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OPEN MEETING AGENDA ITEM

# Maracay Homes

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Arizona Corporation Commission

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November 4, 2011

Commissioners & Docket Control  
Arizona Corporation Commission  
1200 West Washington  
Phoenix, AZ 85007

RE: Comments to Utilities Division recommendation for the APS Energy Star Plus Solar Home Program – Docket No. E-01345A-11-0264

Dear Chairman Pierce and Commissioners:

Thank you for continuing to support solar in Arizona. Maracay Homes started offering solar as an option in 2009 because our customers were asking for it. Since then, we have sold a number of homes with solar and look forward to continuing to offer solar in 2012.

After reviewing Staff's recommendation and comparing that to our 2012 plans we do not believe an incentive level of \$0.85/watt in APS Service Territory is sufficient in 2012 for a few reasons:

1. Unlike the residential retrofit market, our market is less dynamic and has a longer planning cycle. As such, we have been planning for the \$1.45/watt incentive as laid out in the APS 2011 RES Plan. Please note that 4 of the 5 current Commissioners supported the 2011 plan that contained this incentive level. We recommend the Commission approve an incentive level of \$1.45/watt for 2012.
2. Our standard system size is 3kW as opposed to the average retrofit system size of 7kW. This is because we are committed to building energy efficient homes which use less energy. When you compare the incentive for the average new home buyer vs. the retrofit buyer you will see that the average incentive requirement for the new home buyer is lower.

	System Size	Current Incentive/Watt	Total Incentive Paid
New Home Buyer	3kW (3,000 watts)	\$1.45	\$4,350
Retrofit Buyer	7kW (7,000 watts)	\$0.85	\$5,950

3. We will continue to offer solar. However, should the reduced incentive take effect, we anticipate seeing a direct and immediate effect on our ability to successfully market and sell these systems to our customers.

We strongly urge the Commission to consider the value of adding affordable solar to new homes and recognize that stability and growth in this market segment is strongly predicated on the decisions that will be made as part of the APS 2012 RES program.

Regards,

John Coleman  
Director of Purchasing  
Maracay Homes

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