



Illinois Solar for All

An Overview of Grassroots Education Funding

Question and Answer

May 3 & May 16, 2023

Agenda

- Illinois Solar for All (ILSFA) Overview
- Grassroots Education Campaign Overview
- Proposal and Submission Requirements
- Questions

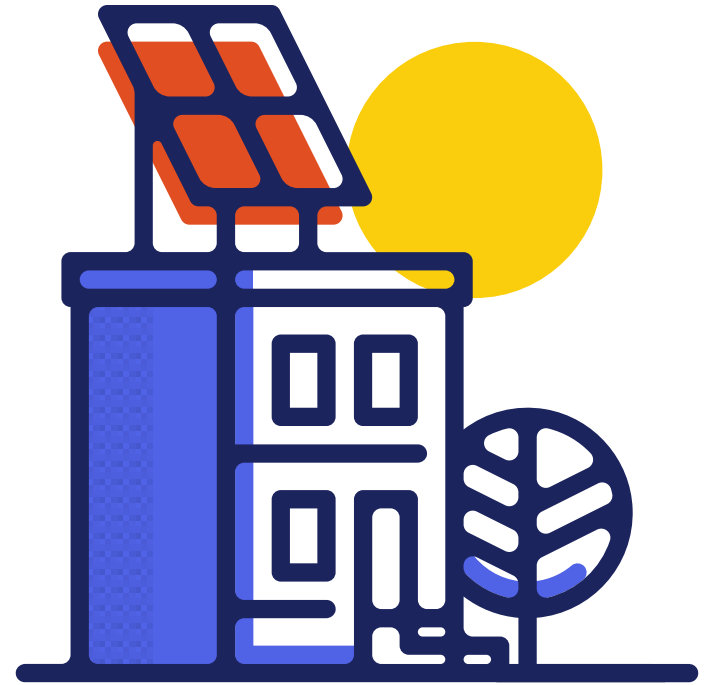


Illinois Solar for All Program Overview



Illinois Solar for All (ILSFA) Overview

- Made possible by the Future Energy Jobs Act (FEJA) and the Climate and Equitable Jobs Act (CEJA)
- Provides incentives to help make solar installations in low-income and environmental justice communities more affordable
- Administered by Elevate on behalf of the Illinois Power Agency (IPA)
- Illinois Shines- general market rate program in Illinois



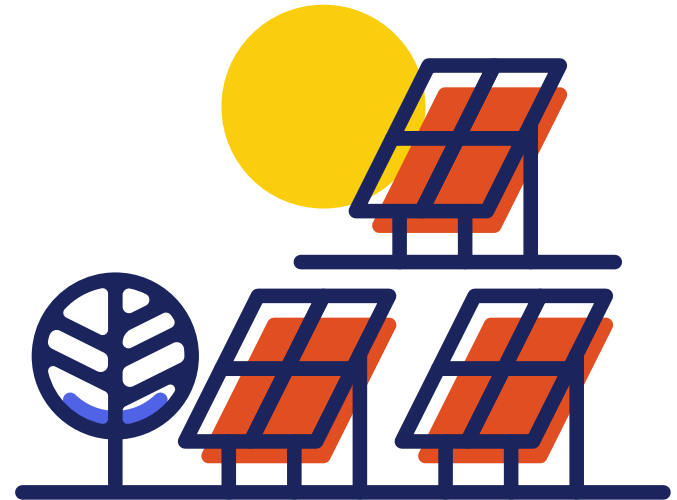
ILSFA Incentives and Offerings

- Solar incentives (Renewable Energy Credits, or RECs) aim to benefit low-income and environmental justice (EJ) communities
- Incentives are higher value than Illinois Shines (market rate solar incentive program) to allow greater benefits to be passed on to eligible participants
- Job training requirements accelerate workforce development
- Grassroots Education funding to drive program participation and ensure that the benefits of ILSFA reach low-income and EJ 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 and located in low-income and EJ communities
- Target: 25% of incentives to serve EJ communities
- Grassroots education emphasis: Drive participation of single family or small multifamily property owners in distributed generation (e.g. rooftop) subprogram



Participant Benefits

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



Approved Vendors

- Responsible for all aspects of solar installation for ILSFA 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 site suitability requirements
 - System design and performance standards
 - Quality assurance standards, including assessments via onsite and photo inspections



