



Illinois Solar for All

An Overview of Grassroots Education Funding

Grassroots Education Request for Proposals
Webinar and Q&A

March 3 and March 12, 2025

Agenda

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

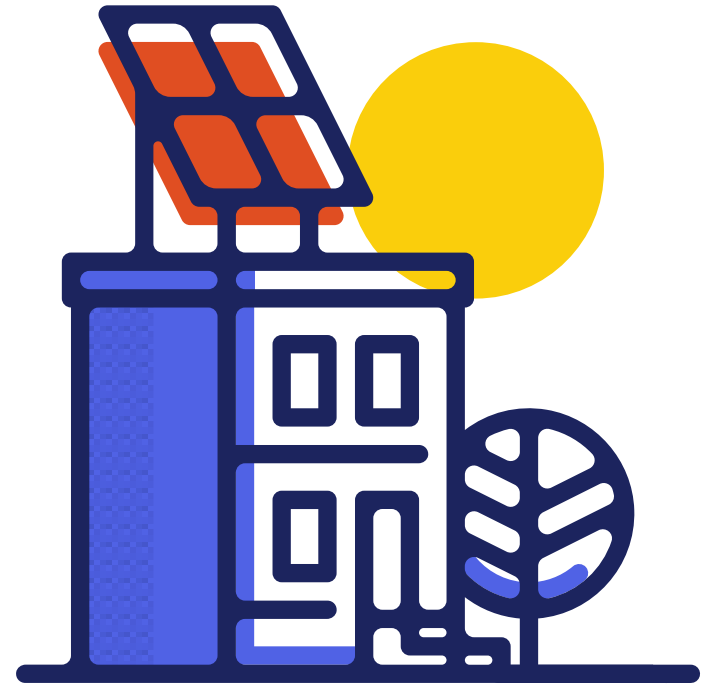


Illinois Solar for All Program Overview



Illinois Solar for All (ILSFA) Overview

- Made possible by the Future Energy Jobs Act (FEJA) and expanded by 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



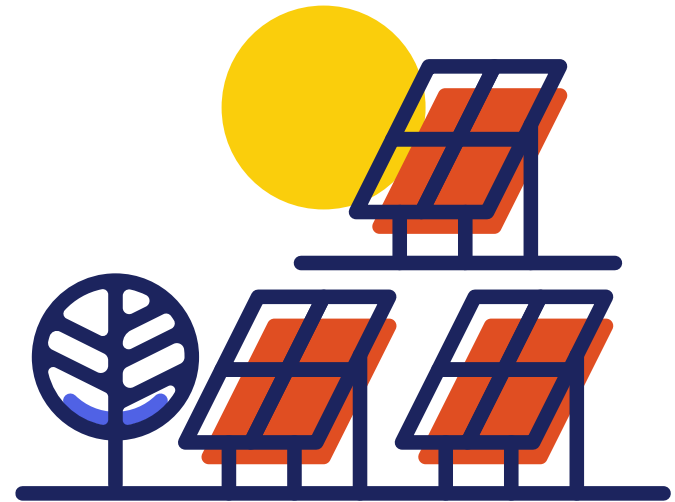
ILSFA Incentives and Offerings

- Solar incentives (Renewable Energy Credits, or RECs) aim to benefit income-eligible 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 aims to drive program participation and ensure that the benefits of ILSFA reach income-eligible and EJ communities



Who Is Eligible to Participate in ILSFA?

- Income-eligible residential property owners and renters who have an income of 80% or less of the Area Median Income (AMI)
- Non-profits and public facilities serving and located in income-eligible and EJ communities
- Target: 25% of incentives to serve EJ communities



Participant Benefits

- No upfront costs
- Guaranteed 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

Where does Grassroots Education fit in ILSFA?

