

RESOLUTION NO. 2017-\_\_\_\_\_

A RESOLUTION APPROVING \$75,000 IN FUNDING TO SUPPORT THE FLORIDA SOLAR UNITED NEIGHBORHOODS PROGRAM, WHICH PROMOTES CO-OPERATIVE INSTALLATION OF RENEWABLE ENERGY IN ST. PETERSBURG; APPROVING \$300,000 IN FUNDING TO SUPPORT THE SOLAR AND ENERGY LOAN FUND (“SELF”) PROGRAM, WHICH PROVIDES UNDERSERVED COMMUNITIES WITH FINANCING OPTIONS FOR ENERGY CONSERVATION AND EFFICIENCY, RENEWABLE ENERGY, WIND-HAZARD MITIGATION, WATER QUALITY, AND OTHER RESILIENCY FEATURES; APPROVING A SUPPLEMENTAL APPROPRIATION FROM REMAINING BP SETTLEMENT FUNDS TO PROVIDE SUCH FUNDING; REQUESTING CITY STAFF NEGOTIATE AND PREPARE AGREEMENTS TO PROVIDE SUCH FUNDING; REQUESTING CITY STAFF TO ASSIST SELF IN IDENTIFYING AN APPROPRIATE FACILITY FOR USE AS AN OFFICE AND, IF SUCH FACILITY IS OWNED BY THE CITY, REQUESTING CITY STAFF NEGOTIATE AND PREPARE AN AGREEMENT FOR OCCUPANCY AND USE OF THAT FACILITY BY SELF; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City’s Sustainability Core Values are community collaboration and partnerships, creativity and quality outcomes, cost effective economics, environmental stewardship, and leadership in innovation; and

**WHEREAS**, the City’s Sustainability Goals include a 100% clean energy transition, protection and enhancement of natural systems and preserves, sustainable built environment practices, improvement of our local economy, and a Healthy St. Pete; and

**WHEREAS**, the League of Women Voters of the St. Petersburg Area (the “League”), in partnership with national non-profit Community Power Network, established the Florida Solar United Neighborhoods (“FL SUN”) program to help communities learn about solar and use a purchasing co-operative model to achieve discounts by purchasing solar through a competitive bulk-purchasing process; and

**WHEREAS**, in July 2016, a FL SUN pilot program was established in St. Petersburg and, in six months, it enrolled 230 co-op member households and contracted 55 individual home installations, averaging 7 KW per system; and

**WHEREAS**, the League has requested the City provide \$75,000 to help fund a dedicated, full-time staff member to coordinate FL SUN in St. Petersburg, along with program materials, advertising, and other overhead costs; and

**WHEREAS**, the Solar and Energy Loan Fund (“SELF”) is a -profit Community Development Financial Institution (“CDFI”) that provides unsecured microloans, at below market rate, to allow low-income, low-wealth, and other disadvantaged people to access financing for projects related to energy conservation, renewable energy, wind hazard mitigation, water conservation, disability, and water quality, including private sewer laterals; and

**WHEREAS**, SELF has requested that the City provide \$100,000 a year for three years, along with office space, to help establish a local SELF office with a full-time staff member responsible for lending activities in the City, with a goal of achieving an annual average of \$1 million in lending; and

**WHEREAS**, the City received a net amount of approximately \$6.5 million from settlement of the 2010 Deepwater Horizon oil spill in the Gulf of Mexico (the “BP Settlement”); and

**WHEREAS**, the Energy, Natural Resources & Sustainability Committee of City Council (“ENRS”) met on June 15, 2017, and voted to recommend the use of \$375,000 of the remaining BP Settlement funds to provide the funding requested by the League and SELF; and

**WHEREAS**, City Council desires to approve the use of BP Settlement funds recommended by ENRS; and

**WHEREAS**, City Council also desires to help SELF secure office space at a facility in St. Petersburg, with preference given to the City's new Financial Empowerment Center, given the complementary nature of the programs envisioned for that facility and the lending program proposed by SELF.

**NOW THEREFORE, BE IT RESOLVED** that the City Council of the City of St. Petersburg, Florida, hereby approves ENRS' recommendation to use a total of \$375,000 in remaining BP Settlement funds to provide \$75,000 to support the FL SUN program and \$300,000 over a three-year period to support SELF, with all such funding subject to agreements to be approved by City Council.

**BE IT FURTHER RESOLVED** that the City Council hereby requests that City staff negotiate and prepare agreements for such funding and present those agreements to City Council for consideration and approval.

