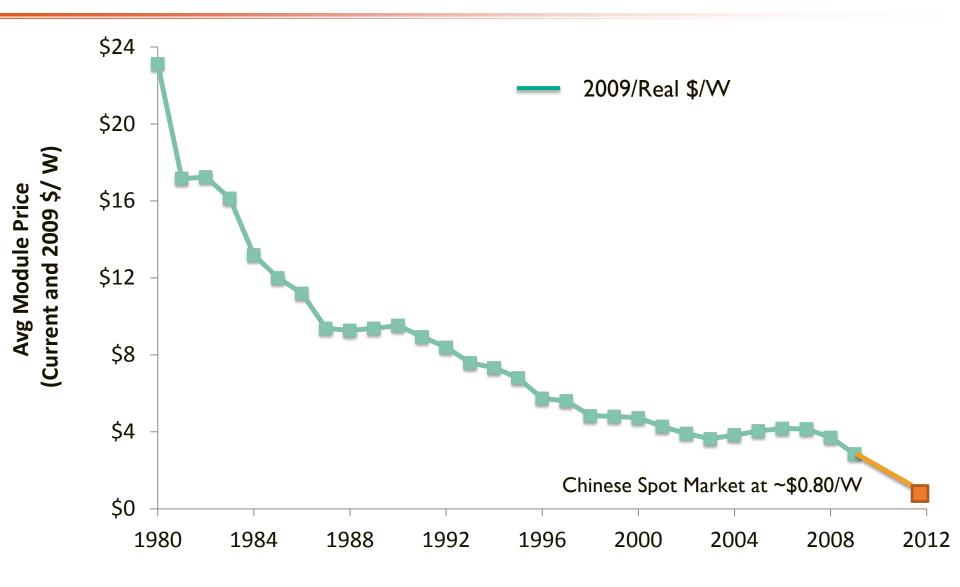
Panel Prices Plummeted





However...

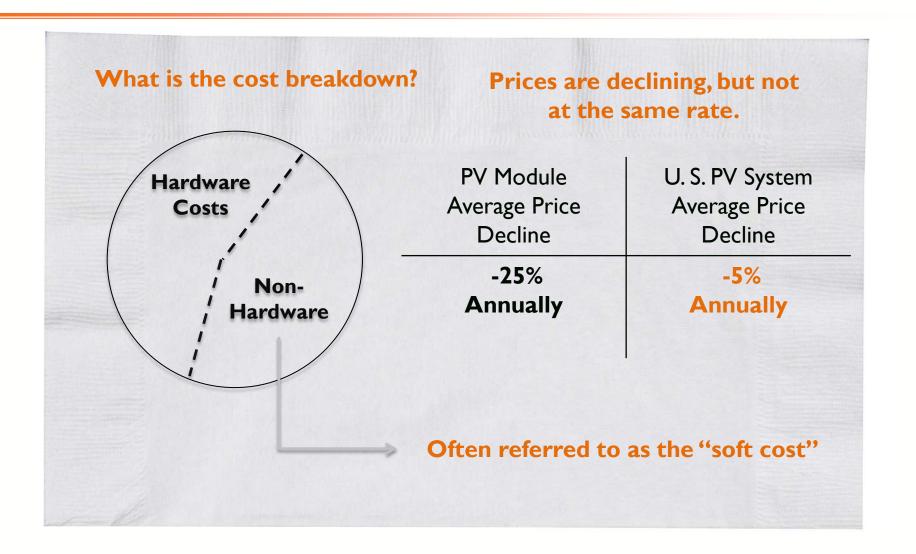
"Even if you paid nothing for the hardware, you'd still pay thousands of dollars to install a residential solar power system."

- Secretary Chu





Why Target Soft Costs?





What is SunShot targeting?

