



Illinois Solar for All

An Overview of Grassroots Education Funding

QUESTION AND ANSWER

Friday, March 8, 2019

Agenda

- Illinois Solar for All Overview
- ILSFA and Grassroots Education overview
- Proposal & submission requirements
- Questions



Program Overview



Illinois Solar for All (ILSFA) Overview

- Low-income solar incentive program
- Made possible by the Future Energy Jobs Act (FEJA)
- ILSFA program goal: strengthen the state's economy and move Illinois towards a clean energy future
- Administered by Elevate Energy on behalf of the Illinois Power Agency (IPA)
- Launching in spring 2019



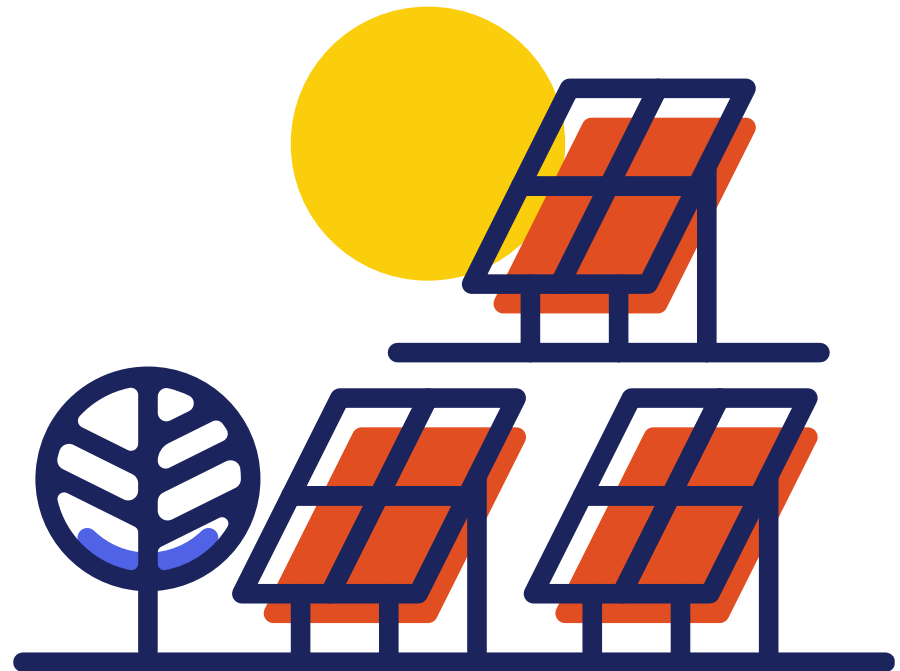
Illinois Solar for All Incentives and Benefits

- 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



Who Is Eligible to Participate in ILSFA?

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



Participant Benefits

- No upfront costs
- Required savings for all participants
- Comprehensive consumer protections
- Comprehensive vendor requirements
- Vendor management and installation inspections requirements



Approved Vendors

- Responsible for all aspects of solar installation for Illinois Solar for All projects
- Ensure all program requirements are met, including:
 - Community engagement in the development of ILSFA projects
 - Minimum number of ILSFA project hours are performed by qualified job trainees
 - Comprehensive consumer protections
 - Project sites meet minimum siting requirements
 - System design and performance standards
 - Quality assurance standards, including assessments via onsite and photo inspections



ILSFA Sub-Programs



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 and/or subscribed to by low-income or 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 are calculated by dividing total customer expenses for PV system by total system value passed to customers (typically cost ÷ bill credits).*



Grassroots Education Campaign Overview



Grassroots Education Campaign Overview

- Grassroots Education goal:
 - Ensure the benefits of and opportunities provided by ILSFA reach low-income households and communities throughout the state of Illinois
- Campaigns should:
 - Target geographies and households that are hard to reach
 - Adapt messaging and methods to provide accessible information about ILSFA, program opportunities, and points of entry into the program
 - Propose strategies and tactics that applicant organizations have had demonstrated success with



Environmental Justice Communities

- Environmental Justice Communities (EJCs) demonstrate a higher risk of exposure to pollution based on environmental and socioeconomic factors
- Up to 60% of available grassroots education funding will be awarded to Grassroots Education proposals targeting EJCs
- 2,422 of 9,683 census block groups in Illinois were designated Environmental Justice based on the analysis
- Represents appx. 3.1 million people or 1.2 million households



