2 15%	1 9%	1 5%	0 0%	1 5%
	6	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	5	2 3%	0 0%	1 9%	1 5%	0 0%	0 0%
	4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	2	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 Very Dissatisfied	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Q36	How would you rate your solar installation contractor on the following attributes?						
	<u>Timeliness</u>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Excellent	46 64%	12 92%	4 36%	12 63%	5 63%	13 62%
	Good	22 31%	1 8%	5 45%	5 26%	3 38%	8 38%
	Fair	3 4%	0 0%	1 9%	2 11%	0 0%	0 0%
	Poor	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%
	<u>Professionalism</u>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Excellent	55 76%	10 77%	6 55%	16 84%	7 88%	16 76%
	Good	12 17%	3 23%	1 9%	3 16%	1 13%	4 19%
	Fair	5 7%	0 0%	4 36%	0 0%	0 0%	1 5%
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Courtesy</u>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Excellent	60 83%	11 85%	7 64%	17 89%	6 75%	19 90%
	Good	10 14%	2 15%	3 27%	2 11%	2 25%	1 5%
	Fair	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Quality of work</u>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Excellent	55 76%	10 77%	5 45%	16 84%	7 88%	17 81%
	Good	15 21%	3 23%	4 36%	3 16%	1 13%	4 19%
	Fair	2 3%	0 0%	2 18%	0 0%	0 0%	0 0%
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<u>Cost of services</u>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Excellent	34 47%	6 46%	1 9%	12 63%	3 38%	12 57%
	Good	27 38%	5 38%	6 55%	5 26%	4 50%	7 33%
	Fair	10 14%	2 15%	3 27%	2 11%	1 13%	2 10%
	Poor	1 1%	0 0%	1 9%	0 0%	0 0%	0 0%
	<u>Knowledge of the Oregon Solar Incentive Program</u>						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Excellent	52 72%	9 69%	6 55%	15 79%	7 88%	15 71%
	Good	18 25%	4 31%	4 36%	4 21%	1 13%	5 24%
	Fair	2 3%	0 0%	1 9%	0 0%	0 0%	1 5%
	Poor	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
Interconnection Process							
Q37	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?						
	<i>Time required for the interconnection process</i>	n=					
	Excellent	20 28%	13 100%	11 100%	19 100%	8 100%	21 100%
	Good	28 39%	2 15%	5 45%	9 47%	2 25%	10 48%
	Fair	20 28%	3 23%	6 55%	6 32%	1 13%	4 19%
	Poor	4 6%	1 8%	0 0%	0 0%	1 13%	2 10%
	<i>Electrical inspection</i>	n=					
	Excellent	28 39%	8 62%	0 0%	5 26%	4 50%	11 52%
	Good	34 47%	4 31%	8 73%	11 58%	4 50%	7 33%
	Fair	10 14%	1 8%	3 27%	3 16%	0 0%	3 14%
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<i>Ease of completing paperwork</i>	n=					
	Excellent	19 26%	6 46%	1 9%	4 21%	3 38%	5 24%
	Good	45 63%	5 38%	8 73%	15 79%	4 50%	13 62%
	Fair	8 11%	2 15%	2 18%	0 0%	1 13%	3 14%
	Poor	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	<i>Time required for generation meter installation</i>	n=					
	Excellent	20 28%	7 54%	0 0%	6 32%	2 25%	5 24%
	Good	24 33%	1 8%	4 36%	8 42%	3 38%	8 38%
	Fair	25 35%	4 31%	7 64%	5 26%	2 25%	7 33%
	Poor	3 4%	1 8%	0 0%	0 0%	1 13%	1 5%
	<i>Cost required to complete the interconnection process</i>	n=					
	Excellent	20 28%	8 62%	0 0%	6 32%	1 13%	5 24%
	Good	38 53%	3 23%	8 73%	12 63%	6 75%	9 43%
	Fair	13 18%	2 15%	3 27%	1 5%	1 13%	6 29%
	Poor	1 1%	0 0%	0 0%	0 0%	0 0%	1 5%
Q38	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?	n=					
	Same day	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	2 days	12 17%	2 15%	2 18%	4 21%	2 25%	2 10%
	3-5 days	20 28%	5 38%	3 27%	5 26%	1 13%	6 29%
	6-10 days	19 26%	3 23%	3 27%	7 37%	4 50%	2 10%
	11-15 days	5 7%	0 0%	2 18%	1 5%	0 0%	2 10%
	16 days or longer	6 8%	0 0%	0 0%	1 5%	1 13%	4 19%
	Don't know	10 14%	3 23%	1 9%	1 5%	0 0%	5 24%
Q39	Was the time required to install the generation meter shorter than you expected, as you expected, or longer than you expected?	n=					
	Shorter than expected	11 15%	2 15%	1 9%	3 16%	2 25%	3 14%
	As expected	29 40%	4 31%	5 45%	8 42%	1 13%	11 52%
	Longer than expected	24 33%	4 31%	5 45%	5 26%	4 50%	6 29%
	Don't know	8 11%	3 23%	0 0%	3 16%	1 13%	1 5%

