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How the Federal Government can Fuel  
Solar Growth in the U.S.

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# Agenda

- What's at Stake
- U.S. Market Projections
- Increasing the Momentum
- Summary

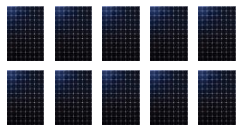
# Growth Opportunity

- In 2000, China and the U.S. both had 5 solar equipment manufacturers.



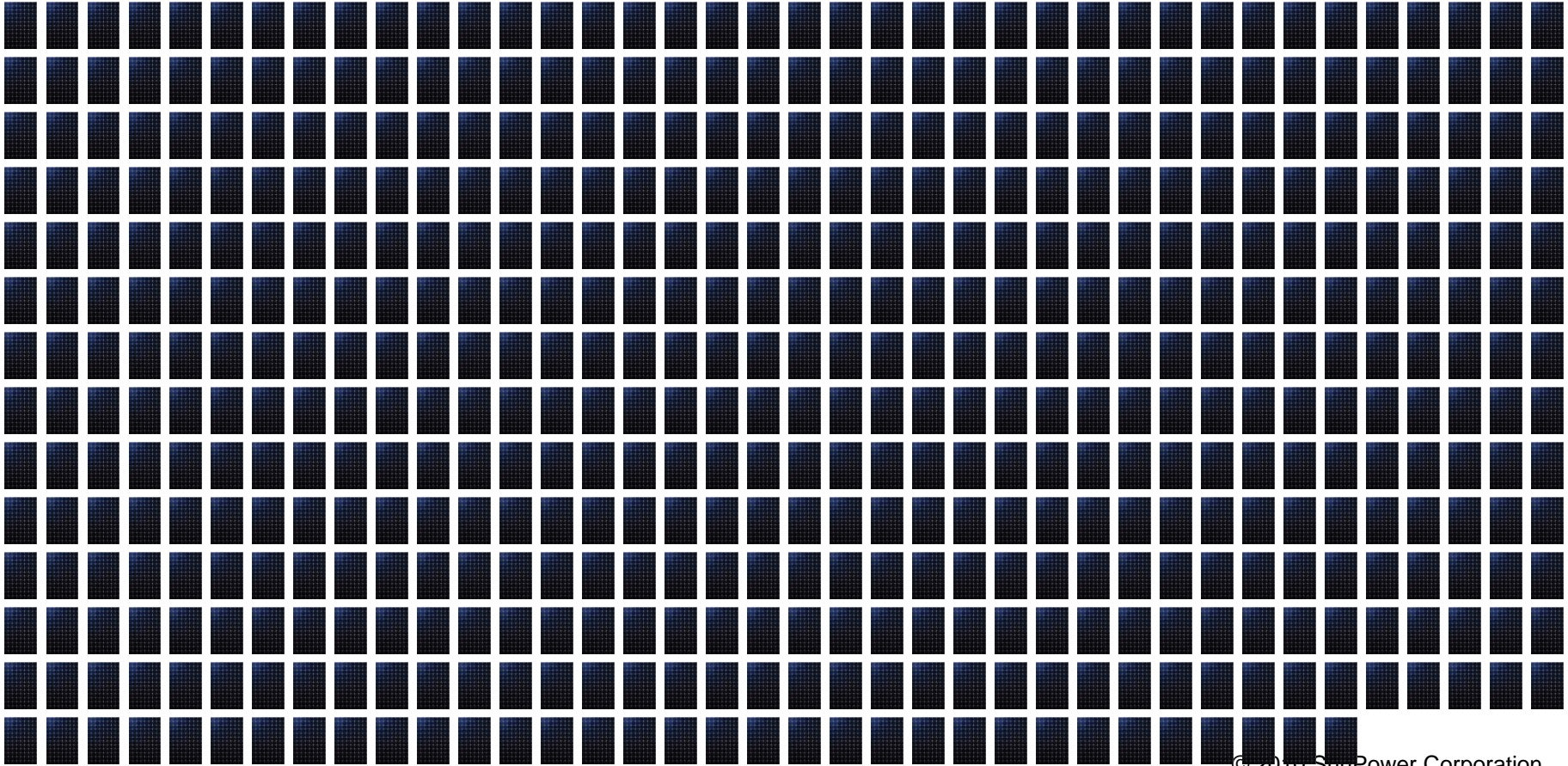
# Growth Opportunity

- In 2010, the U.S. has 10 solar equipment manufacturers....