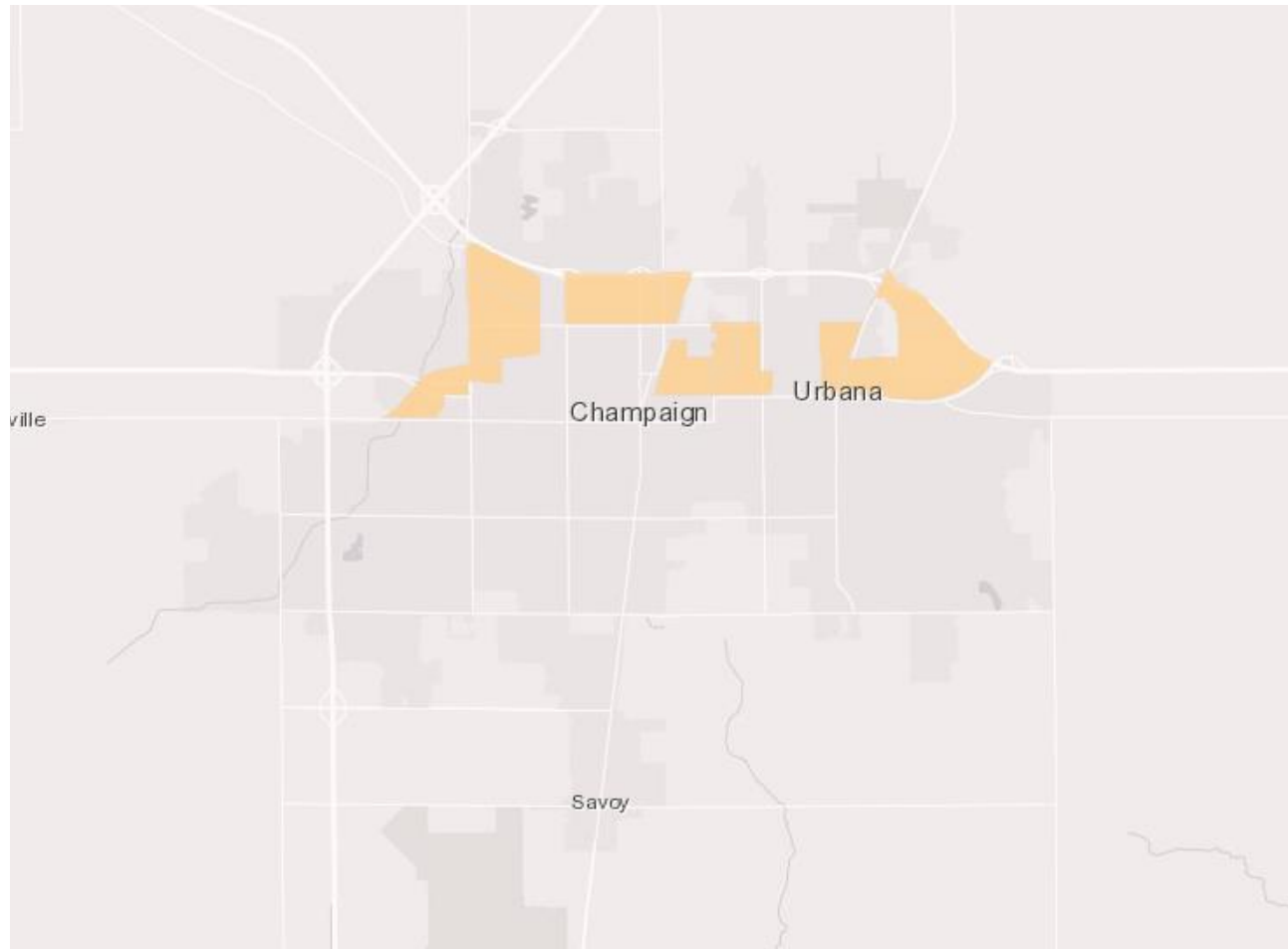
Environmental Justice Communities Map

- [Online tools](#) have been developed to help you identify Environmental Justice Communities across the state
- Environmental Justice Communities are located in 23 of 102 counties in Illinois

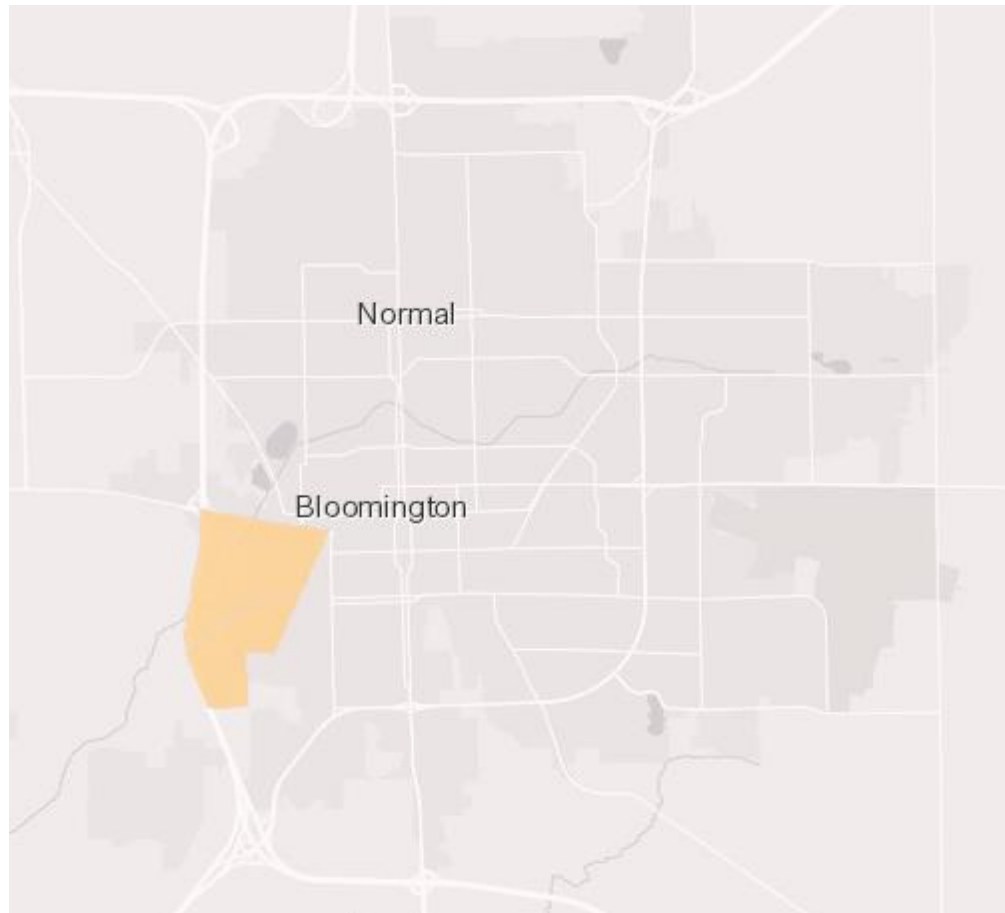
Champaign-Urbana, Bloomington, Danville, Decatur, Environmental Justice Communities