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
Q40	Did you receive an acknowledgement letter to let you know that the interconnection process was completed?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Yes	59 82%	12 92%	7 64%	14 74%	7 88%	19 90%
	No	13 18%	1 8%	4 36%	5 26%	1 13%	2 10%
Q41	What could be done to improve the interconnection process?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Improved speed of installation	16 22%	2 15%	5 45%	3 16%	3 38%	3 14%
	Improve communication	5 7%	0 0%	0 0%	2 11%	1 13%	2 10%
	Nothing/satisfied	29 40%	5 38%	2 18%	11 58%	4 50%	7 33%
	Don't know	9 13%	1 8%	2 18%	1 5%	0 0%	5 24%
	Refused/no response	1 1%	0 0%	0 0%	0 0%	0 0%	1 5%
	Other - please specify	14 19%	5 38%	3 27%	2 11%	1 13%	3 14%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Billing & Payment							
Q42	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?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	I pay my electricity bill and receive a separate check for solar generation	53 74%	11 85%	8 73%	12 63%	8 100%	14 67%
	My solar generation offsets my electricity bill	14 19%	2 15%	2 18%	4 21%	0 0%	6 29%
	I pay my electricity bill and my solar generation payments are assigned to someone else	5 7%	0 0%	1 9%	3 16%	0 0%	1 5%
Q43	How would you rate the ease of understanding your electric bill while on the Oregon Solar Incentive Program compared to your old bill?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	The old bill was easier to understand	35 49%	6 46%	6 55%	7 37%	5 63%	11 52%
	The current bill is as easy to understand as the old bill	32 44%	6 46%	4 36%	11 58%	3 38%	8 38%
	The current bill is easier to understand	5 7%	1 8%	1 9%	1 5%	0 0%	2 10%
Q44	What improvements, if any, can be made to make the current monthly bill easier to understand?						
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Provide information on payment calculations	9 13%	2 15%	2 18%	2 11%	1 13%	2 10%
	Provide clear/detailed billing information	9 13%	0 0%	0 0%	3 16%	1 13%	5 24%
	Improve speed of payment	2 3%	2 15%	0 0%	0 0%	0 0%	0 0%
	Improve organization of billing categories	2 3%	0 0%	0 0%	0 0%	2 25%	0 0%
	Nothing/satisfied	24 33%	1 8%	2 18%	10 53%	3 38%	8 38%
	Don't know	11 15%	3 23%	1 9%	2 11%	2 25%	3 14%
	Refused/no response	1 1%	0 0%	0 0%	1 5%	0 0%	0 0%
	Other - please specify	16 22%	5 38%	6 55%	2 11%	0 0%	3 14%
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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
Q45		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."					
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	10 Very Satisfied	19 26%	3 23%	0 0%	4 21%	4 50%	8 38%
	9	15 21%	6 46%	2 18%	2 11%	3 38%	2 10%
	8	12 17%	2 15%	1 9%	6 32%	0 0%	3 14%
	Net Very Satisfied (8-10)	46 64%	11 85%	3 27%	12 63%	7 88%	13 62%
	7	7 10%	0 0%	1 9%	4 21%	0 0%	2 10%
	6	8 11%	1 8%	1 9%	2 11%	1 13%	3 14%
	5	8 11%	1 8%	5 45%	0 0%	0 0%	2 10%
	4	3 4%	0 0%	1 9%	1 5%	0 0%	1 5%
	3	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%
	1	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%
Q46		Why do you rate your satisfaction with the return on investment in the solar system a ___?					
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Return on investment was good/large	14 19%	2 15%	0 0%	5 26%	3 38%	4 19%
	New to the program/too early to tell	13 18%	4 31%	6 55%	1 5%	0 0%	2 10%
	Amount was as expected	8 11%	2 15%	0 0%	4 21%	0 0%	2 10%
	Amount is less than expected	4 6%	0 0%	0 0%	0 0%	0 0%	4 19%
	Problems with energy generation	3 4%	0 0%	0 0%	3 16%	0 0%	0 0%
	Payment is contracted to Solar City	2 3%	0 0%	0 0%	0 0%	0 0%	2 10%
	Don't know	1 1%	0 0%	0 0%	0 0%	0 0%	1 5%
	Refused/no response	2 3%	0 0%	0 0%	0 0%	0 0%	2 10%
	Other - please specify	28 39%	5 38%	5 45%	7 37%	6 75%	5 24%
			Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims	Click here to read verbatims
Q47		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?					
	n=	72 100%	13 100%	11 100%	19 100%	8 100%	21 100%
	Less than expected	15 21%	1 8%	6 55%	4 21%	1 13%	3 14%
	As expected	49 68%	11 85%	5 45%	14 74%	5 63%	14 67%
	More than expected	8 11%	1 8%	0 0%	1 5%	2 25%	4 19%
Residential Customers Profiling Questions - Only asked of residential customers							
D1		The final few questions are for classification purposes. Your answers will not be associated with your name.					
D1		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?					
	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%
	Yes	9 16%	2 17%	2 18%	2 13%	1 20%	2 13%
	No	49 84%	10 83%	9 82%	13 87%	4 80%	13 87%

