



A Workshop for Solar Challenge Participants
Race to the Finish... and Beyond!
ASES Solar 2018: National Solar Conference and Summit
Boulder, Colorado • August 7, 2018 • DRAFT V. 4

9:00 am Welcome

- Jill Cliburn, Cliburn and Associates
- Carly Rixham, CEO, American Solar Energy Society
- ICMA Challenge Project Lead, ICMA

9:15 am Our Challenge: Six Teams Tell Their Stories

After a brief introduction to the content and style of winning (profit or non-profit) business presentations, we will invite 6 Project Teams to present for 7 minutes each. Each will receive a constructive critique from expert panelists, including Sandyha Murali, of the acclaimed solar start-up, Solstice. Selected Teams will be listed in the next draft Agenda. Presentations cover:

- Your community; your drive
- Your solution
- Your team and tools
- Impacts now and looking ahead
- Key challenges in sustaining and growing the project (or)
- Key challenges in communications with markets and funders
- Q&A; Discussion

10:30 am Break

10:45 am Communications for Change

- Ben Sigrin, NREL, on residential LMI market research
- Marta Tomic, Vote Solar, on community solar market research
- Jill Cliburn on concepts in social marketing and field-tested tips

11:30 am Project Teams Pivot Toward Success

Five more Team projects will present for 7 minutes each. Projects featured will be those that can highlight ways in which they addressed unforeseen issues and events and how they have communicated effectively to gain market and funding support. The list of Teams will be included in the final Version Agenda.

- Project summary

- Example of a pivot towards success
- Communications lessons learned
- Remaining challenges in communications with markets and funders
- Q&A, discussions

12:15 pm Lunch

1:30 pm Sustaining and Growing Your Project

A panel discussion with three perspectives on project financing and program funding

- Lori Bird, NREL, LMI Financing Options drawn from her co-authored report
- Sandhya Murali, Solstice, Overcoming Financing Barriers for customers and you
- Gary (Bernie) Bernfeld, Wells Fargo, Balancing Conventional and Creative Approaches
- Discussion; Q&A

2:30 pm Progress and Policy: Working Around Barriers

A final panel to encourage work toward both shorter term longer term goals.

- Tom Figel, Grid Alternatives
- Achyut Shrestha, NC Clean Energy Technology Center (invited)
- Michelle Moore, Groundswell Solar (invited)

3:15 pm Break

3:30 pm Documentation and Reporting: Models of Project Excellence

Session with the ICMA, the Challenge Program Support Contractor, covering issues that typically arise in the last quarter of the program. This session will include worksheets for hands-on learning and discussion and a checklist to help participants prepare for the fall 2018 Challenge competition.

3:45 Break-Out Sessions for Hands On Training in Planning to Carry Forward

From increasing program participation, to streamlining processes and reducing costs, to expanding program options or replicating projects with new financing and funding support, this session focuses on peer-to-peer problem solving, with experts on hand to lend support. Preparations include a pre-workshop survey of participant needs.

Each Breakout Group may cover all areas, but with emphasis on:

- Group 1: From solar project to sustainable program (Bird, NREL)
- Group 2: Getting buy-in from local agencies and funders (Bernfeld, Wells Fargo)
- Group 3: Meeting requirements to succeed in the Competition (ICMA)
- Group 4: Promoting replication of your success (Murali, Solstice)

4:45 pm Wrap-up Discussion and Next Steps

A presentation, including Group reports, questions for the audience to facilitate follow-up, and plans to support Team success.

5:00 Adjourn for Networking