

MADRI Meeting on Smart Meters and DR

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February 21, 2013

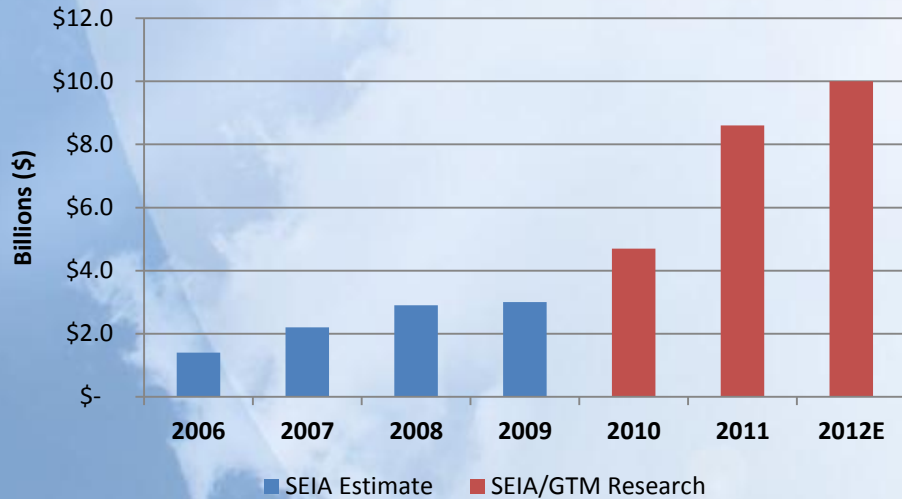
About SEIA

- Founded in 1974
- U.S. National Trade Association for Solar Energy
 - 1,000 member companies from around the world
 - Members from across 50 states
 - Largest companies in the world as well as small installers
- SEIA is the voice of the U.S. solar energy industry
 - We promote solar to State Policy Makers, the White House and Congress
- Our Mission: Build a strong solar industry to power America

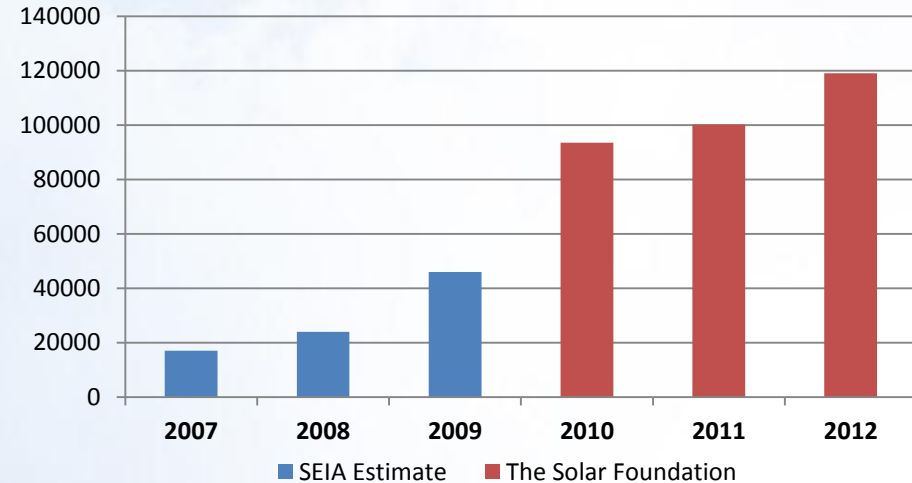
Solar Is an Economic Engine

- The value of U.S. solar installations is projected to be over \$10 billion in 2012, up from \$8.6 billion in 2011.
- There are now over 119,000 solar workers in the U.S., a 13.2% increase over 2011 employment totals.*