**BE IT FURTHER RESOLVED** that the City Council hereby approves the following supplemental appropriation for FY17 from the unappropriated fund balance of the General Fund (0001), BP Settlement Funds:

General Fund (0001)	
<hr/>	
Mayor's Office (0001-020)	\$375,000

**BE IT FURTHER RESOLVED** that the City Council hereby requests that City staff assist SELF in identifying a facility in St. Petersburg that can be used by SELF as its local office, with preference given to the City's new Financial Empowerment Center.

**BE IT FURTHER RESOLVED** that the City Council hereby requests that, if such office space is located in a City-owned facility, City staff also negotiate and prepare a lease agreement, use agreement, or other form of agreement with SELF for the occupancy and use of that office space and present that agreement to City Council for consideration and approval.

This resolution will become effective immediately upon adoption.

Approved as to form and content:

  
City Attorney (Designee)

  
Budget



**MEMORANDUM**  
**City of St. Petersburg City Council**  
**Meeting of August 3, 2017**

**To:** The Honorable Darden Rice, Chair and Members of City Council

**Date:** July 21, 2017

**Subject:** A RESOLUTION APPROVING \$75,000 IN FUNDING TO SUPPORT THE FLORIDA SOLAR UNITED NEIGHBORHOODS PROGRAM, WHICH PROMOTES COOPERATIVE INSTALLATION OF RENEWABLE ENERGY IN ST. PETERSBURG; APPROVING \$300,000 IN FUNDING TO SUPPORT THE SOLAR AND ENERGY LOAN FUND (“SELF”) PROGRAM, WHICH PROVIDES UNDERSERVED COMMUNITIES WITH FINANCING OPTIONS FOR ENERGY CONSERVATION AND EFFICIENCY, RENEWABLE ENERGY, WIND-HAZARD MITIGATION, WATER QUALITY, AND OTHER RESILIENCY FEATURES; APPROVING A SUPPLEMENTAL APPROPRIATION FROM REMAINING BP SETTLEMENT FUNDS TO PROVIDE SUCH FUNDING; REQUESTING CITY STAFF NEGOTIATE AND PREPARE AGREE-MENTS TO PROVIDE SUCH FUNDING; REQUESTING CITY STAFF TO ASSIST SELF IN IDENTIFYING AN APPROPRIATE FACILITY FOR USE AS AN OFFICE AND, IF SUCH FACILITY IS OWNED BY THE CITY, REQUESTING CITY STAFF NEGOTIATE AND PREPARE AN AGREEMENT FOR OCCUPANCY AND USE OF THAT FACILITY BY SELF; AND PROVIDING AN EFFECTIVE DATE..

**Proposal Overview**

Based on Florida Solar United Neighborhoods Program (FL SUN) in partnership with the Community Power Network (CPN) and the League of Women Voters (LWV) using a national model for solar co- ops, along with the city’s goal of structuring optional financial opportunities for home improvements for energy efficiency, weatherization, renewable energy and potentially sewer lateral improvements, the following proposal **requests \$375,000** of the BP Settlement Funds to enable the startup of a multi-collaborator framework that will position homeowners to implement structural improvements while expediting momentum for achieving city sustainable goals.

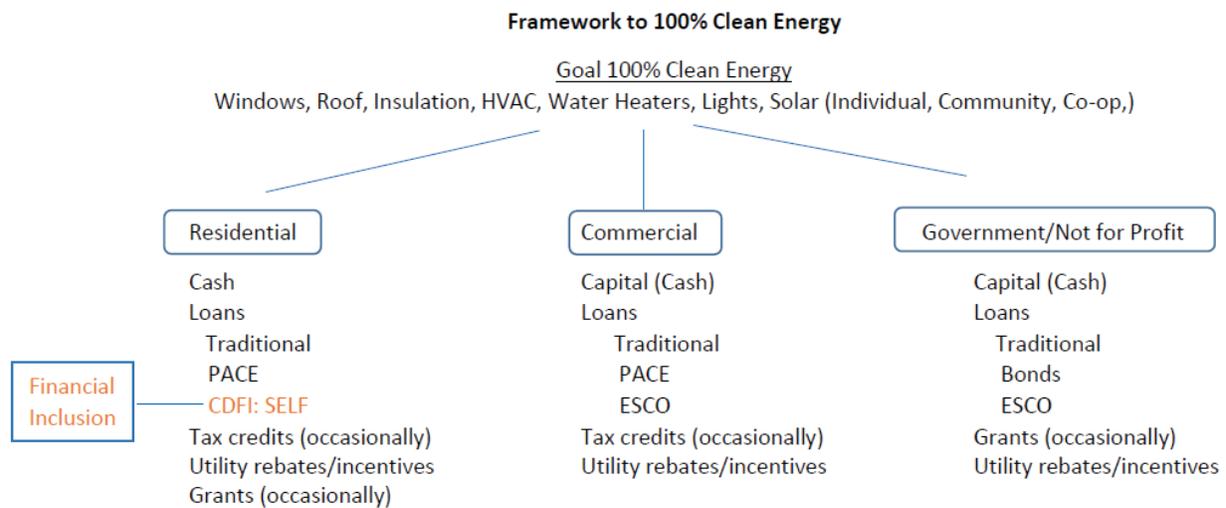
Use of the BP Settlement funds is justified by the direct relationship to increasing energy independence in St. Petersburg. The framework provides for the development of a sustainable, community-based solution that facilitates a multi-year plan to move toward 100% clean energy. Partnering and collaborating within the proposed framework provides services and products that will provide the necessary momentum to achieve our ambitious goal of 100% Clean Energy. It is intended that this system that will be in place for several years, eventually becoming self-sufficient as tools and programs are established with the community.