# Growth Opportunity

- ....China has 527

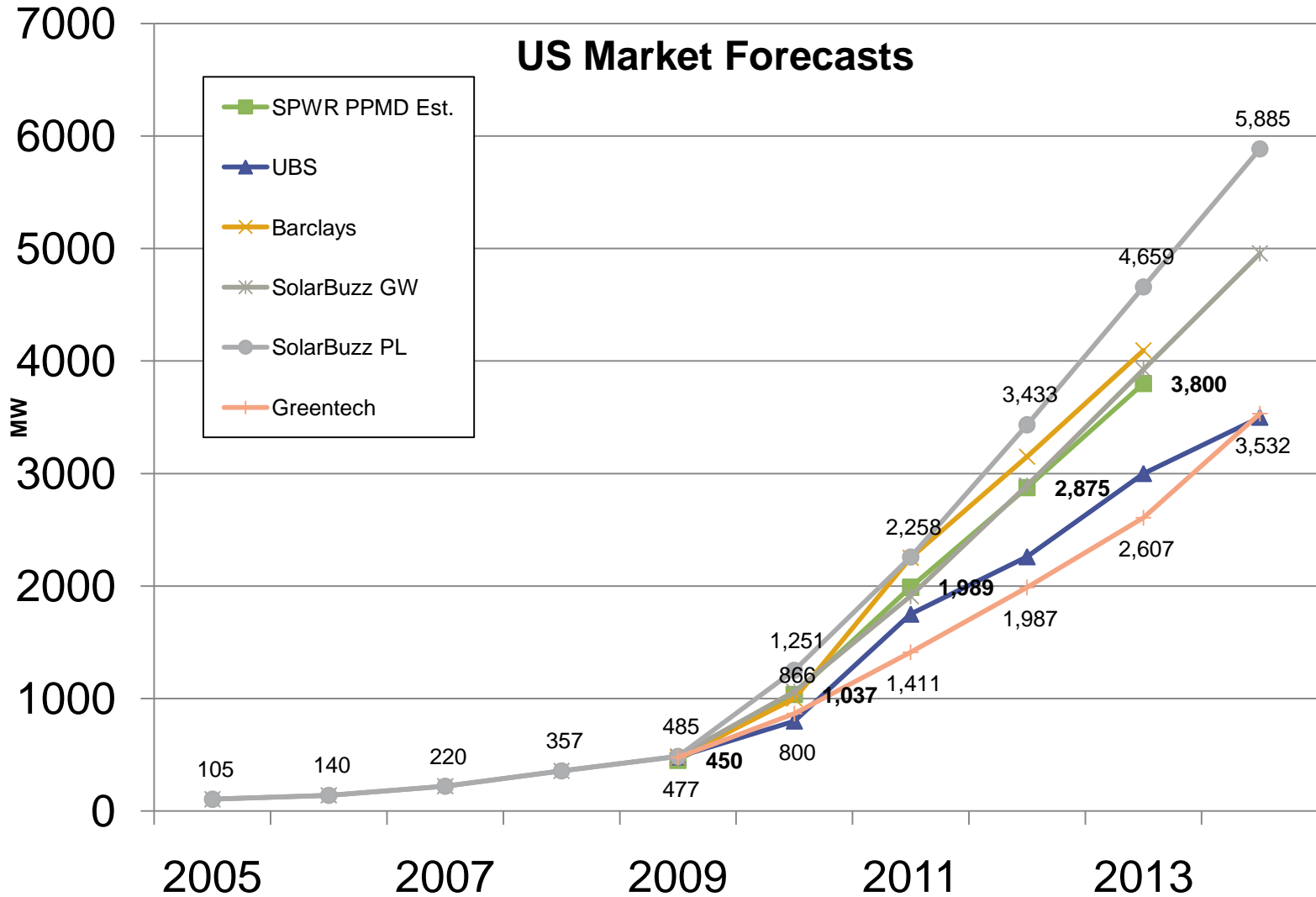


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# Federal PV Market Potential