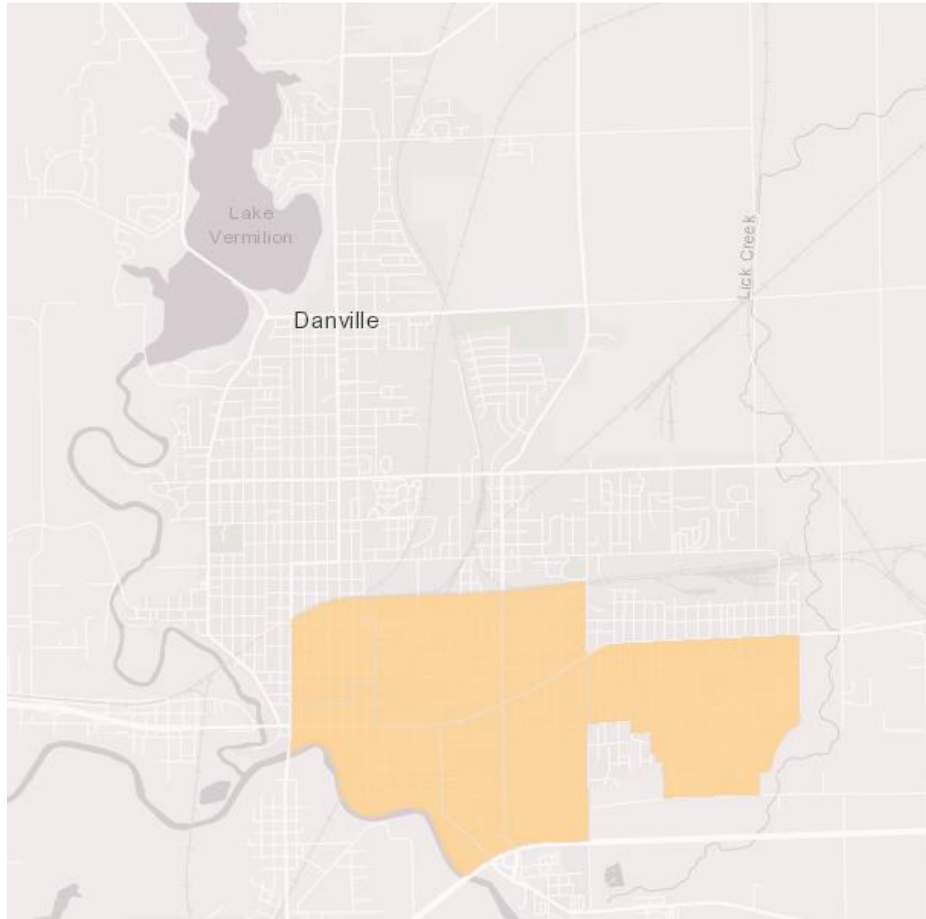
Champaign-Urbana Environmental Justice Communities



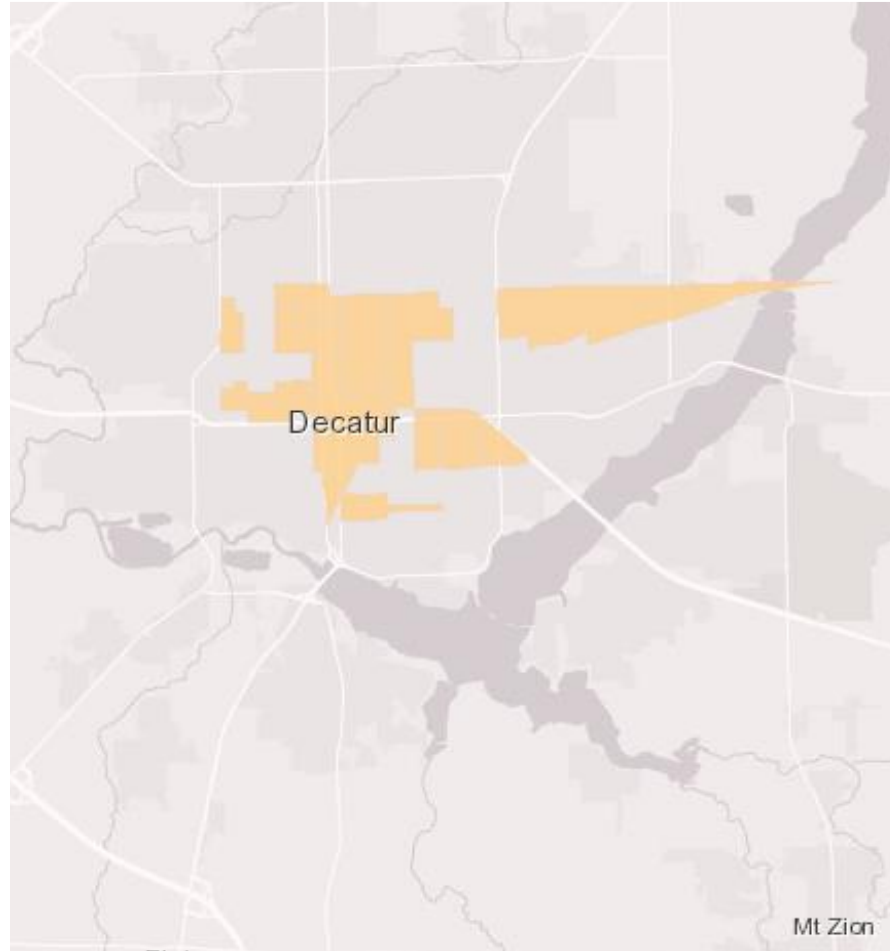
Bloomington Environmental Justice Communities