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 Illinois
- Campaigns will:
 - Target geographies and households that are underserved
 - Adapt messaging and methods to provide accessible information about the ILSFA program's opportunities and points of entry
 - Propose strategies and tactics with proven success



Environmental Justice Communities

- Environmental justice (EJ) communities demonstrate a higher risk of exposure to pollution based on environmental and socioeconomic factors
- 2,422 of 9,683 census block groups in Illinois were designated EJs based on localized environmental and socioeconomic factors
- Represents appx. 3.1 million people or 1.2 million households
- Up to 60% of available grassroots education funding will be awarded to Grassroots Education proposals targeting EJ communities
- Option for communities to pursue “self designation”

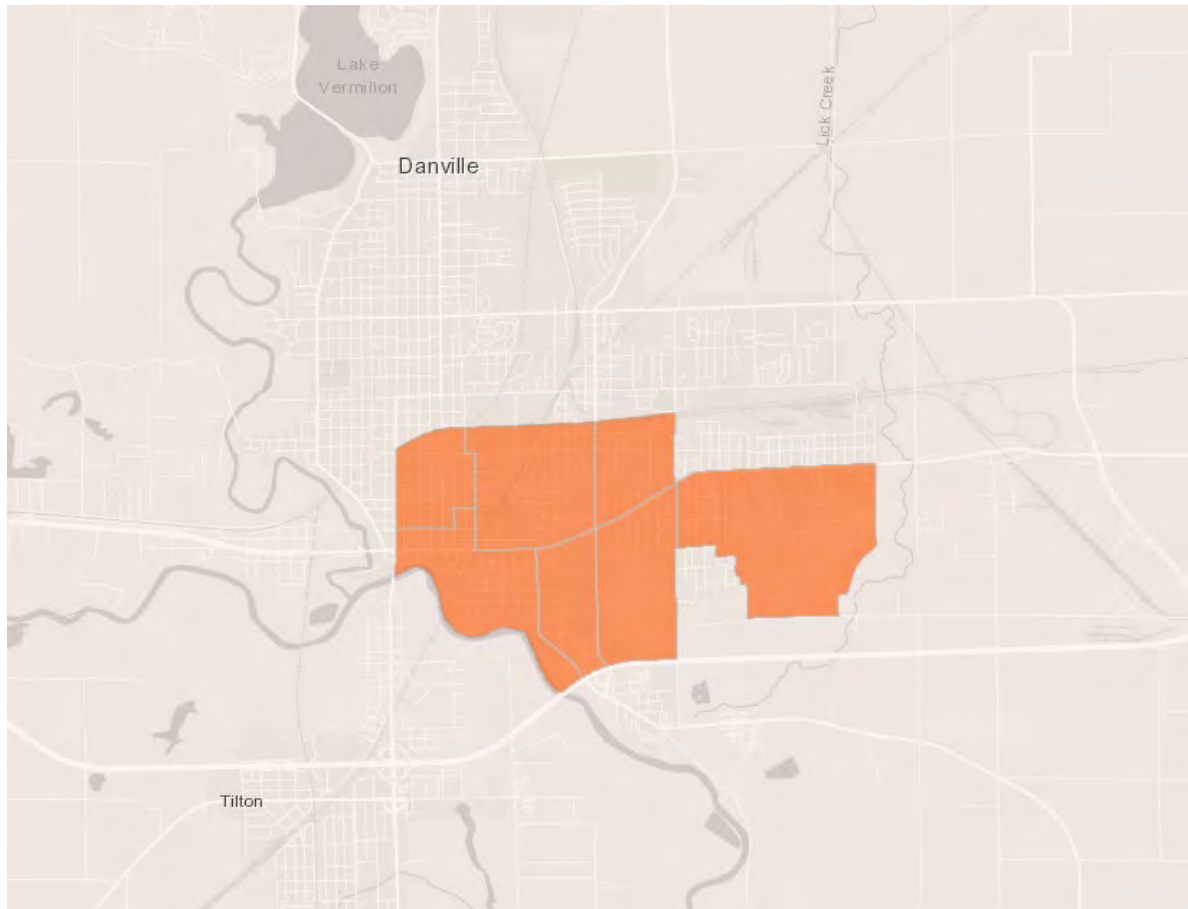


Environmental Justice Communities Map

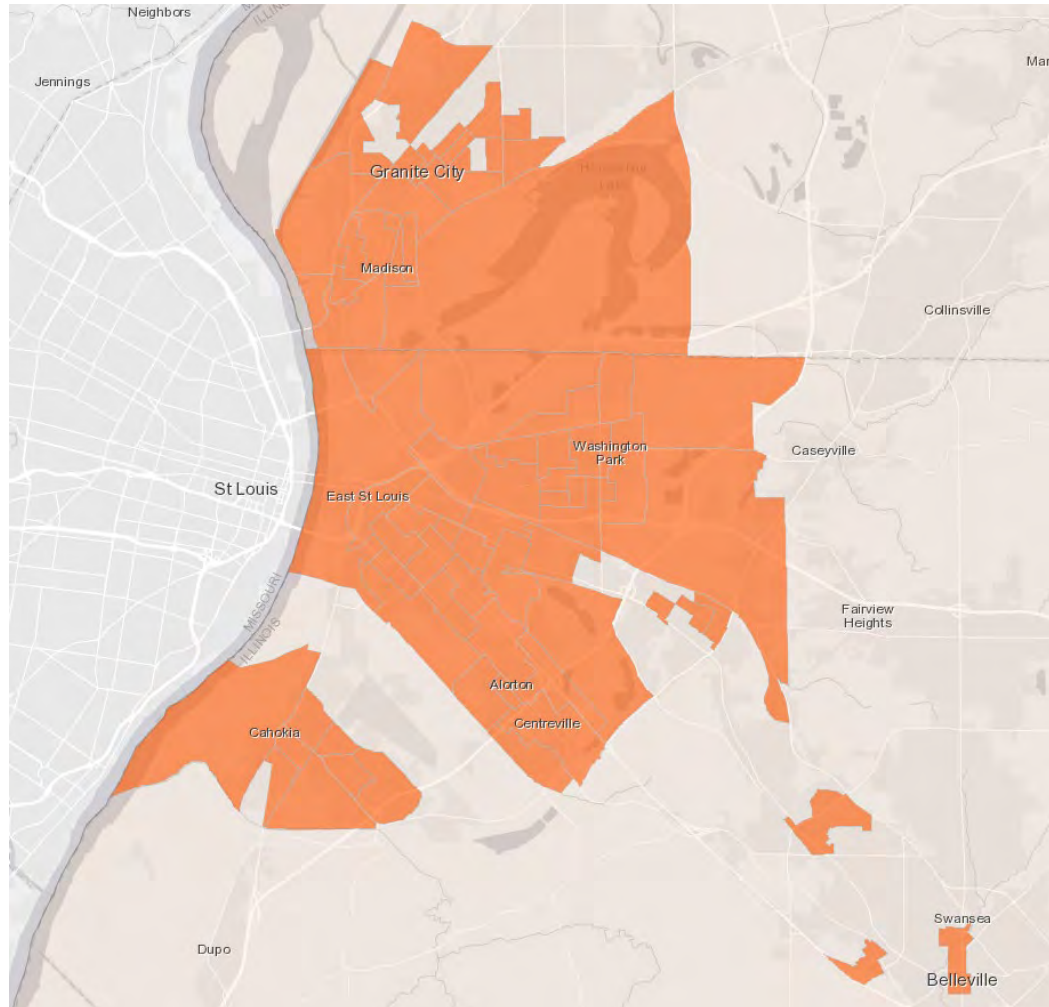
- [Online tools](#) have been developed to help you identify EJ communities across the state
- EJ communities are located in approximately 25% of Illinois counties



