



Stakeholder Advisory Group

Education & Outreach Working Group Report

Oct 29, 2015

Working Group Participants

Antonia Ornellas, Public Sector Director at Elevate Energy

Bryant Williams, President at Southeast Environmental Task Force

Caitlin Sarro, Program Manager at Institute of Cultural Affairs

Claire Tramm, Director Energy Program at Chicago Infrastructure Trust

Deborah Stone, Chief Sustainability Officer at Cook County

Dimitra Apostolopoulou, at ComEd

Eric Keeley, Marketing and Outreach Coordinator at Elevate Energy

Jeanine Otte, Manager, Marketing and Business Strategy at Elevate Energy

Laura Oakleaf, Legislative Coordinator at Cook County

Mark Barry, Data Systems Manager at Chicago Public Schools

Mark Pikus, Sr. Vice President at Inland Green Capital, LLC.

Mat Elmore, Sr. Project Lead at Elevate Energy

Mike Nicolisi, Owner at ReThink Electric

Sarah Moskowitz, Outreach Director at Chicago Utility Board

Sarah Wochos, Legislative Director at Environmental Law & Policy Center

Suzanne Stelmasek, Sr. Policy Analyst at Elevate Energy

Vito Greco, QA/QC Coordinator at Elevate Energy

William McDowell, Managing Partner at U.S. Solar Network

Education and Outreach Working Group Goals

- Better understand the potential subscribers of community solar in Cook County and their motivations.
 - Define various Subscriber Profiles.
 - Understand and document the Benefits of community solar for each Subscriber Profile.
 - Determine the key messaging points for each Subscriber Profile.
 - Determine the primary Outreach Strategies for each Subscriber Profile.

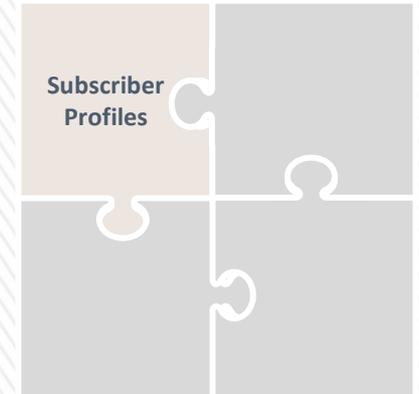


Working Group Deliverables

- Identified Key Market Segments for community solar.
- Developed Outreach strategies for each market segment.
- Developed messaging for each market segment.
- Identified outreach strategies and target audience for Site Discovery.
- Strategies and messaging will support demonstration pilot reports in 2016.

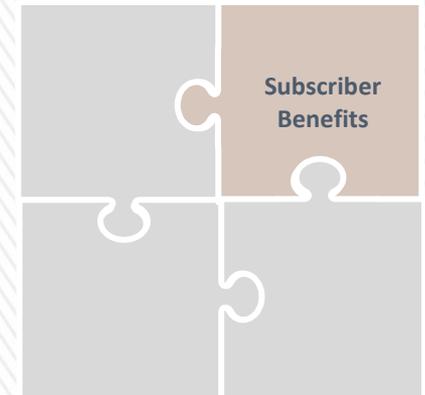
Subscriber Profiles

Ratepayers	Anyone with an electric bill in Cook County.
Premium	Households or Businesses willing to pay more for clean/renewable energy.
Low- & Moderate-Income	Households at or below 120% Area Median Income (AMI) for Cook County.
Energy Aware	People already aware of energy efficiency or renewables issues or engaged in programs (energy efficiency, hourly pricing, solar electricity suppliers, demand response, etc.).
Site-specific Communities	People connected to the host site via existing community networks (libraries, community centers, municipal services, etc.).
Business/Anchor Subscribers	Businesses or nonprofits in the community interested in community development or clean energy and willing to support community solar.



