



AMERICAN
MADE
U.S. DEPARTMENT OF ENERGY



Grid Deployment Office
Solar Ambassador Prize
Prize Rules



December 2024

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Modification Summary

Date	Modifications
Revision 1 September 20, 2023	<p>Page 4-6 and 9: Modified prize award for both phases and overall increase of prize funds. Phase 1 prize award has been increased to \$17,500 per winner. Phase 2 prize pool has been increased to \$3,500,000. Overall prize funds have been increased to \$3.85 million.</p> <p>Page 5: Modified maximum household threshold to 33,000.</p> <p>Page 7 and 10: Modified training requirement for in-person training for selected Phase 1 winners to require all participating ambassadors from an organization.</p> <p>Page 6-7, 9-10, 14, and 17: Removal of Important Dates and specific deadline dates – competitors may see the most up to date information on deadlines and events at https://www.herox.com/solarambassador.</p> <p>Page 6: Modified submission date to October 9 to allow additional time for competitors to submit their Phase 1: Design submissions.</p>
Revision 2 May 2024	<p>Page 6 and 16: Modified prize award in Phase 2 to allow additional compensation for Ambassadors taking additional geographic regions than originally assigned.</p> <p>Page 6-7, and 15: Modified the length of Phase 2 from 5 months to 11 months. Phase 2 will now end in Winter 2025.</p> <p>Page 5-7, and 17: Modified overall prize pool to \$6,012,500 million. Phase 2 prize pool has been increased to \$5,662,500. Increased \$100 per verified household intake application to \$175 per verified household, effective 5/21/24.</p>
Revision 3 December 2024	<p>Page 5-7: Modified prize to add third phase and extend overall timeline to July 2025.</p> <p>Page 6: Modified award to \$185 per verified household intake application, effective 2/1/25. Added an additional round of seed funding for Phase 3 competitors in the amount of \$10,000 per team. Added an additional incentive prize in Phase 3 for every 500 verified applications received through the 5,000-threshold goal.</p> <p>Page 8-9: Modified the winner selection from Phase 2 and added Phase 3 overview.</p> <p>Page 20: Modified element of the Phase 2 submission package.</p> <p>Page 23-26: Modified prize for addition of Phase 3. Included information on Phase goals, process, awards, and submission.</p>

1. Program Summary and Goals

The Solar Ambassador Prize is a **three-phase prize awarding more than \$6 million** designed to fast-track the U.S. Department of Energy's (DOE) efforts to enhance energy resilience by partnering with community-based organizations (CBOs), nonprofits, and for-profits to perform outreach and engagement to disadvantaged Puerto Rican households who qualify for residential solar and battery storage systems.

The prize will support and amplify the efforts of DOE's Grid Deployment Office's (GDO) [Puerto Rico Energy Resilience Fund \(PR-ERF\)](#), which seeks to deploy rooftop solar and battery storage to benefit Puerto Rico's most vulnerable households. The success of the PR-ERF will heavily rely on local collaboration to align with community priorities for improving energy resilience and reducing energy burden.

This Solar Ambassador Prize, as part of the PR-ERF, seeks to incentivize Puerto Rican CBOs to perform program outreach, education, and assist with intake processing of qualified Puerto Rican households for the PR-ERF.

Through this prize, DOE seeks to fund local, trusted CBOs to carry out the following activities:

- **Outreach** to identify very low-income single-family households¹ where an individual with an energy dependent disability resides or located in a Last Mile Community² that qualify for DOE's PR-ERF.³
- **Educate** homeowners about the program and the resilience and cost savings benefits of solar and storage
- **Assist** homeowners in signing up for the PR-ERF program
- **Engage** homeowners on an as-needed basis to finalize PR-ERF program intake.

The goal of the prize program is to help 30,000–40,000 households successfully apply to PR-ERF.

1.1 Background

Congress authorized \$1 billion in the recent Consolidated Appropriations Act of 2023, for activities to improve the resilience of the Puerto Rican electric grid, including renewable energy and energy storage solutions for vulnerable households and communities. As per the Act, these activities will include resilience investments for low-and-moderate income households and households with individuals with disabilities.

GDO established the PR-ERF to administer the \$1 billion through a multi-phase competitive solicitation process and this Solar Ambassador Prize. DOE's overall strategy will focus on both residential and community-level energy resilience solutions. However, this first phase under the PR-ERF is only focused on residential rooftop solutions. This first phase has three strategic goals:

1. Enhance energy resilience for vulnerable households through the rapid installation of rooftop solar photovoltaic (PV) and battery storage systems.
2. Reduce energy burden for program beneficiaries.
3. Support the growth of the clean energy workforce in Puerto Rico, as well as support education and protection for households who will benefit from the program.

¹ At or below 50% of Area Median Income, as defined by HUD: [FY-2023-PR-DR-Income-Limits.xlsx \(live.com\)](#)

² A group of individuals living in geographic proximity (such as a census tract) that experience the most frequent power outages and/or the longest power outages. DOE has determined a list of last mile communities eligible for this program based on PREPA/LUMA's outage data.

³ Learn more about PR-ERF: <https://www.energy.gov/gdo/puerto-rico-energy-resilience-fund>

To accomplish these goals, DOE is launching this Solar Ambassador Prize. The prize is seeking applications from CBOs located in Puerto Rico with the desire to assist with registering 30,000 households to receive solar and battery storage systems. Prize winners will assist Puerto Rico's most vulnerable households with intake processing for rooftop solar and storage installations incentivized through additional funding from the PR-ERF. DOE will prioritize very low-income single-family households that either (a) includes an individual with an energy-dependent disability, or (b) are located in a Last Mile Community.⁴

1.2 Who Can Participate?

The Solar Ambassador Prize is open to CBOs and other nonprofit or for-profit organizations located in Puerto Rico. Project teams may consist of individuals associated with the applying CBO, nonprofit, or for-profit entity. Project teams may include collaborations between multiple CBOs, nonprofits, and for-profit entities. Applying and participating entities are referenced as "teams." Individuals are not eligible for this prize. For additional information on eligibility, see [Section 2](#).

1.3 Prize Phases and Prizes To Win

The Solar Ambassador Prize has three⁵ phases (Design, Deploy, and Advance), which are designed to prepare organizations for community outreach. The Solar Ambassador Prize will award more than \$6 million in cash prizes to winning teams in the timeframe shown below. In addition, teams may also receive nonmonetary recognition.

Prize Phase	Duration	Anticipated Number of Awards	Dollar Amounts
Phase 1 Contest: Design	2 months	An expected range of 10–20 awards	\$17,500 per winning competitor (total prize pool: \$350,000)
Phase 2 Contest: Deploy	11 months (anticipated)	Phase 2 household awards given to all active Ambassadors who sign up verified ⁶ households. Additional Phase 2 incentive prize for Ambassadors	Per-household award: \$175 ⁷ per verified household (30,000 households*) Additionally, every Ambassador that signs up 750 verified households will receive a \$10,000 incentive prize. (total prize pool: \$5,662,500)
Phase 3 Contest: Advance	6 months (anticipated)	Phase 3 household awards given to the top 3 to 5 performing Ambassador teams who sign up verified households.	Per household award: \$185 per verified household (30,000 households*)

⁴ Individuals with disabilities that rely on electricity-dependent or battery-dependent medical equipment or assistive technology to live independently or to assist in performing activities to daily living.

⁵ Prior to the October Rules modification, there were only two phases of the prize.

⁶ Verified means that the household was verified by the third-party contractor and approved as an eligible applicant.

⁷ Prior to the May Rules modification, Solar Ambassadors received a per-household cash award of \$100 per household intake application received from February 22, 2024, to May 20, 2024.