Value of U.S. Solar Installations



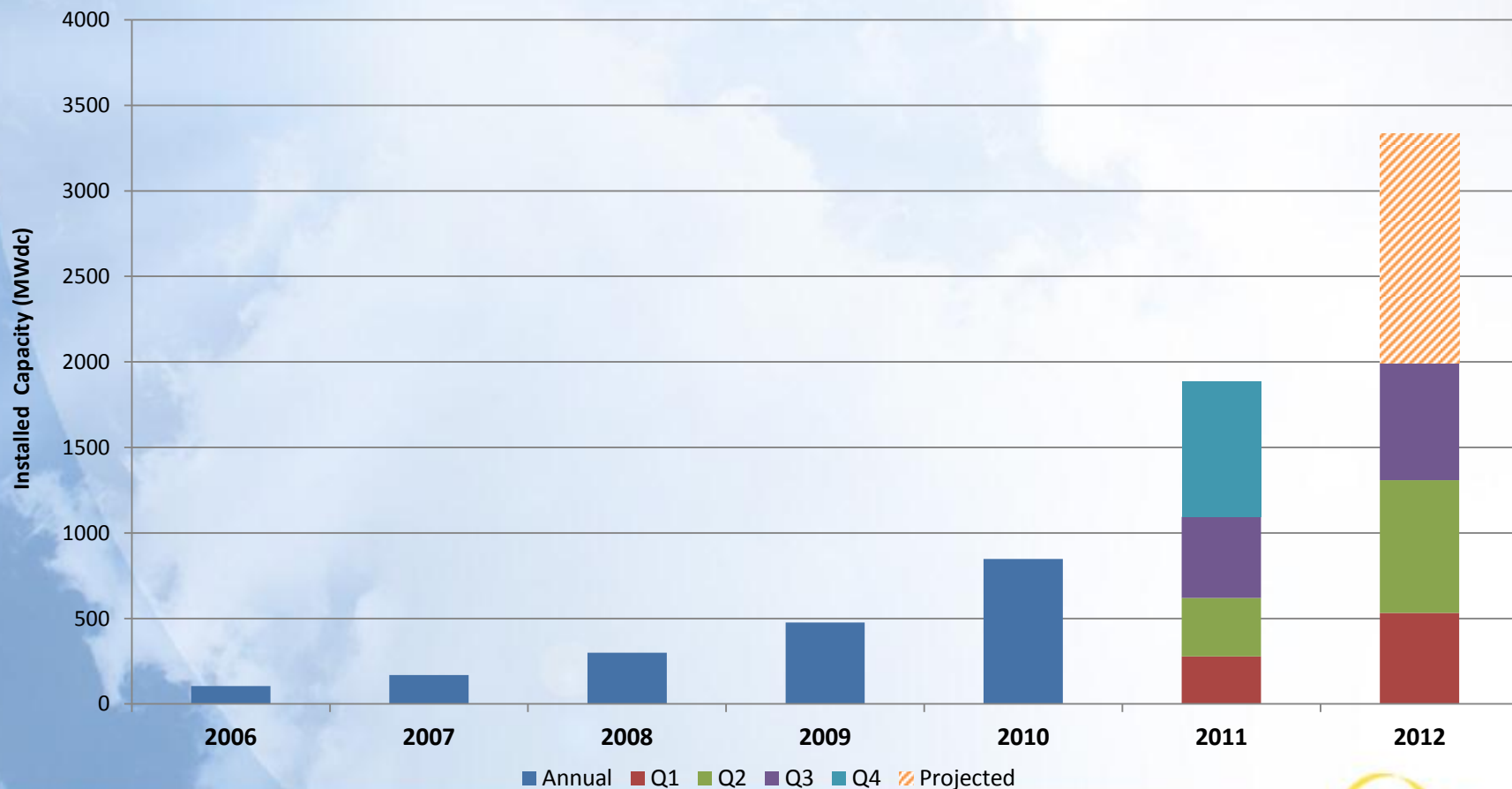
U.S. Solar Workforce



Solar Continues to