**Draft Collaboration Framework**

To meet the city’s 100% clean energy , infrastructure improvements such as window, insulation and HVAC upgrades, as well as substantially increased renewable energy installations such as solar, will be required as appropriate and feasible throughout the city. Such improvements need financial investment and the avenues to generate the monies varies on the owner of the structure.

The framework below lists the three main categories of infrastructure owners (residential, commercial and government/not for profit), as well as the different sources of funding that exists for each. This proposal focuses on providing resources to three specific areas of this framework which is seen as important steps to realize the City’s clean energy goal. The first request is to provide \$75,000 to the FL SUN Program to allow CPN to hire a full-time staff that will exclusively focus on growing the successful residential solar co-op program and community solar project(s). The second request is an investment of \$100,000 for 3 years (\$300,000 total) to allow The Solar and Energy Loan Fund (SELF), a Community Development Financial Institution (CDFI) certified program, to establish a person to head up and establish this residential credit program.

The Financial Empowerment Center is included in the framework because of the linkages to the S.E.L.F. program, should it move forward, requires space for staff, includes a credit establishment aspect for LMI clients, and for other potential linkages that could come from such co-location.



Elected officials and the community deserve justification for providing seed funding for the main non-profit organizations (LWV & SELF) within the proposed framework. Below is a table summarizing the requested funding. The following sections provide more details about each of the programs and the benefits they bring to the City of St. Petersburg.

**Proposal Funding Allocations**

Funding Recipient	Amount	Services/Products	Other Potential Funding
League of Women Voters	\$75,000	FT Staff, program materials, advertising, overhead	Solar Community Challenge, Pinellas County Commission
S.E.L.F.	\$300,000	FT local staff, office and set up for 3 years – project management & financing for energy efficiency, weatherization, roof repair/replacement, disability products, sewer lateral replacement	Pinellas County, Clearwater, Largo, Other Pinellas cities

**Collaborator Summaries**

League of Women Voters (LWV)

The LWV is a long-time established organization in the nation and locally in St. Petersburg. The national organization and recent St. Petersburg solar co-op bring experience and proven success in promoting and

implementing solar projects. LWV of the St Petersburg Area seeks to partner with the City to further the City's sustainability goals, improve the health of the community and empower citizens to pursue energy independence. The League has partnered with Community Power Network (CPN), a not for profit national organization that helps communities achieve energy independence through the development of solar co-ops, to create FLSUN (Florida Solar United Neighborhoods). Solar co-ops bring affordable green energy by allowing co-op members to buy in bulk through a competitive process. By purchasing solar as a group, up to 20% can be saved off the cost of a residential solar system.

The League piloted this program in 2015 in Orlando with great success. It subsequently joined CPN in order to roll out the concept across Florida. In July, 2016, **St Petersburg was the first co-op** launched under the new program. In six months, it enrolled 230 co-op member households and contracted 55 individual home installs, averaging 7 KW per system. One of the key barriers to additional installations in the first co-op was financing options. The proposed framework will reduce those barriers.

Since that time, LWV has launched 6 co-ops across the state, with 12 more scheduled to launch in the next several months, six of which are in the Miami Dade geography, and two in the Tampa Bay region. Orlando LWV has launched three successive co-ops, with each delivering an increasing membership, 80, 160, and 550, demonstrating the demand for residential solar by our Florida communities and the importance of sustained effort. LWV has experienced significant demand for a second St Pete co-op.

To meet demand, LWV seeks to develop a full time program to focus exclusively on the development of St Petersburg solar co-ops and solar installations. In addition to increasing solar installations, LWV seeks to secure a funding mechanism to support solar and energy conservation installations on low and middle income homes in St Pete, and to explore the establishment of local hiring and training programs. LWV has a goal to install solar on 100-200 additional homes and commercial buildings across St Petersburg over a 12 month interval, and lay the groundwork for further exponential growth in solar installs. Thus, they seek the support of the City a full-time person to help lay this ground work and establish the program. Furthermore, there is a community solar aspect to the FTE work with more detail to come. Additionally, if benefits to LMI households are maximized, chances increase for winning the \$500,000 prize for the best team in the Solar in Your Community Challenge.

