



Solar Market Pathways Informational Webinar

Introduction, Concept Papers,
and Full Application

April 22, 2014



- All applicants are strongly encouraged to carefully read the Funding Opportunity Announcement DE-FOA-0001071 (“FOA”) and adhere to the stated submission requirements.
- This presentation summarizes the contents of FOA. If there are any inconsistencies between the FOA and this presentation or statements from DOE personnel, the FOA is the controlling document and applicants should rely on the FOA language and seek clarification from EERE.
- If you believe there is an inconsistency, please contact SolarMarketPathways@go.doe.gov

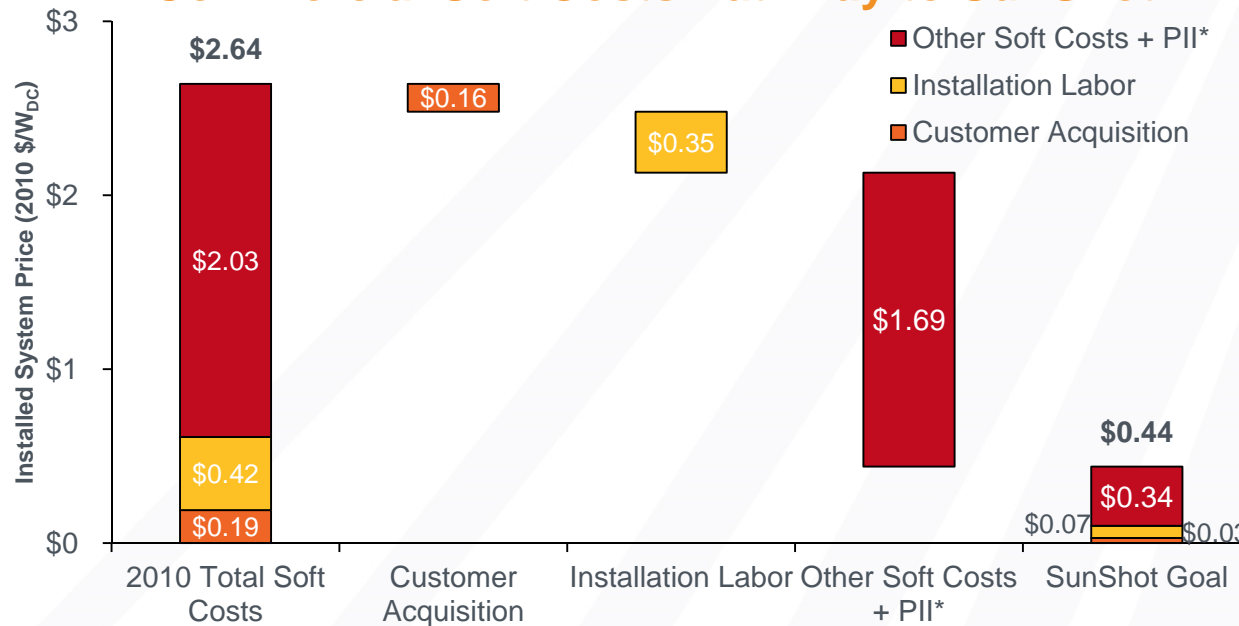
Agenda

- Introduction of Solar Market Pathways
- Overview of Mandatory Concept Paper
- Overview of Full Application
- Timeline
- Questions
 - Type questions into comment box (will be answered within 3 business days after completion of the webinar)

Background for Solar Market Pathways

- The SunShot Initiative supports research, manufacturing, and market solutions to help make solar energy resources in the United States more **affordable and accessible for all Americans**.
- **Reducing the solar “soft” costs** (e.g., access to capital, supply-chain costs, and connecting to the grid), are key to achieving SunShot deployment goal of enabling solar energy to grow from less than 0.4% of the current U.S. electricity supply to roughly 14% by 2030.

Commercial Soft Costs Pathway to SunShot



* PII is “permitting, inspection, interconnection.” “Other soft costs” includes installer and developer overhead and profit, financing and supply chain costs, and sales tax. Financing, policy and regulatory barriers contribute to solar soft costs in indirect ways, inhibiting market growth and project development.

SunShot Vision Study, February 2012 http://www1.eere.energy.gov/solar/sunshot/vision_study.html;

Model assumes \$0.50/W modules and a system lifetime of 30 years. “Electric Power Monthly with Data for July 2013”, DOE EIA <http://www.eia.gov/electricity/monthly/pdf/epm.pdf>

Intent of Solar Market Pathways

- Enable the enduring growth of solar options in the United States and expand access to solar electricity to all U.S. homes, farms, communities, businesses, and state, local, and tribal governments, while ensuring a reliable, affordable, and clean electrical grid.
- This FOA will provide resources and technical assistance to support community-driven stakeholder processes in regional, state, tribal, and local jurisdictions to develop multi-year solar deployment plans.
- This FOA will determine a National Coordinator that will help connect teams and disseminate information

Goals of Solar Market Pathways

- To support *replicable* state, tribal, and local efforts to create the economic environment that will enable the cost-effective deployment of solar technologies.
- Develop and strengthen community partnerships through inclusive stakeholder processes that will consider multi-year strategies on how to simultaneously address the challenges and opportunities of increasing solar (and related technologies) on the electrical grid.
- The desired outcome of the stakeholder processes is an agreed-upon solar deployment plan and/or programs, delivered to the appropriate decision makers, that would establish a clear path for approximately the next five to ten years of solar deployment in the applicant's jurisdiction.

