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1 TO: The Arizona Corporation Commission 2010 AUG 31 A 9:49

2 FROM: Arizona Solar Power Society AZ CORP COMMISSION

Arizona Corporation Commission

DOCKETED

3 DATE: August 30, 2010

AUG 31 2010

4 DOCKET NO.: E-01345A-10-0262 E 01345A-10-0166

DOCKETED BY [Signature]

5 REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

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12 Dear Madam Chairman and Commissioners:

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The members of Arizona Solar Power Society (ASPS) respectfully request that the Arizona Corporation Commission (AZCC) consider establishing a uniform set of statewide "Utility Solar Incentive Guidelines." We believe that the setting up guidelines similar to the ones provided below would provide a much more effective system of managing solar incentive program budgets as well as facilitate clearer, more professional communications between utility company solar program managers, solar installation companies and, most importantly, ratepayers, who are not very happy with the current solar reservation process.

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Our solar association believes that establishing a standard set of guidelines on a statewide basis would make it easier for the Commission to regulate the growing solar industry and provide a good solid foundation that would allow utility companies, solar installation companies and ratepayers to work together build a very stable and very predictable Arizona solar industry.

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Over the past twelve months the Commission has allowed the utility companies to change their solar incentive programs numerous times without requiring the utilities to issue any type of professional notice to their ratepayers or the solar installation companies that serve them. When seeking answers to important questions such as "How many dollars are left in a given solar incentive program?" or "What is today's guaranteed solar rebate amount?" the utility company's most common answers is "I do not know." How is it possible for a publicly-traded company to not know how much money is left in any given incentive program?

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Solar installation businesses need accurate pricing information in order to write accurate contracts with incentive pricing that does not change. Writing a solar installation contract is not a simple one-day project. It may take a week or sometimes two weeks to source equipment, supplies, and labor costs, put them together into a contract and then require several more days for the customer to sign and return the solar installation contract.

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Allowing utility companies to change incentive rates overnight and not requiring them to honor prices on contracts that have already been signed is a bad business practice. When a customer is informed that they owe the solar installation company an additional \$5,000 over what they were promised via a signed contract they tend to get very angry.



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46 To put this problem in perspective a 6,000-watt solar power array earning rebate at \$3 per-watt
47 resulted in a rebate incentive of \$18,000. Allowing a utility company to reduce an incentive
48 rate from \$3.00 to \$2.15 per-watt overnight resulted in a loss of \$5,100 per each 6,000-watt
49 solar array. A drop in rates from \$3 to \$2.25 resulted in a loss of \$4,500 per system. Allowing
50 utility companies to reduce the rate from \$2.15 to \$1.75 results in a loss of \$2,400 per system.

51
52 Multiple these losses across 2,000-4,000 customers throughout the entire state and it is easy to
53 see that the ratepayers and solar installation companies lost \$10 million to \$15 million dollars.

54
55 The Commission did recognize this problem ahead of time and made provisions, which was
56 greatly appreciated, but the small time cushion was not enough to protect all of the signed
57 contracts that were in the pipeline at that time and many, many people lost money due to the
58 inadequate notice of rate changes. This is a real problem that cannot be allowed to continue.

59
60 To exacerbate the problem the utility companies decided to put ratepayers on waiting lists with
61 little or no details on what place they held or what rebate price-per-watt they would receive. In
62 addition, they refused to answer many questions from solar installation companies that were
63 still busy trying to sign new contracts to keep their business running smoothly and profitably.

64
65 The utility companies then began sending customers on waiting lists confusing correspondence
66 that demanded customers meet certain deadlines or be removed from active waiting lists.
67 Utility companies should not be allowed to issue demand letters asking for irrelevant
68 documentation to generate a good reason to remove customers from their rightful reservation
69 date, place in line and their promised price-per-watt incentive.

70
71 The Commission should be aware of this problem as thousands of ratepayers were told to
72 contact the Commission regarding this issue. A quick review of these dockets: E-01345A-10-
73 0262, E-01345A-09-0338, E-01933A-10-0278, E-01575A-09-0429, E-01461A-10-0226 will
74 show that many ratepayers and solar installation companies did file many formal complaints.

