

# Illinois Solar for All

Grassroots Education Feedback Session  
Tuesday, December 18, 2018

Comments due no later than Monday Jan 7, 2019 at 12:00 PM CDT  
Send comments to [comments@illinoissfa.com](mailto:comments@illinoissfa.com)

December 12, 2018



**ELEVATE ENERGY**  
Smarter energy use for all

**AECOM**



**Shelton Solutions Inc.**

# Agenda

- **Solar for All Program Overview**
- **Grassroots Education Requirements**
- **Benefits, Stakeholders and Education Opportunities**
- **Applying For Funding**
- **Education Campaigns and Metrics**
- **Environmental Justice Communities**
- **Contract Requirements**
- **Next Steps**



# Program Overview

# Illinois Solar for All Incentives & Benefits

- » Solar incentives targeted to low-income and environmental justice communities.
- » Higher value incentives than general market solar program to allow greater benefits to be passed on to qualified participants.
- » Job training requirements accelerate workforce development.
- » Grassroots Education funding to help build awareness in hard-to-reach communities.

# Serving Participants in Low-Income & Environmental Justice Communities

- » Residential property owners and renters, with an income of 80% or less Area Median Income (AMI)
- » Nonprofit and Public facilities serving low-income and environmental justice communities
- » Targeting 25% of incentives to serve Environmental Justice Communities

# Participant Benefits

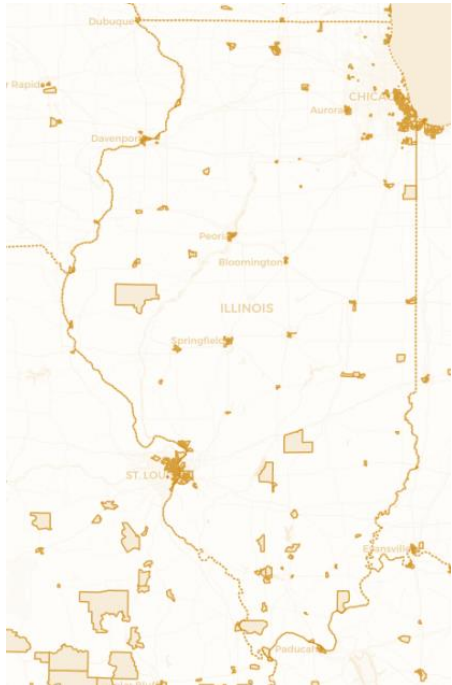
- » Requirements for a minimum of 50% of PV system value passed on to qualifying participants.
- » Requirements for no upfront costs.
- » Comprehensive vendor participation requirements.
- » Ongoing installation management and inspections.

# Program Incentive Categories



## Distributed Generation

- » \$7.5 million per year
- » 50% savings on electricity\*
- » No upfront cost to participants



## Nonprofit/Public Facility

- » \$5 million per year
- » Nonprofit or Public Sector facilities
- » Connected to or within low-income/EJ communities
- » 50% savings on electricity\*
- » No upfront cost to participants



## Community Solar

- » \$12.5 million per year
- » Installed in low-income or EJ communities
- » And/or subscribed to by customers in low-income/ EJ communities
- » 50% savings on electricity\*
- » No upfront cost to customer



## Community Solar Pilots

- » \$5 million per year
- » Funding low-income community solar pilot projects
- » Competitive Procurement

*\*Savings is calculated by dividing total customer expenses for PV system by total system value passed to customers (typically cost ÷ bill credits).*

# Program Funding Sources

- » Renewable Energy Resources Fund (RERF)
  - Held by the state of Illinois
  - Originally funded from Alternative Retail Energy Suppliers (ARES) through Alternative Compliance Payments (ACP)
    - \$20 million per year
  
- » Utility held Renewable Portfolio Standard (RPS) funds
  - Ratepayer funded
    - \$10 million or 5% of RPS funds per plan year, whichever is greater



