

HEAT SMART CHICAGOLAND & GROW GEO CHICAGOLAND

Air Source Heat Pump and Geothermal Bulk Purchasing
Community Programs for residents and small businesses.



Agenda:

- Who is the MREA and CUB?
- What is Heat Smart Chicagoland & Grow Geo Chicagoland?
 - Concept & Goals.
 - Consumer protection & education.
- Why these technologies?
 - Energy Efficiency.
 - State and Federal Incentives.
- How to get involved.



MREA:

The Midwest Renewable Energy Association (MREA) is a member-based non-profit that promotes energy efficiency, renewable energy, and sustainable living.

- Offers programs across the Midwest and beyond:
 - The Annual Energy Fair.
 - Renewable Energy Training.
 - Grow Solar - solar bulk purchasing programs.
 - Est. in 1990.



CUB:

The Citizen Utility Board (CUB) is a non-partisan, non-profit consumer advocacy organization that represents the interests of residential utility customers across the state of Illinois.

- Represents Illinois utility ratepayers & advocates for cheaper & cleaner energy.
- Has saved consumers more than \$20 billion by fighting proposed electricity, natural gas, and telephone rate hikes.
- Est. in 1984.



What is a Group Buy?

- The group buy concept is a model for lower prices with five common features:
 - Competitive Selection.
 - Community-led.
 - Limited time.
 - Customer education.
 - Economy of scale.
- Goals of program:
 - Provide consumer protection & education & to make electrification more affordable.
 - Establish the programs with partners and the community.



Stars represent participants since 2013

Benefits of Group Buy Programs:

- These grassroots programs allow homeowners and small businesses to come together as a community to purchase and install energy efficiency and/or renewable technologies:

Group buys help individuals overcome the financial and logistical barriers of installing solar by:

- Providing an education to inform individuals about the technologies and what to consider when making the investment.
- Creating an opportunity for those interested to participate in a volume discount through the program with tiered pricing.
- More participates means lower prices for all.



Our Guiding Principles:

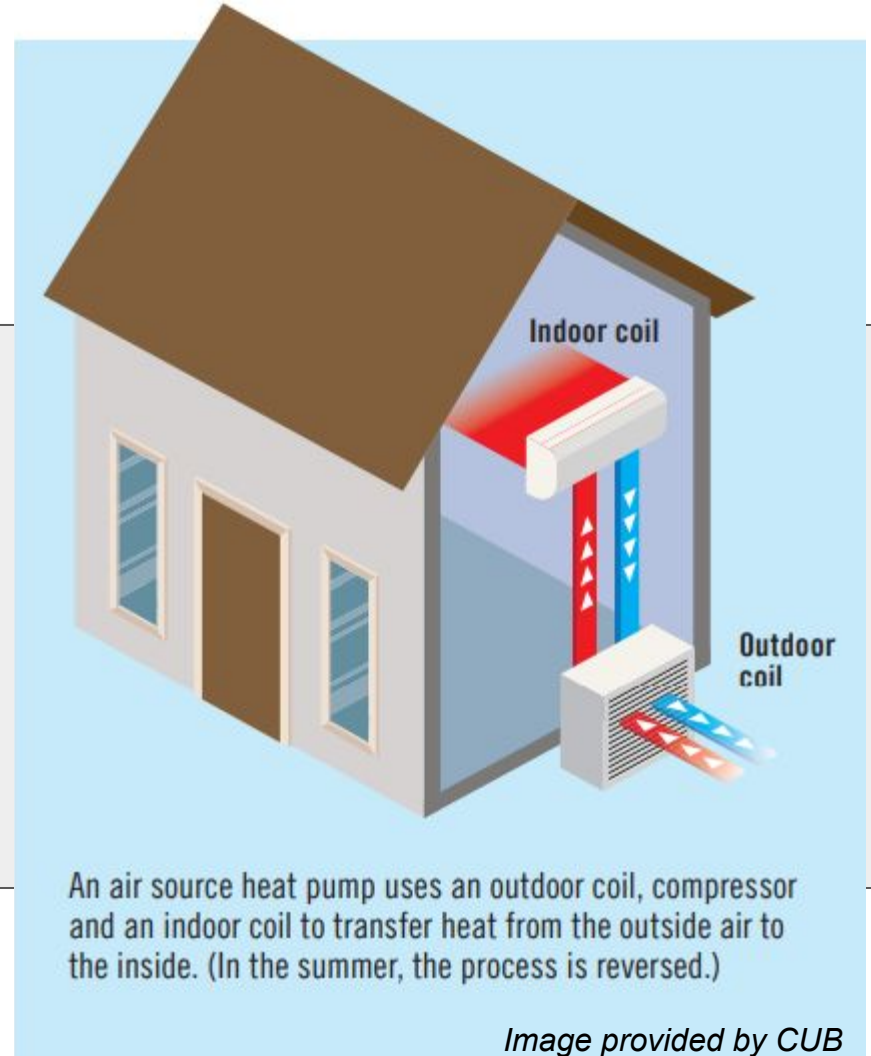


- Customers adopt energy efficient and renewable tech when their neighbors or others in close **proximity** adopt.
- The support of **municipalities and affinity groups** that advocate for these technologies lead to more installs in a given area.
- **Education** is the first step to making informed decisions.



Air Source Heat Pumps:

- **How it Works:** An air source heat pump transfers heat rather than generating it, making it an efficient way to heat and cool buildings.
 - Most cost-effective in an all-electric building.