- Grassroots Education Purpose:
 - Drive awareness and participation of single family or small multifamily property owners in the Residential Solar (e.g. rooftop) sub-program
 - Drive awareness and participation of renters who may qualify for the Community Solar sub-program

Grassroots Education Campaign Overview



Grassroots Education Campaign Overview

- **Grassroots Education goal:**
 - Ensure the benefits of and opportunities provided by ILSFA reach income-eligible households and communities throughout Illinois
- **GE 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
- 2,526 of 9,898 census block groups in Illinois were designated EJs based on localized environmental and socioeconomic factors
- Represents approximately 3.3 million people
- 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”

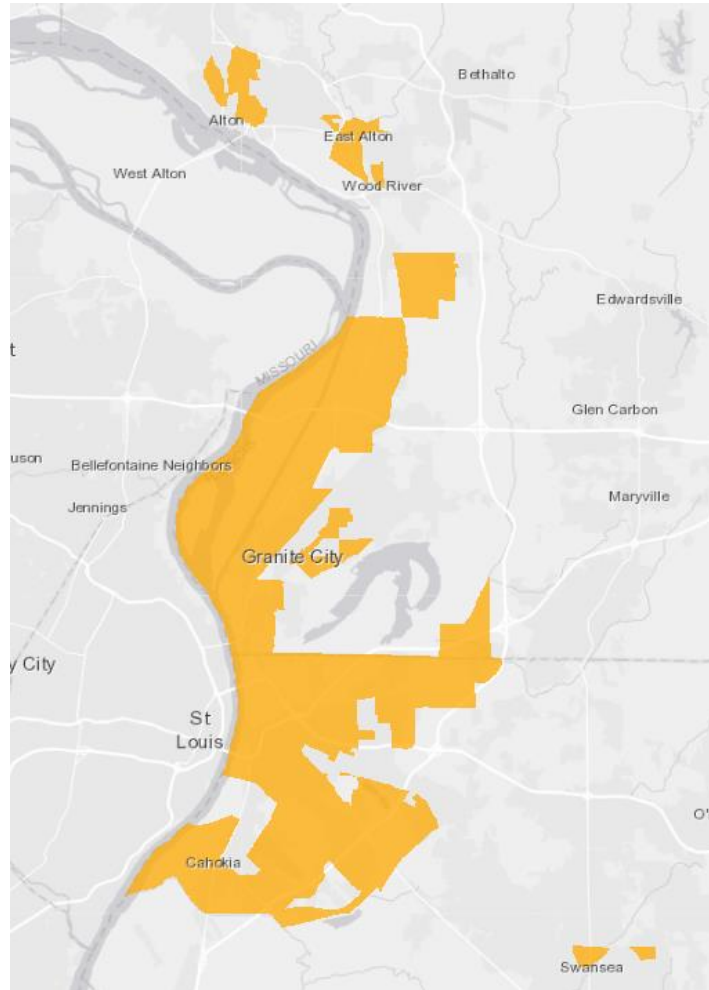


Environmental Justice Communities Map

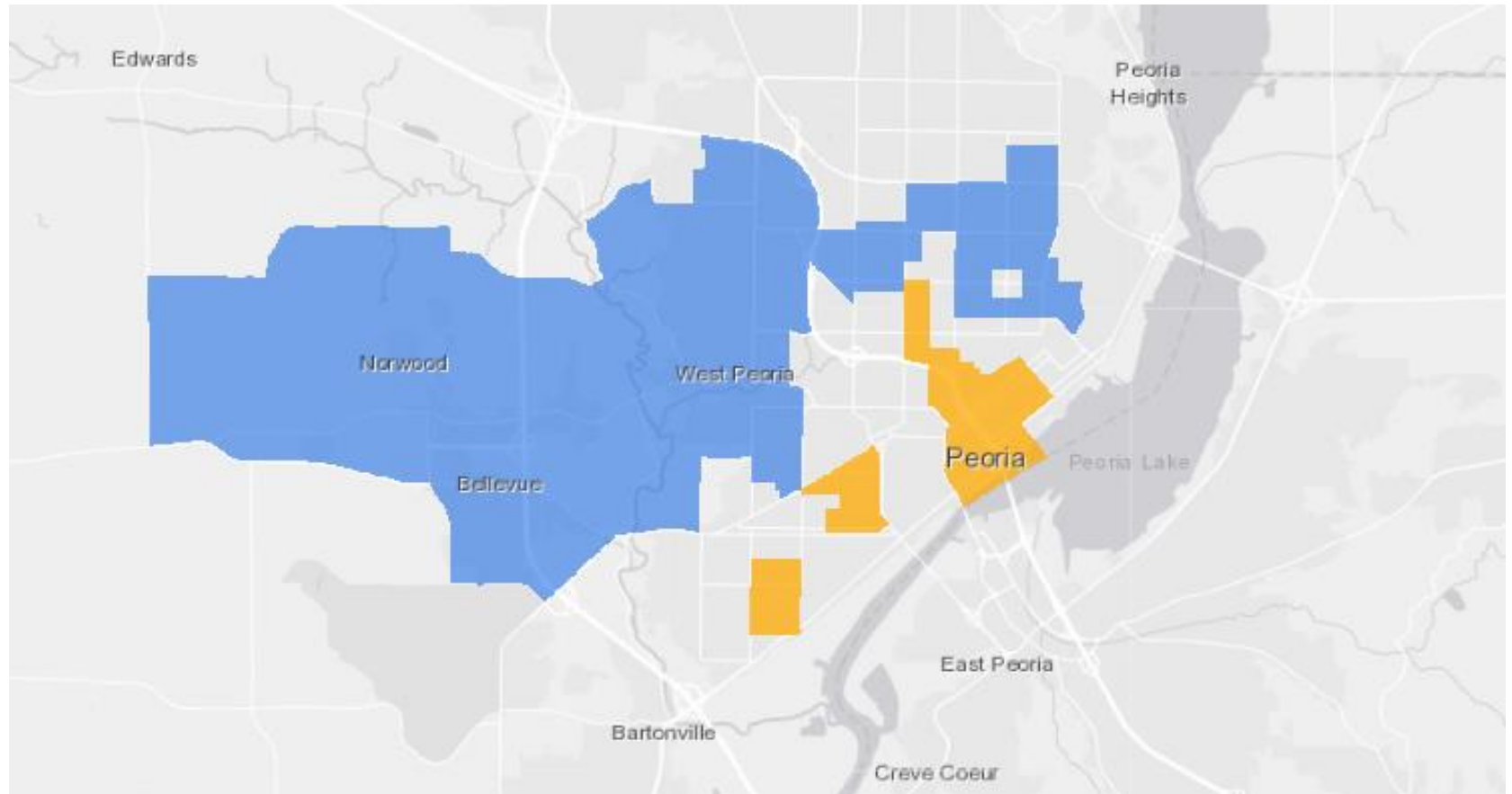
- [A searchable map](#) has been developed to help you identify EJ communities across the state
- One goal of the Illinois Solar for All program is to allocate 25% of funding toward Environmental Justice communities