		<p style="text-align: center;">Additional Phase 3 incentive prize for Ambassadors</p>	<p>Additionally, teams selected for participation in Phase 3 will receive an additional round of seed funding in the amount of \$10,000 and incentive bonuses for every 500 verified households signed up throughout Phase 3. Bonus amounts will be determined based upon the number of Phase 3 competitors. (total prize pool: approximately \$4,064,000⁸)</p>
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*This program only has a budget to award Solar Ambassadors assisting up to 30,000 households. Ambassadors may not receive additional funds past the 30,000-household threshold. The prize administration team will communicate with Ambassadors throughout the competition period about their current standing of their household threshold.

Phase 1 Contest: Design

Total Cash Prize Pool: \$350,000-\$17,500 per winner

Phase 1 will open on July 31, 2023, with the deadline for submission October 9, 2023.

Up to 20 winning teams will be selected for a cash award of \$17,500 each. Winning Phase 1 teams will receive \$7,500 after selection, and will receive the additional \$10,000 upon completion of required training in Winter 2024. Winning teams will have the opportunity to participate in Phase 2 of the prize.

Phase 1 will identify organizations that can demonstrate an ability to perform local, in-person outreach and community engagement to ensure that federal funding reaches the intended most vulnerable residents in a defined geographic region of Puerto Rico. Successful submissions will outline an organization’s connection to the community, past relevant work, current capabilities to carry out program activities, and other suitability specifications. Organizations applying to Phase 1 of the Solar Ambassador Prize should be ready to perform local outreach and engage with Puerto Rican communities. This phase invites CBOs, nonprofit or for-profit organizations to compete by completing the Phase 1 submission package, which includes:

- A description of the organization and team.
- Evidence of existing networks, efforts, and partnerships in priority communities that have the ability to carry out equitable, localized outreach. Equitability must be demonstrated through activities such as public community engagement opportunities, focused and targeted outreach approaches, public radio announcements, mailers, internet postings, and other outreach that will reach the intended households.
- A community engagement plan, which outlines the organization’s proposed outreach activities, staffing/hiring plan, specific timeline, and anticipated number of households it could impact and assist with PR-ERF intake process.

⁸ Any remaining funds from the Phase 2 total prize pool will be rolled into the Phase 3 total prize pool.

Phase 2 Contest: Deploy

Total Cash Prize Pool: **\$5,512,500**

- **\$175** per household intake application, **effective 5/21/2024⁹**
- **\$10,000** once 750 household intake applications are received.

Phase 2 will open in **Winter 2024** with a performance deadline of **Winter 2025**. In Phase 2, Ambassadors selected in Phase 1 will implement their proposed plan and assist households to complete their household intake application. Each Phase 2 Ambassador will receive a per-household cash award of **\$175** per household intake application received, **effective 5/21/24 and verified** by an independent contractor. Ambassadors will receive an additional \$10,000 incentive prize once 750 households have been received and verified. **DOE, in its sole discretion, may provide additional compensation to Ambassadors who take on more geographic areas than they were originally assigned.**

The completion of household intake applications may vary in required time commitment from household to household and will require the collection and submission of household information via an intake form.

All submitted household intake applications will be verified by an independent contractor and only applications that meet the requirements will count towards the Ambassador's total. The verification process will ensure household eligibility, complete information from households, and no duplications. The household intake applications inputted into the database will be reviewed, and if verified, passed to installers to carry out the final desktop and structural analysis for rooftop solar PV and battery storage installations.

To be eligible for the Phase 2 per-household awards and Phase 2 incentive prize, **all Ambassadors of a team** must participate in a free in-person training hosted by the GDO team (see [HeroX for Important Dates](#)), upload a Phase 2 submission package to HeroX that includes a summary presentation detailing engagement processes and lessons learned, and upload completed household intake applications to a DOE designated third-party database.

Per-household awards will likely be paid out at the end of the competition period. If possible, incremental payments will be made during Phase 2. The \$10,000 incentive prize award will be paid as quickly as possible after 750 households are registered and verification is completed.

At the end of Phase 2, only the top 3 to 5 performing teams will be selected to move onto Phase 3. The top performing teams will be selected based on the number of enrollments received by the end of Phase 2. Participation in Phase 3 will be voluntary for selected teams.

Phase 3 Contest: Advance

Total Cash Prize Pool: **Approximately \$4,064,000¹⁰**

- **\$10,000** in seed funding for Phase 3 competitors
- **\$185** per household intake application, **effective 2/1/2025**

⁹ Prior to the May rules modification, Solar Ambassadors received a per-household cash award of \$100 per household intake application received from February 22, 2024, to May 20, 2024.

¹⁰ Any remaining funds from the Phase 2 total prize pool will be rolled into the Phase 3 total prize pool.

- Monetary bonuses for every 500 households signed up by top performing teams up to 5,000 completed applications. Bonus award amounts will be determined based upon the number of competitors selected for Phase 3.
- At DOE's discretion, additional monetary bonuses may be available for submission of high-quality applications.

Phase 3 will open on February 1, 2025, and will conclude July 31, 2025. In Phase 3, the top three to five performing Solar Ambassadors, as identified from performance in Phase 2, will extend their outreach beyond their Phase 2 designated regions to conduct outreach and assist households to complete their household intake application across Puerto Rico. Each Phase 3 Ambassador will receive a per-household cash award of \$185 per household intake application received and verified by an independent contractor, effective 2/1/25. Ambassadors will receive an additional round of seed funding in the amount of \$10,000 after attending the planning session with the DOE team and incentive bonuses for every 500 household applications that have been received and verified. Additional bonuses may be available through Phase 3 for teams that work to submit high-quality applications, i.e. applications that require no more than 1 pass-back from DOE Case Managers.

1.4 Important Dates

For the most up-to-date information on prize deadlines and events, please visit our website: <https://www.herox.com/solarambassador>.

2. Eligibility Requirements

Competitors in the Solar Ambassador Prize must comply with the eligibility requirements below. By uploading a submission package, competitors certify that they are in compliance with these eligibility requirements. Eligibility is subject to verification during a screening process and could result in an eligibility determination before prize awards are announced and payments are disbursed. As soon as the Prize Administrator becomes aware that a competitor is not eligible to win the Contests, the competitor may be disqualified. The registered competitor is the entity that registers in [HeroX](#) to compete.

2.1 Competitor Eligibility Requirements

Competitors participating in the Solar Ambassador Prize must meet the following requirements:

1. Competitors must be a U.S. legal organizational entity with a presence in Puerto Rico and are responsible for complying with all the rules of this prize challenge, including working with DOE and its Prize Administrator, submitting all required materials, and complying with all prize rules and restrictions.
2. Individuals are not eligible to apply.
3. Entities must be able to receive payments that are legally made from the U.S. government in U.S. dollars.
4. Competitors need to have the ability to conduct in-person, local outreach to very low-income single-family households that (i) include an individual with an energy-dependent disability or (ii) are located in a Last Mile Community. Competitors must also be able to provide education and assistance to qualifying households.
5. DOE may conduct a review, using government resources, of the competitor and project personnel for foreign interference. The risk review may result in the submission being deemed ineligible in the prize competition. This risk review, and potential determination of ineligibility, can occur at any time during the prize competition. The results of a risk review are not appealable.

6. As part of teams' submission to this prize, teams will be required to sign the following statement:

I am providing this submission package as part of my participation in this awards program. I understand that in providing this submission to the Federal Government, I certify under penalty of perjury that the named competitor meets the eligibility requirements for this awards program and complies with all other rules contained in the Official Rules document. I further represent that the information contained in the submission is true and contains no misrepresentations. I understand false statements or misrepresentations to the Federal Government may result in civil and/or criminal penalties under 18 U.S.C. § 1001.

7. Additional eligibility requirements can be found in [Section A.12](#).

2.2 Number of Submission Packages Allowed

Only one submission per lead organizational entity is allowed. If multiple organizations apply as a team, monetary prizes will be delivered to the lead entity identified in the team's submission. Organizations may only act as a lead entity for a single submission.

