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SOLAR ENERGY INDUSTRIES ASSOCIATION Suite 800 1001 Connecticut Avenue, NW Washington, DC 20036 202 293 2981

SEIA

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SURVEY AND ANALYZE THE BUSINESS CONDITIONS OF THE
SOLAR INDUSTRY

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TASK I

Report Submitted Under
U.S. Department of Energy
Grant No. DE-FG03-80CS30612

June - July 1981

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TASK ONE:

The attached draft questionnaire has been prepared for the purposes of determining the concern's of the industry about RCS. It has been designed to be used as a follow-up to the series of regional meetings held by SEIA. The results of the questionnaire will be used to determine solutions to the concerns raised by the industry, especially installer/inspector qualifications, industry compliance to the RCS product requirements, and compliance with RCS warranty and consumer assurance requirements.

After final review of the questionnaire by the RCS Review Committee, it will be circulated to the membership, and potential membership for their input. The results of this effort will be presented at a later time as a task deliverable as defined in the statement of work.

In addition to the questionnaire to the industry, the State Offices will be sent a small form, asking them to give a status report on the RCS Program in their state.

TASK ONE:

RESIDENTIAL CONSERVATION SERVICE
(industry questionnaire)

DRAFT

1. Has the RCS Program been implemented in your state?

YES

NO

2. Does the sample audit form have a disclaimer in it saying that all audits are in fact an estimate only?

YES

NO

3. Is the issue of payback clearly defined in the audit, i.e. on audit form itself?

YES

NO

4. Does the auditor provide return on investment figures to the consumer?

YES

NO

5. Are the utilities in your area alerting their customers of the RCS Program?

YES

NO

6. Have you, as a company benefited from the RCS Program?

YES

NO

Please explain: _____

7. What requirements are specified for a solar contractor/installer to be included in the master list of RCS list supplied to the utility customers?

8. Do you agree with these requirements?

YES

NO

9. In your state, who currently performs the audit?

10. Has there been any significant effects in your area as a result of the RCS Program?

YES

NO

Explain: _____

11. Do you feel it is being used to its fullest potential by the consumer?

YES

NO

Explain: _____

12. What recommendations could you make to improve the current system in your state?

13. Are the utilities recommendations being directed towards?
(please give your answers in percentages)

_____ domestic hot water

_____ space heating

_____ swimming pool hot water

_____ passive

14. Do you find the utilities are misquoting the price of installing a solar system, as opposed to using other energy conservation methods?

YES

NO

15. Additional Comments or questions?

SOLAR ENERGY INDUSTRIES ASSOCIATION

Progress Report: Future Planning Committee

The SEIA Future Planning Committee met on May 21, 1981 with Dr. Philip Keuhl, consultant to SEIA, to develop the final specific objectives needed before writing the final draft plan of the SEIA Future Action Plan.

The attached document represents the efforts of the Committee during this meeting, and has been approved as an interim report by the SEIA Board of Directors.

The Committee will meet again to finalize the Action Plan.

SOLAR ENERGY INDUSTRIES ASSOCIATION

Future Planning Report

MISSION STATEMENT:

"SEIA is an Association of individual and Corporate Members dedicated to the successful industrialization, market acceptance and applications of solar technologies and products".

GENERAL OBJECTIVES

1. To develop and advocate ethical business practices and usable product performance standards to both ensure broad consumer/user protection and satisfaction.

Specific Objectives:

- 1.1 Establish industry guidelines for advertising (SEIA codes of standards documents)
- 1.2 Establish industry guidelines for warranty guidelines
- 1.3 Establish industry guidelines for a Warranty Insurance program
- 1.4 Establish industry guidelines for an installation insurance program
- 1.5 To actively promote the SRCC Program throughout the industry
- 1.6 Interface with other organizations within interested and/or related technologies and industries
- 1.7 To promote two way communications between users and the solar industry
- 1.8 To promote user confidence via SEIA regional contact centers (information, complaint centers, referrals)
2. To channel the Association's contributions to the improvement of the quality of life and the betterment of society, the achievement of national energy objectives, the formulation of sound legislation and government agency programs, and overall promotion of solar energy use.
 - 2.1 Promote solar technologies as a major participant in independent energy generation for the U.S.
 - 2.2 Monitor and evaluate national, state and local energy legislation
 - 2.3 Influence national energy policies
 - 2.4 In concert with other trade associations, promote and support energy legislation (with SEIA is a leadership role)
 - 2.5 Promote solar energy usage through off budget incentives
 - 2.6 Participation in public policy decision making through solar energy PAC's
 - 2.7 Encourage use of solar technologies on new and existing public owned buildings and facilities
 - 2.8 Reduce dependence on foreign energy sources by promotion of a strong national solar industry
 - 2.9 Dissemination of SEIA information and programs to members of government agencies

