

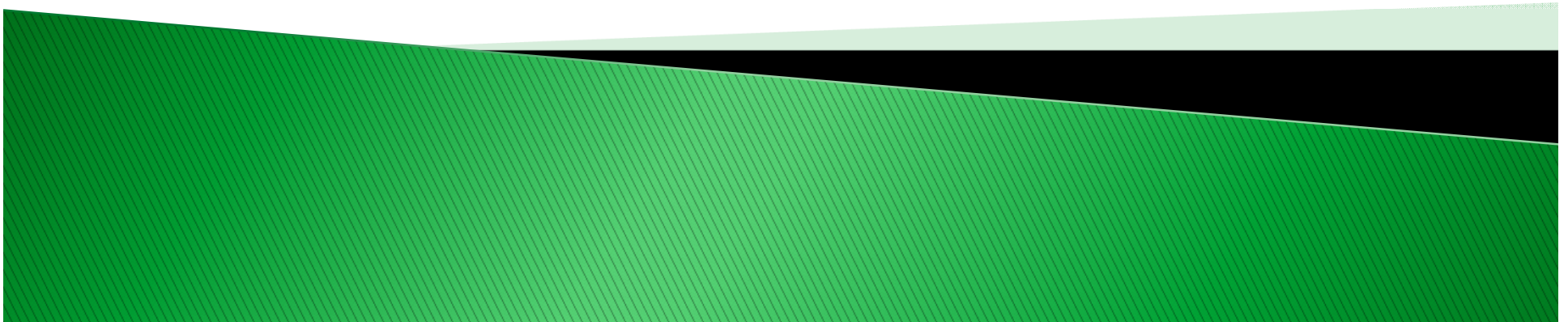
Maryland Energy

ADMINISTRATION

Powering Maryland's Future

State Energy Programs: U.S. Experience

- Kyle Haas – Clean Energy Program Manager



MEA's Mission

- ▶ Promote affordable, reliable, clean energy. MEA's programs and policies help lower energy bills, fuel the creation of green collar jobs, address environmental and climate impacts, and promote energy independence.



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↑
security

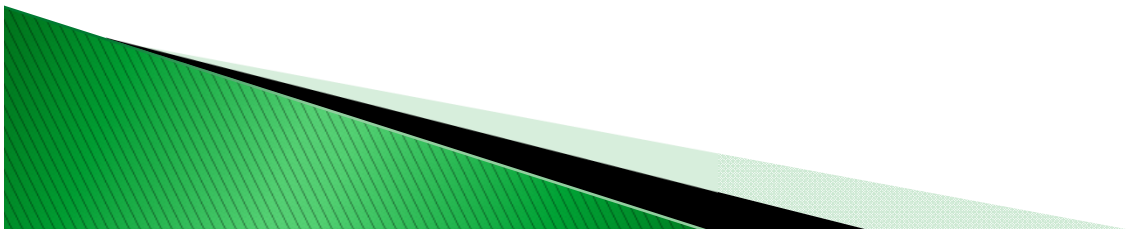


Policies and Programs

- »» Effective legislation, industry development and incentives

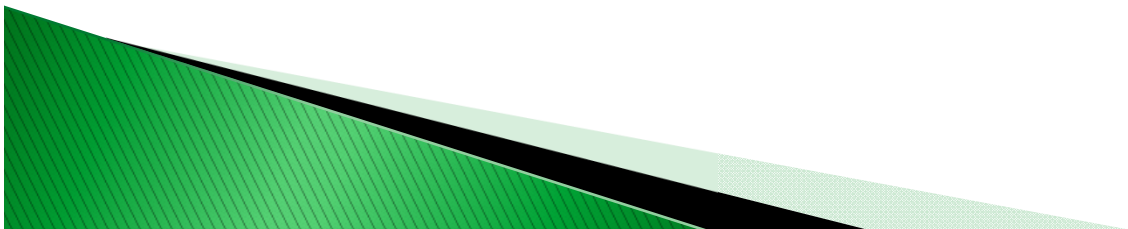
Guiding Legislation and Regulations

- ▶ Renewable Portfolio Standard
 - Goal of 20% electricity from renewable sources by 2022
 - Retirement of Renewable Energy Credits (REC)
 - One MWh of electricity = One REC
- ▶ Empower Maryland
 - 15% reduction in per capita energy intensity by 2015
 - Baseline is 2007