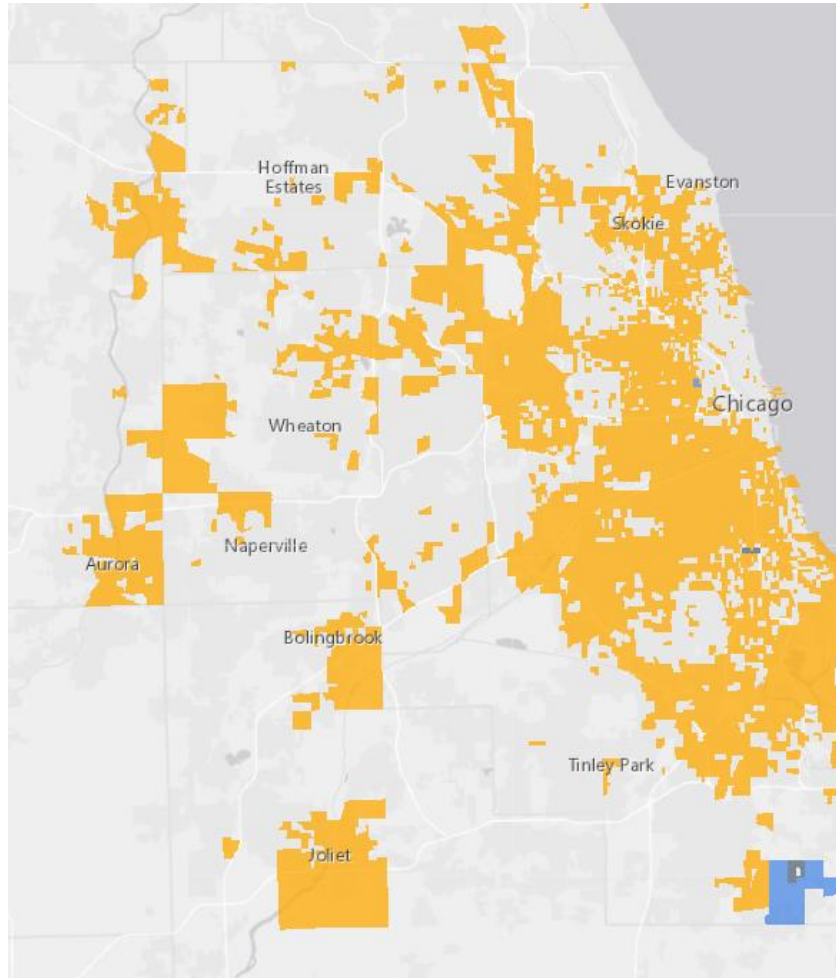
Metro East Environmental Justice Communities



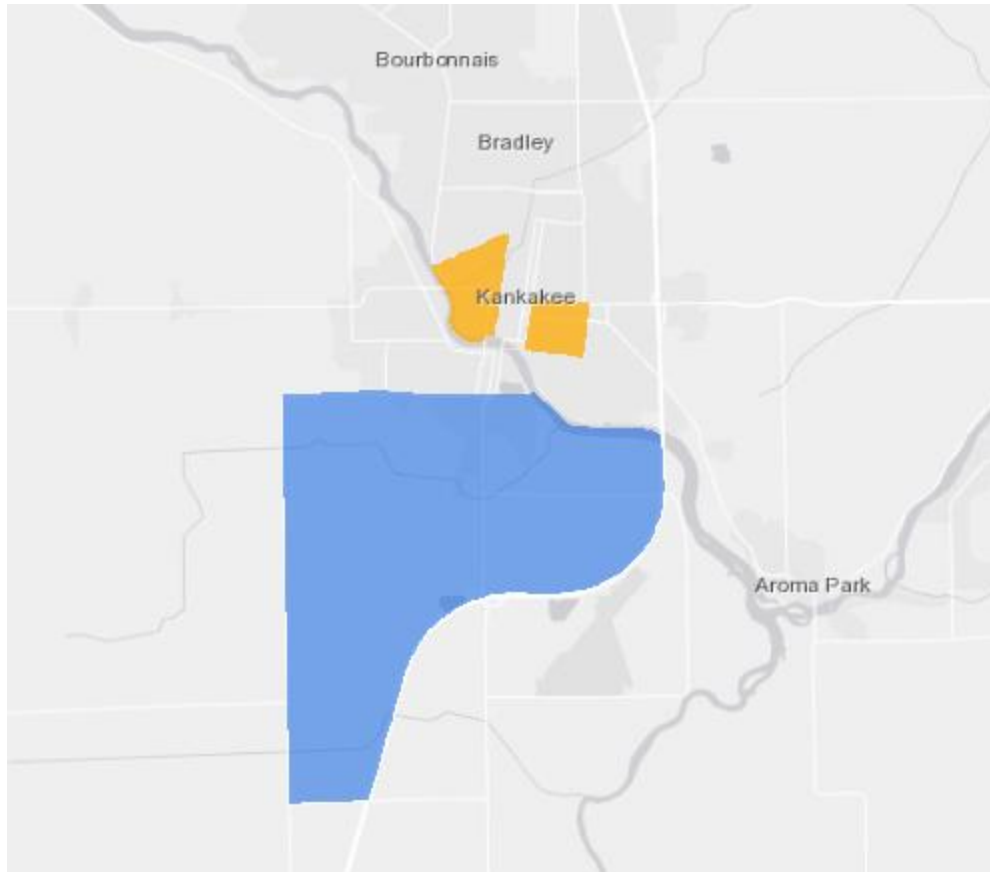
Peoria Environmental Justice Communities