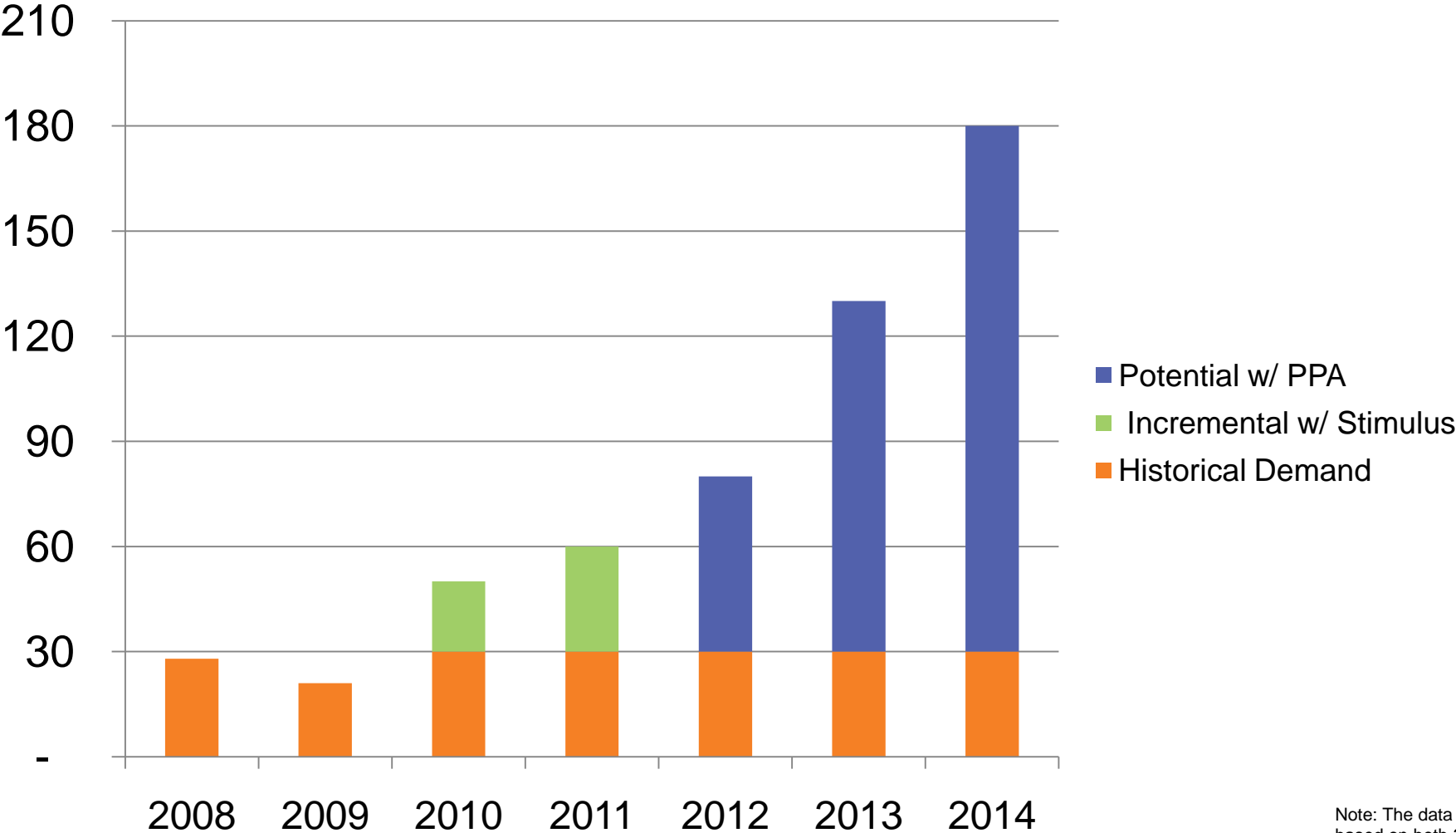
- Total Physical Potential 5 - 10 GW
  - DoD controls 30 Million Acres of Land
  - Federal Government owns 1.5 Billion gross sq/ft of buildings
- Today Potential 1 GW
  - Assumes Current Incentives and Utility Rates
  - Assumes Agencies meet or come close to meeting EPEAT goals
  - Assumes 20 year Contracting Authority

# 2005 - 2014 US PV Market



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# 2008 - 2014 Federal Market Projections



