# Modeling Distributed Solar Adoption

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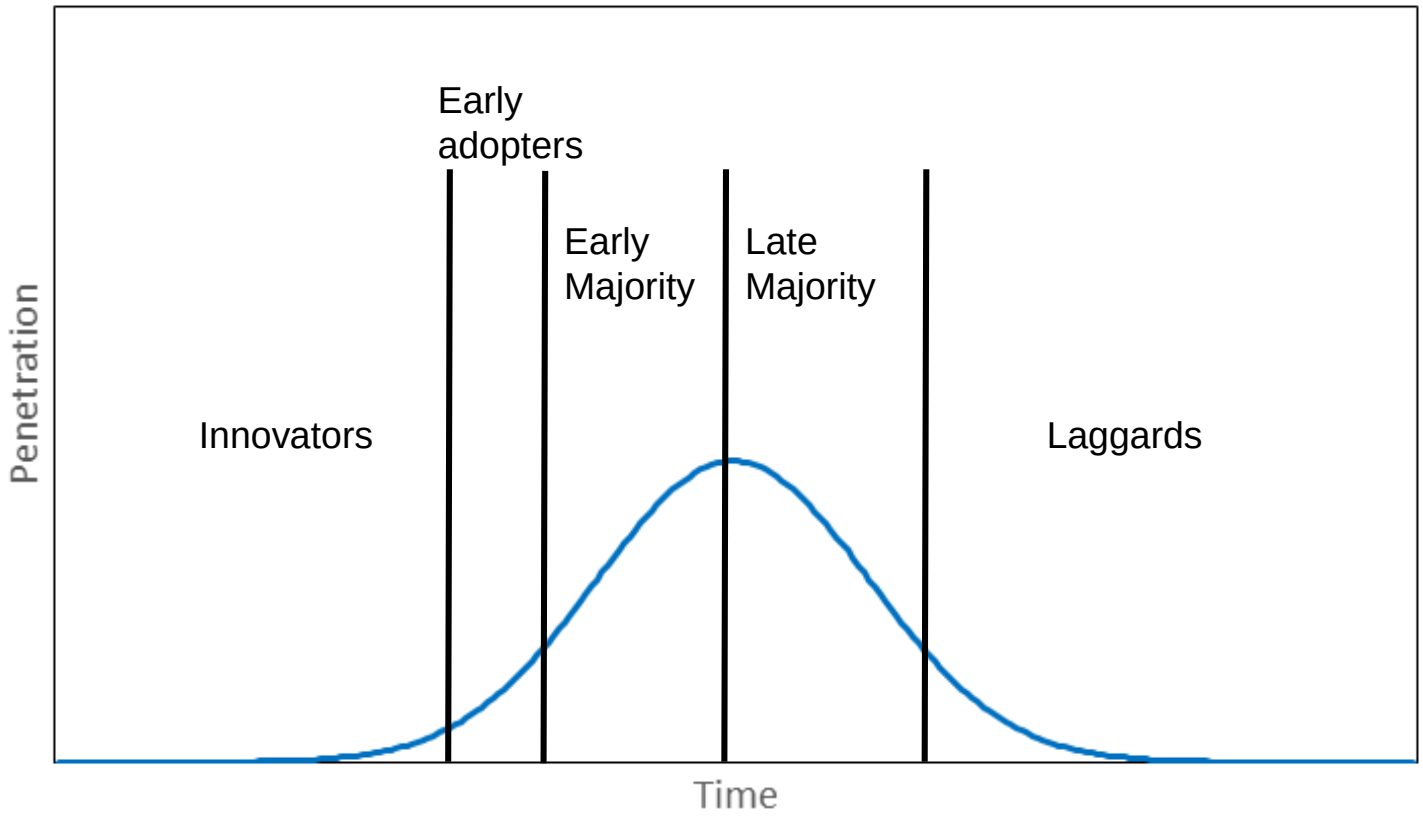
# Disclaimer

- SUFG does not have a model that can forecast the future adoption of distributed solar with a high degree of accuracy
- Our IN-MARKAL model (a model of the state's overall energy system) has the capability to model customer-owned PV, but the uncertainty level is very high

# Challenges

- While there are a number of ways to model the adoption of new technologies, none of them are particularly good at it
  - it is a fundamental characteristic of the problem that there is insufficient data

# Everett Rogers' Bell Curve



# Which Trajectory Are You On?

# Factors Affecting Adoption

- Future costs & technological improvements
  - cell phones
- Development of other technologies
  - competition (VHS vs. Betamax)
  - complementary (laser printers and PCs)
- Public policy (SEA 309, ITC ruling)
- “Chasm” between early adopters and early majority

# Geoffery Moore's Chasm

- Moore suggested that there is a gap between the enthusiasts (innovators & early adopters) and the pragmatists (early majority) for disruptive technologies
- The time lag in crossing the chasm could be several years
  - "5 years down the road"
  - I'm still waiting for my jetpack

# Potential Models

- Adoption models based on previous technologies
  - Previous technologies may not be a good indicator
- Extrapolation of adoption by innovators and early adopters
  - They may not be representative of the general public
- Adoption based on relative economics
  - Future costs are often highly uncertain

# Contact Information

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