Chicago Metro Environmental Justice Communities



Environmental Justice Self Designation



Proposal Requirements



Grassroot Education Campaign Proposal: Key Aspects of Campaign Focus

- Campaigns that focus on helping single-family and small multi-family residence owners pursue Residential Solar projects and that assist community residents in pursuing community solar are particularly desired
- Campaigns reaching new audiences and/or new geographies that have not been served in the past

Grassroots Education Campaign Proposal: 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 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 units) 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



Grassroots Education Campaign Proposal: Eligibility Requirements

- Organizations must be registered non-profits (or partner with a fiscal sponsor)
- 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
- Collaboration to leverage resources and strengths, in focus or geography, is encouraged

Grassroots Education RFP Proposal: Eligibility Requirements (cont.)

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)

Grassroots Education Campaign Proposal: Approved Vendors

- **Campaigns can:**
 - Directly and indirectly drive program participation
- **Campaigns cannot:**
 - Directly support any particular or singular approved solar company
- **Note:** Approved Vendor solar companies should be invited to participate in an equitable manner by extending an invitation to all eligible and relevant approved solar companies to attend.

Grassroots Education Campaign Proposal: Commitment and Expectations

Grassroots Educators are expected to complete several supporting activities, including attendance and participation in the following:

- Monthly, one-on-one meetings with the Program Administrator (virtual)
- Quarterly pod meetings with a subset of other grassroots educators to share success and best practices (virtual)
- One onboarding event at the initiation of the contract (in person)
- One mid-year review event (in person)



Grassroots Education Campaign Proposal: Commitment and Expectations (cont.)

- Additional supporting activities include the following (training will be provided):
 - Providing data regarding events and campaign activities
 - Monthly invoicing

Grassroots Education RFP Proposal: Selection 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	40
Experience of organization	20
Cost and value of delivery	15
Staff and board reflect the demographics of the community served	10
Applying as a new organization (including a fiscal sponsor working with a new organization) and/or serving a new or underserved geographic area	15
Total Possible Score	100



RFP Proposal Budget Worksheets



Budget Pricing Models: Invoice Options

You will use the workbook provided to develop a budget for your organization's proposed Grassroots Education Campaign. Your budget should include costs for both labor and expenses. To develop your budget, you will choose from two invoicing options.

Budget Invoice Options:

- The two options to prepare your campaign budget are "Per-Unit Pricing" and "Time and Materials."
- For straightforward and streamlined invoicing, the Program Administrator recommends using the Per Unit Pricing option. (Per Unit Pricing is recommended, but optional. Particularly helpful for organizations that have previously served as a GE.)



Labor Rates: What is Overhead Costs?

Budgets should be “fully loaded,” meaning they should include overhead costs in the hourly rates

- **Overhead Costs** are the ongoing expenses required to operate a business that are not directly tied to producing goods or services. These costs are essential for maintaining the business but do not vary significantly with production levels or sales volumes.
 - Examples of overhead costs include:
 - Rent or lease payments for office or facility space.
 - Utilities such as electricity, water, and internet.
 - Administrative salaries and benefits.
 - Insurance premiums.
 - Depreciation of equipment or assets.