75
76 On August 19, 2010, the ASPS conducted a meeting with more than forty (40) Solar Rebate
77 Managers from leading Arizona solar installation companies to discuss what changes needed to
78 be made to solve the problems associated with the current solar incentive programs.

79
80 After careful consideration and discussions with our more than 850+ members who are actively
81 involved in the solar industry, we drafted and unanimously approved the following
82 "Recommended Arizona Utility Solar Incentive Guidelines" that we feel should be
83 implemented on a state-wide basis in order to protect ratepayers and the solar industry.

84
85 To show support from the solar industry, we have included numerous signed "Letters of
86 Support" from solar company CEOs, Presidents, Owners and Solar Rebate Managers who
87 strongly recommend that the AZCC adopt the Arizona Solar Power Society's "Recommended
88 Arizona Utility Solar Incentive Guidelines." Please consider the value of our proposition.

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Recommended Arizona Utility Solar Incentive Program Guidelines

The purpose of the "Recommended Arizona Utility Solar Incentive Guidelines" are to improve the communication process between utility solar program managers, solar installation company rebate managers and ratepayers by providing the timely and information required to generate accurate solar installation contracts, install solar power arrays and issue solar reservation rebate checks in a timely manner.

Utility Solar Incentive Program Managers should be required to:

- a. Conduct accurate "Utility Advertising/Marketing Communications" campaigns that reflect the real-world rebate price-per-watt pricing. This will solve the problem that is making so many customers angry when they learn the actual rebates being offered are not the same as what is being advertised on television/radio and utility websites. All advertising messages must contain the correct maximum percentage of the installation costs that are covered as well as the correct price-per-watt incentive being offered. All revisions to solar rebate programs and pricing needs be reflected in all marketing communications 30-days prior to any new incentive program price changes.
- b. Provide an easy-to-find "Online Solar Rebate Forecasting Tool" for all solar incentive programs including residential, commercial and feed-in tariff initiatives that allow solar rebate managers and salespeople to verify guaranteed rebate pricing information at the time solar installation contracts are written. Rebate incentive pricing should be guaranteed for a minimum timeframe of 30-day increments.
- c. Provide "Utility Solar Rebate Reservation Specialists" that will provide full disclosure on all solar rebate program questions, which means answering ALL questions related to the solar rebate reservation process and confirming the following information in a time-stamped solar rebate reservation form:
 - i. Issue a designated account executive to maintain reservation integrity
 - ii. Issue a Solar Rebate Reservation Number by customer/address
 - iii. Issue a Time Stamped Reservation noting program position
 - iv. Include associated Guaranteed Rebate Price-Per-Watt Reserved
 - v. Include associated Solar System Commission Date
 - vi. Include associated Rebate Check Issue Date
 - vii. Include funds remaining in Solar Rebate Budget
 - viii. Include funds planned for collection over next 12 Months
 - ix. Include megawatts Reserved-to-Date in Solar Rebate Programs
 - x. Eradicate the words "I don't know" from the utility's vocabulary

Please note that this does not mean that the solar industry is in favor of utility companies setting up their own solar installation businesses. Utility companies already



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134 serve as a monopoly in power generation. They must not be allowed to use their
135 monopoly position to enter the solar installation business as proposed in at least one
136 utility company's 2011 REST plan.
137