2.3 Program Goal Requirements

Only submissions relevant to the goals of this program are eligible to compete. The Prize Administrator must conclude that all the following statements are **true** when applied to your submission. If any of the following are not true for your submission, your submission will not be reviewed and you will not be allowed to participate in this award program.

- The competitor's submission describes their knowledge of the Puerto Rican community.
- The activities described in the submission package will be performed in Puerto Rico and will benefit the Puerto Rican community and solar market.
- The proposed plan will assist very low-income single-family households that (i) include an individual with an energy-dependent disability or (ii) are located in a Last Mile Community to understand and apply for rooftop solar PV and battery storage installations through an efficient in-person outreach and engagement approach.

3. Phase 1: Design Contest Rules

3.1 Introduction

Phase 1 contest is the first in this **three**-part contest series.

Below are the rules for the Phase 1 Contest. Phase 1 is open to all eligible teams (see [Section 2](#)).

3.2 Phase 1 Goal

Phase 1 is seeking to award organizations that can demonstrate an ability to perform local, in-person outreach and community engagement to ensure that federal funding provided under the PR-ERF reaches the most vulnerable residents in Puerto Rico.

The goal of Phase 1 is to encourage organizations with existing connections to vulnerable communities in Puerto Rico to bolster current engagement by creating plans that include educating homeowners on residential solar and storage and benefits of participation in PR-ERF.

3.3 Phase 1 Important Dates

For the most up-to-date information on prize deadlines and events, please visit our website: <https://www.herox.com/solarambassador>.

3.4 Phase 1 Prize Process

1. **Preparation and Submission:** Potential teams should read the entire rules document and be familiar with the goals and submission requirements for the Phase 1 Contest.

To compete in the Phase 1 Contest, competitors must upload to the Solar Ambassador Prize HeroX page the required [Phase 1 submission materials](#), including a written narrative describing the organization and team, plans for community engagement and partnerships, and how the plan will support diversity, equity, inclusion, and accessibility, particularly as it relates to Puerto Ricans of African descent.

All submission materials must be uploaded to the [Solar Ambassador Prize HeroX page](#) before the contest submission deadline.

2. **Assessment:** The Prize Administrator screens submissions for eligibility and completion and assigns subject matter expert reviewers to independently score the content of each submission. The judging criteria assess the following:

- **Organization and Team:** Describe your organization and/or team, past experience, community partnerships, and how your organization aligns to the goals of the prize.
- **Phase 1 Strategic Plan and Community Engagement Approach:** What is your plan to engage with and work with last mile communities to perform program outreach, education, and complete intake processing of qualified Puerto Rican households for rooftop solar PV and battery storage installations?

Contest Prizes
<ul style="list-style-type: none">• Up to 20 awards• Each Phase 1 winner will receive a \$17,500 cash prize.<ul style="list-style-type: none">○ \$7,500 will be given to selected winners.○ The remaining \$10,000 will be given after Ambassadors complete the required training.

The final determination of winners takes reviewer scores, discussions with reviewers (if applicable), interview findings (if applicable), and the program policy factors listed in [Appendix 1](#) into account. DOE is the judge and final decision maker and may elect to award all, none, or some of the submissions accepted at each submission deadline.

4. **Announcement:** After the Phase 1 Contest winners are publicly announced, the Prize Administrator will notify them and request the necessary information to distribute cash prizes. Winners will then be eligible to compete in Phase 2.
5. **Selected Ambassadors must attend one in-person training session:** Any team member from your organization that will be an Ambassador in Phase 2 is required to attend this training in order to move forward with data collection.

The required training session will take place in the **Winter 2024** (date TBD). This will be a mandatory in-person opportunity in Puerto Rico lasting one day for teams to review key information and tools for Phase 2 deployment. The following topics will be covered:

- Solar and Storage 101: Basics of rooftop solar and storage system, common customer questions, eligibility requirements
- Structural Eligibility: Basic household structural eligibility requirements
- Information Collection: Personally identifiable information¹¹ (PII) training, including PII collection and handling requirements
- Technical Training: Accessing the Ambassador database, determining latitude and longitude for homes
- Communication Flow: Reporting, points of contact for troubleshooting, communication with third-party contractor to make corrections to intake forms when required
- Community Engagement: Door-to-door outreach, engagement, best practices, and marketing/passive outreach materials

After training is complete, Ambassadors will receive a certificate of completion and will meet with a mentor from DOE to discuss final deployment plans and verify subject competency. If any changes are made to a Solar Ambassador’s deployment plan, it will be reviewed before Phase 2 deployment begins.

OTHER REQUIREMENTS:

- Winning teams will be required to submit an Internal Revenue Service (IRS) W-9 form and automated clearing house (ACH) forms, as well as signing a prize acceptance form for payment to be issued.

3.5 What To Submit

A complete submission package for the Phase 1 Contest should include the following items:

Item	Content
Submission Package	<ul style="list-style-type: none"> • Cover page (selected portions may be made public*) • Narrative (5,000 words max)

¹¹ Personally identifiable information is defined as information that can be used to distinguish or trace an individual's identity, either alone or when combined with other information that is linked or linkable to a specific individual.

***Note:** Portions of the submission package are made available to the public. These have been denoted as such, and DOE does not intend to release the remaining parts of the submission to the public. See [Appendix 1](#) for additional details.

All documents must be uploaded as a PDF. Submission packages may be submitted in either English or Spanish.¹²

Expert reviewers will evaluate the submission materials by agreeing or disagreeing with assigned statements on a 1–6 scale. Each statement will be evaluated on a scale of 1 (strongly disagree) to 6 (strongly agree), as shown:

1	2	3	4	5	6
Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree	Strongly agree

Cover Page: List basic information about your submission. *To be completed via the HeroX Submission Form. Starred (*) elements will be made public on HeroX.*

- Submission title*
- Organization name*
- Organization city* and state*
- Organization address
- Organization nine-digit zip code
- Organization website URL*
- Register Number
- Point of contact information (name, email, phone)

¹² Disclaimer: The DOE and NREL Prize Administration team will make an effort to translate Spanish submissions but are not responsible for translation errors.

Narrative:

Answer each of the questions in the two areas listed below. The content bullets are only suggestions to guide your responses; you decide where to focus your answers. The individual answers to the two areas do not have a word limit; however, the aggregate response to these two areas must not exceed 5,000 words, not including captions, images, figures/graphs, and references. A word count must be included at the end of your submission (see template for details). You may also include up to 10 supporting images, figures, or graphs. The reviewers will score the questions based on the content you have provided.

1. **Organization and Team:** Describe your organization, participating team members, past experience, community partnerships, and how your organization aligns to the goals of the prize.

24 points possible

Teams can provide:

- **Mission and Goals:** Describe your organization, including its mission and goals and how they align with the overall prize goal.
 - Previous experience in solar and renewable projects is a plus, but not a requirement.
- **Service Community:** Describe the community (region and/or demographic) that your organization primarily serves within Puerto Rico
- **Prior Experience:** Describe your experience with similar work performing outreach and/or assisting access to government or philanthropic assistance programs. Provide examples of:
 - Your organization's approach to community engagement
 - Your organization's ability to gather feedback from the community and use it to tailor your organization's activities
 - Any trainings or certifications your organization has received in handling sensitive information. For example, training on Health Insurance Portability and Accountability Act (HIPAA).