Boom- **684 MW** Installed in Q3 2012

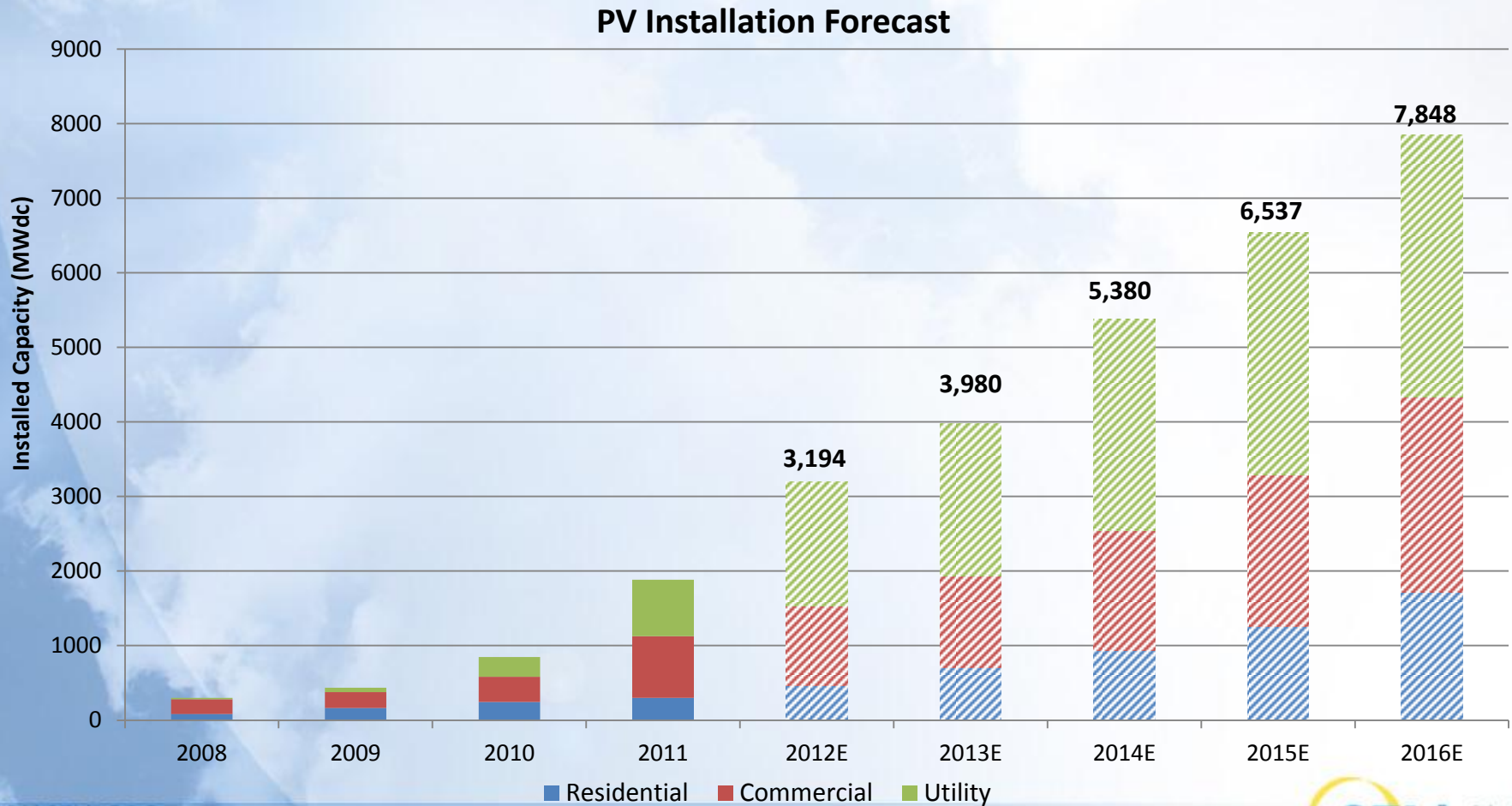
- PV demand grew **44%** in Q3 2012 over Q3 2011