Budget Pricing Models: Definitions – Per Unit Pricing

Per Unit Pricing

- A method of budget planning that involves calculating costs on a per-unit basis, where a "unit" can represent a single product, service, or measurable activity. By determining the price of one unit, you can estimate the total budget by multiplying the per-unit cost by the expected number of units.
 - Includes the following components:
 - Monthly flat rate for program administration
 - One-time cost for onboarding at beginning of the contract
 - One-time cost for mid-year review meeting
 - Quarterly cost for a pod meeting
 - Cost for each type of event or campaign activity



Understanding the Worksheets: Per Unit Pricing Example-Administration

Per Unit Labor Costs - Grassroots Education Contract Administration PER MONTH

Note: This worksheet is shown as an example and cannot be edited.

Role in GE Contract Administration		Estimated Hours	Total amount (hourly rate x estimated hours)
Project Manager	\$75	8	\$600
Finance Manager	\$60	4	\$240
Lead Organizer	\$50	12	\$600
Organizer	\$45	8	\$360
Total labor costs			\$1,800

Understanding the Worksheets:

Per Unit Pricing Example- Onboarding Event

Per Unit Labor Costs - Onboarding Event

Role in GE Contract Administration	Hourly Rate	Hours For Onboarding (Should include 16 hours plus travel time)	Total amount (hourly rate x estimated hours)
Project Manager	\$75	20	\$1,500
Lead Organizer	\$50	20	\$1,000
			\$-
			\$-
Total labor costs			\$2,500

Per Unit Expenses - Onboarding

Travel	
Travel to/from the Onboarding: Project Manager	\$100
Travel to/from the Onboarding: Lead Organizer	\$100
Total Expenses	\$200

TOTAL Per Unit Pricing for Onboarding:

\$2,700

Understanding the Worksheets:

Per Unit Pricing Example-Mid-Year Review Event

Per Unit Labor Costs - Mid Year Review Event

Role in GE Contract Administration	Hourly Rate	Hours For Mid-Year Review (Should include 13 hours plus travel time)	Total amount (hourly rate x estimated hours)
Project Manager	\$75	15	\$1,125
Lead Organizer	\$50	15	\$750
			\$-
			\$-
Total labor costs			\$1,875

Per Unit Expenses - Mid Year Review Event

Travel	
Travel to/from the Mid-Year Review: Project Manager	\$100
Travel to/from the Mid-Year Review: Lead organizer	\$100
Total Expenses	\$200

Understanding the Worksheets: Per Unit Pricing Example – POD Meetings

Per Unit Labor Costs - Pod Meetings (One Meeting Per Quarter, for a total of six meetings during the 18 Month Contract Period)

Role in GE Contract Administration	Hourly Rate	Hours For the Pod Meeting: 1 hour per meeting for six meetings, for a total of 6 hours per person attending.	Total amount (hourly rate x estimated hours)
Project Manager	\$75	6	\$450
Lead Organizer	\$50	6	\$300
		6	\$-
		6	\$-



Budget Pricing Models: Definitions - Time and Materials

Time and Materials (T&M)

- A budgeting and pricing method used for projects where costs are based on the actual time spent and materials used. Under this model:
 - **Time** refers to labor costs, typically calculated by multiplying the hours worked by an hourly rate.
 - Includes expected hours for each staff person working on the program, along with labor rates
 - **Materials** include all tangible resources or supplies required to complete the project. They are often charged at actual cost or with an agreed-upon markup.
 - Includes expenses, such as travel costs, cost of food/refreshments for events, and other allowed costs

Understanding the Worksheets: Time & Materials Labor Costs Example

Labor Costs Example

Note: This worksheet is shown as an example and cannot be edited.

Role on Campaign	Hourly Rate	Estimated Hours	Total amount (hourly rate x estimated hours)
Director of Organizing and Outreach	\$75	20	\$1,500
Finance Manager	\$60	16	\$960
Lead organizer	\$50	100	\$5,000
Organizer	\$40	200	\$8,000
Total labor costs			\$15,460



Understanding the Worksheets: Time & Materials Expenses Example

Program Implementation Expense Example

Note: This worksheet is shown as an example and cannot be edited.