- 138 d. Provide a mandatory "Incentive Early Warning System" that announces solar rebate
139 incentive changes for ANY reason to the general public via mass media. The Early
140 Warning System should announce all changes to ratepayers and installation companies
141 with 30-business day's prior written notice via regularly scheduled advertising, press
142 releases, monthly billing statements and their website before pending rate cases are
143 heard and certainly before implementing any rebate price changes in the marketplace.
144
- 145 e. Establish the solar installation company as the "Solar Agent." Once a solar rebate
146 reservation is signed by a customer, all communication from that date forward should
147 be managed by the solar installation company in order to reduce communication delays
148 with customers unless a customer specifically requests to be primary contact.
149
- 150 f. Eliminate "Unnecessary Customer Correspondence." No more letters should be mailed
151 requesting the customer to take some sort of irrelevant action by a certain deadline or
152 face the penalty of being moved to the back of the reservation waiting list in order to
153 reduce a customer's solar rebate reservation guaranteed price-per-watt.
154
- 155 g. Establish a "Use it or Move It" quarterly solar budget review process that automatically
156 moves all unused solar funds from underperforming solar programs such as the
157 Commercial Performance Based Incentive (PBI) programs into the most successful
158 solar programs such as the Residential Upfront Incentive (UFI) Program or a Solar
159 Feed-in Tariff program. This step should reward solar programs that are successful and
160 prevent utility companies from holding large sums of solar funding hostage for
161 programs that do not produce results or put steel in the ground.
162
- 163 h. Publish a "Full Public Disclosure List" of residential and commercial solar power arrays
164 and solar thermal hot water installations that include the system size, system price,
165 commission date, solar rebate check issue date and location of the system in order to
166 provide a system of checks and balances on utility company solar incentive program
167 performance that is subject to peer review. Residential ratepayers deserve to know
168 where their money is being installed. Residential ratepayer money needs to be installed
169 on residential rooftops, not on schools, government buildings or utility-owned facilities.
170

171 A "full-disclosure" list will also enable the following information to be tracked:
172

- 173 i. The solar industry needs a way to hold the utility companies "accountable" for
174 what companies are receiving solar funding, how much each recipient is receiving
175 and to provide a peer review system that allows the industry to verify that all
176 funds are being allocated per the Renewable Energy Standard Tariff (REST)
177 guidelines. This step will identify unfair business practices and contract awards
178 and help solar installation companies track utility PBI ranking scores.



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- 179 ii. Installation statistics will also allow the worldwide solar industry to track
180 Arizona's successful track record from afar as solar sales and installations increase
181 and position Arizona as the Solar Capitol of America. These statistics are what
182 Arizona needs to attract more solar manufacturing companies to our state and
183 prove that alternative energy is a great way to stimulate the economy, create jobs
184 and make our state a better place to breathe.
- 185 iii. The Arizona Governor's Department of Commerce, the Arizona State Legislature
186 and/or economic development organizations such as the Greater Phoenix Economic
187 Council will be able use this information to solicit international business investment
188 and more venture capital to help fund Arizona's growing solar power industry.
189 Marketing Arizona's solar market potential is the quickest way to fix our economy.
- 190 i. Allow solar installation companies to charge an "interest charge" for utility companies
191 that do not pay their solar rebate reservations within 30-days of the commissioning date
192 as well as collect all legal fees incurred while trying to recover a debt in order to cover
193 the cost of solar panels, installation, and bank finance charges assessed while awaiting
194 solar rebate reservation checks to arrive. Failure to pay needs to be penalized.
- 195
196 j. All solar Request for Proposals (RFPs) need to be published in local newspapers,
197 business journals or some type of public media. RFPs that are awarded a contract by
198 the utility company need to be made public for peer review. It is critical that utility
199 companies be held accountable for selecting contracts that have the ratepayer's best
200 interests in mind. The biased, good old boy network needs to be eliminated and
201 replaced by Performance Based Incentive RFP seminars that teach solar companies how
202 to write cost-effective RFPs that are competitive and provide a good deal for ratepayers.

203
204 Implementing these suggested solar incentive guidelines will serve Arizona ratepayers by
205 enhancing the ratepayer solar installation experience and streamlining the process of making
206 solar rebate reservations; make it possible to obtain a guaranteed solar rebate that will not
207 change once the reservation is made; allow for a central point of contact for the solar
208 installation; and allow the customer or solar installation company to receive a solar rebate
209 check in a timely manner once the solar system has been commissioned.

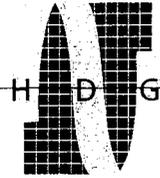
210
211 Effective communications with all parties involved in the solar installation process is the best
212 way to streamline the solar industry, ensure that double digit growth continues and allow the
213 marketing of Arizona's solar insolation footprint and rooftops to investors on a global basis.
214

215 Respectfully submitted on this 30th day of August 2010.

216
217 Robert Hoskins

218
219
220 By  _____

221
222 Robert Hoskins
223 Executive Director
224 Arizona Solar Power Society



TO: The Arizona Corporation Commission
FROM: Clint Rapier PE, Hawkins Design Group Inc.
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