#### Solar and Energy Loan Fund (S.E.L.F.)

Community Development Financial Institutions (CDFI) are private financial institutions that are 100% dedicated to delivering 100% responsible, affordable lending to help low-income, low-wealth and other disadvantaged people. SELF is a mission-driven CDFI certified Florida non-profit community lending organization that provides favorable financing for assorted home improvements that can help save on operating costs, increase equity, improve hurricane resistance, and enhance livability. The organization's mission drives a focus on low and middle income community residents, and includes low interest financing, credit rehabilitation, energy audits, project selection based on family priorities and home needs, and vendor oversight. As an additional benefit, the non-profit CDFI does not require an agreement with the city and the tax assessor.

More specifically, SELF provides unsecured microloans, at below market rate, for the following types of home improvement projects:

1. Energy conservation and efficiency (e.g., weatherization, high-efficiency A/C, LED lights);
2. Renewable energy (e.g., solar water heaters, solar A/C, solar PV, and solar attic fans);
3. Wind-hazard mitigation (e.g., roofs, windows, doors, and hurricane shutters);
4. Water conservation (e.g., low-flow irrigation systems and rain barrels);
5. Water quality (e.g., septic tank conservations and upgrades to private sewer laterals)
6. Disability Products (e.g., wheelchair ramps and walk-in showers).
7. Help clients establish credit

The non-profit aspect of the financing includes the ability to responsibly reach a different, low-income demographic with project management of home improvements being directly overseen by the non-profit. The approach includes an environmental, social, and economic aspect as the investors in the non-profit CDFI are largely organizations that are interested in investing because there is a social component included. An RFQ process may want to be discussed as this would enable other CDFIs like the Tampa Bay Black Business Investment Corp to consider positioning for a similar partnership and seed funding, although initial research shows that other CDFI's do not have the energy efficiency or project management approach experience.

### PACE

Property Assessed Clean Energy (PACE) model is a mechanism for financing energy efficiency and renewable energy improvements on private property. It allows a property owner to implement improvements without a large up-front cash payment. Property owners voluntarily choose to join the program and payback the investment costs through property assessments over a 10-20 year period. The PACE program is for-profit and depends on contractors for sales and project management rather than in-house counseling and guidance practiced by SELF. It complements the CDFI program by offering improvement services to residential and commercial owners that are mid-income. The PACE model depends on contractors to communicate offers to homeowners and usually maintains consumer protections as a way to manage outreach and contractor issues which is different from the project management approach of S.E.L.F. where staff vet and guide clients individually.

Also, because PACE financing payments are collected by the property appraiser, Florida law requires a PACE provider to obtain the City's permission before providing financing within City limits. As a result, the City would enter into an agreement with each selected PACE provider to establish terms for that provider's activities within the City, consumer protection standards, etc.

Ideally, it is proposed to set up in St. Petersburg an open market structure with 2-4 PACE providers in place, consistent with the Pinellas County PACE approach. This structure provides a needed link to parts of the market not covered by traditional bank or SELF financing. The city continues to work with Pinellas County on getting its first PACE provider in place ASAP or no later than the timing of rolling out the proposed collaborator structure.

### **Next Steps/Proposed Schedule**

In addition to steps below, grant, foundation, and regional partner funding sources will be solicited.

1. Present ENRS recommendation of approval to City Council (August 2017)
2. Draft partnership and grant agreements as well as real estate agreement as-needed
3. PACE agreement to City Council (August/September 2017)
  - County program may now cover city – breaking news June 2017; not final
4. SELF hires local FT staff (August/September 2017)
5. LWV/CPN hires FT staff (August/September 2017)
6. PACE + SELF up January 2018
7. Co-op sign up ready (January/February 2018)

### **Backup Information**

The following three documents are included:

- FL SUN Solar Co-op Partnership Proposal
- LWV solar co-op impact assessment
- SELF/St. Pete Proposal

## **City of St Petersburg Solar Co-Op Partnership Proposal**

### **Executive Summary**

The City of St Pete has established significant investment and a strong foundation in its identity as a *green city*, achieving its recent 3 star community baseline rating, with a focus on an integrated sustainability action plan, a commitment to 100% renewal energy (Ready for 100) and its resilience planning program.

The League of Women Voters of the St Pete Area and Florida seeks to partner with the City to further the City's sustainability goals, to improve the health of the community and to empower citizens to pursue energy independence.