Task	Expense
Program Management (lodging, mileage reimbursement, etc.)	\$700
Development and Planning (Material adaptation or development, printing costs, partner collaboration and planning etc.)	\$200
Outreach	\$-
Program Implementation (Presentations, food for events, etc.)	\$1,000
Data tracking and reporting	\$-
Mid-year and final reports and close-out	\$-
Travel to and from Onboarding and Mid-Year Review meetings	\$1,500
Total Expenses	\$3,400

Understanding the Worksheets: Live Look: How to fill out the worksheets

Let's take a "Live Look"
at the worksheets

RFP Proposal Submission Details



Grassroots Education RFP Proposal Submission: Format and Required Information (cont.)

Submit necessary supporting documents:

- IRS 501(c)(3) letter, if any
- Board of Directors list
- Illinois Secretary of State Certificate of Good Standing for Not-for-Profit Corporations
- Most recent IRS Form 990, if any
- Illinois Standard Disclosure and Conflict of Interest form
 - (if applying for >\$50,000)



Grassroots Education RFP Award and Term of Performance

- Awards are available up to \$150,000 for each selected organization for the contract period.
- The Illinois Power Agency and Illinois Solar for All Program Administrator anticipate that the term of performance will be 18 months:
 - **Dates: July 1, 2025 – December 31, 2026**

Grassroots Education RFP Submission: Format and Required Information

- Respond to prompts and questions using a Word or PDF document
- Submit budget tables in Excel using the provided template
- **NOTE:** Choose either "Time and Materials Pricing" or "Per Unit Pricing" **Do not use both.**

Grassroots Education Proposal RFP: Key Dates

- February 19, 2025: Grassroots Education [Request for Proposals](#) become available
- March 3, 2025: First Q&A Webinar
- March 12, 2025: Second Q&A Webinar
- March 12, 2025: Questions on the GE RFP are due to grassroots@illinoissfa.com
- **April 4, 2025: Proposal submission deadline**
- June 2025: Selected grassroots education campaigns are announced
- July 2025: Onboarding for selected organizations

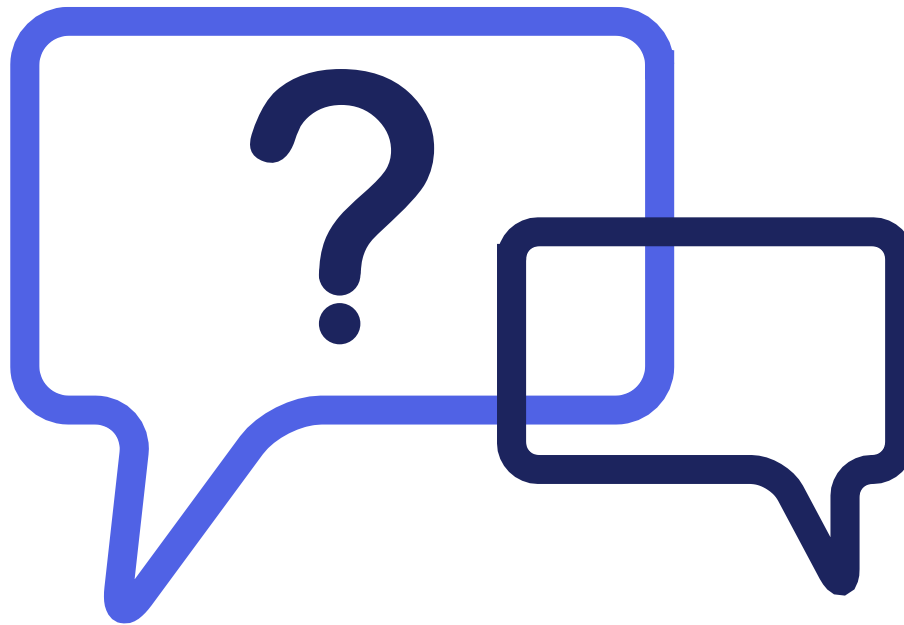


RFP Submission: Format and Required Information

**All information should be submitted electronically to
grassroots@IllinoisSFA.com**

**Proposals are due by
Monday, April 4, 2025, by 11:59 PM**

Questions?



Important Contacts

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