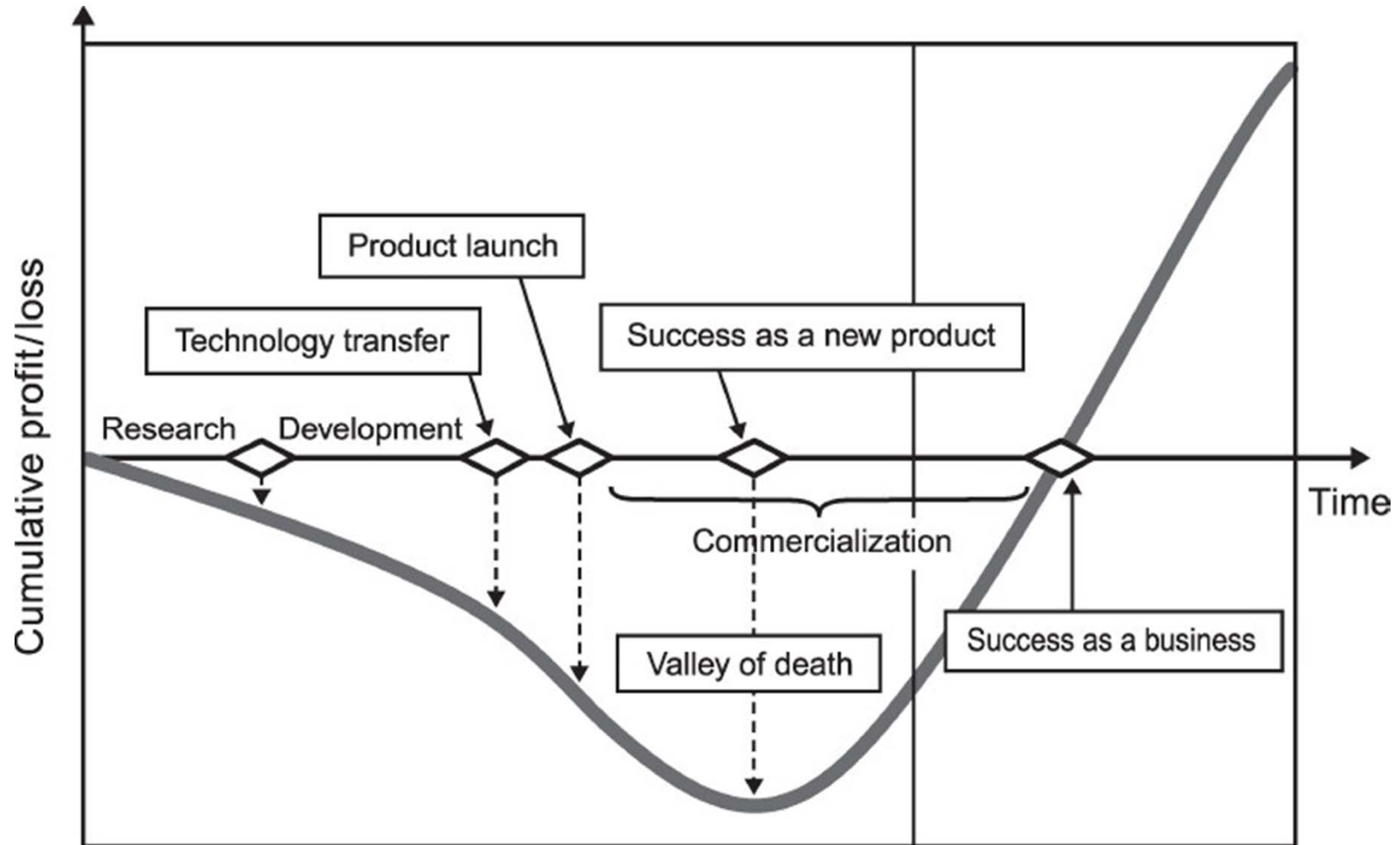


Program: Game Changer Grants

- ▶ Provide funding for commercially proven tech.
- ▶ Mitigate the costs/risks of these technologies
- ▶ Jump start innovative technology industries
- ▶ Bring economic benefits to communities
- ▶ Promote technologies that contribute to RPS