The League has partnered with Community Power Network (CPN), a not for profit national organization that helps communities achieve energy independence through the development of solar co-ops, to create FLSUN (Florida Solar United Neighborhoods). The League piloted this program in 2015 in Orlando with great success. It subsequently joined CPN in order to roll out the concept across Florida.

In July, 2016, St Pete was the first co-op launched under the new program. In six months, it enrolled 230 co-op member households and contracted 55 individual home installs, averaging 7 KW per system. Installed KWs ranged from 3 to 15 per household, and the cost per KW averaged \$2.50.

Since that time, we have launched nine more co-ops across the state, from central Miami to the Space Coast. Over the next several months, nine more co-ops will launch around the state, two of which are in the Miami Dade geography, and two are in the Tampa Bay region, including Hillsborough and North Pinellas. Orlando has launched three successive co-ops, with each delivering an increasing membership, 80, 160, and 550 respectively, demonstrating the demand for residual solar by our Florida communities and the importance of sustained effort. The League has experienced significant demand for a second St Pete co-op.

In order to further the shared goals of the City and the League to increase our community's energy independence, the League seeks to develop a full time program to focus exclusively on the development of St Pete solar co-ops and solar installations, to work to secure a funding mechanism to support solar and energy conservation installations on low and middle income homes in St Pete, and to explore the establishment of local hiring and training programs. We expect to outfit solar on 100-200 additional homes and commercial buildings across St Pete over a 12 month interval, and lay the groundwork for further exponential growth in solar installs.

### ***The League requests a one year, one time, grant for \$75,000.***

This money would be used to fund a full time executive director, office space from which to operate and associated training and employment costs. The League will cover all other operational costs. The executive director would report to the Community Power Network.

### **Benefits**

- Homeowners will realize a return on their investment over 7 -10 years
  - St Pete will reduce its carbon emissions; an average installation equates to taking about 1.25 cars off the road (about 16,000 lbs carbon), an impact which would take about 24 trees to offset.
  - The City engages its citizens as partners and champions in its goal to pursue energy independence and drives demand up in its communities
  - These efforts will continue to deepen the development of a marketplace and funding mechanism that drives cost down, facilitates industry competition, and creates the opportunity for work training and hiring programs through collaborations with our local technical institutions.
  - Provides the city with a locally installed committed resource with technical expertise to address community inquiries and concerns and to educate and engage the citizenry.
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## **Partner Profile**

### **League of Women Votes of Florida, LWVF, (and the St Pete Area, LWVSPA)**

The Florida League of Women Voters, a not for profit organization, was incorporated in 1937, with the St Pete League as one of its founding member groups, and is now a grassroots, nonpartisan volunteer organization with 36 chapters across the state. While best known for its success in election protection and fair districting, the League has worked on sustainability and energy issues for decades. Because of the interest of its membership in environmental issues, the League was the number one organization for citizen petitions gathered to put Amendment One; The Water, Land and Legacy initiative on the ballot. The League's Speaker Corps spoke to over 21,000 citizens and helped generate a 76% percent passage rate for the amendment. Almost every League has a Natural Resources Committee, and many Leagues participate in this initiative. The St Pete League was the first FL League to open a solar co-op. It partnered with the Suncoast Sierra Club with great success, and was endorsed by the Mayor Kriseman and City Council.

### **FL Sun**

FL SUN (Florida Solar United Neighborhoods) is the product of collaboration between its parent organizations: Community Power Network and the Florida League of Women Voters, and is the entity that houses the Florida solar co-op programs. Community Power Network is its umbrella organization.

### **Community Power Network**

Community Power Network (CPN) is a national nonprofit 5013c organization. Located in Washington, D.C., where it originated in 20017, CPN is dedicated to helping communities implement renewable energy projects. With deep technical expertise in solar energy and experience implementing solar co-ops across many diverse communities, CPN helps communities gain the tools and expertise necessary to start their own renewable energy projects. CPN operates in six states as Solar United Neighborhood (SUN) programs: DC SUN, MD SUN, VA SUN, and WV SUN, OH SUN & FL SUN. Since scaling up co-op implementation in 2013, CPN has launched 80 co-ops across those six states, leading to:

Over 10,500 homeowners educated on solar	1500 homeowners installing solar
10.45 MW of installed solar capacity	\$27M in solar investments
\$5.2 M in savings for co-op members	332,000,000 lbs of CO2 emissions avoided

### **Suncoast Sierra Club**

The Sierra Club is a national organization dedicated to enjoying, exploring and protecting the planet. It is the oldest, largest and most influential grassroots environmental organization in the United States. The local Suncoast group organizes and participates in environmental education, outdoor adventures and local environmental activities. They lobby at the local and state level to further pro-environmental policy and legislation and work actively on local conservation issues. The Suncoast Sierra Club partnered with the League of Women Voters of Florida and the St Pete Area in the first St Pete solar co-op and was an instrumental partner in its success.

