



# Community Solar Marketing Guidelines & Materials Stakeholder Meeting

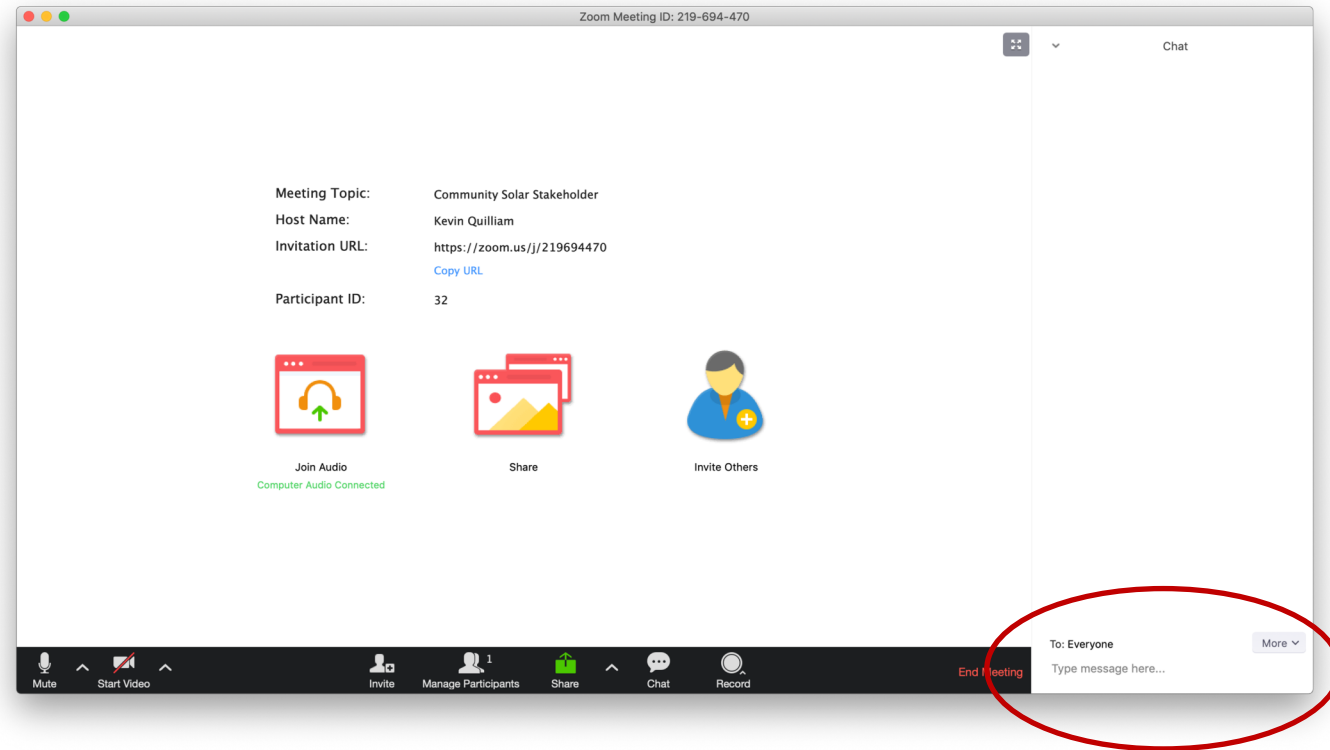
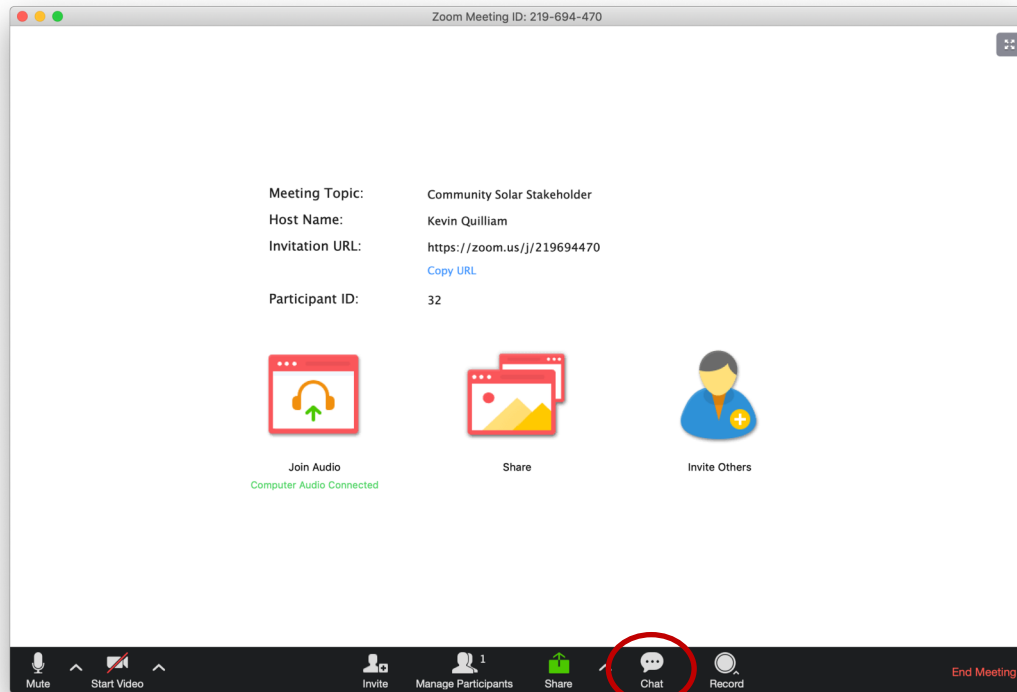
November 30, 2018

# 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](mailto: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](mailto: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](http://illinoisabp.com)
- A recording of this presentation and a copy of the slides will be available at [illinoisabp.com](http://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](mailto: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

# Draft Community Solar Disclosure Form

- 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](mailto: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.