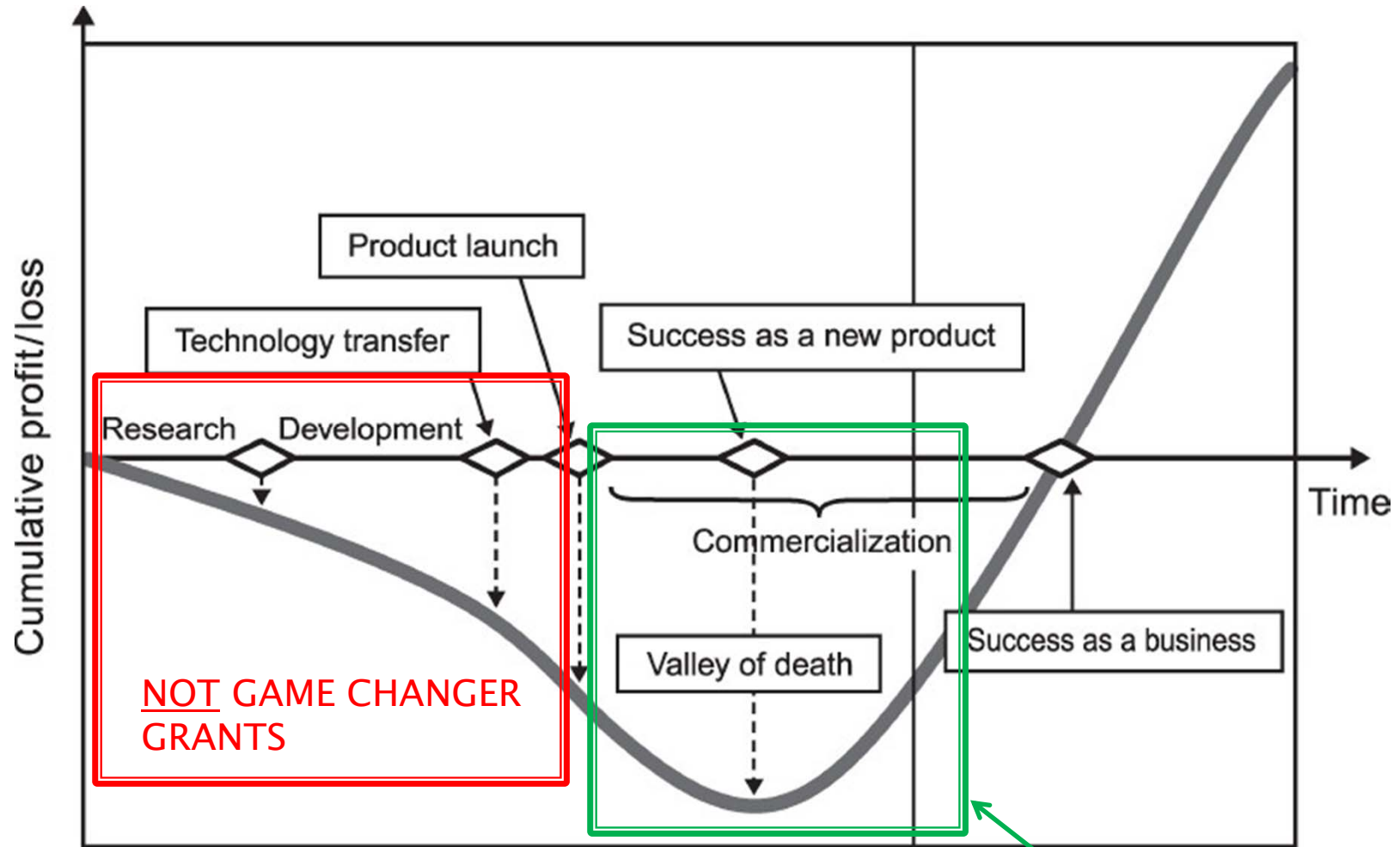


The Valley of Death



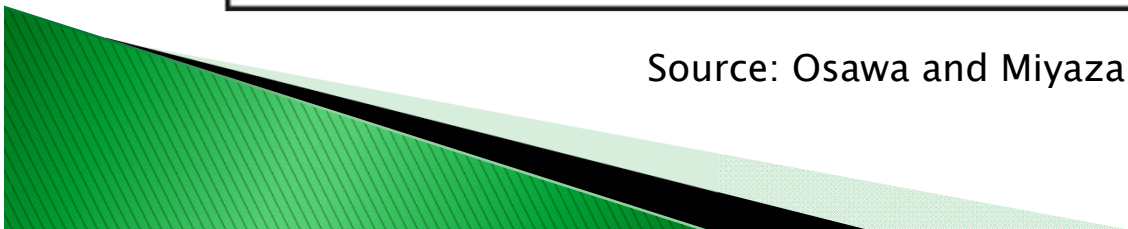
Source: Osawa and Miyazaki, 2006

The Valley of Death



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GAME CHANGER GRANTS



Game Changer Project Examples

- ▶ Grid scale battery storage project
- ▶ Study/report on streamlining permitting and interconnect process for RE projects
- ▶ Hydrogen fuel cell demos



CE Grant Program

Residential Grant Amounts

Resource Conversion Technology	Installed Capacity Range	Flat Award
Solar Photovoltaic (PV)	1-20 kW	\$1,000/project
Solar Water Heating	10-100 sq. ft.	\$500/project
Geothermal Heating & Cooling (GHC)	1-10 tons	\$3,000/project



Small Business Grant Amounts

Resource Conversion Technology	Installed Capacity Range	Award/Capacity Unit
