

## ScottMadden Article on Texas Solar Featured in Public Utilities Fortnightly

**ATLANTA, GA – (October 26, 2016)** – ScottMadden, Inc., one of North America’s leading energy consulting firms, partnered with the [Smart Electric Power Alliance](#) (SEPA) to author a report, featured in [Public Utilities Fortnightly](#), entitled “Texas Solar Two Step – Different Outcomes in State’s Two Distinct Markets.” The [article](#) provides market insights resulting from a fact-finding mission to Texas where senior energy executives joined with ScottMadden and SEPA to investigate the role of solar in a state with unique market dynamics.

Wholesale and retail deregulation in Texas has created two distinct market structures, but only one currently encourages solar development. Solar has rapidly expanded in the territories of municipal and cooperative utilities. These utilities are overwhelmingly exempt from retail deregulation and can take a holistic view. Consequently, municipal and cooperative utilities are providing innovative solar solutions to customers who want options and not simply low-cost, reliable power from any source.

“It was especially interesting to see how the unique blend of regulatory, technical, market, and other factors in Texas has impacted development of solar generation and related industries,” said [Marc Miller](#), a partner at ScottMadden and leader of the firm’s public power and electric cooperatives practice.

For more information about this [article](#) and our energy practice, please [contact us](#).

### About ScottMadden’s Energy Practice

We know energy from the ground up. Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

### About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, Corporate & Shared Services, and Grid Transformation. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit [www.scottmadden.com](http://www.scottmadden.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

###

Media contact:  
Kimberly Dao  
[kimberlydao@scottmadden.com](mailto:kimberlydao@scottmadden.com)  
508-202-7925