U.S. PV Installations



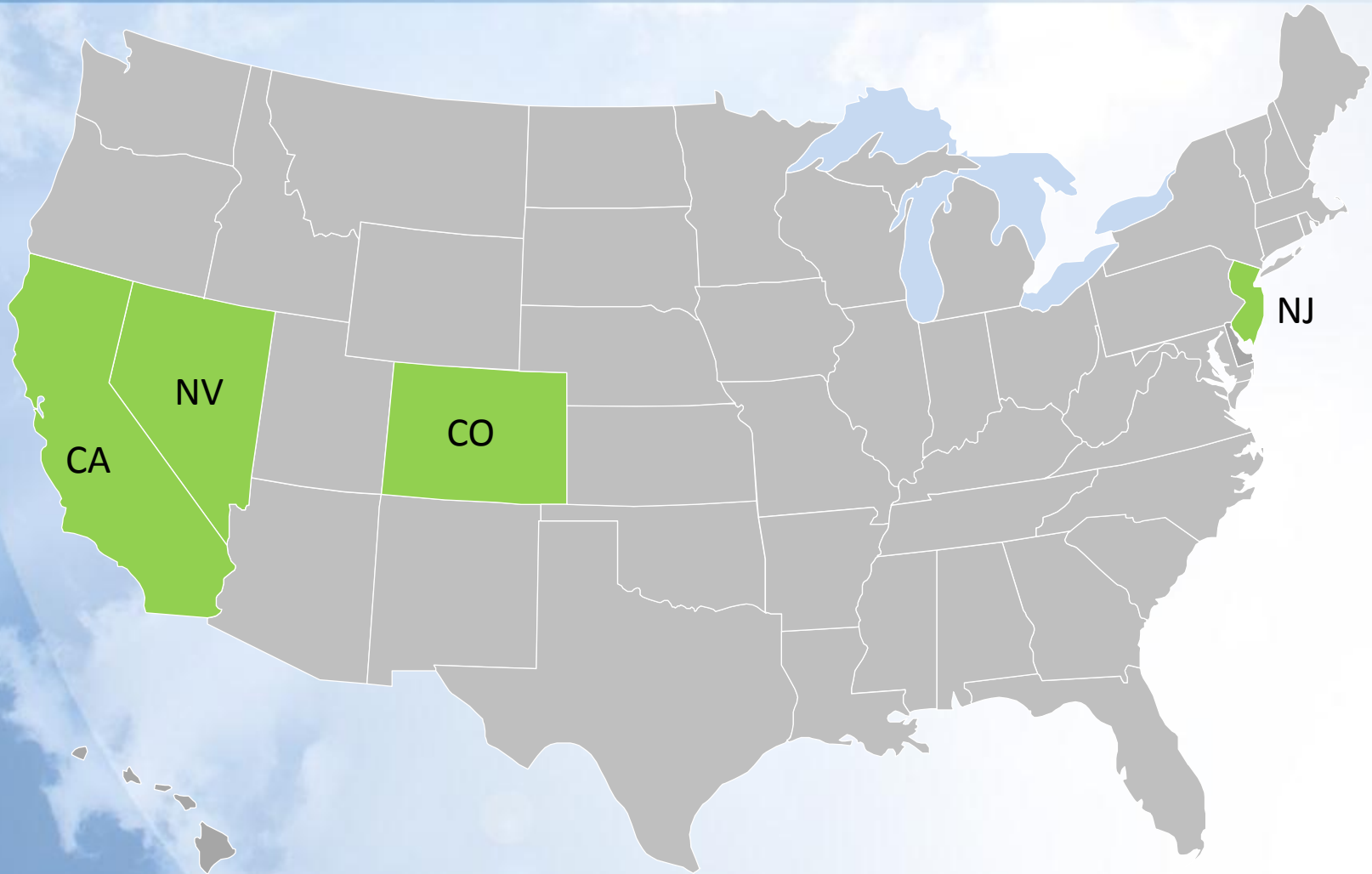
Another Record Year of Installations

- Industry projected to install **3,200 MW** in 2012, 70% over 2011's record annual total



