



# 22 FEB. 2016

## ELAINE ULRICH

**Program Manager: SunShot Balance of Systems/Soft Costs Team, Department of Energy**

### Why do we go solar?

The US Dept of Energy SunShot Initiative is a national collaborative effort to make solar energy cost-competitive with other forms of electricity by the end of the decade. How can the US reach this goal, and what role does the government in helping to make this happen? Maybe, even more importantly, if the cost goal is met - will it actually result in the wide scale deployment of solar technology in the US? By charting market evolution and technology innovation, SunShot is advancing and applying new branches of science to spur solar cost reduction. Big data, network science, behavioral economics, and social physics have emerged as powerful tools in the SunShot toolbox.

### Bio

Dr. Elaine Ulrich is a program manager at the Department of Energy where she leads the SunShot balance of systems/soft costs team. Her team which works to reduce the non-hardware (soft costs) of solar, lower barriers to solar adoption, and foster market growth through support for state and local development and technical assistance programs; information & data assets; finance & business model development; workforce & training programs; and policy & regulatory analysis.

A former American Physical Society/American Association for the Advancement of Science policy fellow, Dr. Ulrich has spent the past few years working on renewable energy. She previously held positions in the office of former U.S. Senator Ken Salazar, U.S. House of Representatives Committee on Science and Technology, the Energy Department's Office of Strategic Planning and Analysis, and in the office of U.S. Representative Gabrielle Giffords, where she worked to build a comprehensive solar energy portfolio.

RSVP by February 17 at <http://doodle.com/poll/auebftygvxbmsecs>

**Carnegie Mellon University**

## Center for Climate and Energy Decision Making Seminars



**22 February 2016  
12:00pm EDT**

**Wean 3701  
Carnegie Mellon University**

Lunch will be served at 11:45am.  
Seminar is presented under the  
auspices of CEDM and the department  
of Engineering and Public Policy.

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