Utility Technical Outreach

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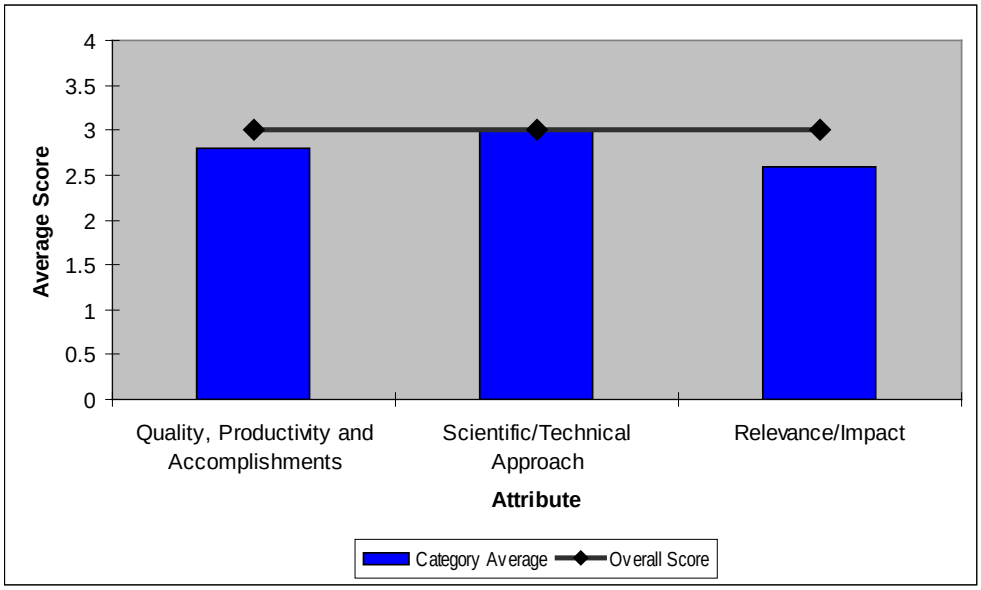

Quality, Productivity and Accomplishments (Average Rating 2.8)

Rating	Comments
3.0	The team is qualified to deliver the services.
2.0	Leveraging funds from SEPA have allowed for efficient use of funds and resources for the tasks. The work appears to be good however without access to the web site it's difficult to determine the relevance of the work depth or the quality.
3.0	The project has generally met its initial goals. The project has been successful in engaging an initial set of utilities through outreach activities and the annual solar conference.
3.0	Overall, the small budget for SEPA has driven high returns in terms of productivity, quality and accomplishments. While there are some gaps in SEPA's objectives, the targets they have set are well focused and delivered in a useful, high quality manner.

Scientific/Technical Approach (Average Rating 3.0)

Rating	Comments
3.0	The team is qualified and the web-based information dissemination tool could be useful. Would it be better, however, to transition the information to a DOE/NREL website for the long term?
3.0	The areas of work appear to be in line with what is needed however specific work products and factual results to review were not presented. Perhaps a temporary access to the SEPA web site during the review could change that next time.
3.0	- Initial activities have focused on utility engagement and development of utility-focused analysis products.

- Solid utility representation on Board of Directors which helps guide and prioritize activities.

3.0 The quality and overall productivity talk to the technical approach more directly and successfully than the slide deck. It would be useful to better understand the SEPA methodology in approaching the utility players when setting their targets for the next year. That approach is not clearly articulated in the materials provided.

Relevance/Impact (Average Rating 2.6)

Rating	Comments
2.5	With the information provided, it is difficult to judge the real impact of the project given the level of funding. There are a variety of sources of technical information in the market Transformation program. What extra value does this project bring other than a closer tie to the utility industry?
3.0	Impact of the efforts measured against a baseline or starting point are needed. Given that there are thousands of electric utilities and membership is about 100, I would like to see the organization touching a greater percentage and engaging more of their target group. As it relates to overall strategy, societal benefits and impact to rate payers I think it is important to keep the relative importance of photovoltaic in prospective to conservation, efficiency, solar thermal technology and site-specific applicability. So often resources are squandered by using photovoltaics when a greater financial, climate change reducing and physically smaller technology would have yielded much more of a return. I know all of the people reading this know it however it is our responsibility to make sure the end users know the relative impact to the desired results photovoltaic technologies will have relative to other technologies and practices.
3.0	Accelerated development of utility-scale solar projects and greater utility acceptance of customer-sited systems is a key element in meeting the SAI goals. Therefore, the success of this project in engaging utilities and communicating the benefits of solar is a critical program activity.
2.0	Impact of SEPA could potentially be much higher without its utility constrained view of the market. The primary limitation of the SEPA model is the underlying assumption that the fundamental economic structure is correct, and not in need of major revisions. The regulated monopoly will always take a conservative back seat view toward renewables in general, and solar in particular due to its suitability as primarily a DG resource. This view limits SEPA's potential impact in terms of market transformation for PV, and ultimately does not serve the utility players who are SEPA's major supporters. For example,

Overall (Average Rating 3.0)

Rating	Comments
3.0	* Why do you think there is increasing interest on the part of utilities – what types of questions do they have? * Has there been any work on +/- impact of PV on distribution systems – what limits the value of PV in grid support [stories, load control]? * Utilities looking at the smaller projects. * The utilities are reacting to interest on the part of their customers in PV. * What is the exit strategy for this type of endeavor? How much support is needed to educate the utility industry or what tools do they need developed to allow independent assessment around PV opportunities?
3.0	If it were not for the fund matching I would have to rate the overall project only fair. This is

principally due to a lack of available details of the work done to date.

3.0 This project appears to be off to a good start. Now that utility property is eligible for the federal solar ITC, DOE should accelerate the process of building relationships with the utility sector. As such, DOE should consider dedicating additional resources to utility outreach activities.

3.0 Despite the major limitations of SEPA relative to the market structure, the team has done an excellent job educating utilities as to the benefits of solar relative to other renewable resource solutions. They have at times carried this load alone and are to be applauded for their persistence when working with an audience that has historically rejected the technology. Because of the work of organizations like SEPA, these utilities have begun to take on a much more receptive view of PV as one of the solutions to their challenges.