Judging criteria (1–6 points per statement):

- **Mission and Goals:** The description demonstrates a strong alignment between the organization's mission and goals and the overall prize objective of engaging very low-income single-family households in Puerto Rico who qualify for residential solar PV and battery storage systems and (i) include an individual with an energy-dependent disability and/or (ii) are located in a Last Mile Community. The team highlights how their organization's mission aligns with the prize objective.
- **Service Community/Partnerships:** The competitor demonstrates strong ties and partnerships within the community and has a clear understanding of the community's concerns, challenges, and priorities.
- **Prior Experience:** The competitor demonstrates that they have relevant, effective, and innovative experience connecting with the communities they serve that could be leveraged to seek out and support very low-income single-family households that (i) include an individual with an energy-dependent disability or (ii) are located in a Last Mile Community in signing up for residential solar under the PR-ERF initiative.

<ul style="list-style-type: none"> ○ Any notable successes and/or lessons learned from previous engagements. ● Partnerships: A description of your current partnerships within the community and how they could support your future work under the prize. ● Team/Staffing: A description of your team (including the number of current staff) who will be participating in prize activities. Please also identify any skills or expertise that are currently missing on your team and your plan to fill these gaps, or any additional support your team may need to be successful. 	<ul style="list-style-type: none"> ● Team/Staffing: The competitor demonstrates that they have a strong team with relevant skill sets, expertise, and experience and the dedication to fully move forward with their approach. Team size is adequate to achieve their goals.
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2. Phase 2 Strategic Plan and Community Engagement Approach: What is your plan to engage with and work with communities to perform program outreach, education, and complete intake processing of qualified Puerto Rican households for residential solar?
24 points possible

<p>Teams can:</p> <ul style="list-style-type: none"> ● Vision: Describe your organization's vision to perform program outreach, education, and complete intake processing of qualified Puerto Rican households for residential solar. ● Geographic Focus: Describe what specific regions and /or demographics within Puerto Rico you will target in Phase 2 if your team is a Phase 1 winner. <ul style="list-style-type: none"> ○ Competitors may include outreach plans for single municipalities or multiple contiguous/adjacent municipalities within specified regions. ○ Competitors who are focusing specifically on outreach plans to engage with individuals with disabilities may propose plans that cover the whole island. ○ To identify specific regions that will be targeted, see the Interactive Puerto Rico Last Mile Communities Map and identify applicable regions by Municipality Name. 	<p>Judging criteria (1–6 points per statement):</p> <ul style="list-style-type: none"> ● Vision: The organization's vision for performing program outreach, education, and intake processing of qualified Puerto Rican households for residential solar is clear and compelling. It demonstrates their commitment to empowering the community and promoting renewable energy adoption, showcasing their ability to drive positive change. ● Geographic Focus: The competitor has identified a region and/or demographic that is of high need and would benefit from participation in the PR-ERF initiative. Additionally, the competitor provides comprehensive information on the identified region and/or demographic. This attention to detail demonstrates a team's thorough understanding of the target audience. ● Community Outreach Plan: The competitor has a well-articulated and credible plan to effectively engage communities to successfully attract a high number of qualified community members to apply for residential solar
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<ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ See Appendix 2 for instructions for selecting municipalities. • Community Outreach Plan: Describe the specific strategies, events, and activities that you plan to use to engage, educate, gain trust, and obtain buy-in from the communities equitably. Please discuss the following: <ul style="list-style-type: none"> ○ Equity: How your proposed plan will prioritize the most vulnerable utility customers, such as rural, remote, low-income, and people with disabilities ○ Communication Approach: Describe the various communication channels, strategies, and partnerships you would leverage and how you would leverage them ○ Barriers/Challenges: Provide details on anticipated challenges/barriers as a part of this engagement and how you will overcome them ○ Technology Access: How will you support individuals who lack technology access or capabilities? ○ Staffing: Describe how you will staff your community outreach activities. Do you have staff already in place or will you need to hire? If you need to hire, how long will it take your organization to acquire the needed staff? • Metrics: Create a SMART¹³ plan and describe the specific qualitative and quantitative goals and expectations for your plan during Phase 2 (Winter 2024 through Winter 2025). 	<p>under the PR-ERF initiative. The plan includes:</p> <ul style="list-style-type: none"> ○ Effective strategies, events, and activities to engage, educate, gain trust, and obtain buy-in from the communities in an equitable manner while prioritizing the most vulnerable utility customers, such as rural, remote, low-income, and people with energy-dependent disabilities ○ A variety of communication channels, strategies, and partnerships they will leverage to effectively engage with the community ○ Detailed plans for addressing anticipated challenges and barriers that may arise during the engagement process ○ An effective plan for supporting individuals who lack technology access or capabilities ○ A description of their staffing strategy for community outreach activities, addressing whether they already have staff in place or if they will need to hire <ul style="list-style-type: none"> • Metrics: The competitor has created an ambitious, yet achievable SMART plan, including specific qualitative and quantitative goals and expectations they hope to achieve in Phase 2.
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¹³ A SMART action plan incorporates five characteristics of a goal: specific, measurable, attainable, relevant, and time-based. For more information about SMART goal planning, see: <https://www.atlassian.com/blog/productivity/how-to-write-smart-goals>.

3.6 How We Score

The Prize Administrator will first ensure that all submissions are eligible to compete. The scoring of submissions will proceed as follows:

1. **Screening:** The Prize Administrator and DOE will screen each application for [overall eligibility](#) and completeness. Each submission must have the main elements requested as part of the submission package:
 - 1.1. Cover page
 - 1.2. Narrative, including answers to both areas.

Only submissions that meet the eligibility criteria and include the two elements will pass the Phase 1 screening for eligibility. Ineligible submissions will not be reviewed by the advisory reviewer panel and will not be considered for an award.
2. **Scoring:** A panel of expert reviewers will read, score, and comment on each submission. There are two main categories of questions, each with a number of subcategories. Each subcategory of the review criteria will receive a score from 1 to 6. The final score from an individual reviewer¹⁴ for a submission package equals the sum of the scores for all the categories. Category points are cumulative. All reviewers' scores will then be averaged for a final reviewer score for the submission package. The final review process considers reviewer scores when deciding the winners of the awards.
3. **Reviewer Comments:** Expert reviewers also provide comments on the submissions they review. The Prize Administrator intends to provide comments to teams after the winners are announced for each phase. These comments are intended to help teams continue to improve and iterate on their work. The comments are the opinions of the expert reviewers and do not represent the opinions of DOE.
4. **Interviews:** The Prize Administrator may decide to hold a short virtual or in-person interview with a subset of the teams. Interviews would be held prior to the announcement of winners and would serve to help clarify questions the Prize Administrator may have. Attending interviews is not required, and interviews are not an indication of winning.

The final determination of winners takes reviewer scores, discussions with reviewers (if applicable), interview findings (if applicable), and the program policy factors listed in [Appendix 1](#) into account. DOE is the judge and final decision maker and may elect to award all, none, or some of the submissions accepted at each submission deadline.

¹⁴ Reviewers may not have personal or financial interests in, or be an employee, officer, director, or agent of, any entity that is a registered participant in this contest or have a familial or financial relationship with an individual who is a registered competitor.

4 Phase 2: Deploy Contest Rules

4.1 Introduction

The Phase 2 Contest is the second in this **three-**part contest series.

The Phase 2 prize is designed to encourage Ambassadors to assist and educate more households in Puerto Rico to apply and complete a household intake application for residential solar under PR-ERF. Ambassadors will be awarded **\$175** for every verified household that completes an application for solar installation, **effective from 5/21/24¹⁵**. Additionally, a Phase 2 incentive cash prize of \$10,000 will be awarded to Ambassadors who sign up 750 verified households during the competition. **DOE, in its sole discretion, may provide additional compensation to Ambassadors who take on more geographic areas than they were originally assigned.**

Contest Prizes
<ul style="list-style-type: none">Phase 2 per-household award: \$175Phase 2 incentive prize for signing up 750 verified households: \$10,000

Below are the rules for the Phase 2 Contest. Only winners of the Phase 1 Design Contest can compete in the Phase 2 Deploy Contest.