# Resources

## » Long Term Renewable Resources Procurement Plan

- Requirements for ILSFA as established by the Future Energy Jobs Act (FEJA) and the IPA
- Overview of ILSFA and key program components, such as Approved Vendors
- Will be updated in 2019 for 2020 implementation

## » IL Solar for All website – [www.illinoisifa.com](http://www.illinoisifa.com)

- Will become more robust as program launch nears



# Grassroots Education Requirements

# Legislative Requirements

*“The Agency shall ensure collaboration with community agencies, and allocate up to 5% of the funds available under the Illinois Solar for All Program to community-based groups to assist in grassroots education efforts related to the Illinois Solar for All Program.”*

- » *Up to 5% of the total funds available under the Illinois Solar for All Program*
- » *Up to 60% of funding will be prioritized towards Environmental Justice Communities*

## **Long Term Renewable Resources Procurement Plan Requirements**

# Current Funding

- » *\$30 million annual IL Solar for All budget.*
- » *Up to \$1.5 million annually for Grassroots Education, depending on immediate goals, campaign diversity and applications.*
- » *All funds pass through directly to selected community organizations.*

# Benefits, Stakeholders & Education Opportunities



# Illinois Solar For All Serves Many Stakeholders



# Each Stakeholder Benefits in Different Ways

Environmental  
Justice  
Communities

- ☀ Local Clean Energy
- ☀ Local Jobs
- ☀ Community Investment

Nonprofit /  
Public Sector  
Entities

- ☀ Reduced Operating Expense
- ☀ Clean Energy Participation
- ☀ Greater Dollars Towards Mission

Low-Income  
Households

- ☀ Reduced Energy Burden
- ☀ Local Jobs
- ☀ Resilience

Job Trainees

- ☀ Practical Work Experience
- ☀ Connecting to Hiring Vendors
- ☀ Connecting to Training Opportunities

Affordable  
Housing  
Owners

- ☀ Reduced Operating Expense
- ☀ Higher Property Values
- ☀ Tenant Retention

Community  
Organizations

- ☀ Bringing Benefits to Constituents
- ☀ Engaging Local Stakeholders
- ☀ Protecting Consumers



# Potential Grassroots Education Topics

## Participant Benefits

- Solar 101
- Program benefits
- Program requirements
- Consumer protections
- Being solar-ready
- Finding an Approved Vendor

## Job Training

- Job training requirements
- Job training opportunities
- Hiring vendors and installers
- Solar careers
- Illinois solar jobs resources and tools

## Environmental Justice

- Environmental justice program requirements
- Environmental Justice determination methodology
- ILSFA benefits to EJ communities
- Self-designation process

## Community Engagement

- ILSFA community engagement requirements
- Benefits to communities
- Working with Approved Vendors
- Effective community engagement

# What Grassroots Education is Not

- » Grassroots Education is not outreach to generate customers for specific vendors.
- » Grassroots Education is not intended to directly support Approved Vendors.
- » Grassroots Education is not intended to advocate policy or program changes.
- » Intended to reach stakeholders in their communities, not broadly or en masse.



1. Are these the right stakeholder groups?
2. Are these the right topics?
3. How flexible should the campaign criteria be in order to allow for other stakeholders and issues?

A close-up photograph of a person's hand holding a blue credit card over a computer keyboard. The scene is overlaid with a semi-transparent yellow grid pattern. In the background, there are several sheets of paper, some of which appear to be forms or documents. The overall lighting is warm and yellowish.

# Applying For Funding

# Application Process & Qualifications

- » Organizations will apply for funding to support specific education campaigns serving low-income or environmental justice communities.
- » Application windows will open periodically, rather than once per year or continuously.
- » Individual campaigns can address any or all program stakeholders and issues.
- » A transparent selection and qualification process will be established.
- » The Administrator, in collaboration with the IPA, will evaluate and score campaign proposals and select organizations.

# Selection Criteria

- » Campaigns will be assessed on their effectiveness at reaching targeted stakeholders and issues.
- » Organizations will be assessed on their capacity to deliver campaigns.
- » Campaigns will be measurable in terms of outcomes and deliverables.
- » Geographic, stakeholder, and issue diversity will be among the primary goals in selecting campaigns.



