

Scope of Services

MadiSUN Solar Programs 2024

Task 1 - Research best practices on residential and commercial solar education and incentives to enhance MadiSUN program design. Adapt MadiSUN programs based on successes and challenges of previous years.

Deliverables (Residential):

- Identify likely customer profile(s) to be served by the program and best communication frames and trusted messengers to reach them.
- Review customer data from previous years and identify previous “interested” customers who did not complete the MadiSUN program but may be good candidates for the 2024 program.

Deliverables (Business):

- Identify likely customer profile(s) to be served by the program and best communications frames and trusted messengers to reach them.
- Confirm with local solar contractors to ensure our program aligns with their marketing strategies.

Deliverables (Backyard):

- Identify likely housing providers and nonprofit organizations to be served by the program and best communications frames and trusted messengers to reach them.
- Confirm with local solar contractors to ensure our program aligns with their marketing strategies.

Deliverables (Workforce Training):

- Identify likely student profile(s) to be served by the program and best communication frames and trusted messengers to reach them.
- Confirm with local solar contractors to ensure the relevance and accuracy of the training’s course content in preparing attendees for a career in the solar industry.

Task 2 - Develop partnerships with entities such as neighborhood associations, business associations, trade groups, nonprofit organizations, and other local institutions to identify potential communication and marketing partners.

Deliverables (Residential):

- Develop a confirmed list of partnerships, with areas of expertise, and timelines to achieve maximum impact.
- Provide presentation and marketing materials to potential partners.
- Finalize partnership expectations and timeline for co-marketing activities.

Deliverables (Business):

- Provide presentation and marketing materials to potential partners.
- Finalize partnership expectations and timeline for co-marketing activities.
- Identify business leaders, technical advisors, and solar developers who will assist in hosting events and co-present case studies.

Deliverables (Backyard):

- Provide presentation and marketing materials to potential partners.
- Identify nonprofit leaders, technical advisors, housing developers, and solar developers who will assist in hosting events and co-present case studies.
- Develop partnerships with landlords, developers and housing authorities to identify the necessary conditions to install solar on multi-family properties.

Deliverables (Workforce Training):

- Identify workforce training organizations, local nonprofits, and solar contractors who will assist in the promotion of the training courses.
- Provide marketing materials to potential partners.
- Develop partnerships with organizations that work with BIPOC and LMI communities and utilize their networks for outreach to potential students.

Task 3 (Residential Only) - Organize and manage the vendor selection committee to review the responses for the MadiSUN RFP (anticipated to be released in February 2024).

Deliverables:

- Recruit advisory committee.
- Solicit input/feedback on draft RFP content and evaluation criteria priorities.
- Facilitate selection committee meeting to discuss RFP responses and vendors.

Task 4 - Provide program management services.

Deliverables (Residential):

- Create a detailed plan with a timeline for program implementation.
- Develop a procedure for capturing and storing relevant program information.
- Manage program budget and track related expenses.
- Anticipate and address problems that arise.
- Serve as designated point-of-contact.

Deliverables (Business):

- Create a detailed plan with a timeline for program implementation.
- Manage program budget and track related expenses.

- Anticipate and address problems that arise.
- Execute and continually evaluate and adapt the MadiSUNSolar for Business Grant program.
 - Using updated 2024 Focus on Energy incentives, review and revise grant program's criteria including maximum grant amount, evaluation standards, agreement policy, and project verification standards.
 - Manage grant funds, track expenses, and issue grant checks.
 - Serve as designated point-of-contact and answer questions related to the MadiSUN Solar for Business Grant program.

Deliverables (Backyard):

- Create a detailed plan with a timeline for program implementation.
- Manage program budget and track related expenses.
- Anticipate and address problems that arise.
- Execute and continually evaluate and adapt the MadiSUN Backyard Grant program.
 - Using updated 2024 Focus on Energy incentives, review and revise grant program's criteria including maximum grant amount, evaluation standards, agreement policy, and project verification standards.
 - Develop and manage a grant review committee made up of diverse and knowledgeable members from the community.
 - Manage grant funds, track expenses, and issue grant checks.
 - Serve as designated point-of-contact and answer questions related to the MadiSUN Backyard Grant program.

Deliverables (Workforce Training):

- Create a detailed timeline for program implementation
- Coordinate with the Midwest Renewable Energy Association (MREA) to secure licensed solar energy instructor(s) for the courses.
- Identify students to attend the Workforce Training Courses and collect students' contact information.
- Coordinate facility or facilities for the Workforce Training Courses to take place.

Task 5 - Provide solar marketing and education services.

Deliverables (Residential):

- Develop a communications plan including marketing materials to provide solar education and information about the MadiSUN Group Buy program.
- Promote educational events and programs through social media, earned media, and paid print, radio, and/or television advertisements.
- Build awareness by facilitating local media coverage, and participating in neighborhood and citywide events as necessary.
- Deliver information in partnership with solar vendor network, including:

- o Hosting information sessions to educate potential customers.
- o Provide unbiased information to potential customers.