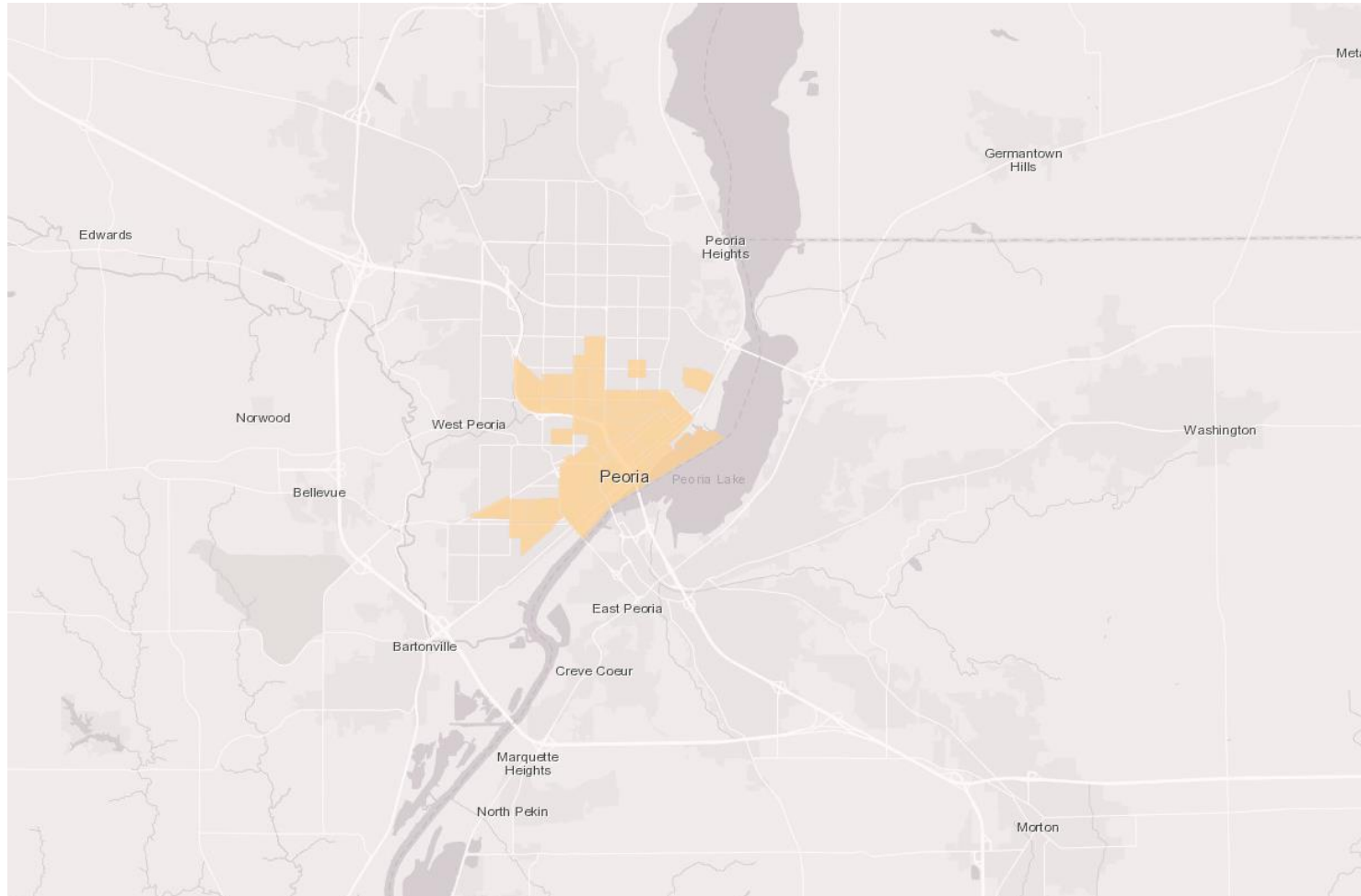
Danville Environmental Justice Communities