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						
D2	If you had to move for any reason, which of the following best describes what you would do with your solar system?	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%					
	I would sell my solar system with my house	34	59%	8	67%	8	73%	6	40%	5	100%	7	47%
	I would maintain ownership of my solar system	3	5%	0	0%	1	9%	1	7%	0	0%	1	7%
	Don't know	21	36%	4	33%	2	18%	8	53%	0	0%	7	47%
D3	What is your age?	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%					
	18-21	1	2%	0	0%	1	9%	0	0%	0	0%	0	0%
	22-30	1	2%	1	8%	0	0%	0	0%	0	0%	0	0%
	31-40	8	14%	1	8%	1	9%	1	7%	2	40%	3	20%
	41-50	13	22%	1	8%	3	27%	5	33%	1	20%	3	20%
	51-60	17	29%	4	33%	3	27%	3	20%	2	40%	5	33%
	61-70	11	19%	1	8%	1	9%	6	40%	0	0%	3	20%
	71-80	7	12%	4	33%	2	18%	0	0%	0	0%	1	7%
D4	Which of the following categories includes your household's annual income?	n=	58 100%	12 100%	11 100%	15 100%	5 100%	15 100%					
	\$40,000 or less	6	10%	1	8%	1	9%	2	13%	0	0%	2	13%
	\$40,001 - \$80,000	22	38%	4	33%	3	27%	7	47%	1	20%	7	47%
	\$80,001 - \$120,000	12	21%	4	33%	2	18%	2	13%	1	20%	3	20%
	\$120,001 - \$160,000	6	10%	1	8%	1	9%	3	20%	1	20%	0	0%
	\$160,001 - \$200,000	3	5%	0	0%	2	18%	0	0%	0	0%	1	7%
	\$200,001 - or more	3	5%	1	8%	1	9%	0	0%	0	0%	1	7%
	Prefer not to answer	6	10%	1	8%	1	9%	1	7%	2	40%	1	7%
Commercial Customers Profiling Questions - Only asked of commercial customers													
The final few questions are for classification purposes. Your answers will not be associated with your organization.													
F1	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?	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%					
	Yes	1	7%	0	0%	0	0%	0	0%	1	17%		
	No	13	93%	1	100%	0	0%	4	100%	3	100%	5	83%
F2	If you had to move for any reason, which of the following best describes what you would do with your solar system?	n=	14 100%	1 100%	0 100%	4 100%	3 100%	6 100%					
	We would maintain ownership of our solar system	3	21%	0	0%	0	0%	2	50%	1	33%	0	0%
	We would sell our solar system with the property	7	50%	0	0%	0	0%	1	25%	2	67%	4	67%
	Don't know	4	29%	1	100%	0	0%	1	25%	0	0%	2	33%