3. To stimulate the formation of a widely inclusive industrial base of usable solar energy technologies and promote the continuing advancement of such solar technologies.
 - 3.1 Strengthen the industry distribution, installation and maintenance structure
 - 3.2 Encourage the demonstration and evaluation of new and emerging solar technologies
 - 3.3 Document and publicize the effective and successful applications of solar technologies
 - 3.4 Broad scale mass media advertising of solar utilization
 - 3.5 Rejuvenate the Solar Research and Education Foundation (SEREF)
4. To disseminate useful and timely information to association members, users and consumers,
 - 4.1 Establishment of SEIA as an industry leader in the members eyes and within the commercial and consumer market sectors
 - 4.2 Collect, evaluate and disseminate industry statistics
 - 4.3 Upgrade and promote industry trade and technical exchanges (through trade shows, conferences, newsletter and trade journals)
 - 4.4 Establish an industry theme in members promotional activities
 - 4.5 Establish a forum for exchange of successful market strategies and programs
 - 4.6 Serve as a dissemination center for analyses and forecasts
 - 4.7 Develop a consumer and trade information and service center
 - 4.8 Encourage membership participation in public information exchanges (speakers bureaus)
5. To promote the development of professional skills needed to support the continuing growth and market acceptance of solar technologies and products.
 - 5.1 Continuing education programs for members in:
 - business administration
 - marketing
 - finance
 - installation
 - quality assurance
 - and other areas of interest
 - 5.2 Sponsoring of awards for professional designers and government officials for outstanding work in solar technologies
 - 5.3 Encourage incorporation of solar studies in technical institutes of higher learning

5.4 Establish minimum criteria for certification of solar:

- manufacturers
- installers
- designers
- service representatives
- consultants
- and other key participants of the solar industries

6. To create a forum for membership continuous evaluation and internal development of association goals and objectives.

- 6.1 Through annual meetings
- 6.2 Discussions and affirmations of association structure
- 6.3 Membership (retention and growth)
- 6.4 Dues establishment
- 6.5 Organization review and adjustments
- 6.6 Financial planning and control
- 6.7 Identifying, establishing and approval of revenue sources

7. To foster and interface of solar technologies and activities with other energy generation and conservation technologies and organizations.

- 7.1 Expand and strengthen existing liaison committees
- 7.2 Encourage participation in SEIA's activities and membership by other energy generation and conservation technologies
- 7.3 Encourage related industries groups to utilize SEIA's members and programs
- 7.4 Act as a resource center on solar for other organizations
- 7.5 Encourage joint conference and meetings on issues of common interest
- 7.6 Collaborate on legislation with federal and state organizations

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**ADMINISTRATIVE ANALYSIS OF SOLAR SYSTEM PRODUCT CERTIFICATION
STANDARDS AND CODES**

TASK II

Report Submitted Under
U.S. Department of Energy
Grant No. DE-FG03-80CS30612

June - July 1981

TASK TWO:

I. Introduction:

This document is the eighth in a series of reports required under the U.S. Department of Energy Grant No. DE-FG03-80CS30612. The report deals with the administration and analysis of solar system product certification.

II. Purpose:

The function of this report is to present the results of SEIA's analysis of the technical competency of the test laboratories currently conducting certification testing.

III. Discussion:

The original plan for this report was for the SEIA Laboratory Accreditation Committee to review the current technical criteria for accreditation which was to be developed by the SRCC.

The SRCC was then to conduct an accreditation process under the terms of its program. The results of this process were to be coded and submitted to SEIA for general review and analysis.

Finally, SEIA was to prepare a report on the quality of the test facilities currently engaged in commercial testing of solar collectors.

This task was predicated on the final development of a program for the accreditation of test laboratories by the SRCC. To date, this has not been done. It appears at this point that that process will take at least eight months. The SRCC made the determination that the document which they presently had was insufficient for the task at hand; namely, the accreditation of laboratories. Since SEIA's certification program was absorbed by the SRCC, it is impossible for SEIA to take on the task of finalizing the accreditation documents within the time frame

presented in the contract.

It is the recommendation of SEIA that this report await the final reports from the SRCC so that an analysis can be done. The statements made in NBS Technical Note 1140, "Uncertainty in Determining Thermal Performance of Liquid-Heating Flat-Plate Solar Collectors", reveal a need for better instrumentation and calibration of measuring devices. In a certification program with more than one laboratory the need for uniformity in this area becomes even more critical. Thus the recommendation from SEIA that this task be postponed until it can be handled completely.

The completion of the laboratory accreditation criteria requires the careful study of the SRCC and the testing community. Without the basic technical criteria for accreditation developed, such a study would be meaningless.

It is believed by SEIA that the delay in delivering this report will be worthwhile and should be acceptable to DOE.

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SEIA

SOLAR INDUSTRY ADVERTISING GUIDELINES

TASK III

Report Submitted Under
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Grant No. DE-FG03-80CS30612

June - July 1981

TASK THREE:

"Solar Advertising Guidelines"

SEIA has contacted, and met with the law firm of Chapman, Duff and Paul to outline the procedures for re-disseminating the "Solar Advertising Guidelines".

Upon completion of the draft document, a Committee of solar industry advisors will meet to review the pamphlet, before it is printed in final form. The draft document will be ready for review by the Committee in early September. (A copy will be submitted as a task deliverable at that time).