

Low Income Engagement And Community Solar

PowerMarket

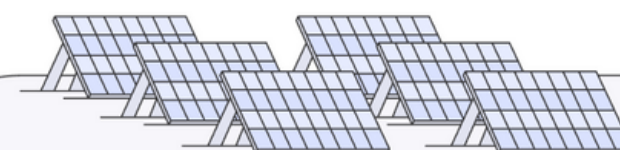
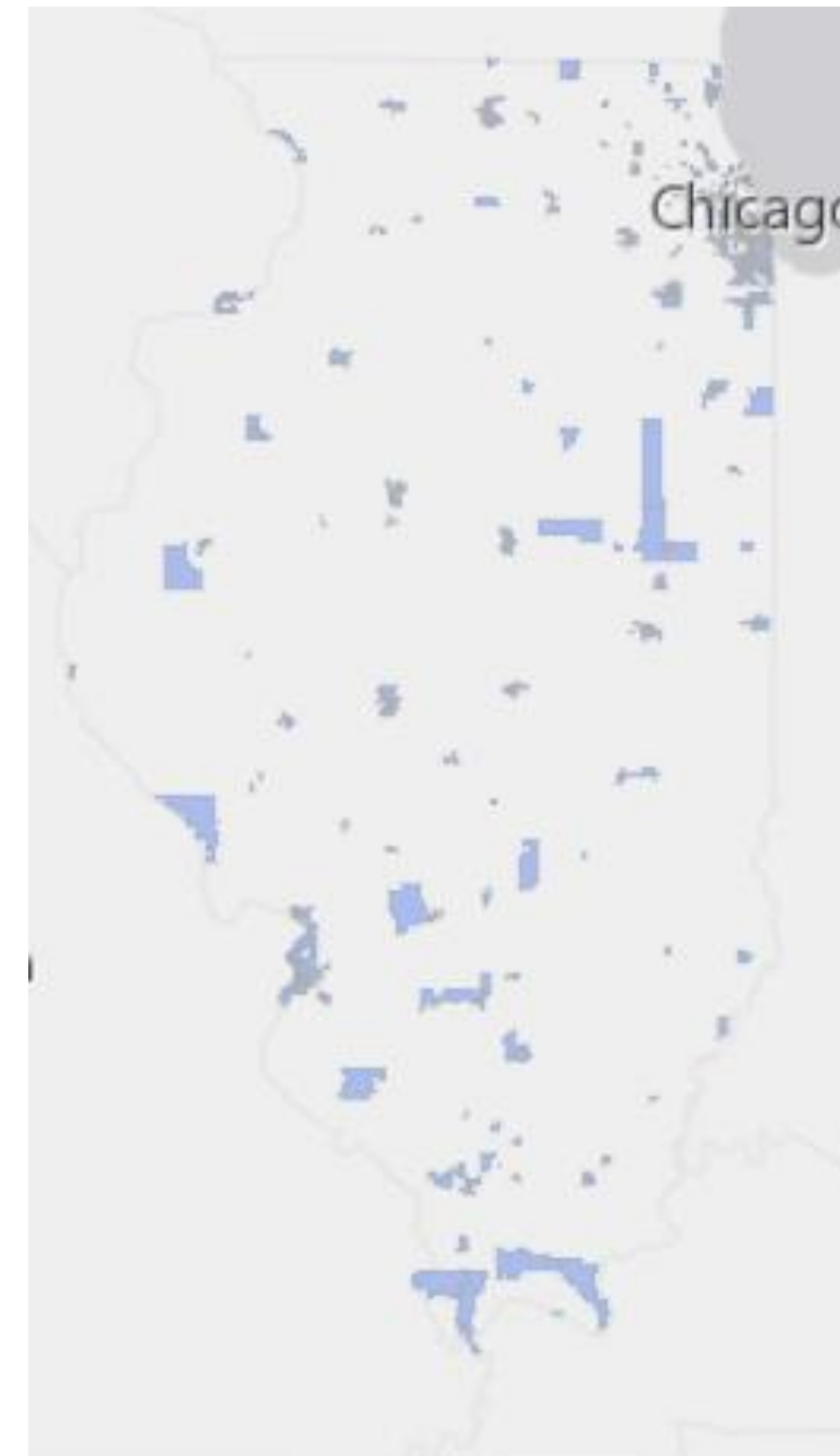


Low Income Households In Illinois

There are 1.2 to 1.5 million households in Illinois that live at 200% of the federal poverty line or lower.

That number climbs when you adjust to include households under the ALICE umbrella (80% Area Median Income).