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
F3	How would you classify your organization?						
n=		14 100%	1 100%	0 100%	4 100%	3 100%	6 100%
	Retail trade	2 14%	0 0%	0 0%	2 50%	0 0%	0 0%
	Healthcare or health services	2 14%	0 0%	0 0%	1 #DIV/0!	0 0%	1 17%
	Finance, insurance, or real estate	2 14%	0 0%	0 0%	0 #DIV/0!	1 33%	1 17%
	Construction, contracting or building trades	2 14%	0 0%	0 0%	0 #DIV/0!	0 0%	2 33%
	Natural resources	1 7%	0 0%	0 0%	1 #DIV/0!	0 0%	0 0%
	Consumer, business or professional services	1 7%	0 0%	0 0%	0 0%	1 33%	0 0%
	Government agency	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	Manufacturing	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Transportation or communications services, including communication technology	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Wholesale trade	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	Other - please specify	3 21%	1 100%	0 0%	0 0%	1 33%	1 17%
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F4	How many employees work at your location?						
n=		14 100%	1 100%	0 100%	4 100%	3 100%	6 100%
	1-10 employees	9 64%	1 100%	0 0%	3 75%	2 67%	3 50%
	31-40 employees	1 7%	0 0%	0 0%	0 0%	1 33%	0 0%
	41-50 employees	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	51-60 employees	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	901-1,000 employees	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	Don't know	1 7%	0 0%	0 0%	1 25%	0 0%	0 0%
F5	Which of the following categories includes your organization's annual revenue?						
n=		14 100%	1 100%	0 100%	4 100%	3 100%	6 100%
	Under \$250,000 per year	2 14%	0 0%	0 0%	1 25%	0 0%	1 17%
	\$250,000 to under \$500,000 per year	1 7%	0 0%	0 0%	0 0%	1 33%	0 0%
	\$500,000 to under \$1 million per year	3 21%	0 0%	0 0%	0 0%	1 33%	2 33%
	\$1 million to under \$4 million per year	3 21%	0 0%	0 0%	1 25%	1 33%	1 17%
	\$4 million to under \$10 million per year	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
	\$10 million to under \$50 million per year	1 7%	0 0%	0 0%	0 0%	0 0%	1 17%
	\$50 million to under \$100 million per year	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%
	Don't know	4 29%	1 100%	0 0%	2 50%	0 0%	1 17%

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F3 How wou

Following 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 a ____?

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 going to climb on my roof and slip and fall off my solar panels!

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 payment.

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

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. Overall, I applaud everyone involved in this program for making it work so well. Thank you.

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

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 energy and also our investment needs.

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 and fairly well understood at this point.

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 ammount 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 consumption drop lower than it's ever been! In summary, the reasons we enrolled in the program are as follows: 1. The program made solar power affordable. 2. We're excited to be contributina to renewable enerav

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 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, ORIENTATION

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

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 already very well insulated, but I plan on adding even more in the attic soon.

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 from the list below.

Friend

Corvallis League of Women Voters and we were working with SunWize on another program so the bulk of the work was all

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

[REDACTED], ALTERNATIVE ENERGY SYSTEMSEXCELLENT], SOLRMAN

Solar Ki

Solar Ki

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

What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all 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 Metering?

I thought the cash payment would give a faster return with a possibility of extra income when PV system is paid for.

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 Program a ____?

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 form.

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 acceptance email)?

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 a confusing issue in

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.

What was the primary focus in your solar system and the installation of it. How did you decide on the size of the solar system?

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.

Who 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 should 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 weekend added to the delay.
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 task, as stipulated in the contract". Terrible customer service, shows minimal to no concern for the customer.

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 technical expert.

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

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 were the two meters.

What 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 completely.

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 cut my electricity off.

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 and remain the same.

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 inaccurate answers.

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 those things. The current system makes me feel like I need a new college degree to figure it out! :-)

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 paying taxes, etc.)

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 make any really accurate statement about my return on investment satisfaction.

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 see of what this system does in this

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

The following responses are exact verbatims as entered by respondents

Wave 2 - March 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 5 The program was poorly designed by the legislature.
- 6 We had trouble with the Solar Meter and they had to put a new one in.
- 6 To hard to understand.
- 7 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.
- 7 Not as clear on how calculations are made as it could be.
- 7 Can't really judge until we have more sun.
- 8 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 generation.
- 9 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.
- 9 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.
- 9 I really like the program and would love to see it continue.
- 9 Because it has been a very positive experience to date.