4.2 Phase 2 Goal

Winners of Phase 1 will move onto Phase 2, where they will activate their proposed plans to perform program outreach, education, and assist with intake processing of qualified Puerto Rican households for residential rooftop solar and battery storage systems under the PR-ERF initiative.

The household intake applications by Phase 2 Ambassadors will be reviewed by an independent contractor, and, if verified, passed to installers to carry out final desktop and structural analysis for rooftop solar PV and battery storage installations.

4.3 Phase 2 Award/Prize Requirements

To be eligible for the Phase 2 per-household awards and Phase 2 incentive prize, Ambassadors will need to:

- Participate in an in-person customer acquisition and engagement training session
- Demonstrate active engagement with selected communities
- Meet the verification requirements of individual household sign-ups
- Complete a HeroX submission that includes a presentation.

Additionally, to be eligible for the Phase 2 incentive prize, teams must:

- Submit 750 verified household intake applications.

¹⁵ Prior to the May Rules modification, Solar Ambassadors received a per-household cash award of \$100 per household intake application received from February 22, 2024, to May 20, 2024.

4.4 Phase 2 Important Dates

For the most up-to-date information on prize deadlines and events, please visit our website:

<https://www.herox.com/solarambassador>.

4.5 Phase 2 Prize Process

- 1. Deploy and Assist with Household Intake Applications:** Teams will utilize their plan from Phase 1 to send their Ambassadors into their targeted geographic areas to engage, educate, and assist very low-income single-family households that (i) include an individual with an energy-dependent disability or (ii) are located in a Last Mile Community. Household intake applications will be completed by the individual household and entered into a database.
 - **Individual Household Intake Applications: Verification and Assessment:** All household intake applications will go through a verification process to ensure household eligibility, complete information collection, and no duplications. All applications will be submitted through a database system and will be verified through a DOE independent contractor. Ambassadors may not complete applications on behalf of any household or store PII outside of the verified collection application; the role of the Ambassador is to educate and assist the household in submitting their online intake application. Any applications that do not pass the verification will not go toward the Ambassador's count. If an application is incomplete or contains inaccuracies, the independent contractor may notify the household and/or the Ambassador and work with them to complete the application and/or correct inaccuracies.
- 2. Phase 2 HeroX submission:** Ambassadors will need to submit a HeroX submission that includes:
 - Cover Page: List basic information about your submission
 - Presentation: Describe your engagement strategy process, the challenges that occurred, summary of the experience, and lessons learned from this process.
- 3. Announcement:** After the Phase 2 winners are publicly announced, the Prize Administrator will notify them and request the necessary information to distribute cash prizes.
 - The final determination of winners takes reviewer scores, discussions with reviewers (if applicable), interview findings (if applicable), and the program policy factors listed in [Appendix 1](#) into account. DOE is the judge and final decision maker and may elect to award all, none, or some of the submissions accepted at each submission deadline.

4.6 What To Submit

A complete submission package for Phase 2 of the Solar Ambassador Prize should include the following items:

Item	Content
Submission Package	<ul style="list-style-type: none"> Cover page (selected questions public*) Presentation All household intake applications uploaded to database
<p>*Note: Portions of the submission package are made available to the public. These have been denoted as such, and DOE does not intend to release the remaining parts of the submission to the public. See Appendix 1 for additional details.</p>	

All documents must be uploaded as a PDF.

Cover Page: List basic information about your submission. <i>To be completed via the HeroX Submission Form. Starred (*) elements will be made public on HeroX.</i>
<ul style="list-style-type: none"> Submission title* Organization name* Organization city* and state* Organization address Organization nine-digit zip code Organization website URL* Register Number Point of contact information (name, email, phone) Updated list of current Ambassadors

Presentation:	
<p>Provide a summary in a presentation format of your engagement plan and the process. Answer each of the content bullets listed below. The reviewers will score the presentation based on the content you have provided.</p> <p><i>10 slides maximum</i></p> <p><i>Scoring: Pass/fail</i></p>	
<p>Teams should provide:</p> <ul style="list-style-type: none"> A summary of the engagement strategy/plan utilized: <ul style="list-style-type: none"> Include any details such as how the strategy changed from conception to activation, how communities were contacted and informed, etc. 	<p>Pass criteria:</p> <ul style="list-style-type: none"> The presentation shares comprehensive information of how the team implemented and completed their plan. The presentation includes descriptive metrics that tell the story of the Ambassador's Phase 2 engagement.

<ul style="list-style-type: none"> • A description of the barriers and challenges encountered through your engagement process • A description of your team and who assisted with the Phase 2 plan • A summary of your overall experience throughout the engagement process • A description of any lessons learned from your engagement strategy • A summary of any recommendations for next steps for DOE and the Prize Administration team 	<ul style="list-style-type: none"> • The presentation provides a thoughtful consideration of lessons learned and next steps.
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Household Intake Applications

Applications must be completed by the homeowner of the household and submitted through the approved online database for verification.

Household intake applications can be submitted throughout the competition period. Applications must be complete and verified to qualify toward the per-household award and prize incentive count.

To ensure the safety and privacy of participating homeowners, Phase 2 Ambassadors must complete a DOE-developed training on rules related to the safeguarding of PII. PII is defined as information that can be used to distinguish or trace an individual's identity, either alone or when combined with other information that is linked or linkable to a specific individual. Refer to [Appendix A.2](#) for details.

4.7 How We Score

The Prize Administrator will first ensure that all submissions are eligible to compete. The scoring of submissions will proceed as follows:

1. **Screening:** The Prize Administrator and DOE will screen each application for [overall eligibility](#) and completeness. Each submission must have the main elements requested as part of the submission package:
 - Cover page
 - Presentation
 - Intake applications collected from households

Only submissions that meet the eligibility criteria and include all three elements will pass the Phase 2 screening for eligibility. Ineligible submissions will not be reviewed by the advisory reviewer panel and will not be considered for Phase 2 per-household awards or the Phase 2 incentive prize.

2. **Scoring:** A panel of expert reviewers will read, score, and comment on each submission. For each required submission element, a set of “pass” criteria has been identified. After reviewing all elements of the submission package, expert reviewers will decide if the submission elements meet the specified “pass” criteria for each of the required submission elements.

3. **Reviewer Comments:** Expert reviewers also provide comments on the submissions they review. The Prize Administrator intends to provide comments to teams after the winners are announced for each phase. These comments are intended to help teams continue to improve and iterate on their work. The comments are the opinions of the expert reviewers and do not represent the opinions of DOE.
4. **Interviews:** The Prize Administrator may decide to hold a short interview with a subset of the teams. Interviews would be held prior to the announcement of winners and would serve to help clarify questions the Prize Administrator may have. Attending interviews is not required, and interviews are not an indication of winning.

The final determination of winners takes reviewer scores, discussions with reviewers (if applicable), interview findings (if applicable), and the program policy factors listed in [Appendix 1](#) into account. DOE is the judge and final decision maker and may elect to award all, none, or some of the submissions accepted at each submission deadline.

5 Phase 3: Advance Contest Rules

5.1 Introduction

The Phase 3 Contest is the third in this three-part contest series.

The Phase 3 prize is designed to amplify and extend the current outreach and educational efforts the top performing Ambassadors are doing to sign up more households in Puerto Rico to apply for and complete a household intake application for residential solar and battery storage systems under Programa Acceso Solar (PR-ERF).