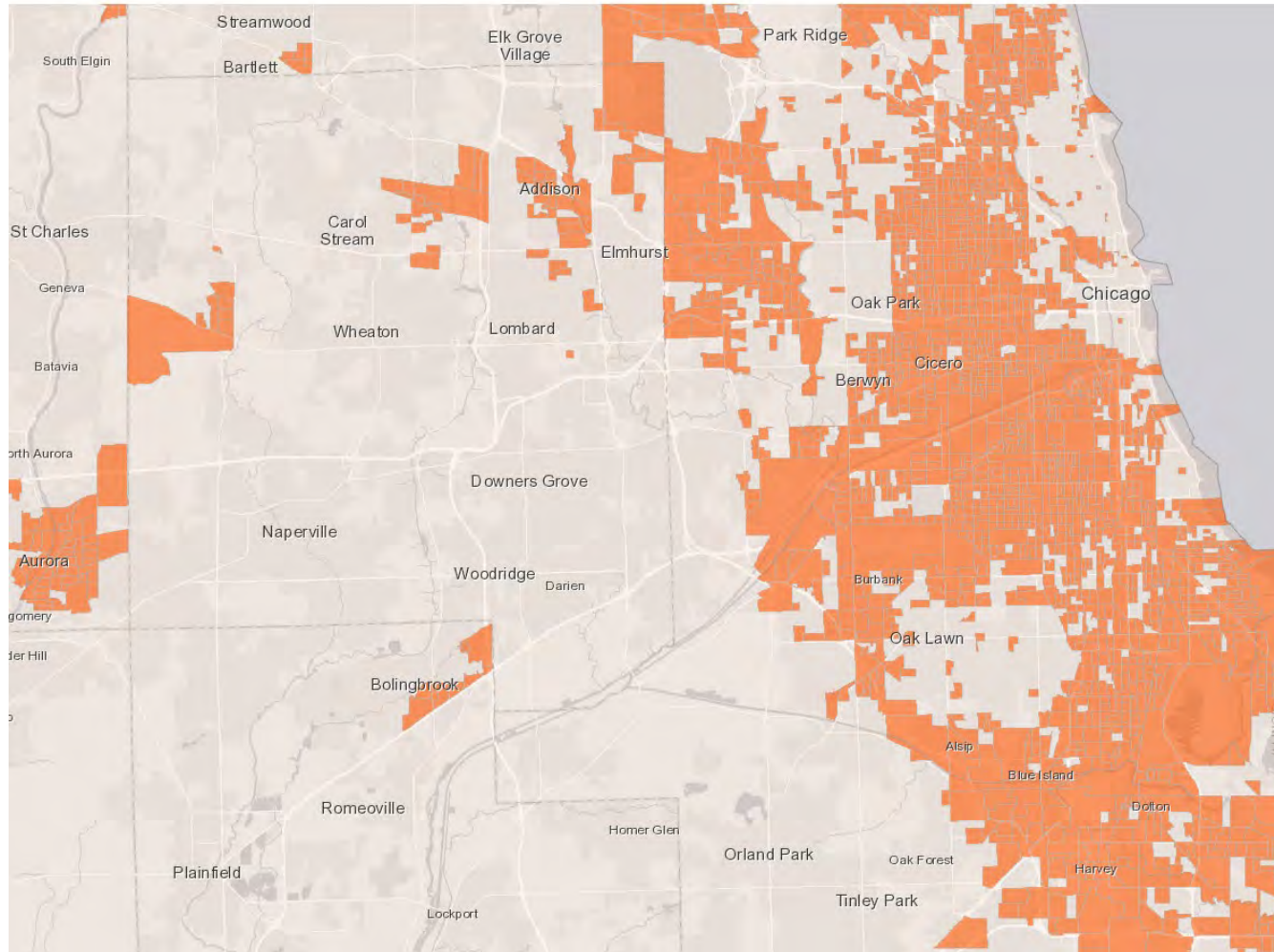
Danville Environmental Justice Communities



