



TEXAS SOLAR ENERGY
— SOCIETY —

Texas Solar Energy Society

Strategic Plan for 2026–2031

Executive Summary

The Texas Solar Energy Society (TXSES) exists to ensure access to clean, distributed energy resources for every Texan. Over the next five years, Texas will experience unprecedented load growth, increasing grid instability, rising energy costs, and continued extreme weather. Distributed solar and storage are no longer optional technologies — they are essential tools for resilience, affordability, and grid reliability.

Access to distributed energy solutions remains unequal. Low- and moderate-income Texans are hit hardest by high energy bills yet often encounter the greatest barriers to distributed energy adoption. Until distributed energy and efficiency become more available and affordable, distributed solar and storage will remain concentrated among higher-income households and large commercial customers. TXSES supports solar and storage for home, commercial and community customers, and the installers who serve these markets.

This strategic plan positions TXSES to respond to this moment with clarity and focus. Our goal is to make distributed solar and storage integral to Texas' energy future and accessible to all Texans.

From 2026 to 2031, TXSES will focus on five priorities:

1. Elevating the value of distributed solar, storage, and resilience for all Texans;
2. Streamlining distributed solar and battery installation and access;
3. Delivering tangible value to members and strengthening the installer ecosystem;
4. Protecting, educating, and empowering Texas consumers — especially low- and moderate-income households; and
5. Advocating for equitable access to distributed energy resources for Texans and their communities.



By investing in equitable access, strong policy engagement, member services, and organizational sustainability, TXSES will help distributed solar and storage strengthen Texas communities, lower energy burdens, enhance affordability, and enhance community resilience for decades to come.



Our Mission

To expand access to clean, local solar, storage, and distributed energy resources so that every Texan can benefit from affordable, local power.

Our Vision

A Texas where every person can access, understand, and adopt solar, storage, and emerging clean energy solutions — strengthening resilience, lowering energy costs, and empowering thriving communities.

Introduction

Every morning, the energy solution rises over Texas. Yet too many Texans — especially low- and moderate-income families — cannot access the cost savings, resilience, and economic opportunity that solar energy and storage provide. Communities across the state face increasing grid instability, severe weather disruptions, and rising energy costs and bills.



For five decades, TXSES has served as Texas' statewide advocate for distributed solar energy. As a membership organization that includes homeowners, installers, developers, credit unions, cooperatives, educators, and policy leaders, TXSES bridges the gap between policy and practice for distributed solar solutions and installers.

TXSES has statewide reach, with chapters in Austin, Dallas, El Paso, Houston, and San Antonio. Because our work spans legislative engagement, regulatory reform, municipal partnerships, community education, and direct technical assistance, we affect most Texas communities and citizens.

This strategic plan reflects our commitment to equity, resilience, and long-term systemic change.



Market Context: 2026–2031

Texas is growing rapidly. Data centers, electrification, industrial expansion, and population growth are driving electricity demand that outpaces traditional grid upgrades. In many communities, distribution feeders are nearing capacity and have not been modernized.



Distributed solar and storage are part of the infrastructure solution. When deployed strategically, they can reduce peak demand, defer costly grid upgrades, improve local reliability, and provide backup power during outages.

At the same time, resilience has become essential. Severe weather events and grid disruptions have changed how Texans think about energy security. For many families — especially those with limited financial resources — energy resilience is needed but inaccessible.

Barriers obstructing small customers' distributed energy access include:

- Local permitting and utility interconnection rules;
- Policy uncertainty, which creates market instability;
- Lack of adequate consumer protections, which undermines trust.
- Lack of awareness of financing options; and
- High upfront costs that limit access, even under favorable financing terms.



The next five years represent a critical window. With leadership and effort, distributed solar and storage can lower energy burdens, strengthen infrastructure, and expand access and opportunity; without these, existing disparities may continue to grow.



Our Goal

Make distributed solar, storage, and emerging clean energy solutions integral to Texas' energy future and accessible to every Texan.

Strategic Priorities (2026–2031)

1. Elevate the value of distributed solar, storage, and resilience for all Texans

Solar plus storage strengthens homes, businesses, and communities by providing reliability and resilience. Distributed solar and storage must be valued not just as customer equipment, but as grid infrastructure.

TXSES will:

- Integrate solar and storage into our advocacy and messaging;
- Promote recognition of the full suite of values and benefits from distributed energy resources;
- Push for transparency in utility infrastructure costs;
- Assess utility rate design proposals for impact on solar and battery adoption and use; and
- Support programs such as the Texas PUC's Aggregated Distributed Energy Resources, Retail Electric Providers' Virtual Power Plant offerings, commercial solar aggregator efforts, and community solar programs that compensate solar and storage for a variety of energy market benefits and cost reductions.