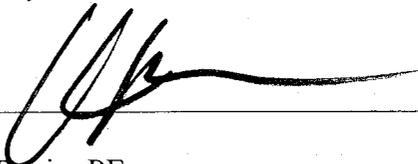
We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

We encourage the Arizona Corporation Commission to:

1. Increase funding for solar incentive and feed-in tariff programs.
2. Mandate accurate marketing messages regarding solar power incentive programs
3. Mandate online solar forecasting tools that details funds and watts used to date
4. Mandate accurate guaranteed solar rebates at time of customer reservations
5. Mandate full disclosure of available solar incentive budgets and pending revisions
6. Mandate "spend it or move it" budget transfer policy to reward successful solar installation programs
7. Mandate full disclosure of where ALL solar incentive funds are being spent
8. Mandate solar reservation rebate checks to be issued within 30-days of commission date
9. Allow solar installation companies to recover debts and legal expenses of recovery
10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Clint Rapier PE
VP of Operations
Hawkins Design Group Inc.

ARIZONA SOLAR POWER

TO: The Arizona Corporation Commission
FROM: Darron Baker
Arizona Solar Power
853 Dunivin Lane
Prescott, AZ 86327

DATE: August 27, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Solar Power, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

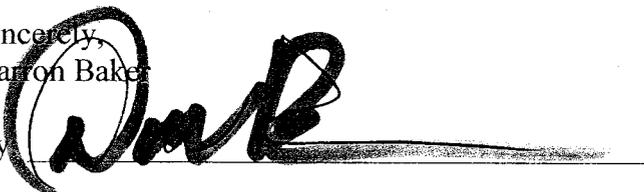
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Respectfully submitted on this 27th day of August 2010.

Sincerely,
Darron Baker

By 

Arizona Solar Power
CEO
853 Dunivin Lane
Dewey, AZ 86327



TO: The Arizona Corporation Commission

FROM: Curt Hilliker, Partner - Arizona Solar Concepts, LLC

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Solar Concepts, L.L.C., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

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As a result of the existing process that results in completely unexpected reductions in incentives, our company has lost AT LEAST 9 solar deals that were at the 5 yard line. These systems lost totaled more than \$675,000 in lost revenue for our small company. We have about 30 employees and had hired 5 others that we had to let go, or they quit due to lack of work. Please help provide a stable, predictable environment for our industry to work in. HELP!

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Curt Hilliker - Partner
Arizona Solar Concepts, LLC

www.azsolarconcepts.com



TO: The Arizona Corporation Commission

FROM: Greg Collins, Verde Solar Power

DATE: August 25, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

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Sincerely,

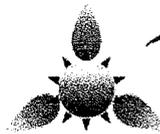
A handwritten signature in black ink, appearing to read "G. Collins", is written over the printed name.

Greg Collins

Prim. Engr.

Verde Solar Power

www.verdesolarpower.com



ARIZONA ENERGY
PROS INC

TO: The Arizona Corporation Commission

FROM: Russell Gardner, Arizona Energy Pros Inc.

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Energy Pros Inc., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

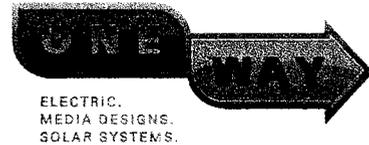
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10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 24th day of August 2010.

Sincerely,

Russell Gardner
President & Chief Executive Officer
Arizona Energy Pros Inc.
www.aepros.com



TO: The Arizona Corporation Commission

FROM: Jim Wilber, One Way Solar

DATE: August 26, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, One Way Solar, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

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10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 26th day of August 2010.

Sincerely,

Jim Wilber
Sales Manager
One Way Solar
www.onewayelectric.com



TO: The Arizona Corporation Commission

FROM: Fred A. Coad, Refined Solar

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Refined Solar, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

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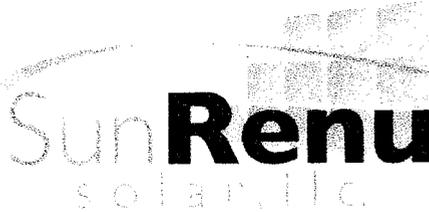
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Respectfully submitted on this 24th day of August 2010.