In particular these households have seen the biggest squeeze over the last few years and pay 3x more of a percent of their household income on utilities than non low income households.

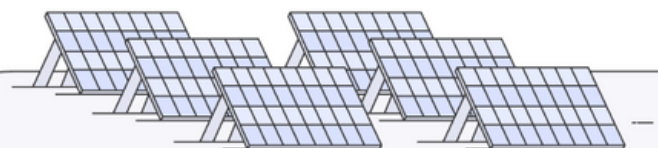


Utility Burden For Low Income Households

These households typically spend 3x more of a percent of their household income on utilities.

This financial burden creates a variety of challenges including:

- They're far more likely to fall behind on their payments
- Financial hardship during peak usage seasons
- A higher rate of disconnection notices
- Food insecurity and cuts to other spending
- Credit rating hits when overdue bills are sent to collections



LIHEAP & Budget Billing - Fixes & Challenges

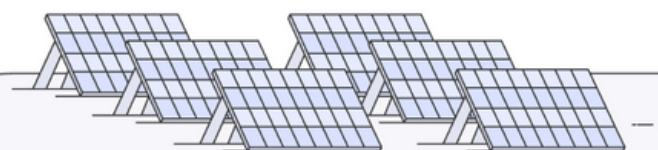
Fortunately there are programs that help.

LIHEAP provides much needed assistance to families across Illinois, but has faced challenges including:

- Only 24% of eligible households benefit from the program
- Funds in recent years have run out at fast rates leaving people without support

Budget Billing is a great resource for spreading out big spikes in energy demand, but similarly to LIHEAP it faces its own challenges including:

- Doesn't provide help if someone faces unexpected financial hardship
- Utility customers can lose access if they fall behind on their bills

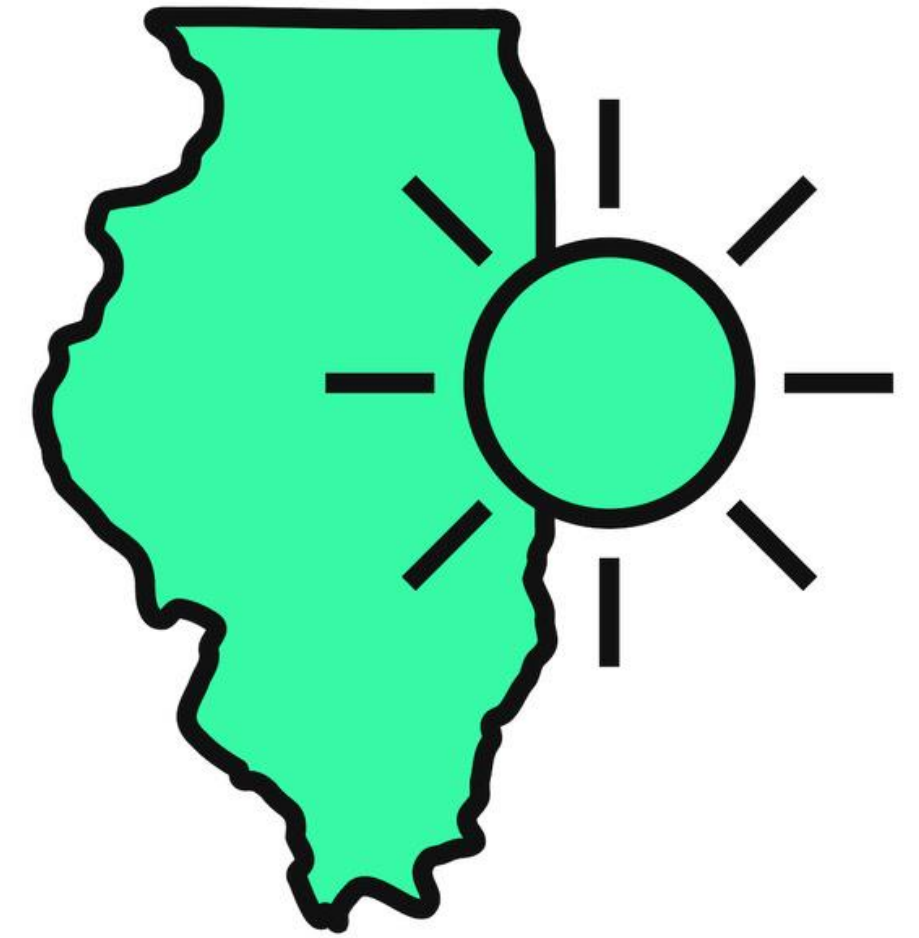


Community Solar - An Opportunity To Make an Impact

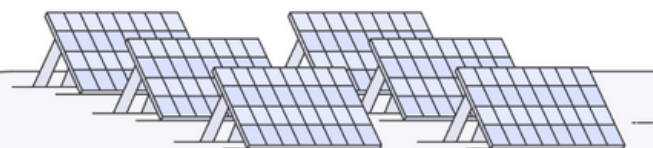
There's a huge opportunity to make a difference here.