Solar Photovoltaics (PV)	1-99.99 kW	\$60/kW
Solar Water Heating (SWH)	50-249.99 sq. ft.	\$20/sq. ft.
Geothermal Heating & Cooling (GHC)	1-24.99 tons	\$180/ton
Wind	Please see the Windswept Grant Program page.	



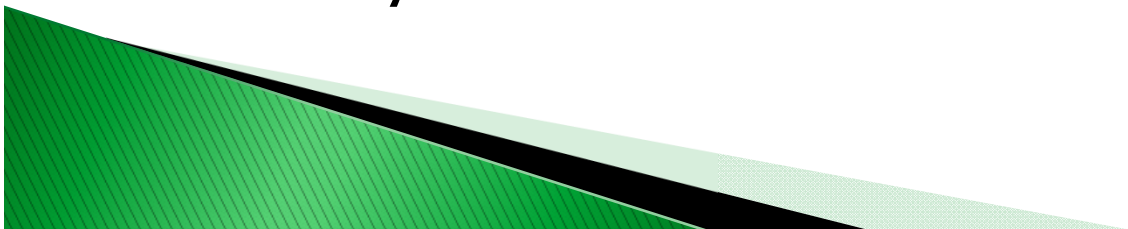
Low Cost Efforts

- »» Industry development and guidance

Industry Development and Guidance



- ▶ Many clean energy industries are in their infancy
 - Are not organized to advocate on their own behalf
 - Don't have a single message to deliver to public
- ▶ Industry associations can help!



Leveraging Expertise



- ▶ Government experts guide private businesses
- ▶ Explain regulatory barriers, financing, etc.
- ▶ Provide easy to use guidebooks, FAQ sheets

A good approach...