2. Streamline distributed solar and battery installation and access

Solar and battery installation efforts face significant soft costs from municipal permitting, utility interconnection processes, skilled workforce shortages, and other factors. Reducing these soft costs and streamlining associated processes will help make solar and battery installations faster and more affordable, to the benefit of customers, the installer community, and the utilities and municipalities that work with us.

TXSES will:

- Push for more solar-friendly municipal permitting and utility interconnection rules;
- Support the use of small "balcony solar" systems in single- and multifamily homes and rental housing; and
- Support solar workforce training efforts.

3. Deliver tangible value to members and strengthen the installer ecosystem

To thrive, TXSES must be indispensable to its members. A strong member network strengthens the entire market.

TXSES will:

- Recruit storage providers, integrators, and home energy solution companies;
- Coordinate shared marketing campaigns;
- Strengthen messaging about the essential role of local distributed energy; and
- Engage and advocate for business members in state and local policy development.



4. Protect, educate, and empower Texas consumers — especially low- and moderate-income households

TXSES will serve as a trusted resource for consumers by:

- Providing and connecting consumers with plain-language informational resources on equipment, permitting, interconnection, and financing;
- Developing consumer protection tools and resources; and
- Providing lists of trusted local installers.

5. Advocate for equitable access to distributed energy resources for Texans and their communities

Equitable access remains central to our mission. Distributed energy will lower energy burdens for local communities.

TXSES will:

- Support expanded access to financing tools including on-bill repayment, credit union partnerships, and community-based models;
- Advance pilot programs to collect data on distributed local energy impacts for Texas communities, particularly low- and moderate-income customers;
- Partner with utilities, local governments, and other non-governmental allies to scale access to distributed local resources, including through community resilience efforts;
- Develop pathways to engage large energy users in providing local solar and storage benefits to rural communities; and
- Advocate for solar and storage integration into the federal Weatherization Assistance Program (WAP) and Low Income Home Energy Assistance Program (LIHEAP).

Positioning

In a crowded advocacy environment, TXSES will distinguish itself by:

- Staying deeply rooted in distributed solar and storage solutions for small residential, commercial, and community customers;
- Amplifying the voices of installers and consumers;
- Translating on-the-ground challenges into policy solutions; and
- Serving as a bridge between local experience and statewide advocacy.

Where interests align, we will collaborate with peer organizations. But our voice will remain focused on distributed, consumer-centered solar and storage solutions.

Policy Priorities

Legislature

TXSES will advocate in the Texas Legislature for:

- Expanding financing access;
- Reforming utility interconnection rules for small, distributed energy resources;
- Supporting allowing small "balcony solar" systems in multifamily or rental housing; and
- Recognizing full system value of solar and storage.



Public Utility Commission

TXSES will work with the Public Utility Commission of Texas towards:

- Recognizing full system value of solar and storage;
- Establishing a separate rule for small-scale solar distributed generation interconnection;
- Limiting the magnitude of distribution system upgrade costs charged to individuals and groups of small solar and storage customers; and
- Limiting the cost impacts of new large customer interconnections on residential and commercial customers.

Local Governments

TXSES will work with local Texas governments to:

- Encourage streamlined municipal permitting and inspection processes;
- Encourage distributed energy pilot programs; and
- Support local incentives for small customers' solar and storage installations.



Operating Model

TXSES will seek to double its 2026 organizational budget by 2031 by maintaining and developing diversified revenue across memberships, grants, and individual donations, and by increasing organizational capacity.

Business Membership Strategy

- Reduce marketing and outreach costs through shared campaigns.
- Provide high-quality training.
- Maintain code of conduct and ethical requirements of installers.
- Offer clear messaging and public-facing materials.

Organizational Development and Capacity Building

Long-term impact requires organizational strength. Our impact must endure beyond any single funding cycle or individual leader, thus we will:

- Preserve institutional knowledge;
- Develop internal capacity to diversify and stabilize revenue;
- Explore rebranding carefully to reflect expanded scope; and
- Build durable relationships across the state.

Donations and Philanthropy

We will cultivate individual donors through storytelling and measurable impact. A dedicated development director will lead diversified fundraising and long-term sustainability.

Conclusion: A Cohesive Path Forward

TXSES stands at a pivotal moment. Expanded access and adoption of distributed solar and storage can:

- Lower energy bills and increase affordability;
- Strengthen grid reliability;
- Improve individual and community energy resilience; and
- Expand economic opportunity for all Texans.

By elevating storage and financing options, advocating for distributed solutions, supporting members, educating small consumers, prioritizing access for low- and medium-income customers, and expanding our organizational capacity, TXSES will increase access to distributed solar and storage for every Texan.