Low income focused community solar can help:

- Spread LIHEAP funds further
- Reduce the impact of peak seasons and energy spikes
- Provide long term financial resiliency to subscribers
- Help Illinois hit its renewable energy targets
- Contribute to better health and economic outcomes

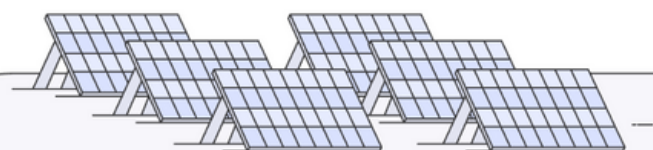
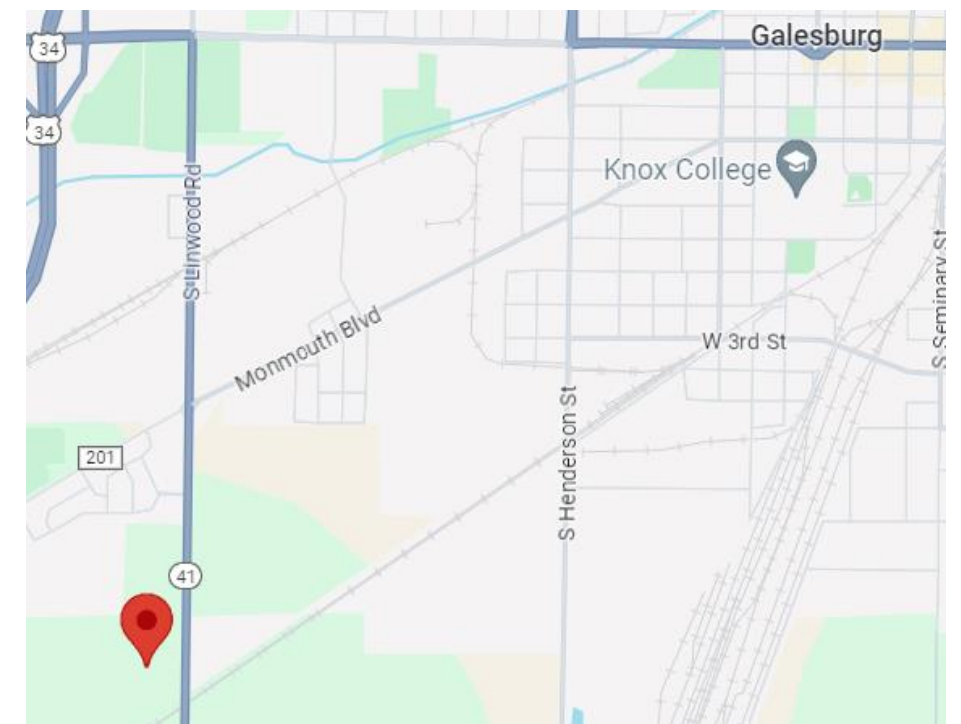
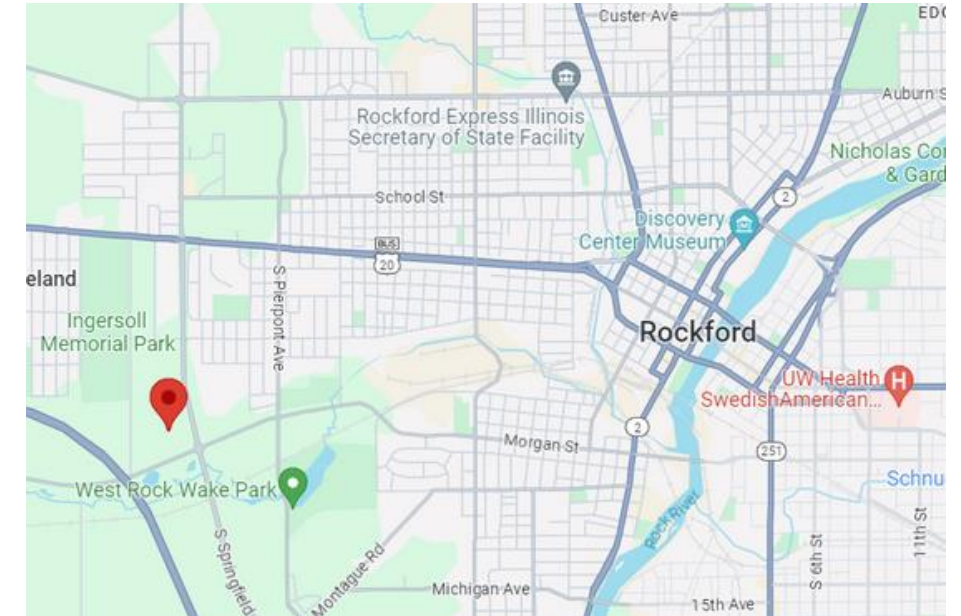