Soft Costs

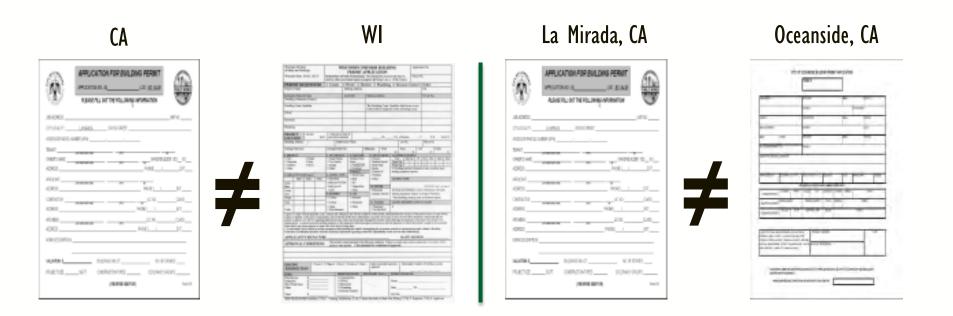


Up to 40% of the cost of a solar installation



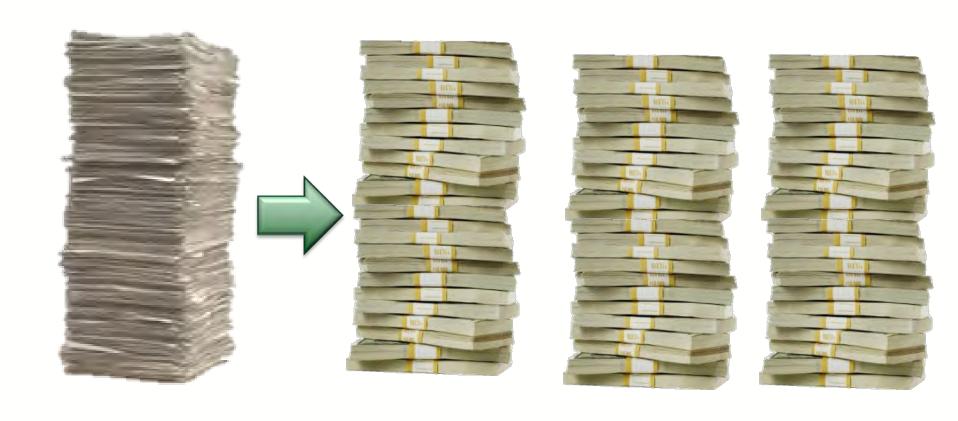
Focus on permitting

- 50 states with different rules
- 5,000+ utilities with various interconnection standards
- 18,000+ local jurisdictions affecting PV permitting