Award Overview

- Total Amount to be Awarded: \$15 million
- Cost Share Requirement: 20%
- Period of Performance: 24 to 36 months
- Topic Area Details:

Topic Area #	Topic Area Description	Estimated Funding	Number of Expected Awards	Average Award Amount	Individual Awards May Vary Between
A	Solar Deployment Case Studies (Plan and Programs)	\$13 to 14 million	5 to 10	\$1 million	\$100,000 and \$4M
B	National Coordinator	\$1 to 2 million	1	\$1 to 2 million	\$100,000 and \$4M

Examples of Topics

- **Applications of interest** include, but are not limited to (FOA sections I.A,B,C):
 - Solar deployment plans that are or will be cost-effective by 2020
 - Plans that target challenges related to deploying and integrating distributed solar generation
 - Plans that address deployment of solar photovoltaics (PV) and/or concentrating solar power (CSP) to increase access to cost-competitive electricity
- **Topics of Interest** include, but are not limited to (FOA section I.C):
 - Evaluation of the net benefits and costs of solar to and from the electrical grid;
 - Shared solar programs and community-based approaches to solar deployment;
 - Financing models, such as commercial property assessed clean energy (PACE) programs;
 - Incorporating solar into the applicant's existing state, tribal, and local emergency response plans;
- **Applications Specifically Not of Interest** include, but are not limited to (FOA section I.D):
 - No purchase or installation of solar equipment will be funded with program funds. However, engineering designs, environmental studies, and other preparatory activities are acceptable.

Eligible Applicants (full details in FOA Section III.A)

- Individuals
 - U.S. citizens and lawful permanent residents
- Domestic entities
 - For- & not-for-profit, universities, national labs/FFRDCs
 - Can be held by foreign entity, but Applicant must be incorporated in U.S.
- Foreign entities
 - Waiver must be submitted for DOE approval KK1
 - Can receive a minority of funding as a sub-recipient
- Consortia
 - May include domestic and/or foreign entities
 - Incorporated consortia can apply as prime recipient
 - Unincorporated consortia must designate a member as prime recipient
- **Applicants may submit more than application to this FOA**
 - Each application must describe a unique and distinct project

Slide 9

KK1

where is this from?

KK, 4/21/2014

Agenda

- Introduction of Solar Market Pathways
- **Overview of Mandatory Concept Paper**
- Overview of Full Application
- Timeline
- Questions
 - Type questions into comment box (will be answered within 3 business days after completion of the webinar)

Mandatory Concept Papers Due May 28

Concept Papers are Mandatory

Submit Concept Paper in EERE-Exchange by

May 28, 2014 5:00 PM ET

<https://eere-exchange.energy.gov/>

EERE Exchange support: EERE-ExchangeSupport@hq.doe.gov

Additional support info in Section IV.A.1 “Additional Information on EERE Exchange.”

Overview of Mandatory Concept Paper

- Provides early indicator of proposal relevance to FOA
 - Technical review criteria in FOA Section V.A
- For fairness, must conform to content requirements
 - Refer to FOA Section IV.C
- Encourage/Discourage notification sent to applicant
 - May submit a Full Application even if discouraged
 - Approximately **1 week** after concept paper due date
- ***Concept papers are mandatory***
 - ***Only Applicants that submit a compliant Concept Paper are eligible to submit a Full Application.***

Concept Paper Contents—Project Description

Project Description (3 pages max)