Thanks to funding through Illinois Solar For All & The IRA, there's a lot of potential to help families in need reduce their utility burden.



PowerMarket - Current Low Income Portfolio

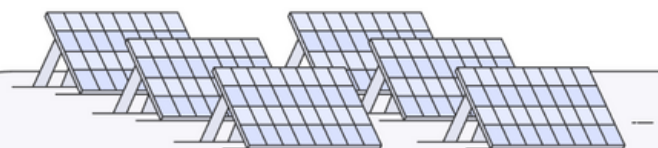
- **2 of the First Community Solar Farms to Receive IRA funding**
- **Savings:** Over 30% savings on bill credits
- **Capacity:** 9 MW across 3 farms
- **Total Annual Savings:** \$260,000
- **Number of Slots Available:** ~1,500
- **Locations:** Galesburg (6 MW) & Rockford (3 MW)
- **Utilities Available in:** Ameren & ComEd
- **Developer:** Nextera Energy
- **Live Date:** Dec 2024
- **Subscription Term:** Annual
- **Flexibility:** Option to cancel anytime with 60 days notice
- **Costs:** No enrollment or cancellation fees



Low Income Programs - Unique Challenges

The target demographics for these programs are typically:

- Underbanked
- Less tech savvy
- Less likely to have paperwork for income verification
- Haven't received meaningful engagement from community solar organization
- Have had negative interactions with alternative retail energy suppliers (ARES)



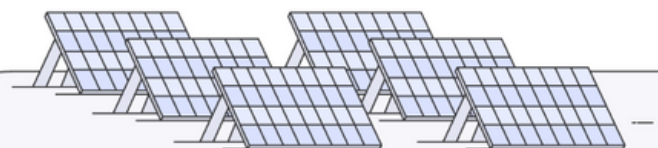
How We're Tackling These Challenges

What's working the best in our efforts is finding organizations that already provide services to low income residents.

So far we've worked with:

- Housing authorities
- Workforce development programs
- Food pantries
- Immigrant support nonprofits

Working with local organizations helps us build trust and creates better pathways to enrolling residents.

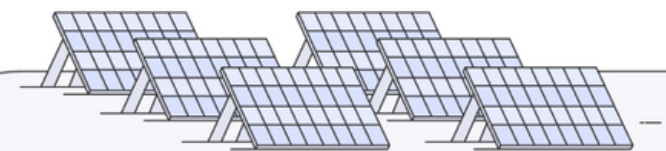


Case Study - Knox County Housing Authority

Last month we hosted two events with eligible community members at Knox County Housing Authority.

The event was hugely successful thanks to:

- Collaboration & support from the KCHA team
- We used a QR code across flyers to give residents a chance to enroll early
- We offered an incentive to residents who enrolled in the month of September
- We emphasized making it easy and assisting residents who struggled with the enrollment process

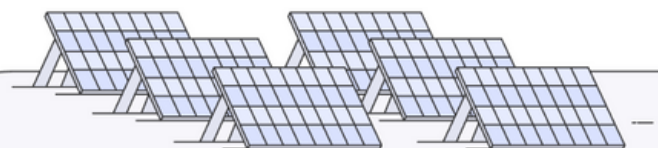


Case Study - Knox County Housing Authority

Thanks to the support from the KCHA team we've had over 100 residents opt into our community solar program.

We're estimating a combined savings of over \$13,000 for just this housing authority.

Since this event we've been able to work with 2 more housing authorities in Western Illinois, with more partnerships in the work.



Thank You

CONTACT

Ryan Libby

ryan.libby@powermarket.io

(914) 650-6295

PowerMarket

WEBSITE

<https://solutions.powermarket.io/>