Ambassadors will be awarded \$185 for every verified household that completes an application for solar installation. Additionally, a Phase 3 incentive cash prize will be awarded to Ambassadors for every 500 verified households received, until 5,000 verified household applications are received, during Phase 3. Phase 3 incentive prize amounts will be determined by the number of competitors selected to participate in Phase 3. Additional incentives may also be available for the submission of high-quality applications (requiring no more than 1 pass-back from DOE Case Managers). Ambassadors are able to extend their outreach and sign-up households across Puerto Rico during Phase 3. Below are the rules for the Phase 3 Contest. Only the top performing teams from Phase 2 can compete in the Phase 2 Advance contest. The DOE Prize Team will invite Phase 2 competitors to continue their participation in Phase 3 and will make conditional selections for Phase 3 competitors by January 10th, 2025. DOE Phase 3 selections are subject to change through January 31st based on the final month of Phase 2 performance.

Contest Prizes ¹⁶
<ul style="list-style-type: none">• \$10,000 in seed funding at the beginning of Phase 3• Phase 3 per-household award: \$185• Phase 3 incentive prize for every 500 verified households signed up• Additional monetary bonuses may be available for high-quality applications

5.2 Phase 3 Goal

Winners of Phase 2 will move onto Phase 3, where they will continue to perform island-wide outreach, education, and assist with intake processing of qualified Puerto Rican households for residential rooftop solar and battery storage under the Programa Acceso Solar (PR-ERF) initiative. Teams may also be permitted to complete unfinished applications begun by competitors in Phase 2.

The household intake applications by Phase 3 Ambassadors will be reviewed by an independent contractor, and, if verified, passed to installers to carry out final desktop and structural analysis for rooftop solar PV and battery storage installations.

5.3 Phase 3 Award/Prize Requirements

To be eligible for the Phase 3 per-household awards and Phase 3 seed funding, Ambassadors will need to:

- Attend a planning session with the DOE Prize Team at the end of Phase 2.
- Demonstrate active engagement with communities across Puerto Rico.
- Meet the verification requirements of individual household sign-ups.
- Complete a HeroX submission that includes a presentation.

Additionally, to be eligible for the Phase 3 incentive prizes, teams must:

¹⁶ Any remaining funds from the Phase 2 total prize pool will be rolled into the Phase 3 total prize pool.

- Submit verified household intake applications, which will continue to be paid monthly, with additional bonuses rewarded in increments of 500 completed applications with a threshold of 5,000 verified household applications per team.

5.4 Phase 3 Important Dates

For the most up-to-date information on prize deadlines and events, please visit our website: <https://www.herox.com/solarambassador>.

5.5 Phase 3 Prize Process

1. **Advance across Puerto Rico with Household Intake Applications:** Top performing teams will continue their strategies from Phase 2 to engage, educate, and assist very low-income single-family households that (i) include an individual with an energy-dependent disability or (ii) are located in a Last Mile Community across Puerto Rico. Household intake applications will be completed by the individual household and entered into a database.
 - **Individual Household Intake Applications: Verification and Assessment:** All household intake applications will go through a verification process to ensure household eligibility, complete information collection, and no duplications. All applications will be submitted through a database system and will be verified through a DOE independent contractor. Ambassadors may not store PII outside of the verified collection application; the role of the Ambassador is to educate and assist the household in submitting their online intake application. Any applications that do not pass the verification will not go toward the Ambassador's count. If an application is incomplete or contains inaccuracies, the independent contractor may notify the household and/or the Ambassador and work with them to complete the application and/or correct inaccuracies. If duplicative applications for a single household are submitted by multiple teams, the team to complete the household's application in its entirety first will receive payment for that application, and duplicative cases will be closed. There may be additional opportunities for monetary bonuses for teams that submit high quality applications, which require no more than 1 pass-back from DOE Case Managers.
 - **Selected Ambassadors must attend a planning session:** Team leads from selected organizations must attend this planning session with the DOE Prize Team in order to move forward with application intake. This planning session will take place shortly before Phase 3 begins and will cover the guidelines and requirements of Phase 3. Attendance at a planning session with the DOE Prize Team will be required to receive Phase 3 seed money.
 - Team leaders should come prepared to discuss the following:
 - Team's plan and ability to process applications island-wide
 - Spend plan for Phase 3 seed money (\$10,000)
 - Household enrollment goal for Phase 3. This can include key performance indicators for weekly and/or monthly enrollment goals.
 - Organizational staffing through Phase 3
 - Suggestions to DOE on helping to support the Team's Phase 3 goals.
2. **Phase 3 HeroX submission:** Ambassadors will need to submit a HeroX submission at the end of Phase 3 that includes:
 - **Cover Page:** List basic information about your submission
 - **Presentation:** Describe your engagement strategy process, the challenges that occurred, summary of the experience, and lessons learned from this process.

3. **Announcement:** After Phase 3 concludes, and winners are publicly announced, the Prize Administrator will notify them and request the necessary information to distribute cash prizes.
- The final determination of winners takes reviewer scores, discussions with reviewers (if applicable), interview findings (if applicable), and the program policy factors listed in [Appendix 1](#) into account. DOE is the judge and final decision maker and may elect to award all, none, or some of the submissions accepted at each submission deadline.

5.6 What To Submit

A complete submission package for the end of Phase 3 of the Solar Ambassador Prize should include the following items:

Item	Content
Submission Package	<ul style="list-style-type: none"> Cover page (selected questions public*) Presentation
<p>*Note: Portions of the submission package are made available to the public. These have been denoted as such, and DOE does not intend to release the remaining parts of the submission to the public. See Appendix 1 for additional details.</p>	

All documents must be uploaded as a PDF.

Cover Page: List basic information about your submission. <i>To be completed via the HeroX Submission Form. Starred (*) elements will be made public on HeroX.</i>
<ul style="list-style-type: none"> Submission title* Organization name* Organization city* and state* Organization address (physical and postal addresses) Organization nine-digit zip code Organization website URL* Point of contact information (name, email, phone)

Presentation:	
<p>Provide a summary in a presentation format of your engagement plan and the process. Answer each of the content bullets listed below. The reviewers will score the presentation based on the content you have provided.</p> <p><i>10 slides maximum</i></p> <p><i>Scoring: Pass/fail</i></p>	
<p>Teams should provide:</p> <ol style="list-style-type: none"> A summary of how your engagement strategy/plan changed for Phase 3 <ul style="list-style-type: none"> Include any details such as how the strategy changed from conception 	<p>Pass criteria:</p> <ul style="list-style-type: none"> The presentation shares comprehensive information about how the team implemented and completed their plan.

<p>to activation, how communities were contacted and informed, etc.</p> <ol style="list-style-type: none"> 3. A description of the barriers and challenges encountered in Phase 3 and how you overcame them or lessons learned. 4. A description of your team and who assisted in Phase 3 5. A summary of your overall experience throughout the Prize 6. A summary on how your organization will continue to educate and serve communities about residential solar and battery storage. • A summary of any recommendations for next steps for DOE and the Prize Administration team 	<ol style="list-style-type: none"> 7. The presentation includes descriptive metrics that tell the story of the team's engagement throughout the Prize. <ul style="list-style-type: none"> • The presentation provides a thoughtful consideration of lessons learned and next steps.
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Household Intake Applications

Applications must be completed by the homeowner of the household and submitted through the approved online database for verification.

Household intake applications can be submitted throughout the competition period. Applications must be complete and verified to qualify toward the per-household award and prize incentive count.

5.7 How We Score

The Prize Administrator will ensure that all submissions are eligible to compete. The scoring of submissions will proceed as follows:

1. **Screening:** The Prize Administrator and DOE will screen each application for overall eligibility and completeness. Each submission must have the main elements requested as part of the submission package:

- Cover page
- Presentation
- Intake applications collected from households

Only submissions that meet the eligibility criteria and include all three elements will pass the Phase 3 screening for eligibility. Ineligible submissions will not be reviewed by the advisory reviewer panel and will not be considered for Phase 3 per-household awards or the Phase 3 incentive prizes.