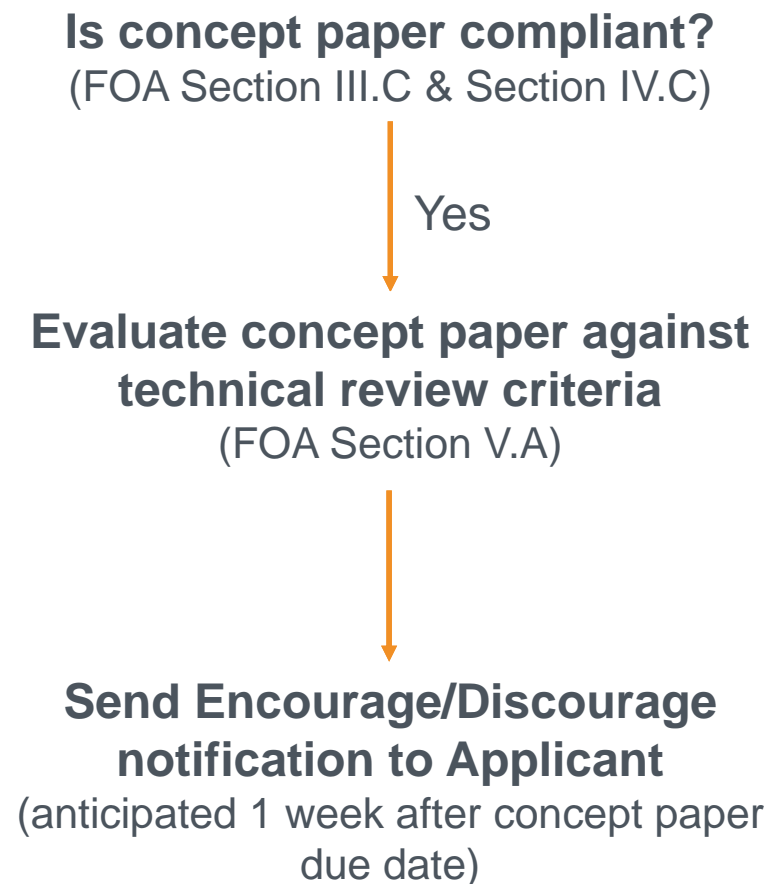
- The proposed project, including its basic operating principles and how it is unique and innovative to the applicant's jurisdiction;
- The proposed project's target level of performance (Applicants should provide technical data or other support to show how the proposed target could be met);
- The current state-of-market readiness in the relevant jurisdiction and application, including key shortcomings, limitations, and challenges;
- How the proposed project will overcome the shortcomings, limitations, and challenges in the relevant field and application;
- The potential impact that the proposed project would have on the relevant jurisdiction (and similar jurisdictions nationwide) and application (i.e., replication and broad adoption nationwide of solar deployment plan's approach and/or programs developed under this award);
- The key risks/issues associated with the proposed project; and
- The impact that EERE funding would have on the proposed project.

Concept Paper Contents—Addendum Including Project Team

Addendum (5 pages max)

- Applicants may provide graphs, charts, or other data to supplement their Project Description.
- Applicants are required to describe succinctly the qualifications, experience, and capabilities of the proposed Project Team, including:
 - Whether the Principal Investigator (PI) and Project Team have the skill and expertise needed to successfully execute the project plan;
 - Whether the Applicant has prior experience which demonstrates an ability to perform tasks of similar risk and complexity;
 - Whether the Applicant has worked together with its teaming partners on prior projects or programs; and
 - Whether the Applicant has adequate access to equipment and facilities necessary to accomplish the effort and/or clearly explain how it intends to obtain access to the necessary equipment and facilities.

Concept Paper Review Process and Review Criteria



No → Concept paper not reviewed

Concept Paper Technical Review Criteria

Criterion 1: Impact of the Proposed Project Relative to State of the Art (50%)

This criterion involves consideration of the following factors:

- Method used to identify current state of market readiness in the Applicant's jurisdiction;
- If success is achieved, the proposed idea would significantly improve technical and economic performance relative to the state of market readiness in the Applicant's jurisdiction.

Criterion 2: Overall Merit (50%)

This criterion involves consideration of the following factors:

- The proposed project is unique and innovative in the Applicant's jurisdiction; and
- The proposed approach is without major flaws.

Agenda

- Introduction of Solar Market Pathways
- Overview of Mandatory Concept Paper
- **Overview of Full Application**
- Timeline
- Questions
 - Type questions into comment box (will be answered within 3 business days after completion of the webinar)

Full Application Review Process—Due July 3 at 5:00p.m. ET

Is Full Application compliant?
(FOA Section III.C & Section IV.D)

No → Application not reviewed

Yes

External Evaluation of Full Applications
(Criteria FOA Section V.A)

Reply to Reviewers Comments
(FOA Section IV.F)

External Reviewers Meeting

Pre-selection Interviews

Selection

Full Application Merit Review Criteria

Criterion 1: Merit, Innovation, and Impact

Weight: 50%

Criterion 2: Project Plan

Weight: 30%

Criterion 3: Team and Resources

Weight: 20%

Please see Section V.A.2 for full description of the Full Application Merit Review Criteria.

Full Applications Due July 3, 2014 at 5pm ET

Submit in EERE-Exchange by

July 3, 2014 5:00 PM ET

<https://eere-exchange.energy.gov/>

Agenda

- Introduction of Solar Market Pathways
- Overview of Mandatory Concept Paper
- Overview of Full Application
- **Timeline**
- Questions
 - Type questions into comment box (will be answered within 3 business days after completion of the webinar)

Timeline

- April 17 FOA Announced
- April 22 Informational Webinar
- May 28 **Mandatory Concept Papers Due**
- July 3 Full Applications Due
- August Selection Notifications (Expected Date)
- September Award Negotiations (Expected Timeframe)

Questions?

- Questions can be emailed to SolarMarketPathways@go.doe.gov
- Answers will be posted at:
<https://eere-exchange.energy.gov/>

Exact: <https://eere-exchange.energy.gov/FAQ.aspx?Foald=ef4fe006-4fea-4a3c-ac84-be98ce1962f6>