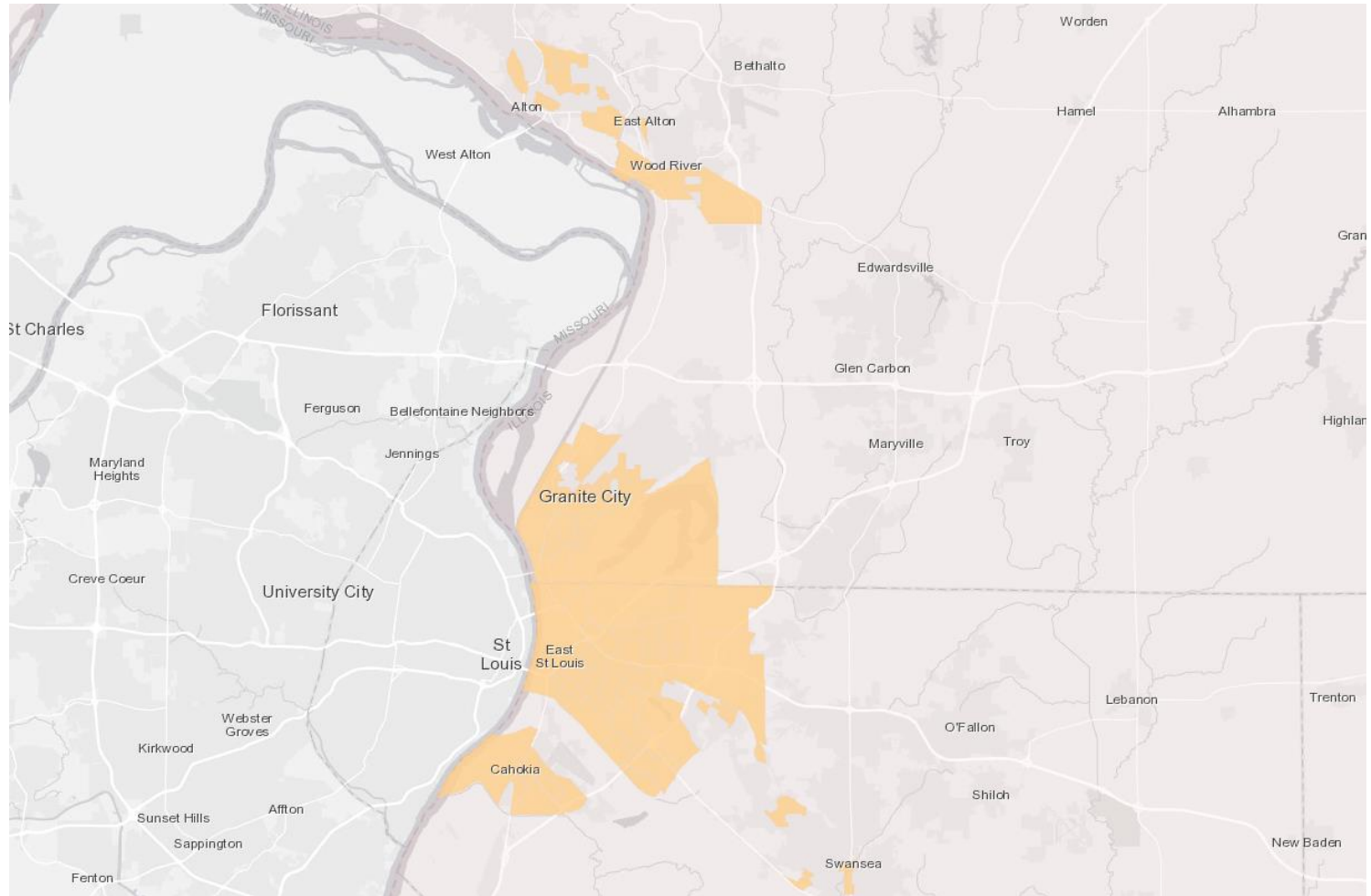
Decatur Environmental Justice Communities



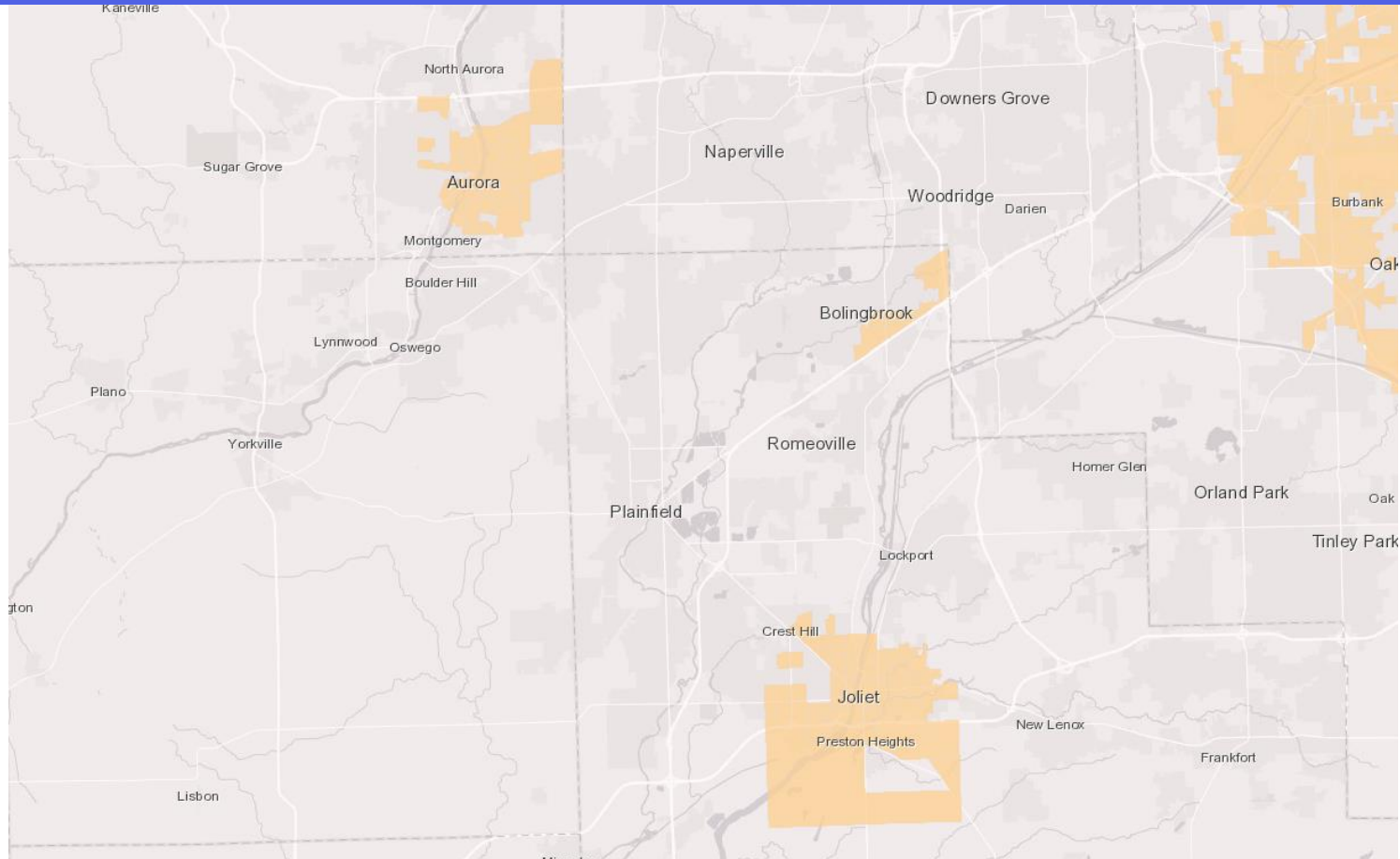
Peoria Environmental Justice Communities