Q2 What were 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.

Q3 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.

all the above...really!

Q6 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.

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

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

Q9 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

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list below.

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

I felt that the Oregon Solar Incentive Program Had the advantage of paying off the cost of the solar 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
The payback was higher, and reduced the payoff time drastically. (We borrowed the money to install).
b/c cause the higher payment per kwh is a better deal over the long term (15 yr) than the short term 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.

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?

Rating

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

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

The problem that we had was that we were informed that we were accepted and then when we were finishing up with what had to be
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.

Q30 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?

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 be turned in
biggest I could put in
What I could afford.

Q34 Which contractor installed your solar system?

Got Power Electric

Q41 What could be done to improve the interconnection process?

I think the reason we had more time than I would have liked is because of some inspection 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.

Q44 What 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 I can track each element.

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ____?

Rating

- 4 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 a system size of about 50% of use
- 5 Hoping to see much bigger checks during the summer to offset the loan we took out to fund the installation costs.
- 5 I don't know yet - only 2 mos into it.
- 5 long payback period at current rates
- 5 Too early in the year to generate much power.
- 5 It's only been two months of power generation. Ask me in a year.
- 6 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.
- 7 because our winter has been really cloudy and snowy
- 8 We have yet to see it perform in summer.
- 9 Really too early. Obsidian is getting all of the feed in tariff for many years, so I won't see a return on investment for a long time
- 9 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 investment.

F3 How would you classify your organization?

The following responses are exact verbatims as entered by respondents

Wave 3 - June 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 7 thought we would get a higher output
- 7 it is early in the process and data are few
- 7 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.
- 7 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.
- 8 I think it is doing everything that it said it would -p-its producing. -p-the only reason i rated it as an 8 was it had 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 thorough on this and they didn't bother to tell us that. With this there is no state tax studies.
- 8 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.
- 8 Always room for improvement...
- 8 So far, everything seems to be going as planned. I wouldn't rate anything 10 this soon into a program.
- 8 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.
- 8 Our experience has been satisfactory.
- 9 There was a delay with panels and our project which was supposed to be complete in Nov 10 didn't get finished until Feb 11.
- 9 Am pleased with results to date.
- 9 Very happy with the progress in getting solar incentive payments started after first payment not accepted by credit union. Credit union said account type was submitted incorrectly. This payment was resubmitted and and accepted.
- 10 It seems to work seamlessly. I have been happy with the amount of power generated so far.
- 10 the checks speak for themselves
- 10 It's been easy to participate and has met all my expectations.
- 10 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.
- 10 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.
- 10 The folks at Pacific Power were very helpful and easy to work with.

Q2 What were 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.
- Had the ability to participate; wanted to help Oregon be "green" and help lower global warming/ stave off as much pollution as possible.
- Wanted solar and it was a good return on investment. Positive environmental impact
- Incentives
- Wanted to do my part in being part of the solution than just part of the problem. We know that more power will 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

Q3 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.

Energy Independence

Q6 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 heat with wood.

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

Lebanon Chamber of Commerce executive director

friend

Thru my son.

through the city

Q9 Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from

Solar Options Northwest LLC

Energy Wise Lighting

Solar-Ki

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list

Talked to the Oregon Department of Energy.

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

Preferred the monthly incentive payments

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.

We had the up-front cash, couldn't take full advantage of the state tax credit, and return on investment was 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

I learned of it before I knew anything about the traditional net metering option, so I already had made my decision. I could however have changed my mind, and decided that maybe the incentive program would be more financially beneficial.

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?

Rating

5 Tom is the problem

6 Got stuck with glitch in credit-card data entry. Got kicked out and had to enter again. These were amplified due to extreme time pressure.

7

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.

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

9 Online process was clear cut straightforward with few areas of confusion

10 i got a spot

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

don't know of anything

I didn't think anything was particularly bad

I would like to see a much higher capacity available for reservation so that more homeowners could benefit from 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.

It was very confusing and I did not receive clear details about the costs and benefits of the program - I still do not 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.

I did not have any problems but in talking to people involved with the second round, their feeling was that there 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.

Q30 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?

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.

Q34 Which contractor installed your solar system?

Benton Electric

Emerald Solar, Inc.

Solar-Ki

Solar Options Northwest LLC

Q41 What could 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.