Continued U.S. Market Diversity: Creating Opportunity

U.S. States With >10 MW of PV Installations, 2007



Source: SEIA/GTM Research: Solar Market Insight Q3 2011

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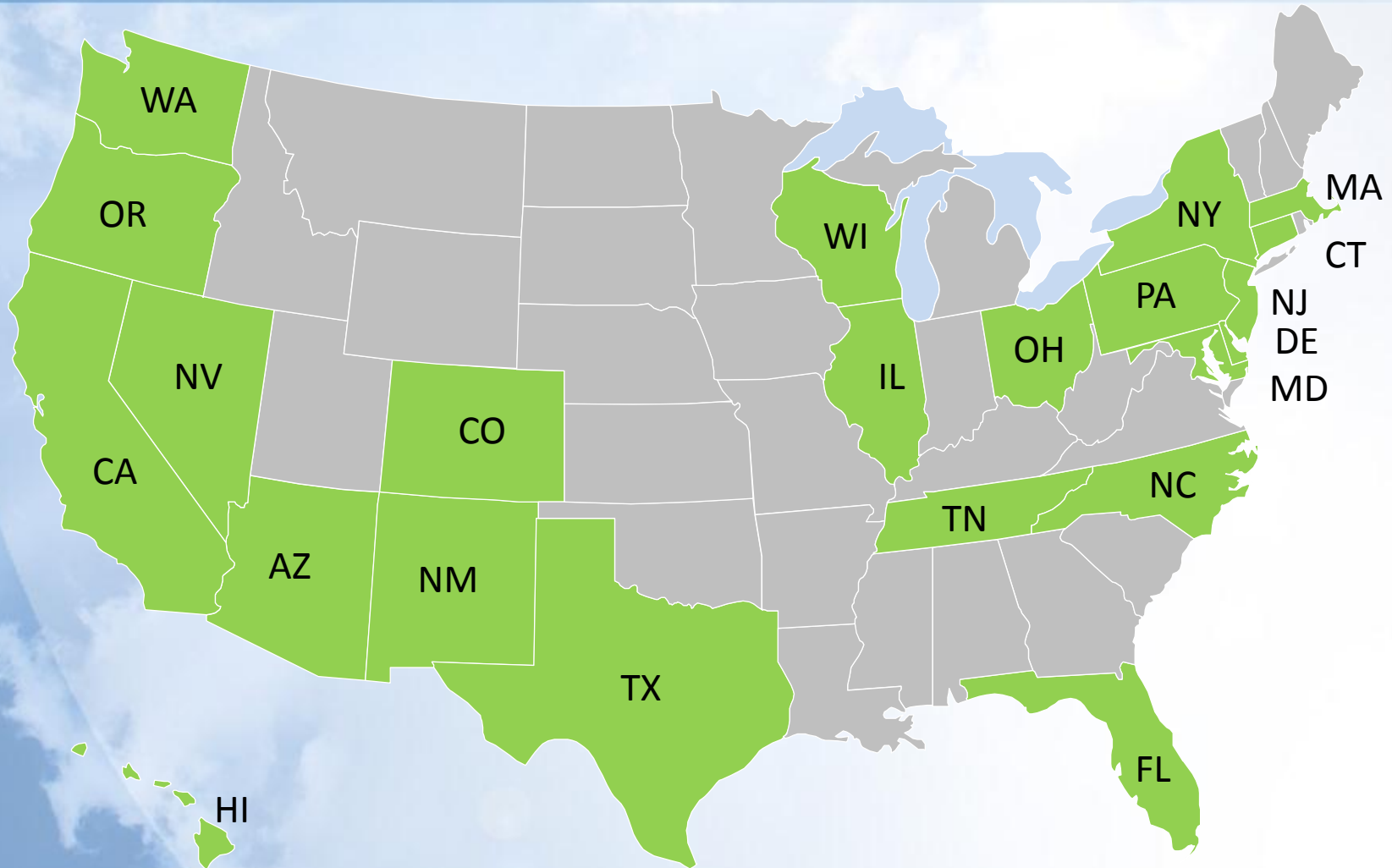
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Continued U.S. Market Diversity: Creating Opportunity