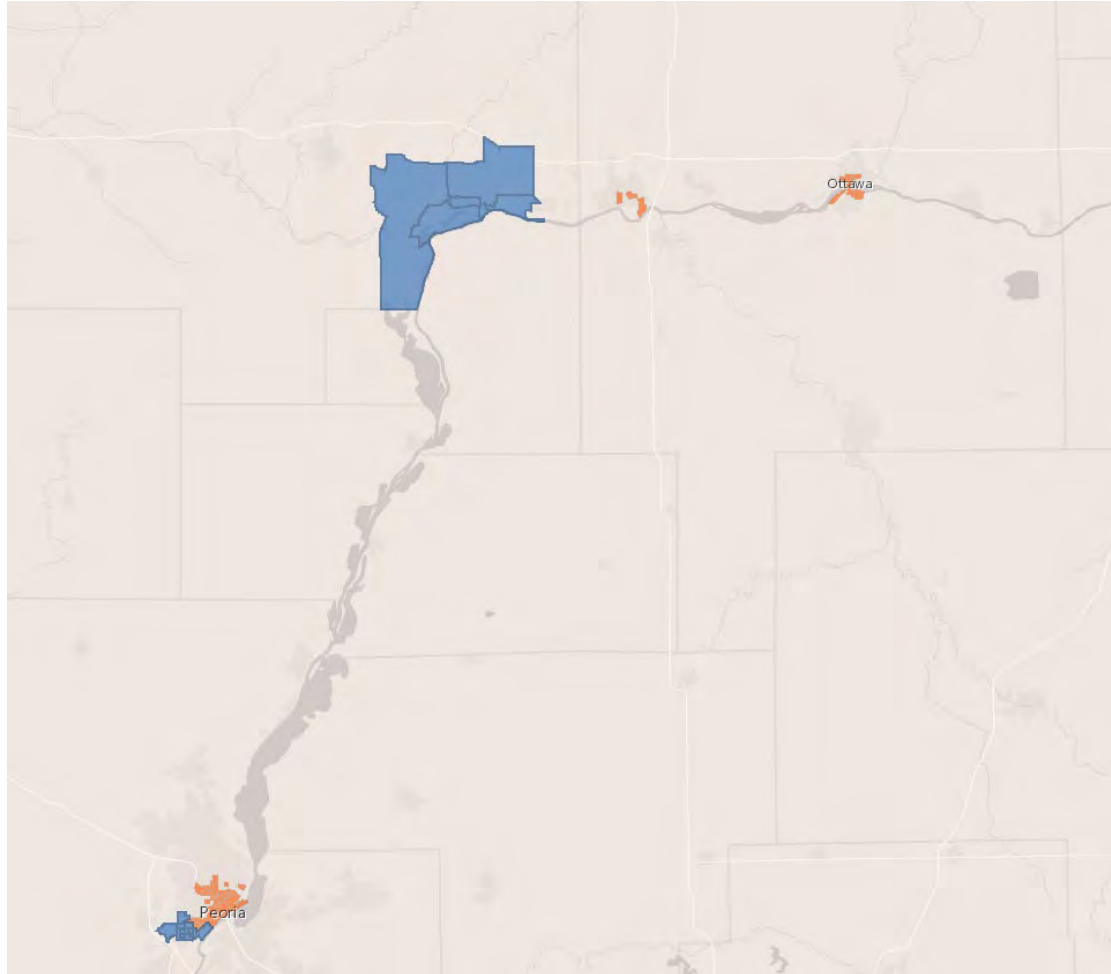
Metro East Environmental Justice Communities



Chicago Metro Environmental Justice Communities



Environmental Justice Self Designation



Grassroots Education and Approved Vendors

- Campaigns can:
 - Directly and indirectly drive program participation
- Campaigns cannot:
 - Directly support particular Approved Vendors, **except in the case of the residential pilot program**
- In geographies without Approved Vendors, Grassroots Education campaigns may facilitate connections between communities and Approved Vendors
 - Approved Vendors should be invited to participate in an equitable manner



Proposal Requirements



Grassroots Education Eligibility Requirements

- Organizations must be registered non-profits (or partner with a fiscal sponsor)
- Collaboration to leverage resources and strengths, in focus or geography, is encouraged
- For groups that are not registered non-profits and require fiscal sponsorship, proposals should:
 - Clearly specify roles and responsibilities
 - Demonstrate an equitable approach toward decision making



Grassroots Education Eligibility Requirements

- Organizations that have previously received grassroots education funds are encouraged to consider submitting proposals for collaborative campaigns with smaller groups (including those without 501(c)(3) status) who reflect their communities and groups prioritized in CEJA (e.g., returning citizens)



Award Information

- 12-month contracts, expected to begin in July 2023
- Up to \$100,000 for each selected organization
- Structured as “Time and Materials” contracts
- Budgets should be “fully loaded,” meaning they should include overhead in hourly rates
 - Excel tables