Make it faster, as would happen when getting a new connect for primary electric service (new construction or added load, panel)

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

nothing, i think it went just fine. the only problem i had was with my w-9, i filled it out and faxed it twice. i didn't 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

Q44 What improvements, 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.

I would like the calculation to be part of the bill. I still have a hard time understanding the calculations in 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

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ____?

Rating

- | | |
|----|---|
| 4 | I support solar energy and I'm not paying for the system so I have nothing to loose but the benefits are minimal after insurance and additional meter costs. If I did not strongly support solar energy I would not participate in the program. |
| 6 | Though affordable through FIT incentives, it's still expensive to purchase PV |
| 6 | It takes longer to get the money out of it than we figured. The weather probably didn't help. |
| 7 | it is as predicted, but I would have liked to be more energy independent |
| 7 | Would like to be a little closer to the monthly payments of the loan I took out to finance the project. Between 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. |
| 7 | it dosen't happen over night |
| 7 | 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. |
| 8 | It seems like a good investment |
| 8 | Would be excellent, but we're not in a position to take advantage of the tax credits. |
| 8 | 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. |
| 8 | My analysis shows an internal rate of return on investment of around 5% at 15 years. Nice positive return, and better than losing it all in the stock market. Even at the end of our contract, the solar investment continues to provide benefits. |
| 8 | well i think its going to pay back over the next 6-7 years. |
| 8 | satisfied |
| 9 | As mentioned, it meets my needs, earns enough to pay my bill. The cost to install will be paid off in an acceptable amount of time. |
| 9 | I wanted to help with green power and the payments help pay off the debt incurred faster. |
| 10 | comparing the VIR to ETO/RETC |
| 10 | The lease deal I have with the installer works out very well for me. |
| 10 | 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. |
| 10 | The payments have been as projected so there are no surprises. |

F3 How would you classify your organization?

The following responses are exact verbatims as entered by respondents

Wave 4 - September 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 8 Process went smoothly. No real surprises in what to do or confusion on how to do it - pretty automatic and accurate.
- 8 The billing and payment report is more confusing than it needs to be.
- 9 Guidance has been great. Jason Zappe and Michael Greenwood in particular have made things pretty clear in an otherwise fairly confusing world.
- 9 I would like to be able to pay my complete electric bill and have a check reflecting the entire incentive sent to me. I would also like to have the incentive
- 9 One week before the program started the price went up by .05 cents.
- 9 It is working out well and this is the second solar panel system.
- 10 It has worked exactly like it was outlined to me
- 10 Easy application, paid on time, good data from the bill read out.

Q2 What were the main reasons you enrolled in the Oregon Solar Incentive Program?

- Wanted solar panels, felt that the impact on environment was worth taking a slight investment hit (As in, the 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
- As part of our effort to reduce overall electrical consumption and incorporate solar into our school green technolgies CTE curriculum.

Q3 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.

Q6 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

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

- Our general contractor
- Community meetings in Corvallis
- Business Energy Tax program - Oregon Energy Tax credit.
- Linn County Fair booth.

Q9 Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from

- Al Walker Inc.

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list

- Talked to two local businesses that have implemented solar arrays.
- Went to a couple of energy solar fairs.

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

- 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.

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___?

Rating

5 I am neutral regarding the process.

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

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.

Q30 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?

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.

Q34 Which contractor installed your solar system?

Al Walker Inc

Q41 What could 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 the next day.
nothing
Make it faster after local building inspection or have all components installed before inspection and then turn on once passed local inspection
Went pretty smoothly.
E-Mail notification with regular mail notification to follow.
No answer at this time.
Speed it up

Q44 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.

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ___?

Rating

6 Certainly does not beat S&P, while being less fluid.
9 I was disappointed that they drop the price by .05 a week before April 1st.
9 The initial cost is still too high
9 Appears to be working efficiently - no problems, additional requirements, or paperwork.
10 Fabulous return. I am happy with my return.
10 competitive installed price and very good incentive payment.
10 We had considered solar in the past but the time it took to have the investment pay off was too long. We are satisfied with the time under the OSIP program.
10 It has exceeded the projections

F3 How would you classify your organization?

Commerical Real Estate

Education (Non-Profit Corporation operating school programs).

The following responses are exact verbatims as entered by respondents

Wave 5 - December 2011

Q1A Why do you rate your satisfaction with your experience in the Oregon Solar Incentive Program a ___?