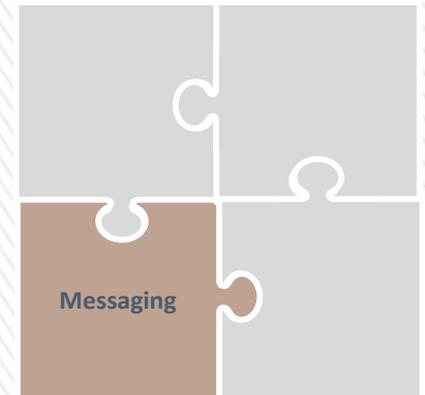
Subscriber Benefits

- Early adoption: People like to be trend-setters
- Easy to understand
- Easy transferability
- Educational benefits
- Energy security and reliability
- Environmental stewardship
- Hedge against future electricity cost increases
- Local jobs/Community development
- Low up-front costs
- Offset electricity usage
- Return on investment
- Return on my investment
- Solar is sexy



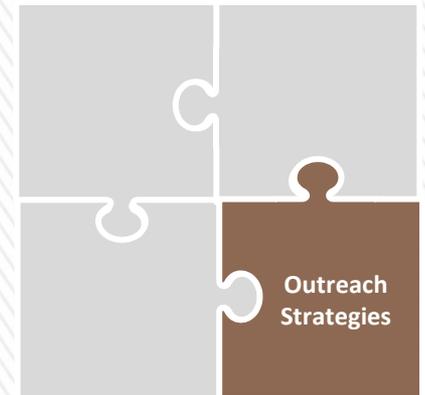
Messaging

Ratepayers	Save money, participate in the clean energy economy, support local economy
Premium	Offset your electricity costs, participate in the clean energy economy, wise investment/ ROI, clean/renewable energy.
Low- & Moderate-Income	Save money, support your local economy, support your local clean energy economy.
Energy Aware	Take the next step and make your energy clean energy, offset your electricity costs, participate in the clean energy economy, be an innovator in your community, wise investment/ROI
Site-specific Communities	Support your local school/library, etc., support the local clean energy economy, offset your electricity usage.
Business/Anchor Subscribers	Be an innovator in your community, help provide local jobs, offset your electricity usage, wise investment/ROI.



Outreach Strategies

Ratepayers	Bill insert, earned media, large employers.
Premium	Electricity brokers, accountants, financial planners, appraisers/real estate professionals.
Low- & Moderate-Income	Bill insert, community organizations and networks, earned media.
Energy Aware	Cross-promote with other energy programs.
Site-specific Communities	Networks embedded into the site.
Business/Anchor Subscribers	Publications specific to their industry, electricity brokers community organizations, public officials.



Site Selection REI Outreach

- Support the outreach efforts to reach prospective property owners during site selection (in progress):
 - Determine the likely types of sites appropriate for community solar.
 - Determine appropriate organizations, individuals and outreach strategies to most effectively reach the right property owners.

Municipal properties

- Alderman
- Mayors
- Cook County
- City of Chicago
- Fire Department
- Police Department

Public Schools

- CPS
- Suburban school districts
- Local School Councils
- Parent organizations

Public Housing

- CHA
- HACC

Transportation

- CTA
- Metra
- Amtrak
- CDOT
- IDOT

Other Community Organizations

- Childcare centers
- Churches
- Community development orgs
- Community/Youth organizations
- Environmental justice orgs
- Fraternal organizations
- Museums
- YMCA buildings

Private buildings

- Charter Schools
- Condo associations
- Grocery stores
- Manufacturing associations
- Multifamily property management co
- Shopping Centers/Malls/Retail
- Theatres

Colleges and Universities

- Universities
- Community colleges
- City Colleges of Chicago

Conclusion

- Defined subscriber profiles.
- Documented the benefits of community solar for each subscriber profile.
- Determined the key messaging points for each subscriber profile.
- Determined the primary outreach strategies for each subscriber profile.
- Developing outreach plan for REI distribution
- Supported the development of the benefits assessment rubric.

