



2009 WISCONSIN

Renewable Energy Summit

Renewables, Sustainability, Energy Efficiency,
Social Responsibility, and Green Energy Practices

Solar Electric Energy

Session 14-4

DATE:

THURSDAY, MARCH 26, 2009

Breakout Session 14-4:

Time:

2:00pm – 3:45pm

Presenters:

Financing PV Systems

Jason Coughlin, National Renewable Energy Laboratory

Roof top PV is still relatively expensive vis-a-vis conventional sources of electricity. As a result, financial incentives and tax credits are critical to getting projects financed and installed. Third party finance models have emerged to take full advantage of tax incentives, offering the end user an attractive way to “go solar” without the up-front costs. At the residential level, a number of new models are being piloted across the US including the solar lease and property tax assessments as a way to lower the financial burden for the homeowner. Finally, community solar projects are creating cost-effective opportunities for renters and those that live in apartments or condos, among others, to benefit from solar electricity, without installing individual systems per se. This session will explore all of these models to illustrate the alternatives that exist to traditional methods of financing and installing PV systems.

Presenter Biographies:

Jason Coughlin

The presenter is the liaison for the City of Milwaukee with the Department of Energy under the Solar America Cities program. Mr. Coughlin provides financial assistance to a number of cities interesting in installing large, public sector PV systems. Mr. Coughlin has been at NREL for approximately 2 years. Prior to NREL, he was a corporate finance banker in Atlanta. Mr. Coughlin has made a number of recent presentations on solar finance, most recently for audience in NYC, Salt Lake City and the National Association of Counties.