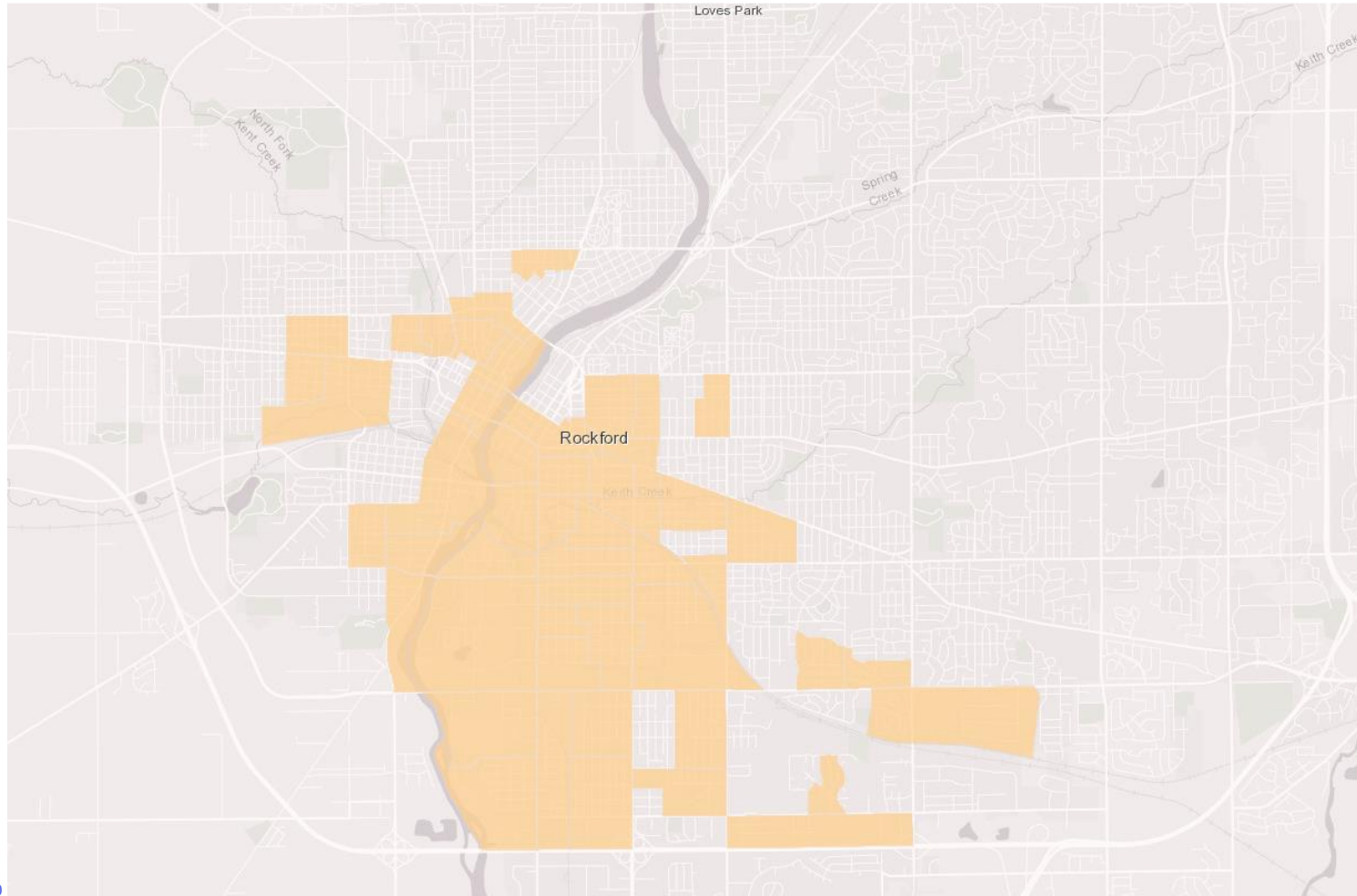
Metro East Environmental Justice Communities



