

“The tremendous growth in the U.S. solar industry is helping to pave the way to a cleaner, more sustainable energy future. Over the past few years, the cost of a solar energy system has dropped significantly – helping to give more American families and business access to affordable, clean energy.”

– U.S. Department of Energy

# Solar Market Pathways

## Overview

Solar Market Pathways is an effort funded by the US Department of Energy to drive down the cost of solar energy and accelerate deployment in communities across the United States. The program is part of the larger SunShot Initiative, which seeks to make solar cost competitive by 2020. Over the next three years, 14 Solar Market Pathways Awardees will develop strategies that expand solar electricity use for residential, community and commercial properties. Awardees use a wide range of tools, including special financing mechanisms like Commercial Property Assessed Clean Energy (C-PACE), and the integration of solar energy generation in local emergency response plans. The tools and strategies developed through the program will be invaluable models that can be replicated in hundreds of US communities.

## Topics We're Working On

The 14 projects represent a diverse set of strategies and approaches for driving down costs and accelerating deployment. Common themes in this work include:

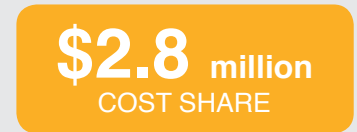
- Developing robust local markets for solar
- Expanding financing options
- Incorporating solar into community preparedness and resilience planning
- Accelerating solar deployment on college and university campuses
- Assessing grid impacts and interconnection processes
- Creating 5-10 year solar deployment plans
- Developing community solar business models
- Creating demonstration projects
- Conducting consumer market research
- Using mapping and modeling to assess strategic solar opportunities

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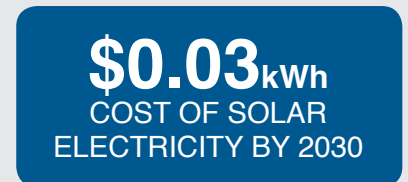
This program is funded in part by the Office of Energy Efficiency and Renewable Energy (EERE), U.S. Department of Energy, under Award Number DE-EE0006907.



## Project Overview



## Goal of SunShot Initiative





## About the Solar Market Pathways Project Cooperative Agreements

### CENTER FOR SUSTAINABLE ENERGY

SunShot Award Amount: \$712,269 | California  
Contact: Ben Airth | benjamin.airth@energycenter.org  
*Expanding the awareness, effectiveness and use of the Virtual Net Metering tariff for California and beyond.*

### CITY AND COUNTY OF SAN FRANCISCO – DEPARTMENT OF THE ENVIRONMENT

SunShot Award Amount: \$1,321,200 | San Francisco, CA  
Contact: Cal Broomhead | cal.broomhead@sfgov.org  
*Developing solar + energy storage plans for post-disaster preparedness to power critical loads in twelve neighborhoods and create a roadmap for local governments.*

### CITY UNIVERSITY OF NEW YORK

SunShot Award Amount: \$859,720 | New York  
Contact: Laurie Reilly | laurie.reilly@mail.cuny.edu  
*Developing a strategic pathway to a more resilient distributed energy system through solar and energy storage.*

### COOK COUNTY DEPARTMENT OF ENVIRONMENTAL CONTROL

SunShot Award Amount: \$1,238,308 | Cook County, IL  
Contact: Deborah Stone | deborah.stone@cookcountyil.gov  
*Unlocking the potential of community solar in the Chicago region.*

### COUNCIL OF INDEPENDENT COLLEGES IN VIRGINIA INC.

SunShot Award Amount: \$807,563 | Virginia  
Contact: Lora Toothman | lora@cicv.org  
*Advancing the solar readiness of independent colleges and communities in Virginia.*

### DOMINION VIRGINIA POWER

SunShot Award Amount: \$2,430,682 | Virginia  
Contact: Bob Thomas | bob.thomas@dom.com  
*Developing a collaborative utility-administered solar strategy for Virginia.*

### ECOLIBRIUM3

SunShot Award Amount: \$209,005 | Duluth, MN  
Contact: Jodi Slick | jodi@ecolibrum3.org  
*Advancing Duluth's nascent solar market by developing rooftop, community and commercial solar.*

### EXTENSIBLE ENERGY, LLC

SunShot Award Amount: \$800,000 | Nationwide  
Contact: Jill Cliburn | jkcliburn@gmail.com  
*Improving community-solar program value, through solar + storage + demand-response and other strategies.*

### MIDWEST RENEWABLE ENERGY ASSOCIATION

SunShot Award Amount: \$1,025,400 | Custer, WI  
Contact: Nick Hylla | nickh@midwestrenew.org  
*Engaging Midwest universities in large-scale solar deployment and investment.*

### PACE ENERGY AND CLIMATE CENTER

SunShot Award Amount: \$599,908 | White Plains, NY  
Contact: Karl R. Rábago | krabago@law.pace.edu  
*Creating the Northeast Solar Energy Market Coalition to harmonize regional policy and foster a thriving regional solar market.*

### SALT LAKE CITY CORPORATION

SunShot Award Amount: \$600,000 | Salt Lake City, UT  
Contact: Kate Bowman | kate@utahcleanenergy.org  
*Advancing Utah's nascent solar market and creating a path for sustained growth.*

### SOLAR ELECTRIC POWER ASSOCIATION

SunShot Award Amount: \$705,830 | Washington, DC  
Contact: Dan Chwastyk | dchwastyk@solarenergypower.org  
*Creating consumer-tested standardized community solar models for nationwide adoption.*

### THE SOLAR FOUNDATION

SunShot Award Amount: \$900,034 | Nationwide  
Contact: Alexander Winn | awinn@solarfound.org  
*Unlocking C-PACE financing mechanisms for tax-exempt entities.*

### VERMONT ENERGY INVESTMENT CORPORATION

SunShot Award Amount: \$533,361 | Vermont  
Contact: David Hill | dhill@veic.org  
*Developing a solar deployment plan for Vermont based on comprehensive, stakeholder informed, scenario modeling.*

## National Coordinator



### INSTITUTE FOR SUSTAINABLE COMMUNITIES

Contact: Debra Perry, Program Director  
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## Department of Energy

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