2. **Scoring:** A panel of expert reviewers will read, score, and comment on each submission. For each required submission element, a set of “pass” criteria has been identified. After reviewing all elements of the submission package, expert reviewers will decide if the submission elements meet the specified “pass” criteria for each of the required submission elements.

3. **Interviews:** The Prize Administrator may decide to hold a short interview with a subset of the teams. Interviews would be held prior to the announcement of winners and would serve to help clarify questions the Prize Administrator may have. Attending interviews is not required, and interviews are not an indication of winning.

The final determination of winners takes reviewer scores, discussions with reviewers (if applicable), interview findings (if applicable), and the program policy factors listed in [Appendix 1](#) into account. DOE is the judge and final decision maker and may elect to award all, none, or some of the submissions accepted at each submission deadline.

6 Additional Requirements

Read and comply with additional requirements in [Appendix 1](#).

TEAMS WHO DO NOT COMPLY WITH THESE REQUIREMENTS MAY BE DISQUALIFIED.

Appendix 1: Additional Terms and Conditions

A.1 Universal Contest Requirements

Submissions for the Solar Ambassador Prize are subject to following terms and conditions:

1. The final content of a submission must be posted or uploaded via the form online on [HeroX](#) within the application period. Late submissions or any other form of submission do not qualify.
2. The narrative and presentation are not intended to be made public; however, see [Section A.9](#) regarding the Freedom of Information Act (FOIA).
3. All required elements must be included. The Prize Administrator may disqualify a submission after an initial screening if it fails to provide all required submission elements. Teams may be given an opportunity to rectify submission errors due to technical challenges.
4. Submissions may be submitted in English or Spanish. Any attachments must be in a readable and searchable PDF format. Scanned handwritten submissions will be disqualified.
5. Teams will be disqualified if, during any engagement with the Solar Ambassador Prize, including but not limited to the submission, the online forum, emails to the Prize Administrator, or other forms of communication, contain any matter that, in the discretion of DOE, is indecent, lacking in professionalism, or demonstrates a lack of respect for people or life on this planet.
6. If you click "Accept" on the HeroX platform and proceed to register for the awards program described in this document, these rules will form a valid and binding agreement between you and DOE and are in addition to the existing HeroX Terms of Use for all purposes relating to these contests. Teams should print and keep a copy of these rules. These provisions only apply to the contests described here and no other contests on the HeroX platform or anywhere else.
7. The Prize Administrator, when feasible, may give teams an opportunity to fix nonsubstantive mistakes or errors in their submission packages.

A.2 Safeguarding of PII

Per the provisions of the Privacy Act of 1974 (5 U.S.C. 552a) PII is defined as information that can be used to distinguish or trace an individual's identity, either alone or when combined with other information that is linked or linkable to a specific individual.

To ensure the safety and privacy of participating homeowners, Phase 2 Ambassadors must complete a DOE-developed training during the prize. Privacy training will address the key elements necessary for ensuring the safeguarding of PII or a system of records. The training will cover:

- The provisions of the Privacy Act of 1974 (5 U.S.C. 552a), including penalties for violations of the Act
- The appropriate handling and safeguarding of PII
- The authorized and official use of a system of records or any other PII
- The restriction on the use of unauthorized equipment to create, collect, use, process, store, maintain, disseminate, disclose, dispose, or otherwise access PII
- The prohibition against the unauthorized use of a system of records or unauthorized disclosure, access, handling, or use of PII
- The procedures to be followed in the event of a suspected or confirmed breach of a system of records or the unauthorized disclosure, access, handling, or use of PII.

Completion of the training shall be deemed to satisfy this requirement. Ambassador organizations shall maintain and, upon request, provide documentation of completion of privacy training to DOE. Ambassador organizations shall not allow any employee access to a system of records, or permit any employee to create, collect, use, process, store, maintain, disseminate, disclose, dispose, or otherwise handle PII, or to design, develop, maintain, or operate a system of records unless the employee has completed privacy training, as required by this clause.

A.3 Submission Rights

The submission materials in this contest must be submitted and released to the public under a [Creative Commons Attribution 4.0 International License](#).

By making a submission and consenting to the rules of the contest, a competitor is granting to DOE, the Prize Administrator, and any other third parties supporting DOE in the contest, a noncommercial license to display publicly only parts of the submission package designated as “public.” This license includes posting or linking to the public portions of the submission on the administrator’s or HeroX’s applications, on the contest website, DOE websites, and partner websites, and including the submission in any other media worldwide. The submission may be viewed by DOE, the Prize Administrator, and judges for purposes of the contests, including, but not limited to, screening and evaluation purposes. The Prize Administrator and any third parties acting on its behalf will also have the right to publicize the teams’ names and, as applicable, the names of the teams’ members and organizations that participated in the submission, on the contest website indefinitely.

By entering, the competitor represents and warrants that:

The competitor is the sole, original author and copyright owner of the submission, or that the competitor has acquired sufficient rights to use and to authorize others, including DOE, to use the submission as specified throughout the rules; that the submission does not infringe upon any copyright, trade secret, trademark, nondisclosure agreement, patent, or any other third-party rights; and that the submission is free of malware.

A.4 Copyright

Each competitor represents and warrants that the competitor is the sole author and copyright owner of the submission; that the submission is an original work of the competitor, or that the competitor has acquired sufficient rights to use and to authorize others, including DOE, to use the submission, as

specified throughout the rules; that the submission does not infringe upon any copyright or any other third-party rights of which the competitor is aware; and that the submission is free of malware.

A.5 Contest Subject to Applicable Law

All contests are subject to all applicable federal laws and regulations. Participation constitutes each participant's full and unconditional agreement to these Official Contest Rules and administrative decisions, which are final and binding in all matters related to the contest. This notice is not an obligation of funds; the final awards are contingent upon the availability of appropriations.

A.6 Resolution of Disputes

DOE is solely responsible for administrative decisions, which are final and binding in all matters related to the contest.

In the event of a dispute, the authorized account holder of the email address used to register will be deemed to be the competitor. The "authorized account holder" is the natural person or legal entity assigned an email address by an internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Teams and potential winners may be required to show proof of being the authorized account holder.

The Prize Administrator will not arbitrate, intervene, advise on, or resolve any matters between team members or any disputes between teams.

A.7 Publicity

The winners of these awards (collectively, "Winners") will be featured on DOE and National Renewable Energy Laboratory (NREL) digital, print, event, video, mobile, podcast, marketing, social media, and/or audio websites.

Except where prohibited, participation in the contest constitutes each winner's consent to DOE's and its agents' use of each winner's name, likeness, photograph, voice, opinions, and/or hometown and state information for promotional purposes through any form of media worldwide, without further permission, payment, or consideration.

A.8 Liability

Upon registration, all participants agree to assume and, thereby, have assumed any and all risks of injury or loss in connection with or in any way arising from participation in this contest or development of any submission. Upon registration, except in the case of willful misconduct, all participants agree to and, thereby, do waive and release any and all claims or causes of action against the federal government and its officers, employees, and agents for any and all injury and damage of any nature whatsoever (whether existing or thereafter arising; whether direct, indirect, or consequential; and whether foreseeable or not), arising from their participation in the contest, whether the claim or cause of action arises under contract or tort.

In accordance with the delegation of authority to run this contest delegated to the Director of the GDO, the Director has determined that no liability insurance will be required of teams to compete in this competition, per 15 USC 3719(i)(2).

A.9 Records Retention and Freedom of Information Act (FOIA)

All materials submitted to DOE as part of a submission become DOE records. Any confidential commercial information contained in a submission should be designated at the time of submission.