Sincerely,

Fred A. Coad
Alternative Energy Enthusiast
Refined Solar
Refinedsoalr.com



TO: The Arizona Corporation Commission
FROM: John McDonnell – SunRenu Solar, LLC/SunRenu Solar Contractors, LLC
DATE: August 26, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that SunRenu Solar, LLC and affiliated companies, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process, and maintain the continued growth of the solar industry in Arizona.

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Respectfully submitted on this 26th day of August 2010.

Sincerely,

A handwritten signature in black ink, appearing to read "John McDonnell".

John McDonnell
President
SunRenu Solar, LLC
www.SunRenu.com



TO: The Arizona Corporation Commission
FROM: Glenn France, Sundial Energy, Inc.
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: Glenn France

Glenn France
Director of Energy Efficiency/Head Estimator
Sundial Energy, Inc.
<http://www.sundialenergy.com/>



TO: The Arizona Corporation Commission

FROM: Rodney Huffman, CleanSwitch, Inc.

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, CleanSwitch, Inc., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

We encourage the Arizona Corporation Commission to:

1. Increase funding for solar incentive and feed-in tariff programs.
2. Mandate accurate marketing messages regarding solar power incentive programs
3. Mandate online solar forecasting tools that details funds and watts used to date
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7. Mandate full disclosure of where ALL solar incentive funds are being spent
8. Mandate solar reservation rebate checks to be issued within 30-days of commission date
9. Allow solar installation companies to recover debts and legal expenses of recovery
10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: _____

A handwritten signature in cursive script that reads "Rodney Huffman".

Rodney Huffman
Regional Manager
CleanSwitch, Inc.
www.cleanswitch.com

TO: The Arizona Corporation Commission
FROM: Salt River Solar & Wind LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Salt River Solar & Wind LLC supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: _____


Leslie Frazier
Rebate Manager
Salt River Solar & Wind LLC
leslie@saltriverenergy.com

TO: The Arizona Corporation Commission
FROM: Neal Uppal, Solar Topps LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Solar Topps, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

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Respectfully submitted on this 24th day of August 2010.

Sincerely,



By: _____

Neal Uppal
President
Solar Topps LLC
www.solartopps.com

TO: The Arizona Corporation Commission
FROM: Lonnie Ruscito, Desert Sky Solar
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Desert Sky Solar, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

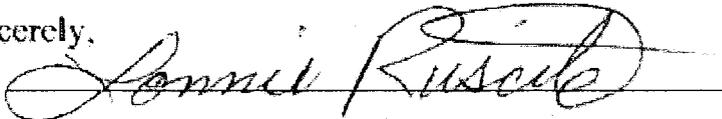
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10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By:



Lonnie Ruscito
Desert Sky Solar



TO: The Arizona Corporation Commission

FROM: Thomas J. Parent (TJ), Royal Covers / Royal Solar

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

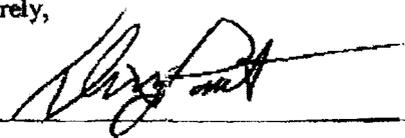
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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Thomas J. Parent (TJ)
 Division Manager
 Royal Covers of Arizona / Royal Solar of Arizona
 www.RoyalSolarAZ.com

TO: The Arizona Corporation Commission
FROM: Arizona Pro Solar LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Pro Solar LLC supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

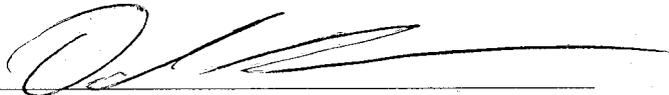
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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

David Baum
CFO/Owner
Arizona Pro Solar LLC
623 594-4760

TO: The Arizona Corporation Commission
FROM: Salt River Solar & Wind LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Salt River Solar & Wind LLC supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

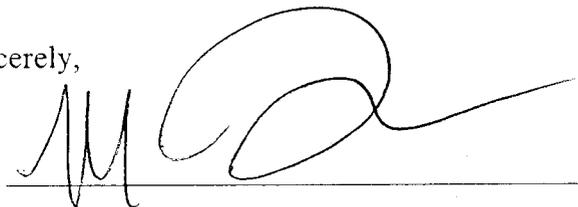
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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Michael Fricker
General Manager/Owner
Salt River Solar & Wind LLC
mike@saltriverenergy.com

TO: The Arizona Corporation Commission

FROM: Patrick White, Sales Manager, Lifetime Solar Concepts, L.L.C.