U.S. States With >10 MW of PV Installations, 2011



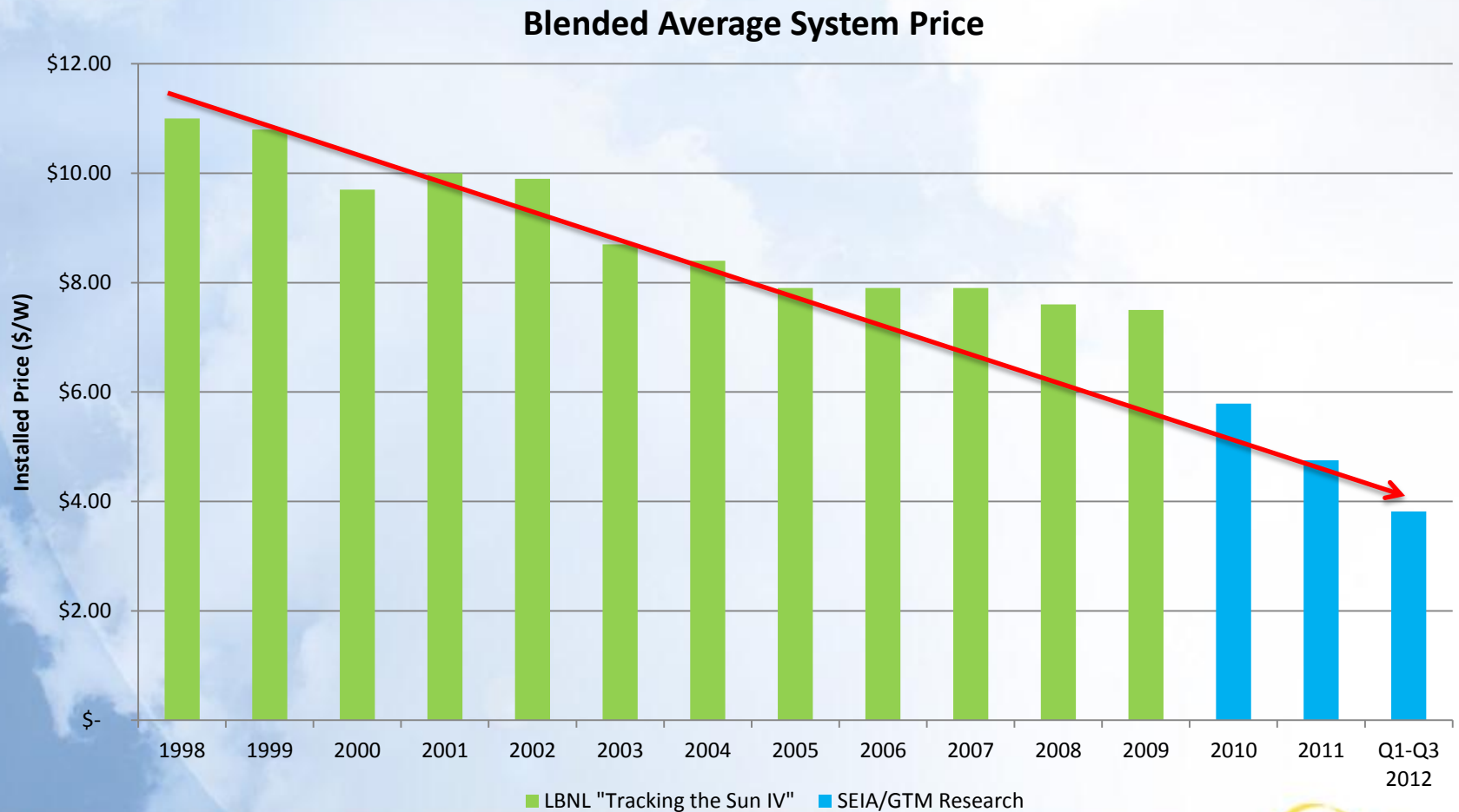
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Solar More Affordable Than Ever

