



ABP Administrator InClima <admin@illinoisabp.com>

Illinois ABP Question "Several follow up questions on Marketing Guidelines"3 messages

Laurel Passera <wordpress@illinoisabp.com>

Tue, Nov 13, 2018 at 11:42 AM

Reply-To: laurelp@communitysolaraccess.org

To: admin@illinoisabp.com

From: Laurel Passera <laurelp@communitysolaraccess.org>

Subject: Several follow up questions on Marketing Guidelines

Message Body:

Hello,

During a conversation I had with a number of CCSA's members, we noted a number of questions that remain unclear for us. Thought I would ask them on behalf of CCSA, so that you might not have to answer them separately from multiple companies.

1. When will the Community Solar marketing guidelines and disclosure forms be issued?
2. CCSA believes it is somewhat premature to require marketing samples at this point, as the program's marketing guidelines for Community Solar have not been issued and most providers have not yet started their marketing efforts. Most providers won't begin to develop their marketing materials until they know which (if any) projects have been selected in the lottery and will be moving forward. Also, providers that plan on working with a subcontractor to do customer acquisition and management won't finalize their relationship with their subcontractor until after the lottery is complete and therefore won't have access to the marketing materials that will be used until that time. CCSA suggests that it would be more efficient for both providers and the Program Administrator to allow applicants to submit marketing materials after the lottery has been drawn. Given the fact that community solar marketing guidelines have not been issued, and the fact that marketing materials take time to develop, would the IPA be open to allowing providers the option of submitting those at a later date?
3. Can the IPA/InClima provide more clarity on what types of marketing materials providers are required to submit? For example, is a national company required to submit their website that applies to programs across multiple states? Or does the program only want to review materials that specifically mention the Adjustable Block Program/IPA/etc.?

Thanks so much!

Laurel

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