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Lifetime Solar Concepts, L.L.C., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

We encourage the Arizona Corporation Commission to:

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9. Allow solar installation companies to recover debts and legal expenses of recovery
10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Patrick V. White
Sales Manager
Lifetime Solar Concepts, L.L.C.
www.lifetimesolarconcepts.com

TO: The Arizona Corporation Commission
FROM: Arizona Pro Solar LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Pro Solar LLC supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Jason Reis
Sales Manager
Arizona Pro Solar LLC
jason@arizonaprosolar.com

TO: The Arizona Corporation Commission
FROM: Salt River Solar & Wind LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Salt River Solar & Wind LLC supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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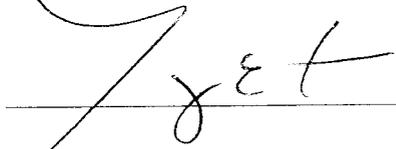
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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: 

Tim Precourt
Director of Operations
Salt River Solar & Wind LLC
tim@saltriverenergy.com

TO: The Arizona Corporation Commission
FROM: Arizona Pro Solar LLC
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Pro Solar LLC supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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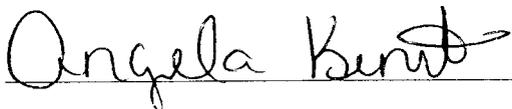
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Respectfully submitted on this 24th day of August 2010.

Sincerely,

By:  _____

Angela Kent
Rebate Manager
Arizona Pro Solar LLC
623 594-4760

TO: The Arizona Corporation Commission
FROM: Phillip E. Reinhardt, Informed Choice Solar
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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Respectfully submitted on this 24th day of August 2010.

Sincerely,



Phillip E. Reinhardt, President
Informed Choice Solar, LLC



TO: The Arizona Corporation Commission

FROM: Troy Howe, Engineer- Arizona Solar Concepts, LLC

DATE: August 25, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Solar Concepts, L.L.C., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

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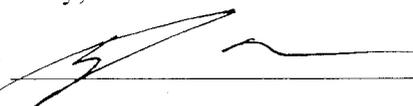
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8. Allow solar installation companies to recover debts and legal expenses of recovery
9. Prevent utilities from using their monopoly position to enter solar installation business

As a result of the existing process that results in completely unexpected reductions in incentives, our company has lost AT LEAST 9 solar deals that were at the 5 yard line. These systems lost totaled more than \$675,000 in lost revenue for our small company. We have about 30 employees and had hired 5 others that we had to let go, or they quit due to lack of work. Please help provide a **stable, predictable** environment for our industry to work in. HELP!

Respectfully submitted on this 25th day of August 2010.

Sincerely,

By: 

Troy Howe, Engineer
Arizona Solar Concepts, LLC

www.azsolarconcepts.com



TO: The Arizona Corporation Commission

FROM: Clint Taylor, Managing Director- Arizona Solar Concepts, LLC

DATE: August 25, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Solar Concepts, L.L.C., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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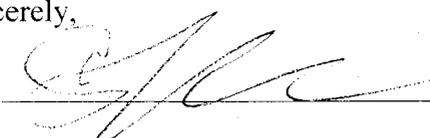
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Respectfully submitted on this 25th day of August 2010.

Sincerely,

By: 

Clint Taylor, Managing Director
Arizona Solar Concepts, LLC

www.azsolarconcepts.com

TO: The Arizona Corporation Commission
FROM: SC Pitchford Consulting
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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10. Prevent utilities from using their monopoly position to enter solar installation business
11. Encourage and enable education, transparency, clarity and growth of the Arizona solar Industry.

Respectfully submitted on this 24th day of August 2010.

Sincerely,


By: Steven C. Pitchford

824 S 132 St. Gilbert, AZ

Fred A. Coad, Certified Public Accountant

TO: The Arizona Corporation Commission
FROM: Fred A. Coad, Certified Public Accountant
DATE: August 24, 2010
REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a Certified Public Accountant and rate payer, I would like to state for the record that I support the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. My neighbors want answers to their solar installation questions, but the utility companies refuse to provide the answers.

