Agenda

• Welcome + Introductions 10:00am – 10:15am
  – Introduction of presenters
  – Meeting format and guidelines for webinar / phone attendees
  – Stakeholder process + timeline

• Draft Community Solar Brochure 10:15am – 10:45am

• Draft Community Solar Marketing Guidelines 10:45am – 11:15am

• Draft Community Solar Disclosure Form 11:15am – 11:45am

• Wrap-up and Adjourn 11:45am – 12:00pm
Meeting Format

• Short presentation by topic followed by Q&A on that topic

• Enter questions online using chat function
  – Click chat icon at bottom of screen (may need to hover mouse pointer over bottom of screen)
  – Chat screen will appear where questions can be typed

• Moderator will read all online questions and repeat all in-person questions
Stakeholder Process Timeline

• Stakeholder documents were released Monday, November 26, 2018
  – Draft Community Solar Brochure
  – Draft Community Solar Marketing Guidelines
  – Draft Community Solar Disclosure Form

• Stakeholder meeting Friday, November 30, 2018 @ 10:00am CST

• Please email comments to comments@illinoisabp.com

• Comment period closes Monday, December 10, 2018 @ 5:00pm CST
Stakeholder Process

• This stakeholder process covers community solar only
• All documents built off of Distributed Generation docs, adapted + supplemented to specifics of community solar
• Please limit questions and comments today to the relevant topics and documents
• Program Administrator is happy to address questions about any other issues by email at admin@illinoisabp.com or by phone at (877) 783-1820

• All comments received will be made publicly available unless commenter specifically requests confidential treatment and submits confidential and redacted versions
• Program Administrator and IPA staff will review comments and post them to illinoisabp.com
• A recording of this presentation and a copy of the slides will be available at illinoisabp.com within a couple of business days after conclusion of the meeting
Draft Community Solar Brochure

• Provides basic consumer information about community solar and solar in general in an easy to understand format
• Must be provided to consumers at first in-person or online contact and again at contract signing
• Goal is to help consumers think through the decision of whether subscribing to a community solar project is right for them
• This is the text only – the actual brochure will be formatted after the text is finalized

• Discussion items
  – Explanation of RECs and how to talk about the benefits of community solar when RECs are sold
  – Requiring customer sign-off that they received brochure vs Approved Vendor attestation that it was provided
Draft Community Solar Marketing Guidelines

• Provides guidelines for marketing community solar projects
• Goal is to codify sufficient consumer protections for potential subscribers
• Applies to Approved Vendors, employees, agents, contractors, affiliates, etc
• Covers all marketing materials, including printed and electronic
• Covers conduct of all actors when soliciting subscribers, including phone and in-person
• When in doubt, ask the Program Administrator: admin@illinoisabp.com, (877) 783-1820

• Discussion items
  – Required recording and storage of telemarketing solicitations
  – All agents musts engage in Approved Vendor training prior to being eligible to solicit subscriptions
  – Subscribers cannot be required to sign up with specific ARES as part of community solar subscription
  – Marketing that has taken place prior to release / finalization must be brought into compliance
• Provides transparency and standardizes information so consumers can make apples-to-apples comparison of quotes for community solar subscriptions
• Completed form must be provided to customers before they sign contract
• Certain sections of the form apply depending on the structure of subscription model
  – Upfront payment
  – Pre-set schedule of payments
  – $/kWh for the electricity generated
• Includes three savings estimates
  – Low, middle, and high utility rate escalators
  – Calculated automatically based on subscription structure, form inputs, and standardized assumptions
• Discussion items
  – How much detail to provide on the value of REC payments for each subscription model
  – Savings calculation methodology
Closing Comments

• Recap
  – Draft Community Solar Brochure
  – Draft Community Solar Marketing Guidelines
  – Draft Community Solar Disclosure Form

• Next steps
  – Email comments to comments@illinoisabp.com
  – Comment window closes Monday, December 10, 2018 @ 5:00pm CST

• This afternoon
  – Draft Program Guidebook stakeholder meeting @ 1:00pm CST
Comments accepted at

comments@illinoisabp.com

until Monday, December 10, 2018 @ 5:00pm CST

All comments received will be made publicly available unless the commenter specifically requests confidential treatment and submits a confidential and redacted version.