- 4a. Should grassroots education organizations qualify based on the definition of community groups in 8.6.2 of the plan?
- The majority of the governing body and staff consists of local residents
  - The main operating offices are in the community
  - Priority issue areas are identified and defined by residents
  - Solutions to address priority issues are developed with residents
  - Program design, implementation, and evaluation components have residents intimately involved, in leadership positions



4b. Or should it be based on the definition of nonprofit/public sector critical service providers as defined in nonprofit/public sector sub-program?

- non-profit or public agencies within qualifying low-income or environmental justice communities.
- Offers essential services, including those that support a basic standard of living (e.g. food, shelter, safety); provides educational and social development opportunities; offers medical care and prevention services; or deploys social, emergency or municipal services.



A hand holding a pencil points to a document with financial data. The document contains several columns of numbers, including 152,000, 1,350,652, 25,000, 15,600, 1,452,600, 195,025, 1,002,152, 702,015, 326,900, 45,981, 585,090, 50,859, 31,958, and 359,200. A calculator is visible in the background, with the OFF and % buttons clearly visible. The entire scene is overlaid with a semi-transparent yellow grid pattern.

# Campaigns & Metrics

- » Campaigns should identify specific stakeholder audiences and issues.
- » Campaigns should propose demonstrated communication strategies and tactics.
- » Success should be measurable.
- » Where possible, campaigns should be within or directly serve environmental justice communities.

## Building Campaigns

# Metrics & Deliverables

- » Campaigns should include specific metrics to measure success.
- » Metrics can include number and types of events, people reached, exit survey results.
- » Deliverables should be clearly identified
- » Deliverables can include adapted marketing materials, translated materials, training documents or videos, etc.

# Specificity in Campaign Design

## A Good Campaign Might Include:

- » This campaign will target low-income residential property owners and renters in the greater City Metro Area.
- » The campaign will help participants understand contracts, disclosures and savings requirements for DG and Community Solar projects.
- » Will conduct 12 community meetings through 2019; 4 in each of South, West and North City Metro; 6 in English and 6 in Spanish.
- » Anticipated participation will be 25 to 30 in attendance at each meeting.
- » Exit surveys will be conducted at each meeting, with an anticipated return of 66% of attendees.

## A Poor Campaign Might Include:

- » This campaign will target participants in the Central Illinois area.
- » The campaign will help participants better understand the program benefits and consumer protections.
- » The campaign will include a series of communities across the area.
- » Participation will vary, depending on location and date.

- Poor campaigns do not identify specific stakeholders or issues
- They do not specify targeted communities or the methods of reaching stakeholders
  - Poor campaigns are not measurable.

# Specificity in Campaign Design

## Good Campaigns Might Include:

- » This campaign is aimed at providing greater participation of both Polish and Korean communities in the City Metro neighborhoods of X and Y.
- » Key program documents will be translated and validated in Polish and Korean, including disclosures, marketing guidelines and standard program brochure.
- » The campaign will include four sessions for Approved Vendors on how to reach these communities and adapt these materials.
- » We will also include four sessions with residential participants in key neighborhoods in City Metro Area, with each conducted in English, Polish and Korean.

## Poor Campaigns Might Include:

- » This campaign seeks to ensure greater participation in Polish and Korean communities in the City Metro Area.
- » We will translate program materials and conduct a series of community meetings in these native languages to ensure the benefits of the program understood by these groups.

- Poor campaigns do not identify processes and methods
- Poor campaigns do not provide details about target audiences, deliverables or methods.



5. How prescriptive should our universe of possibilities be?
6. How widely varying should we allow campaigns to be?
7. Should we quantify and estimate events, attendees and deliverables?
8. Are these the right metrics?



# Environmental Justice Communities

# Identifying Environmental Justice Communities in Campaigns

- » Up to 60% of Grassroots Education funding will be used to support the goal of 25% of incentives going to EJ communities.
- » Campaigns must be measured quantifiably in their ability to serve this goal.