Joliet, Aurora, Bolingbrook Environmental Justice Communities



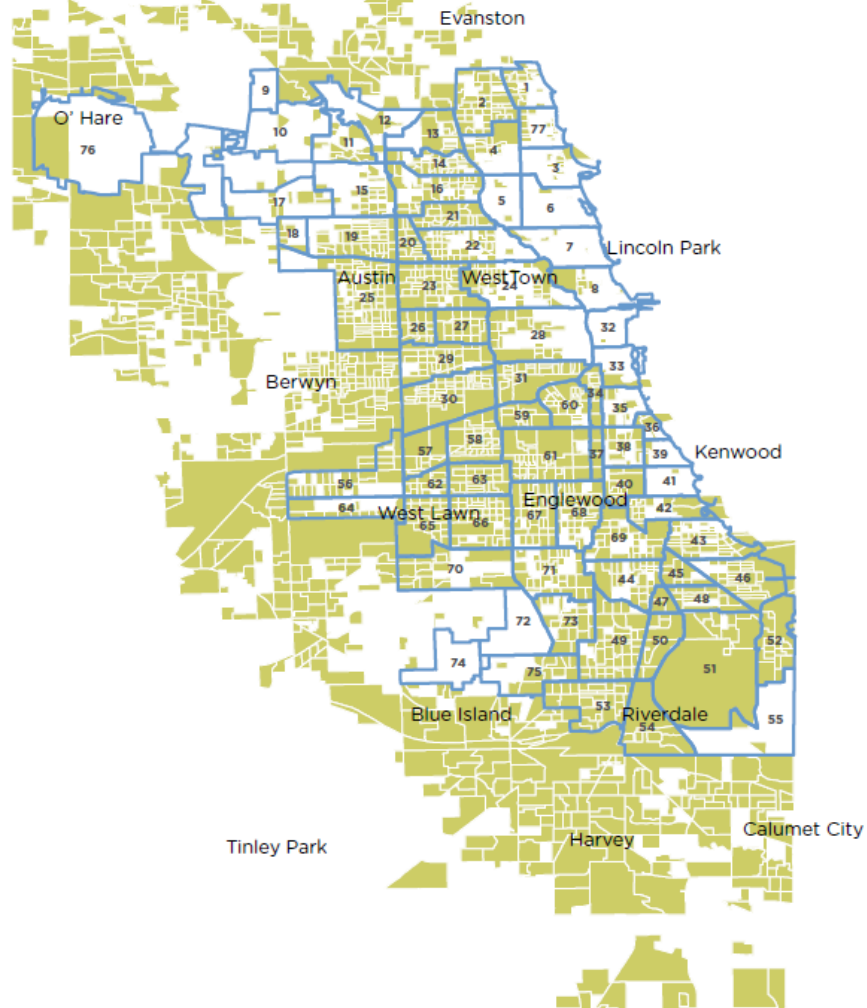
Rockford Environmental Justice Communities