1) Map the industry

- Actors, stakeholders, etc.
- Relationships, dependencies
- Mature markets in other countries/similar industries

2) ID opportunities/barriers

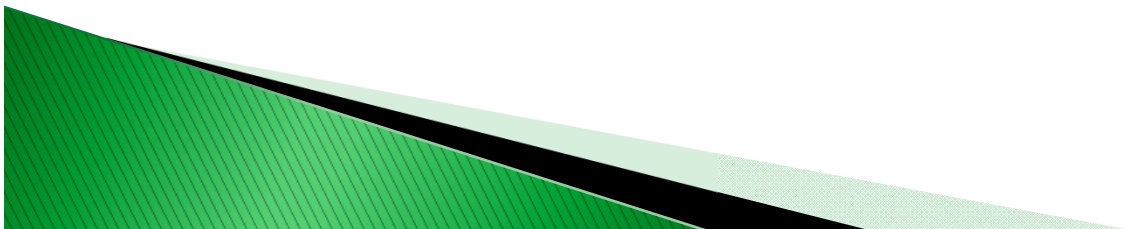
- What is preventing growth?
- What “easy wins” are out there?

3) Set your goals

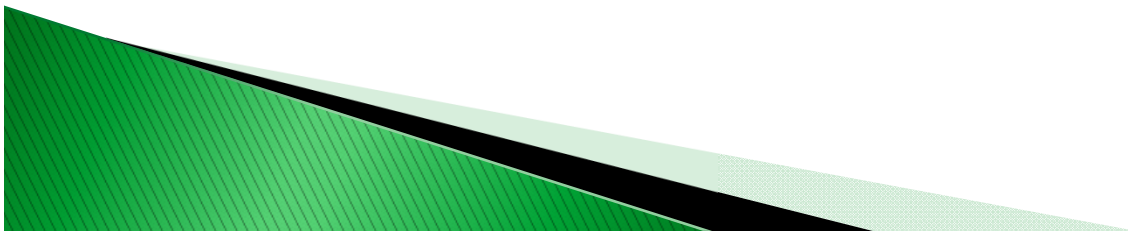
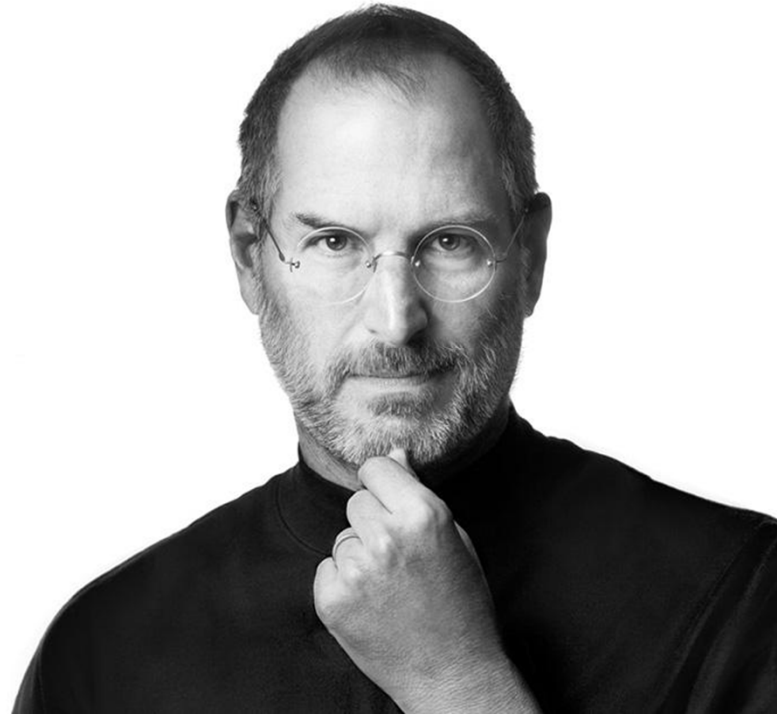
- RPS? Legislative mandate?
Other?

4) Copy, steal, improve

- Use what has worked abroad
- Learn the lessons they didn't
- Improve on their models



Good Artists Copy, Great Artists Steal.





Thank you!

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