Contact  
Julie Kessel, MD  
Director, LWVF  
813-351-0518  
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## FL SUN: Taking St Pete Communities Solar with Neighborhood Solar Co-ops



### Executive Summary

With the goal of making Florida the national leader in solar installations, [Community Power Network](#) (CPN) and the [Florida League of Women Voters](#) (The League) have teamed up to launch **Florida Solar United Neighborhoods (FL SUN)**. This nonprofit program helps communities learn about solar and purchase solar affordably by using the principle of volume purchasing to achieve substantial discounts not available when individuals purchase solar independently.

By using a purchasing co-op model, homeowners become part of a community group, get access to solar at a significant discount, and learn about solar technology, policy, and markets. This gives them the tools and confidence to harness the power of Florida's most abundant resource (the sun) and to advocate for stronger solar policies. **FL SUN's ultimate goal is to spread solar throughout Florida, providing Florida families with the ability to reduce their monthly utility costs and achieve measurable energy independence.**

A key added benefit of this program is its role in strengthening Florida's solar industry, which is currently less robust than in many other states. In helping families across Florida go solar, FL

SUN's solar co-ops increase demand for local solar jobs. By helping to create a sustainable pipeline of new solar jobs in our state, FL SUN encourages industry growth and local economic development.

CPN is a national 501(c)(3) nonprofit organization that supports communities across the country who want to go solar and become more energy-independent. We are building a vibrant clean energy movement by empowering people to join together, go solar, and fight for their energy rights. CPN has successful programs in six states, including Florida. Each of CPN's state programs is led by a State Director, who implements solar co-ops and leads solar advocacy initiatives state-wide. CPN's headquarters are in Washington DC, where the organization maintains staff that provide technical expertise to each state program in support of the State Directors.

The Florida League, an historic grassroots volunteer organization with thousands of members in Florida, is one of the largest and most active Leagues in the country. The League is well known and well respected among civic advocacy groups in the state. It has 30 active chapters across Florida with a vast array of coalition partners and strong media relationships cultivated over 70 years of advocacy and civic leadership.

In 2015, CPN piloted two extremely successful solar co-ops in the Orlando area. Since formally launching FL SUN in June 2016, in partnership with the League, we have seen great success. Since June, FL SUN has launched three solar co-ops (in St. Petersburg, Orlando, and along Space Coast), educated nearly 1,600 homeowners about solar at in-person information sessions or online education campaigns, built an email list of over 2,000 solar supporters, and was covered [over 50 times in local media](#). We have groups across the state now clamoring to start their own solar co-ops, and a full project pipeline for the next year. **And, we're excited by the possibility to expand to Pinellas County!**

## Mission

**FL SUN's mission is to spread solar throughout Florida, providing Florida families with the ability to reduce their monthly utility costs and achieve measurable energy independence.**

Working closely with homeowners, community groups, faith groups, municipalities, and nonprofits, we will accelerate solar adoption rates across the state. Our co-ops make solar affordable and accessible. We provide technical expertise and one-on-one assistance to enable residents to navigate the decision-making process more quickly, and our co-ops reduce prices significantly, which allows more people to benefit from solar power. Through this process, we are helping to transform Florida's energy economy into one with a much higher proportion of renewable and independent energy sources.

## Proposal

With the launch of FL SUN, the hiring of a state director, and the organizing power of the League, citizens across Florida now have affordable solar power, reduced energy bills, and measurable energy independence within their reach.

FL SUN is seeking **\$75,000** over the next year to hire a **dedicated St Pete Solar Co-op Coordinator to implement solar co-ops in St Pete Communities.**

## Background and Structure

FL SUN is supported by its parent organizations: Community Power Network, a national

nonprofit dedicated to helping communities implement renewable energy projects, and the Florida League of Women Voters, the state program partner.

### **About Community Power Network (CPN)**

CPN has its roots in Washington, DC, where the organization started as a neighborhood solar co-op in 2007. CPN is now a national 501(c)(3) nonprofit organization that supports communities across the country who want to go solar and become more energy-independent. We are building a vibrant clean energy movement by empowering people to join together, go solar, and fight for their energy rights. CPN operates six state Solar United Neighborhood (SUN) programs: [DC SUN](#), [MD SUN](#), [VA SUN](#), [WV SUN](#), [OH SUN](#) & [FL SUN](#). Each facilitates co-ops and promotes solar throughout its state.