Deliverables (Business):

- Develop a communications plan including marketing materials to provide solar education and information about the MadiSUN Solar for Business program.
- Build program awareness by facilitating local media coverage, participating in citywide and neighborhood events, collaborating with business groups, and co-hosting press events with past Solar for Business grant recipients.
- Promote educational events and programs through social media, earned media, and paid print, radio, and/or television advertisements.
- Co-host marketing and educational events with solar-powered businesses that will provide unbiased information on solar electricity, and introduce potential businesses to representatives from qualified solar vendors.
- Develop a targeted strategy for reaching owners and developers of new construction projects.

Deliverables (Backyard):

- Develop a communications plan including marketing materials to provide education and information about solar energy and the MadiSUN Backyard grant program for multifamily housing properties and nonprofit organizations.
- Promote educational events and programs through social media, earned media, and paid print, radio, and/or television advertisements.
- Build awareness by facilitating local media coverage, and participating in neighborhood and city-wide events as necessary.
- Deliver information in partnership with solar vendor network, including:
 - o Hosting information sessions to educate potential customers.
 - o Provide unbiased information to potential customers.

Deliverables (Workforce Training):

- Partner with community-based organizations to help identify prospective students.
- Promote training courses in coordination with MREA.
- Share promotional materials with our organizational partners.

Task 6 - Provide reports to the City of Madison.

Deliverables:

- Provide status reports quarterly.
- Provide final reports at the conclusion of the program.

Timeline - The above tasks and deliverables should be aimed to be completed within the following program schedule goals.

- Spring 2024:
 - Finalize network of partnerships
 - Initiate community outreach
 - Finalize contract(s) with vendor(s) (**Residential**)
 - Finalize grant incentive qualifying criteria (**Business**)
 - Finalize program structure and application criteria (**Backyard**)
- Summer 2024:
 - Open application period and conduct review committee review (**Backyard**)
 - Execute marketing and communications campaign, including education and outreach events and promotional activities
 - Complete community outreach
 - Begin installations (**Residential and Business**)
 - Outreach to community organizations (**Workforce Training**)
 - Coordinate with MREA to secure course instructor and solidify training dates
- Fall/Winter 2024:
 - Complete installations (**Residential and Business**)
 - Some may be completed early 2024 depending on weather, volume and/or customer scheduling or preference.
 - Issue grant incentives (**Business**)
 - Announce winners of grants (**Backyard**)
 - Begin installations (**Backyard and Business**)
 - Continued outreach to community organizations (**WF Training**)
 - Continued coordination with MREA to secure instructor and training dates (**WF Training**)
 - Secure a venue for the Workforce Training courses (**WF Training**)
 - Promote the Workforce Training program (**WF Training**)
 - Execute Workforce training courses (**WF Training**)

Fees and Payments

- The City of Madison will pay RENEW Wisconsin \$70,000 to administer and market the three 2024 MadiSUN Solar Programs. In addition, up to \$75,000 is reserved for grants and referral fees to incentivize solar projects that will be pre-approved by RENEW Wisconsin. As described above, the grants will be distributed to businesses, nonprofits, and/or affordable housing providers that are approved for their respective MadiSUN grants.
 - RENEW will reserve \$25,000 to promote renewable energy careers among communities of color, and low-income communities in the City of Madison.
 - RENEW will:

- Coordinate with MREA to provide licensed solar energy instructors for three in-person Workforce Training Courses.
- Identify approximately 25-30 students to attend each Workforce Training Course and collect students' contact information, with a particular focus on low-income individuals and people of color. Work with local community organizations like the Latino Academy of Workforce Development to promote the Workforce Training Courses to previously identified students.
- In these courses, students will:
 - Learn about the outlook for solar workers, how photovoltaic (PV) systems work, different PV system types, system components, and jobsite skills that will lead to a successful career.
- Secure facilities for Workforce Training Courses to ensure an optimal learning environment.
- The total fees for all four MadiSUN Programs in 2024 are \$170,000
- Program fees for 2025 and 2026 MadiSUN programs will be subject to annual Common Council budget approval.
- Invoices to the City of Madison will be submitted quarterly.
- In the event a project is not completed in the same calendar year as the year it was approved for a grant, RENEW will invoice the City of Madison before the end of the calendar year and hold the funds no longer than the length of the three-year contract.
- Unclaimed MadiSUN incentives (from 2024, 2025, or 2026) will be paid by RENEW Wisconsin back to the City of Madison Sustainability Fund on or before December 31, 2026. This deadline for repayment of unclaimed incentives allows for funds to be distributed for any solar projects not completed within the first three years of the contract.