Note: The data is based on both 3<sup>rd</sup> party numbers and SPWR estimates

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# Increasing the Momentum

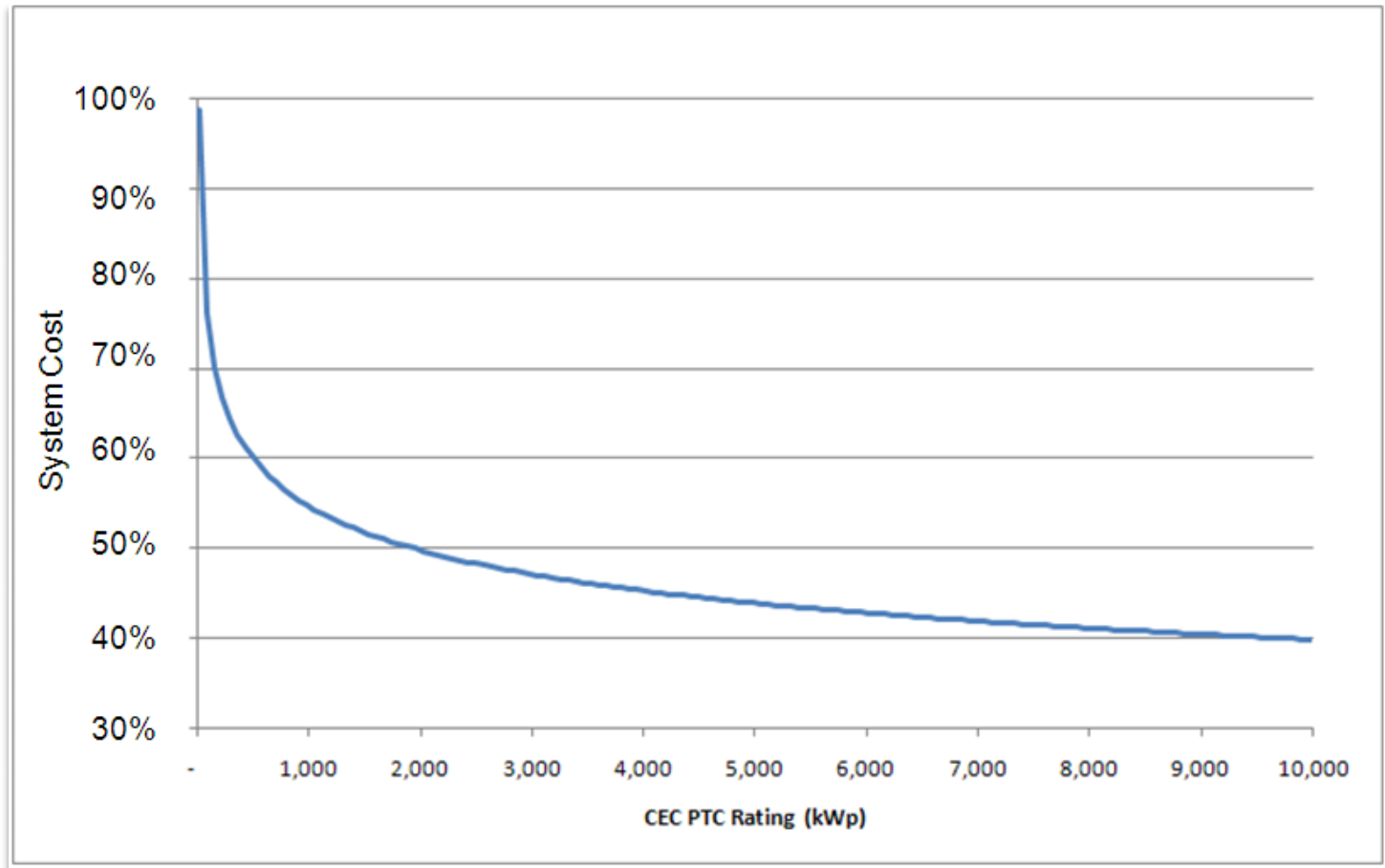
- Property Size Systems
  - Larger Systems Lead to a Higher Return
- Economics
  - Rebates
  - Radiation (Sun)
  - Rates
- Champion
  - Internal Solar Champion