Since scaling up co-op implementation in 2013, CPN has launched 80 co-ops across six states. This has led to:

- Over 10,500 homeowners educated on solar
- 1,500 homeowners going solar
- 10.45 MW of installed solar capacity
- \$27M in solar investments
- \$5.2M in savings for co-op members
- 332,000,000 lbs. of CO2 emissions avoided

With deep technical expertise in solar and experience implementing solar co-ops across many diverse communities, CPN helps communities gain the tools and expertise necessary to start their own renewable energy projects. CPN serves as the umbrella organization for FL SUN and provides significant support to the FL SUN Program Director as they launch solar co-ops throughout the state.

### **About the Florida League of Women Voters (The League)**

The Florida League of Women Voters was started in 1937, and is now a grassroots, nonpartisan volunteer organization with 30 chapters across the state. While best known for its success in election protection and fair districting, the League has worked on sustainability and energy issues for decades. Because of the interest of its membership in environmental issues, the League was the number one organization for citizen petitions gathered to put Amendment One; The Water, Land and Legacy initiative on the ballot. The League's Speaker Corps spoke to over 21,000 citizens and helped generate a 76% percent passage rate for the amendment. Almost every League has a Natural Resources Committee, and already several Leagues have asked to participate in this initiative.

### **How FL SUN Operates**

FL SUN is wholly owned by CPN and the FL SUN State Program Director is responsible for implementing the FL SUN program in the state. The Director role is a senior position, staffed by Angela DeMonbruen, an experienced Director with extensive community organizing experience. Angela implements solar co-ops throughout the state, as well as conducts extensive communications, outreach, press, and trainings around the solar co-op model, with the goal of scaling up their impact and reach. She also builds out the online web infrastructure for the FL SUN website, to provide in-depth information on solar basics, as well as serve as an invaluable resource and forum for policy discussions and citizen engagement. Angela also receives extensive support from CPN headquarters from the CPN Communications Manager, Development Director, two Solar Co-op staffers, and CPN's Chief of Staff and Executive Director. FL SUN also uses CPN's CRM customer database, advocacy tools, website infrastructure, and back-end technical use.

As it does in other states, FL SUN has formed an advisory board to help with planning and prioritizing implementation of the program. To-date CPN has implemented state SUN programs in six states using this organizational structure, and has facilitated over 1,500 solar installations and 10.45 MW of solar capacity.

FL SUN's biggest role is to help communities organize neighborhood solar co-ops. Similar to buying in bulk, neighborhood solar cooperatives (co-ops) are groups of neighbors that go solar together and get a discount— making solar more affordable and accessible.

The Florida League is the statewide program partner for the program, providing support in organizing community and public forums to help introduce the co-op program and help explain the solar industry. The FL SUN Program Director works with local League of Women Voter chapters, as well as other organizations, such as HOAs, congregations, municipalities, and more to:

1. Help communities form solar co-ops.
2. Provide technical assistance to co-op members as they go solar
3. Provide support and troubleshooting should co-op members encounter problems with their installer, or local or state regulations.
4. Build a broad base of solar supporters who are ready to engage on solar policy advocacy.

By going solar as part of a group, participants save on the cost of their system and get support from their peers as they go through the process. The result is that significantly more homeowners go solar than would otherwise. And, the process creates an organized group of educated, informed solar consumers who are ready to engage on solar issues. Often co-ops will tackle local barriers to going solar, such as obtuse permitting requirements or unfair interconnection rules that hinder solar access.

## About Solar Co-ops

### Service Description

Solar co-ops generally require 5-7 months to complete and are divided into four phases. During each phase, FL SUN shares roles and responsibilities with the community partner. The partner's activities are generally focused on spreading the word to prospective participants and the media, while FL SUN manages the co-op process and interfaces with the chosen installer.

#### Phase 1: Outreach and Sign Ups (1-2 months)

FL SUN and our community partner perform outreach to get the word out, with the goal of creating excitement about solar and getting people to attend an info meeting. At the meetings, the FL SUN Director explains the co-op process and answers many detailed questions people ask about solar. Interested homeowners then sign up via an online form. As participants sign up, FL SUN does a preliminary screening of their roofs via satellite imagery to ensure participants' roofs are a good fit for solar.

#### Phase 2: Request for Proposals and Bid Selection (1 month)

Once a minimum of 20 people have signed up and passed the roof screening, FL SUN issues a Request for Proposals (RFP) from area solar installers. The RFP asks solar installers to provide a single price that they will offer to the entire group of bulk purchase participants. Each community has the opportunity to customize the RFP to reflect local values and preferences. Once FL SUN has received bids from installers, we develop a detailed analysis of the bids. We then convene a selection committee made up of members of the co-op. The committee select an installer to complete all of the solar projects for the group. FL SUN provides technical

assistance to the selection committee and facilitates the process, but the decision of who to select is made by the actual co-op members.