- » A process is underway to analyze established methodologies for identifying environmental justice communities.
- » The methodology will be presented to stakeholders for feedback early in 2019.
- » The final methodology will be used to list and map qualifying communities statewide.
- » A community self-designation process will be developed to allow flexibility where data is incomplete or unclear.

## Identifying Environmental Justice Communities in Illinois

# The Methodological Approach

- » Informed by established methodologies, including CalEnviroScreen and EPA EJ-Screen
- » Will balance Pollution Burden and Socio-economic indicators to determine community scores at the census block level.
- » Final census tract set will be mapped and made available to stakeholders for planning and outreach.

- » Organizations reside within EJ communities as defined by program identified census tracts.
- » Reside outside, but can demonstrate that they serve EJ communities.
- » Have demonstrated unique skills or services that meet the needs of targeted EJ communities.

## Methods of Quantifying the EJ Goals in Campaigns



9. Are there other ways to quantifiably measure that campaigns will effectively serve environmental justice communities?
10. How prescriptive should this criteria be?
11. Do we measure success any differently?

A close-up photograph of a hand holding a pencil, pointing at a document. The document contains several lines of text, some of which are numbers with apostrophes, such as '105'012', '350'000', and '42'28'. The background is slightly blurred, showing a keyboard with keys labeled 'Off' and 'e/o'. A semi-transparent blue banner is overlaid on the right side of the image, containing the text 'Contract Requirements' in white.

# Contract Requirements

# State Vendor Requirements

- » All organizations will be considered subcontractors of the administrator.
- » Contracts of greater than \$50,000 have specific state requirements:
  - Additional terms and conditions
  - Financial disclosures
  - Conflicts of interest statement

# Billing & Invoicing Requirements

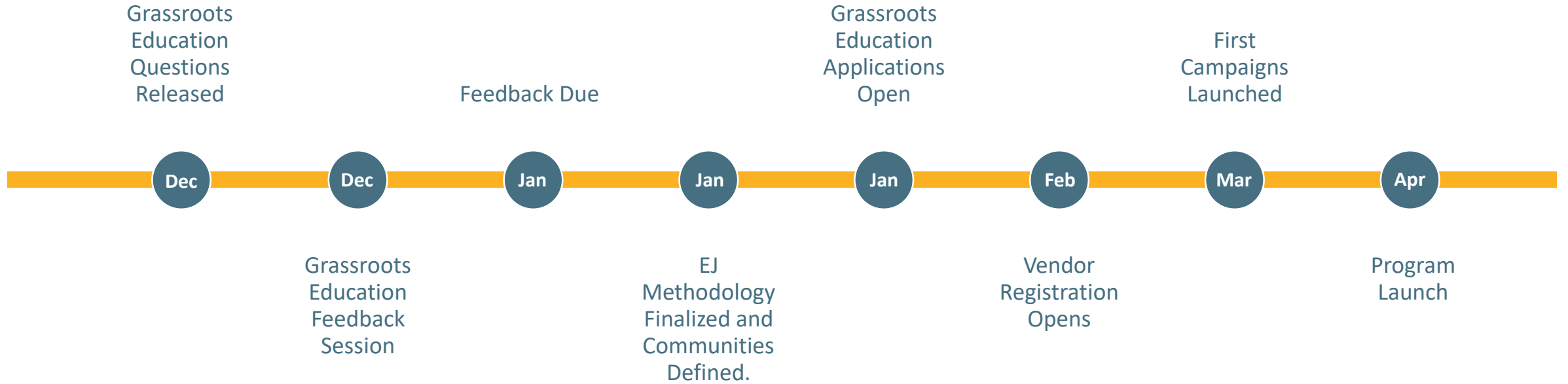
- » All organizations will be required to invoice on services rendered and deliverables received.
- » Invoicing can be monthly, with a 30-day net payment.
- » Billing will be based on time and materials, with a not-to-exceed budget established at award.

# Next Steps





# Next Steps



# Contact Us

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