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# System Sizing

## Impact of Scale on Price



Bigger Systems Drive Costs Down and Increase Solar Momentum

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# Lost Opportunities



100 kW



1,500 kW

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# Economics

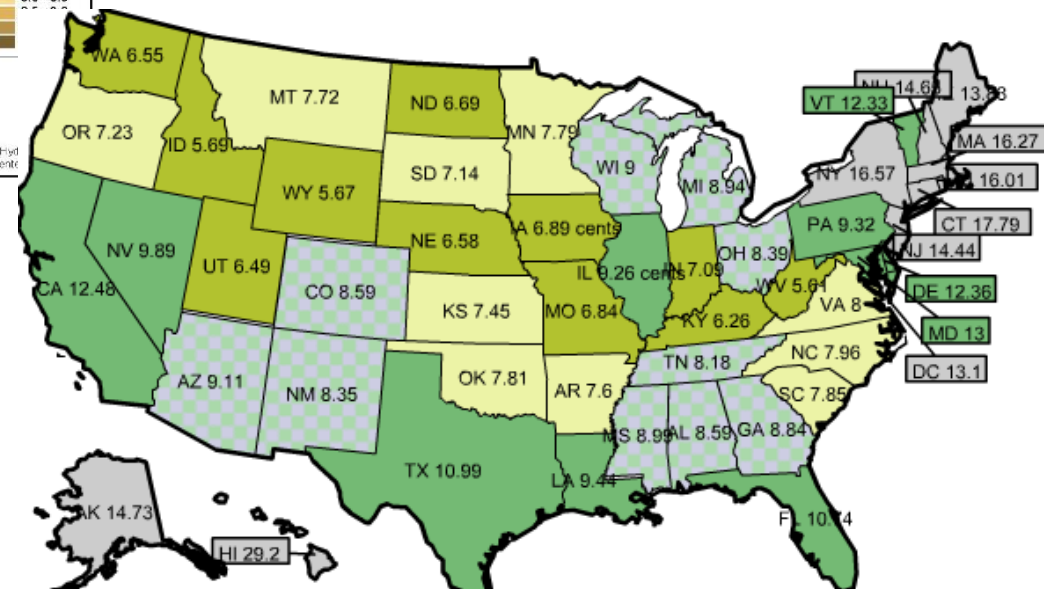
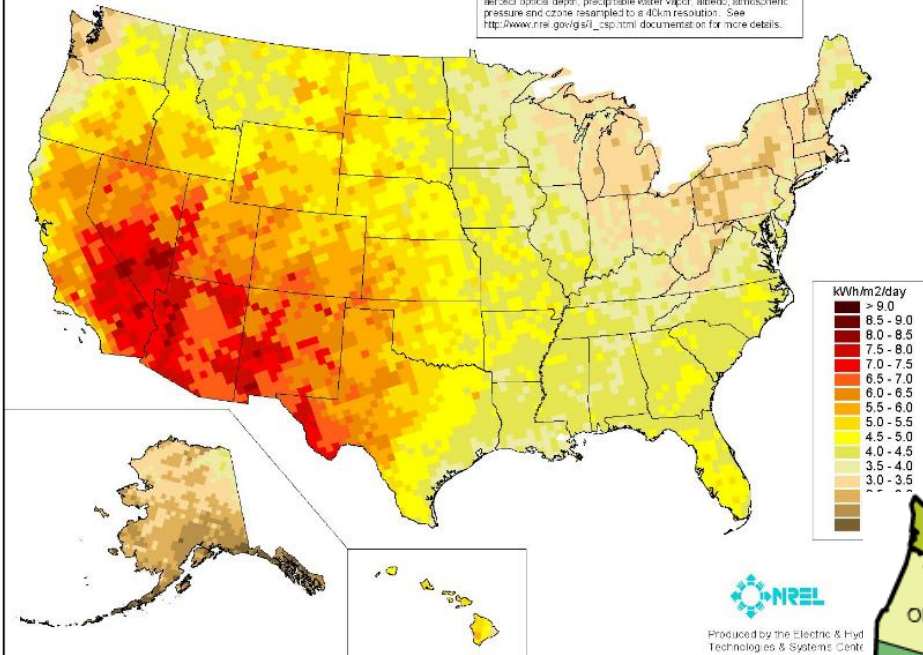
## Economic Factors

- High Solar Radiation
- Strongest state incentives
- High Rates
- Favorable Interconnection rules

Direct Normal Solar Radiation

Annual

Model estimates of monthly average daily total radiation using inputs derived from satellite and/or surface observations of cloud cover, aerosol optical depth, precipitable water vapor, albedo, atmospheric pressure and ozone resampled to a 40km resolution. See <http://www.nrel.gov/gis/dnsp.html> for more details.



# Solar Champion

- Most agencies do not have a line item in their budget for solar.
- Most agencies do not have a team ready to plan & implement a project.
- Most agencies have not fully recognized all of the benefits of solar



Jim Watson / AFP/Getty Images

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# Summary

- Property Size Systems
  - Larger Systems Lead to a Higher Return
  
- Economics
  - Rebates
  - Radiation (Sun)
  - Rates
  
- Champion
  - Internal Solar Champion



# Summary

“The days of inexpensive, convenient, abundant energy sources are quickly drawing to a close. We must act now to develop the technology and infrastructure necessary to transition to other energy sources.”

*U.S. Army Corps of Engineers*

*Army Engineer Research and Development Center  
(ERDC)*

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