Teams are encouraged to employ protective markings in the following manner:

1. The cover sheet of the submission must be marked as follows and must identify the specific pages containing trade secrets or commercial or financial information that is privileged or confidential:

Notice of Restriction on Disclosure and Use of Data:

Pages [list applicable pages] of this document may contain trade secrets or commercial or financial information that is privileged or confidential and is exempt from public disclosure. Such information shall be used or disclosed only for evaluation purposes. The Government may use or disclose any information that is not appropriately marked or otherwise restricted, regardless of source. [End of Notice]

2. The header and footer of every page that contains trade secrets or privileged commercial or financial information must be marked as follows: “May contain trade secrets or commercial or financial information that is privileged or confidential and exempt from public disclosure.”
3. In addition, each line or paragraph containing trade secrets or commercial or financial information that is privileged or confidential must be enclosed in brackets.

Teams will be notified of any FOIA requests for their submissions in accordance with 29 C.F.R. § 70.26. Teams may then have the opportunity to review materials and work with a FOIA representative prior to the release of materials.

A.10 Privacy

Teams that provide HeroX with personal information by registering or completing the submission package through the contest website understand that such information will be transmitted to DOE and may be kept in a system of records. Such information will be used only to respond to teams in matters regarding submissions and/or the contest, unless teams choose to receive updates or notifications about other contests or programs from DOE on an opt-in basis. DOE and NREL do not collect any information for commercial marketing.

A.11 General Conditions

DOE reserves the right to cancel, suspend, and/or modify the contest, or any part of it, at any time. If any fraud, technical failures, or any other factor beyond DOE’s reasonable control impairs the integrity or proper functioning of the contests, as determined by DOE in its sole discretion, DOE may cancel the contest.

Although DOE indicates that it will select up to several winners for each category, DOE reserves the right to only select teams that are likely to achieve the goals of the program. If, in DOE’s determination, no teams are likely to achieve the goals of the program, DOE will select no teams to be winners. **ALL DECISIONS BY DOE ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST.**

A.12 Program Policy Factors

While the scores of the expert reviewers will be carefully considered, it is the role of the Prize Administrator to maximize the impact of contest benefits. Some factors outside the control of teams and beyond the independent expert reviewers' scope of review may need to be considered to accomplish this goal. The following is a list of such factors. In addition to the reviewers' scores, the below program policy factors may be considered in determining winners:

- Geographic diversity of potential winners
- Diversity in engagement strategy
- The degree to which the submission will accelerate the application process and assist the adoption of residential solar to a larger underserved audience
- The degree to which the submission expands DOE's engagement with new audiences and recipients that have not been supported by DOE in the past.

A.13 Additional Eligibility Requirements

1. Individuals who worked at DOE (federal employees or support service contractors) within six months prior to the submission deadline of any contest are not eligible to participate in any awards contests in this program. Additionally, members of their immediate families (i.e., spouses, children, siblings, or parents) and anyone who lives in their household, regardless of relation, are not eligible to participate in the Prize.
2. Entities and individuals publicly banned from doing business with the U.S. government, such as entities and individuals debarred, suspended, or otherwise excluded from or ineligible for participating in federal programs, are not eligible to compete.
3. Entities identified by the Department of Homeland Security's Binding Operational Directives as an entity publicly banned from doing business with the United States government are not eligible to compete. See <https://cyber.dhs.gov/directives/>.
4. Entities and individuals identified as a restricted party on one or more screening lists of the Departments of Commerce, State, and the Treasury are not eligible to compete. See the Consolidated Screening List: <https://www.trade.gov/consolidated-screening-list>.

A.14 Return of Funds

As a condition of receiving a prize, teams agree that if the prize was awarded based on fraudulent or inaccurate information provided by the competitor to DOE, DOE has the right to demand that any prize funds or the value of other noncash prizes be returned to the government.

A.15 Definitions

Prize Administrator means both the Alliance for Sustainable Energy operating in its capacity under the Management and Operating Contract for NREL and GDO. When the Prize Administrator is referenced in this document, it refers to staff from both the Alliance for Sustainable Energy and GDO staff. Ultimate decision-making authority regarding contest matters rests with the Director of GDO.

Justice40: The Justice40 Initiative directs 40% of the overall benefits of certain federal investments—including investments in clean energy and energy efficiency; clean transit; affordable and sustainable housing; training and workforce development; remediation and reduction of legacy pollution; and the development of clean water infrastructure—to flow to disadvantaged communities. To learn more, visit the White House [Justice40 Initiative website](#). See also Section 223 of [Executive Order 14008: Tackling the Climate Crisis at Home and Abroad](#).

Very Low-Income: An individual, homeowner, or household that is enrolled in or receives benefits from one or more of the following government assistance programs: Low-Income Home Energy Assistance Program (LIHEAP), Nutrition Assistance Program (NAP), or Temporary Assistance for Needy Families (TANF).

Community-Based Organization is a nonprofit organization that serves a particular community, geographic area, or demographic.

Energy Burden: The percentage of gross household income spent on energy costs.

Individual with Energy-Dependent Disability: An individual that relies on electricity-dependent or battery-dependent medical equipment or assistive technology to live independently or to assist in performing activities for daily living. This includes individuals who are unable to control body temperature and therefore require heating or cooling systems to prevent injury or death, as well as those that rely on medication that is required to be refrigerated.¹⁷

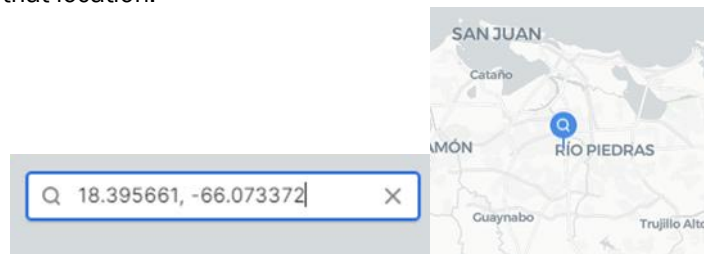
Last Mile Community: A census block that (a) has a high percentage of very low-income households, and (b) experiences frequent and prolonged power outages. Solar Ambassador organizations will perform outreach activities in Last Mile Communities to identify qualifying households.

¹⁷ This is a non-exhaustive list of examples of medical devices considered to rely on electricity-dependent or rechargeable battery-dependent medical equipment or assistive technology: ventilator, bilevel positive airway pressure (BiPAP) machine, enteral feeding machine, intravenous (IV) infusion pump, suction pump, at-home dialysis machine, electric wheelchair, electric scooter, electric bed equipment in the past 13 months; oxygen concentrator equipment in the past 36 months; implanted cardiac devices that include left ventricular assistive device (LVAD), right ventricular assistive device (RVAD), bi-ventricular assistive device (BIVAD), total artificial heart (TAH) in the past 5 years.

Appendix 2: Instructions for Interactive Puerto Rico Last Mile Communities Map

Instructions for use of the Interactive Puerto Rico Last Mile Communities Map:

1. Access the map with the [included link](#).
2. Find a municipality and corresponding Block ID numbers:
 - a. Filter the map by the municipality of interest (i.e., the community your organization serves or the area your organization would like to include in its outreach plan).
 - b. Identify the selected municipality or municipalities in your outreach plan.
 - c. Competitors may identify partial regions of a municipality as part of their outreach plan. This can be done bonus by listing Census Block IDs of the desired areas of interest.
 - i. Block ID will be listed as user hovers over region.
3. Search for a location by address or latitude/longitude coordinates:
 - a. Enter an address or latitude/longitude coordinates in the search bar. A blue pin will pop up at that location.



The selected areas identified by each Solar Ambassador team will be considered and accommodated to the extent possible, but selected areas are subject to change for outreach activities in Phase 2 at DOE/Prize Administration Team discretion.

Based off the number of applications received, regions identified, and number of low-income households that may be reached, the DOE and Prize Administration team reserve the right to select municipalities and regions for Solar Ambassador organizations to conduct outreach to in Phase 2.

This is the end of the rules document. Thank you for reading.