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Respectfully submitted on this 24th day of August 2010.

Sincerely,



Fred A. Coad
Certified Public Accountant
Coadcpa.com



TO: The Arizona Corporation Commission

FROM: Darcy White, Project Manager - Arizona Solar Concepts, LLC

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Solar Concepts, L.L.C., supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

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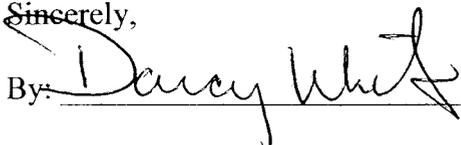
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8. Allow solar installation companies to recover debts and legal expenses of recovery
9. Prevent utilities from using their monopoly position to enter solar installation business

As a result of the existing process that results in completely unexpected reductions in incentives, our company has lost AT LEAST 9 solar deals that were at the 5 yard line. These systems lost totaled more than \$675,000 in lost revenue for our small company. We have about 30 employees and had hired 5 others that we had to let go, or they quit due to lack of work. Please help provide a **stable, predictable** environment for our industry to work in. HELP!

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: _____

Darcy White - Project Manager
Arizona Solar Concepts, LLC

www.azsolarconcepts.com



TO: The Arizona Corporation Commission

FROM: Charles Bishop, Royal Covers / Royal Solar

DATE: August 24, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, insert your company name here, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both rate-payers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

We truly believe that following these guidelines would streamline the solar rebate reservation process and maintain the continued growth of the solar industry in Arizona.

We encourage the Arizona Corporation Commission to:

1. Increase funding for solar incentive and feed-in tariff programs.
2. Mandate accurate marketing messages regarding solar power incentive programs
3. Mandate online solar forecasting tools that details funds and watts used to date
4. Mandate accurate guaranteed solar rebates at time of customer reservations
5. Mandate full disclosure of available solar incentive budgets and pending revisions
6. Mandate "spend it or move it" budget transfer policy to reward successful solar installation programs
7. Mandate full disclosure of where ALL solar incentive funds are being spent
8. Mandate solar reservation rebate checks to be issued within 30-days of commission date
9. Allow solar installation companies to recover debts and legal expenses of recovery
10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 24th day of August 2010.

Sincerely,

By: Charles Bishop

Charles Bishop
 Owner
 Royal Covers of Arizona / Royal Solar of Arizona
 www.RoyalSolarAZ.com

ARIZONA SOLAR POWER

TO: The Arizona Corporation Commission
FROM: Darron Baker
Arizona Solar Power
853 Dunivin Lane
Prescott, AZ 86327

DATE: August 27, 2010

REGARDING: Recommended Guidelines for Arizona Utility Solar Incentive Programs

Dear Madam Chairman and Commissioners:

As a member of the Arizona Solar Power Society (ASPS), I would like to state for the record that our company, Arizona Solar Power, supports the "Recommended Guidelines for Arizona Utility Solar Incentive Programs" as submitted with this letter of support.

It is imperative for both ratepayers and solar installation companies that order be restored to the solar installation industry. Our customers want answers to their solar installation questions, but we can't answer them because the utility companies refuse to provide the answers.

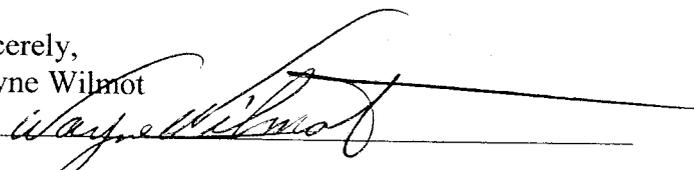
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8. Mandate solar reservation rebate checks to be issued within 30-days of commission date
9. Allow solar installation companies to recover debts and legal expenses of recovery
10. Prevent utilities from using their monopoly position to enter solar installation business

Respectfully submitted on this 27th day of August 2010.

Sincerely,
Wayne Wilmot

By: 

Arizona Solar Power
COO
853 Dunivin Lane
Dewey, AZ 86327