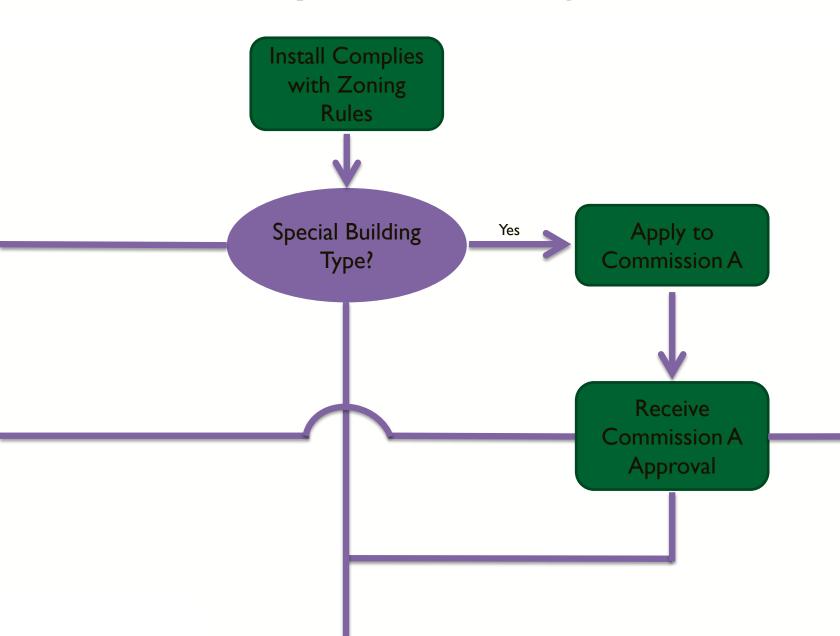


More Paperwork = Higher Cost

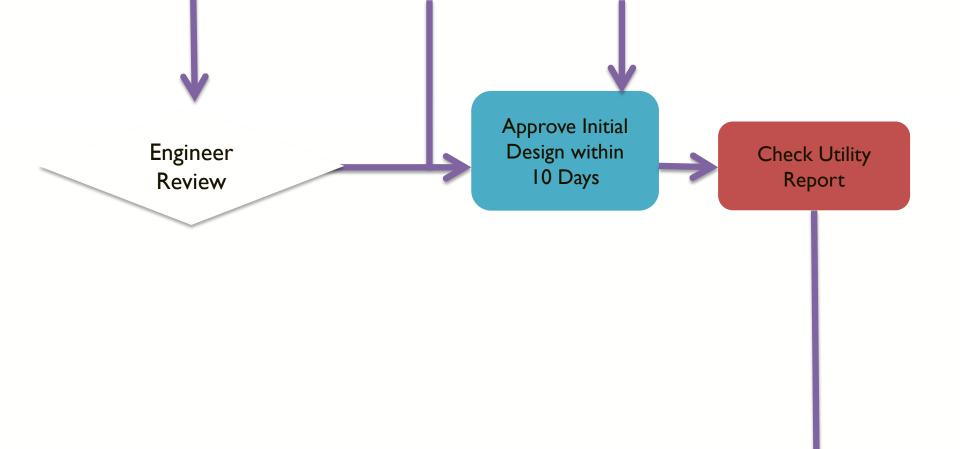


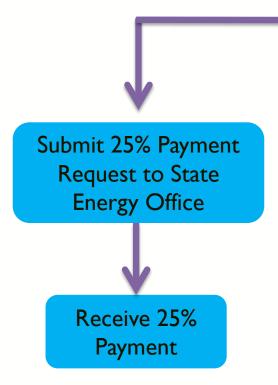


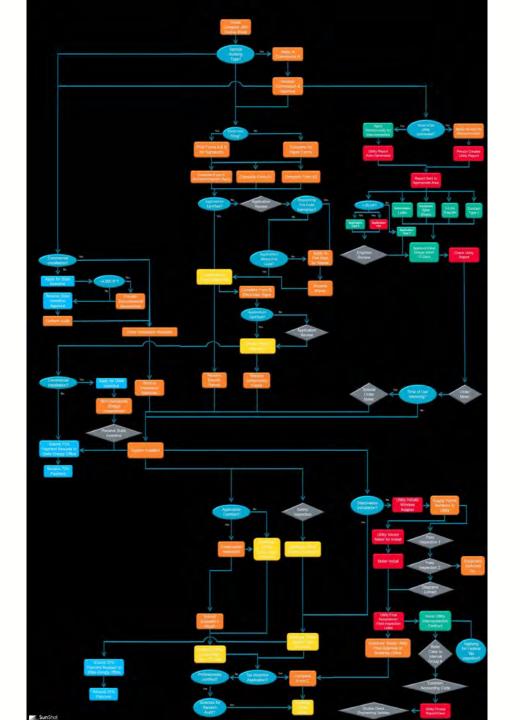
A Sample Permitting Procedure



Utility Track





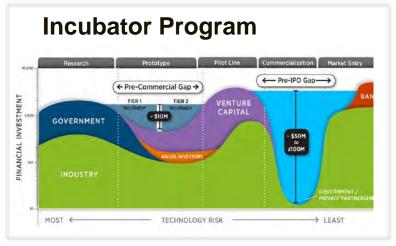




SunShot: Targeting Soft Costs



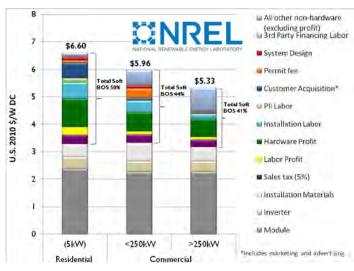






Solar Instructor Training Network







SunShot targets "soft costs" by:

Fostering Incubator, Rooftop Solar Challenge innovation SunShot Prize Developing Solar Instructor Solar 3.0 **Training** workforces Network Opening Online **Utility Rate Permitting** Database institutions Database **Facilitating** Interconnection **Boise State** Project & Community development Planning/Siting Solar Informing Solar Outreach **Rooftop Solar** and Partnership Challenge (Solar OPs) assisting





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