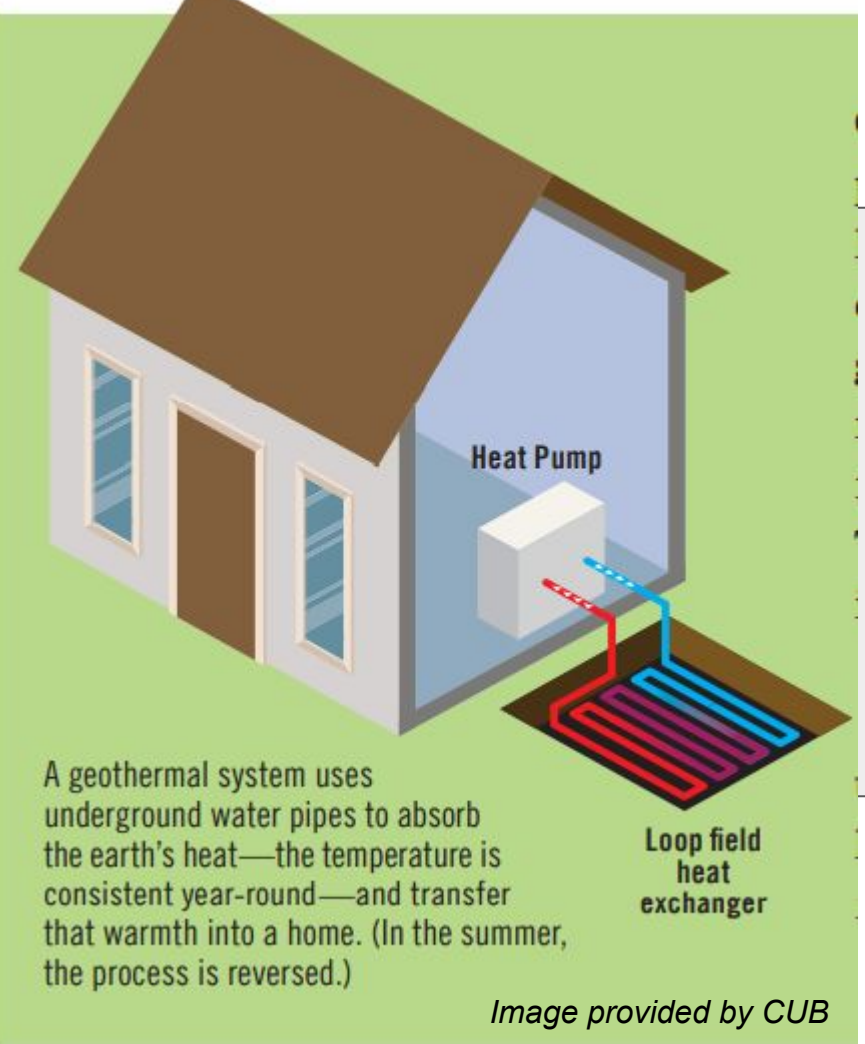
Air Source Heat Pumps:

- **Utility and Federal Incentives:**
 - ComEd: Verified equipment could be eligible up to \$2000 discount.
 - Federal: Qualified air source heat pumps can receive a 30% tax credit up to \$2000 and up to an \$8,000 rebate for low and moderate income homeowners.



Geothermal:

- **How it works:** Geothermal systems draw thermal energy from the ground to heat and cool buildings making it a highly efficient system.
 - Most efficient in an all-electric building.



Geothermal:

- **State and Federal Incentives:**
 - ComEd: ComEd offers up to \$9000 per home if contractor is in the ComEd EESP network and if the system receives pre-approval.
 - Federal: Inflation Reduction Act includes a 30% federal tax credit for geothermal systems and also an additional tax credit up to \$2000.



Solar:

- **Results since 2019:**
 - Educated 2,542 residents at 141 Solar Power Hours.
 - Installed 2,026.28 kW on 280 properties throughout Chicagoland area.
- **State and Federal Incentives:**
 - State: SREC program
 - Federal: 30% tax credit



Stay Tuned for 2023: Solar Switch Chicagoland:



General Program Schedule:

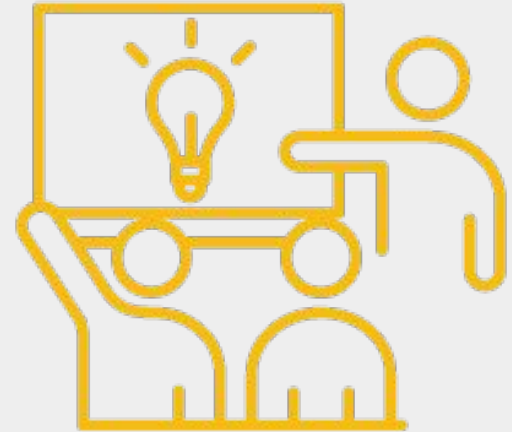


Phase 1: Planning (8+ weeks): Nov 2022- Mar 2023

1. Identify local partners and Advisory Committee.
2. Select installer(s).
3. Schedule outreach sessions & train local presenter.
4. Develop brand.

Phase 2: Execution: (16-32 weeks): Apr - Nov 2023

5. Deliver outreach sessions.
6. Document and promote progress.
7. Ongoing press and promotions.
8. Install systems.



How to Get Involved:

- Endorsing the program is as easy as providing your logo.
- Can take that support further by:
 - Joining the Advisory Committee.
 - Hosting and promoting an educational presentation - Power Hour.
 - Sharing the program to your residents.

Learn more at:

www.GrowGeo.org

www.HeatSmart.Community.org (Pending)

Reach out at:

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