Chicago Environmental Justice Communities

Top 25th Percentile of ILSfA Scores

Contains 3,100,239 people, approx. 1,187,831 households

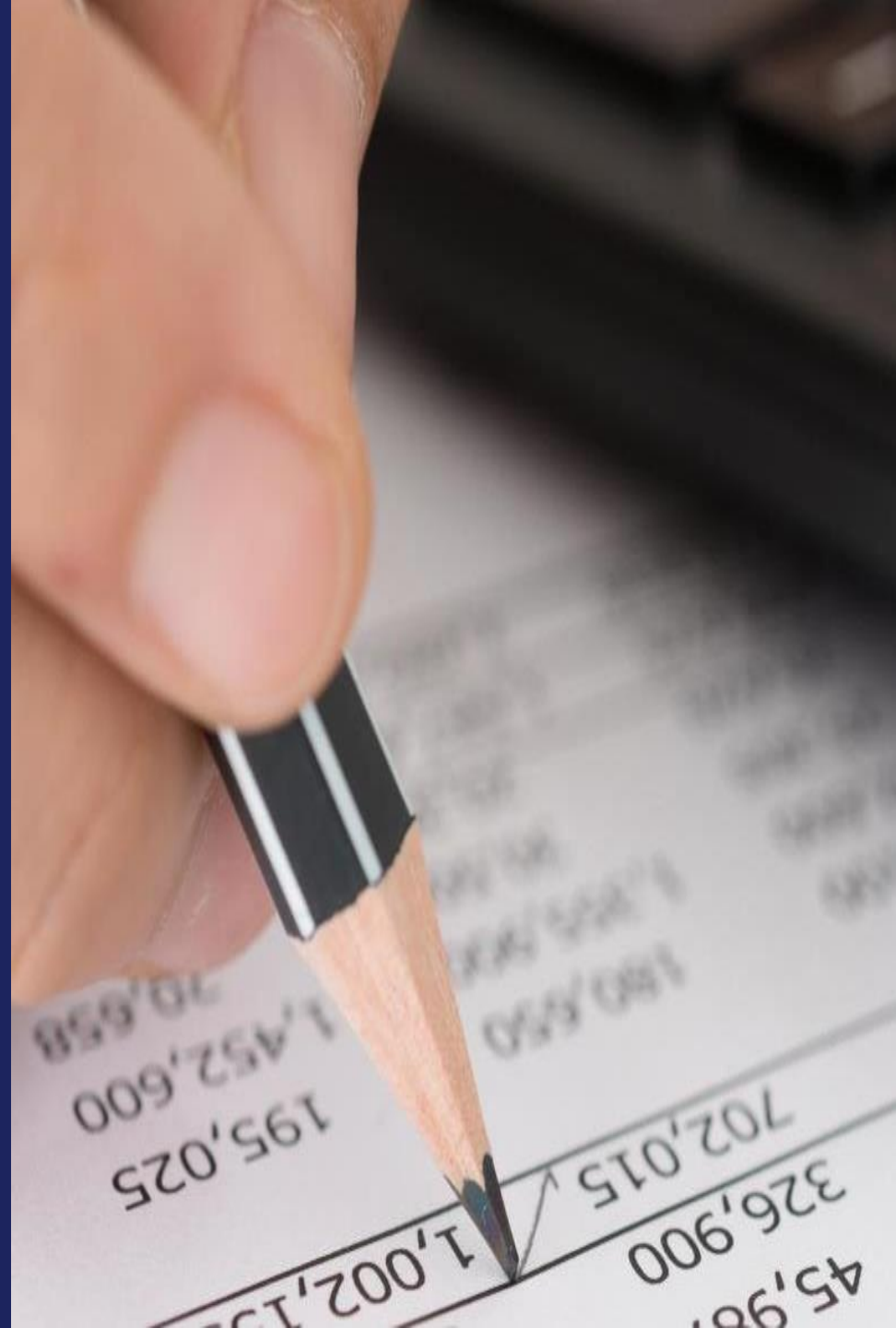


Grassroots Education and Approved Vendors

- Campaigns should:
 - Directly and indirectly drive program participation
- Campaigns should not:
 - Directly support particular Approved Vendors
- In geographies without Approved Vendors, grassroots education campaigns may facilitate connections between communities and approved vendors
 - Approved Vendors should be invited to participate in a transparent manner



Proposal Requirements



Grassroots Educator Eligibility Requirements

- Be organized as a non-profit (or partner with a non-profit fiscal sponsor)
- Regularly provide services to low-income areas or Environmental Justice Communities
- Demonstrated ability to provide:
 - Outreach, education, training, or program delivery for energy-related programs or services
 - Outreach, education, training, or program delivery for low-income residents, workforce development stakeholders, or other community organizations and ILSFA participants and stakeholders



Collaborative Partnerships

- Collaboration to leverage resources and strengths (in focus or geography) is encouraged
- Fiscal sponsorship for groups that are not registered non-profits
 - Proposals should clearly specify roles and responsibilities
 - Proposals should demonstrate an equitable approach towards decision making



Award Information

- First round awards:
 - Up to \$500,000 is available for grassroots education (up to \$50,000 each for selected organization)
- Subsequent years:
 - Up to \$1.5 million available for grassroots education



Request for Proposals (RFP) Evaluation Process

- Final scope of work, campaign goals and metrics, and award amount corresponding to work to be provided will be negotiated during the selection process

| Campaign Scoring Rubric | |
|--------------------------------|-----------------------|
| Strength of the Campaign | 40 points |
| Proposed Metrics | 20 points |
| Experience of Applicant | 15 points |
| Cost and Value of Delivery | 25 points |
| Total Possible Score | 100/100 points |
| Minimum Score Required | 50/100 points |

Areas of Interest

- Applicants can propose campaigns built around one or more of the following areas of interest:
 - Participant benefits
 - Job training
 - Environmental justice
 - Community engagement
 - Hard-to-reach communities
 - Geographically diverse communities
 - Effective engagement strategies and tactics
 - General energy and solar education (in some contexts)
 - Deferred maintenance and lack of solar readiness (incorporated into campaigns as appropriate)

Format and Required Information for RFP Submission

- Cover letter
- Campaign description
- Description of need
- Organizational expertise
- Measurement
- Timeline
- Budget
- Contract
- Attachments

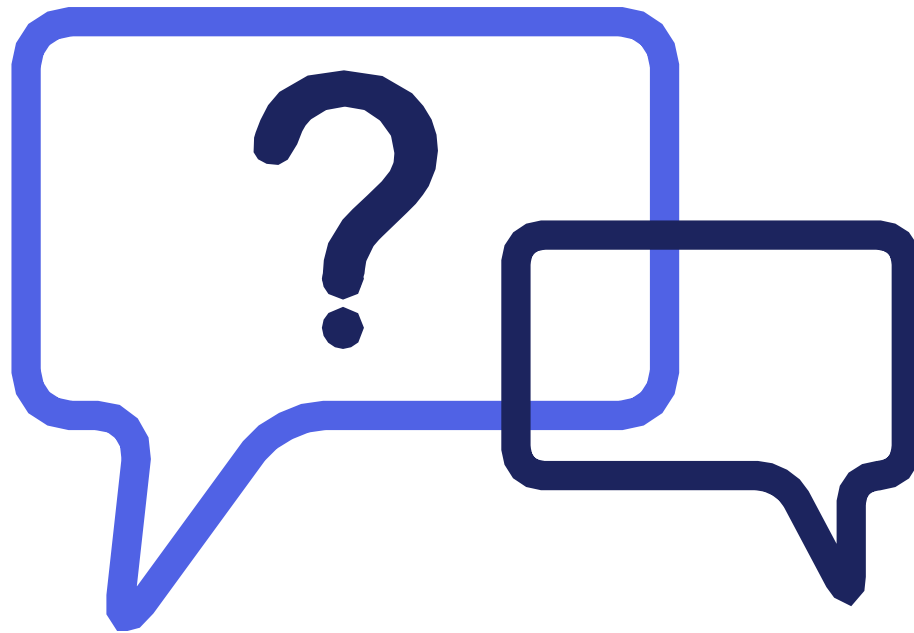
Submit all information electronically no later than **11:59 p.m. on March 26, 2019** to **grassroots@illinoissfa.com**

Key Dates

- **Wednesday, March 13:**
Questions due
(submit questions to grassroots@illinoissfa.com)
- **Monday, March 18:**
Answers to questions published
- **Tuesday, March 26:**
Proposals due



Questions?



Important Contacts

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