Rating

- 5 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-
- 5 They have been fairly responsive, but not speedy. They lost my first survey which delayed my first reimbursement check by a month.
- 6 It would be better if there was incentive to overproduce electricity rather than loose potential income for reducing energy consumption.
- 7 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.
- 7 because: it is not expandable. because it is a trial program only and not available widely. because it does not encourage conservation. even though 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.
- 8 the program works just great we had just a few issues when we spliced into the system.
- 8 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.
- 8 reading the statements is near impossible
- 8 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
- 8 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
- 8 Not happy about reduction in incentive payment from last year to this year that pushes ROI to 10 years.
- 9 Anyway that I can reduce my energy output (cost) in a month makes me happy
- 10 everything went smooth
- 10 It has been working very good with no problems.
- 10 Checks have arrived promptly and the payments have been generous. We do wish the formula used to calculate payments was a bit more intuitive.
- 10 A sense that we are not being slob. Well, we travel outside the country and we see primarily Germany which 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 don't want to be too simplistic. Its a smart thing to do and it makes me feel more smart.
- 10 Everything has gone smoothly, no complaints
- 10 everything has gone as expected.
- 10 Everything went smoothly, no issues
- 10 I think it is a great program and I am excited about being able to create clean energy.
- 10 all my expectations have been met to my satisfaction

Q2 What were 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.
- We believe we must find alternatives to our current use of fossil fuels if we are to live in a manner that is 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 conscious 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.

Q3 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.

- Ease of lease program from Solar City

Q6 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.

- Installed a radiant barrier throughout the attic areas and gabled ends of the house; installed two tankless water 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 energy (and water) as possible.
- Tubular skylights for natural lighting were installed
- data center servers redesigned

Q8 How did you first become aware of the Oregon Solar Incentive Program? Please select only one from the list below.

- 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

Q9 Which contractor(s) have you interacted with to learn about the Oregon Solar Incentive Program? Please select all that apply from

- sun storage
- Solar Connection
- Mr. Sun Solar
- The Solar Man, Grants Pass Oregon

Q10 What sources have you used to learn more about the Oregon Solar Incentive Program? Please select all that apply from the list

- contractor
- state website, contractor
- Solar City

Q14 Why did you choose to enroll in the Oregon Solar Incentive Program instead of Traditional Net Metering?

- 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 we went for it.
- 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 financially
- 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

Q22 Why do you rate your satisfaction with the reservation process for the Oregon Solar Incentive Program a ___ ?

Rating

- 0 The whole first come first serve thing online was a joke. Not really fair. glad you changed your process in later reservation periods
- 2 because the program sold out in less than 10 minutes and i had multiple additional applications to reserve but was not allowed to.
- 3 although I was accepted it was not an equitable process between applicants
- 10 it's fast and furious
- 10 It was fine

Q29 What could be improved about the overall enrollment process (online reservation through acceptance email)?

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.
Better equity in reservation process. Currently those with special computer submission software and fast 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 questions.
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

Q30 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?

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.

Q34 Which 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

Q41 What could 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 wayyyyyyyyyyyy 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 think it was necessary

Q44 What 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 deducted 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

Q46 Why do you rate your satisfaction with the return on investment in the solar system a ___?

Rating

- | | |
|----|---|
| 4 | 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. |
| 5 | We have not had the system long enough to see how/what it will produce. |
| 5 | I thought the payments would be higher |
| 6 | 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 |
| 6 | Because of the reduction last year to this year in the incentive rate. It reduced the ROI from 7 year to 10 year. It 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. |
| 6 | I didn't really have an investment other than a long term contract (15 years) with Solar City. I pay them a 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. |
| 7 | 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 time usage. |
| 7 | somewhat less than hoped for |
| 8 | It is giving about what expected. |
| 8 | because I would always like to make more money, but it is so far giving me a pretty good return on my investment |
| 8 | 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. |
| 9 | I would rate it a 10 |
| 9 | financial |
| 10 | yes |
| 10 | the system is performing as the contractor estimated |
| 10 | great |
| 10 | Over the long term the system will completely pay for itself and continue to return dividends long after. It's a great program. |
| 10 | It's a great ROI, what else needs to be said? |
| 10 | We built a monster system. |
| 10 | My system should pay off in about 4 years |
| 10 | don't know |

F3 How would you classify your organization?

social networking