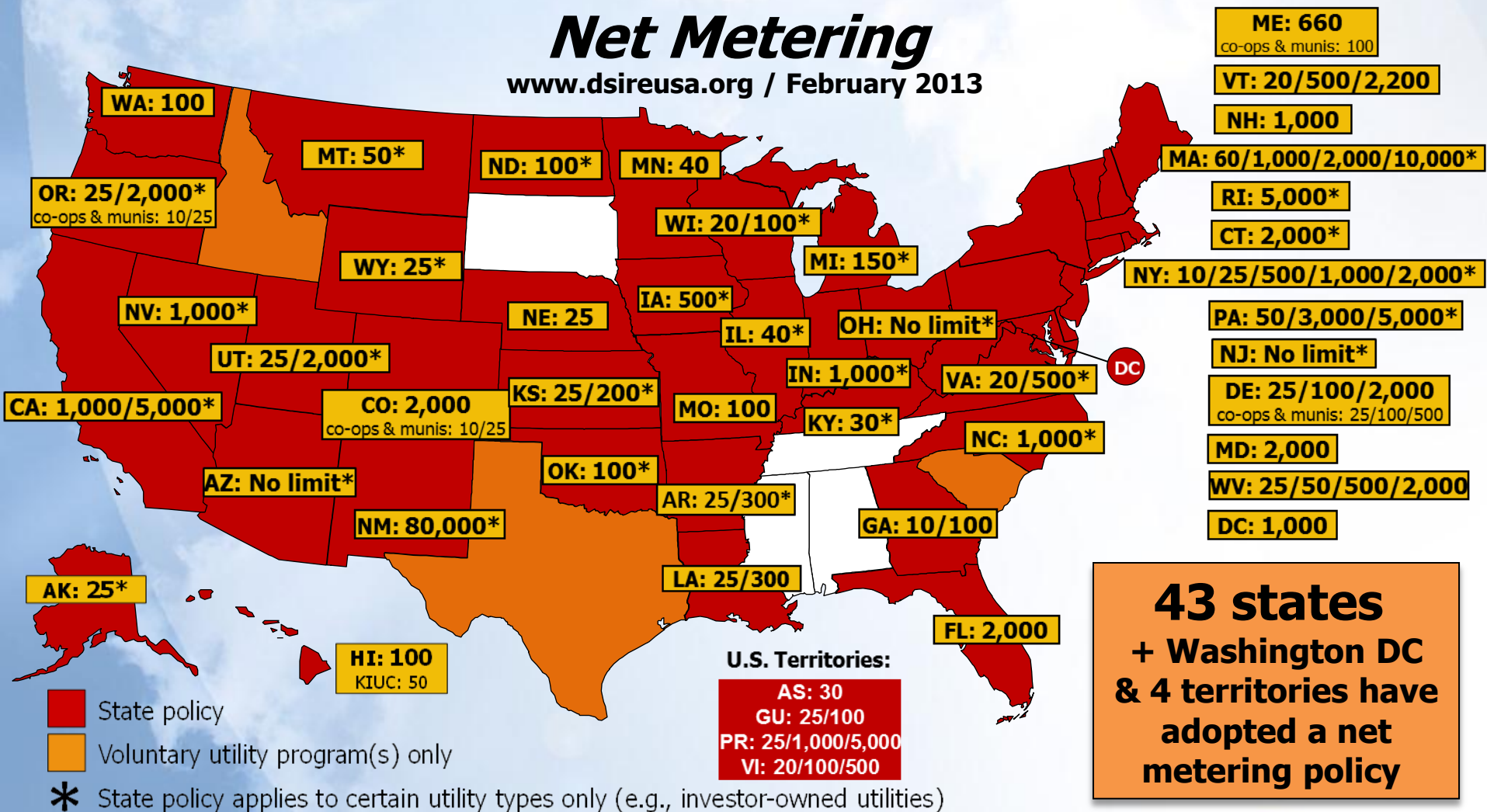
- Average system prices have declined **33%** since Q1 2011



States recognize the importance of net metering

Net Metering

www.dsireusa.org / February 2013



Note: Numbers indicate individual system capacity limit in kilowatts. Some limits vary by customer type, technology and/or application. Other limits might also apply. This map generally does not address statutory changes until administrative rules have been adopted to implement such changes.

Smart Meters and Solar

- Compatibility with PV
 - Bi-directional energy measurement, net usage
 - 2 meters or two-channel smart meter
- Customer interface
- Enabling high penetration
 - Interaction with PV inverter and utility
 - i.e. VARS control

Policies to promote solar with smart meters

- Robust net metering rules
- Rate Design principles
 - Incentivize reduction of energy consumption and peak loads
 - Send accurate and understandable price signals
 - Transparency and access to data
- General policy issues
 - Interconnection, permitting, third-party ownership, stable incentive environment to promote investor confidence

Thank you