Areas of Interest

- Building awareness of and trust in solar energy and the ILSFA program
- Educating income-eligible households on opportunities to participate in ILSFA (e.g., the additional value of ILSFA compared to the Illinois Shines/Adjustable Block Program for eligible participants)
- Demonstrating how communities can access the benefits of solar such as economic development, workforce development training programs, and reduced environmental impacts (campaigns focused on solar installations at single-family and small multi-family (2-4 unit apartments) are particularly encouraged)
- Involving community members in stakeholder engagement processes that will help inform ILSFA approaches, policies, and processes in ways that benefit income-eligible and environmental justice communities

New Area of Interest

- Focused outreach in one or more of the Residential Solar Pilot community areas to build awareness of the Residential (Small) sub-program and assist prospective participants by guiding them through the process and connecting them with the Program Administrator to begin income verification
 - West Garfield Park
 - Waukegan
 - Marion-Carbondale Micropolitan Area (Jackson, Williamson, and Johnson counties)



Campaign Focus

- Campaigns that focus on helping single-family and small multi-family residence owners pursue distributed generation projects and that assist community residents in pursuing community solar are particularly desired



Request for Proposals (RFP) Evaluation Criteria

- 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	
Strength of the campaign	45
Experience of organization	25
Cost and value of delivery	20
Staff and Board reflect the demographics of the community served	10
Total Possible Score	100

Format and Required Information for RFP Submission

- Respond to prompts and questions using a word or PDF document
- Submit budget tables in Excel using provided templates
- Submit necessary supporting documents
 - IRS 501(c)(3) letter, if any
 - Board list
 - IL Secretary of State Certificate of Good Standing
 - Most recent IRS Form 990, if any
 - IL Standard Disclosure and Conflict of Interest form (if applying for >\$50,000)

All information submitted electronically to grassroots@IllinoisSFA.com

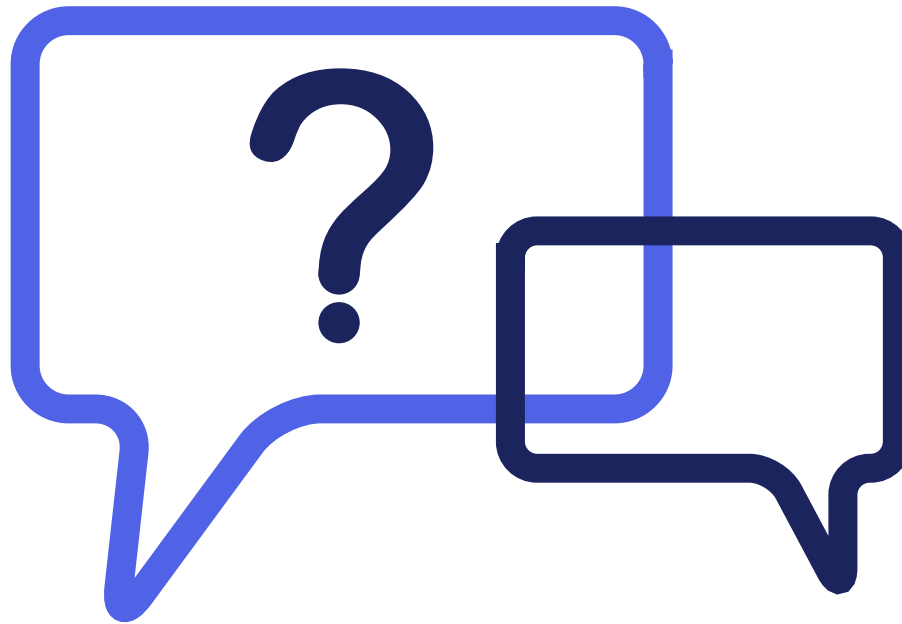
Proposals are due by Wednesday, May 31, 2023 at 11:59 PM

Key Dates

- April 19, 2023: [Request for Proposals](#) is available
- May 3, 2023: First Q&A Webinar
- May 16, 2023: Second Q&A Webinar
- May 17, 2023: Questions on the RFP due to grassroots@illinoissfa.com
- May 24, 2023: Q&A document posted to ILSFA's website
- **May 31, 2023: Proposal submission deadline**
- July 2023: Selected grassroots education campaigns are announced
- August 8-10, 2023: Onboarding for selected organizations in Chicago



Questions?



Important Contacts

**Elizabeth Corrado,
Senior Manager, Education
and Engagement**

Elizabeth.Corrado@elevatenp.org

www.IllinoisSFA.com