### Phase 3: Individualized Proposals, Signing Contracts, & Additional Outreach (2-3 months)

The selected installer then visits each participant's home and provides them with an individualized proposal for a solar system. This quote reflects the group discount that was offered in the winning bid. Participants then sign a contract directly with the installer to purchase or lease their solar system.

At the same time, FL SUN and the community partner continue to advertise the co-op and encourage additional members to sign up. This typically allows us to recruit a total of 60-100 coop members and generate additional press for the group once the installer has been selected.

### Phase 4: Assessment, Celebration, and Ongoing Support and Engagement (1 month)

Once homeowners have installed systems, FL SUN connects them with the FL SUN state listserv, a state-wide group of solar power producers and supporters who can answer questions and help participants should they ever encounter issues with their solar system. This connects participants to the growing network of solar supporters in the state and allows them to stay engaged.

## **Impact of Solar Co-ops in St Pete**

The result of our co-ops is that significantly more homeowners go solar than would otherwise. And, the process creates an organized group of educated, informed solar consumers who will be ready to engage on solar issues relating to renewable energy and energy independence. With a dedicated, full-time staff person on the ground we anticipate achieving the following metrics in St Pete in year one of the program.

### Impacts: Solar installs

In its first year the FL SUN program will implement the following in St Pete :

- Organize 2-3 solar co-ops
- Educate 1,000 individuals directly about the benefits of solar via information sessions
- Reach thousand of citizens about the benefits of solar via letters to the editor, editorials, and public radio spots
- Recruit 500-1000 individuals as co-op members
- Facilitate the installation of 150-200 residential solar systems, for an estimated 1.2 to 1.6 MW of installed solar capacity
- Facilitate \$4M in local investments in solar
- Save co-op members \$0.8 off the cost of going solar
- Facilitate the creation of at least one full-time solar jobs
- Engage and activate 1,500 people as vocal renewable energy supporters

We measure our success by number of projects completed, the number of partners assisted, the generation of good press and positive perception about renewable energy, as well as the scale of our climate and environmental impact. Ultimately we will know we are being successful if there is a growing solar market in Florida, and solar receives increasing public support that translates into increased legislative support over the long term.

Using 8,000 homes currently with installed solar as the baseline, it is our objective to see this number grow exponentially over the next three years, using the co-op approach to reach

citizens directly and scale up solar deployment. We'll use earned media and other outreach efforts to draw attention to the results of the co-op approach and demonstrate that solar is possible in Florida.

These metrics, including data on kW of solar installed, are tracked through our Salesforce software, which allows us to continually track our engagement efforts and whether we're being successful with our outreach efforts.

#### Impacts: Educating the public

In conjunction with developing and implementing these solar co-ops, we will also engage in significant online communications, public education and outreach effort. We will develop an online newsletter and continue to build out our content on [www.flsun.org](http://www.flsun.org) as well as the corresponding FL SUN listserv. The website will provide in-depth information on solar basics and serve as an invaluable resource and forum for policy discussions and citizen engagement. No other resource like this exists in Florida, and it's critical that citizens have access to Floridaspecific solar information if they are to move forward with developing projects.

Impacts: Building a base of strong solar advocates In addition to using solar co-ops to scale up solar deployment, FL SUN also uses co-ops to build a strong base of committed citizens who are ready and willing to advocate for better renewable energy policies. Once citizens participate in a co-op, we fold them into our ongoing education and advocacy efforts. CPN, FL SUN's umbrella organization, has a communications network of over 20,000 committed solar and renewable energy advocates and has run numerous successful advocacy campaigns in DC, Maryland, Virginia, and West Virginia. We have the political savvy and base of supporters necessary to win campaigns.

## **Market Analysis**

### **Summary of Current Market**

America is the midst of an historic transition—a transition to renewable energy. In 2015 alone, renewables accounted for 69% of all new energy capacity added in the country.<sup>1</sup> Transitioning to renewables is possible: the cost of solar has been cut in half in the last five years and is quickly approaching grid parity, even in places like Florida. Grid parity occurs when solar energy is the same cost as traditional energy sources. Renewables, and particularly solar, provide significantly more jobs than traditional forms of fossil-fuel energy and are a means to create local jobs.<sup>2</sup>

Florida, the Sunshine State, currently only receives one tenth of one percent from solar energy even though Florida is ranked 3rd in the nation for rooftop solar potential. Currently with only 8,000 rooftop solar installations it is ranked 14th in the nation for actual installed solar capacity. Even with that limited installed capacity, in 2014 the solar industry employed 4,800 people and generated \$63 M in economic investment. Solar can provide Florida a huge boost of economic investment, clean energy, and a more resilient energy grid. The price of solar has dropped dramatically and is now much more accessible for a wide range of homeowners.

There are two key challenges to scaling up solar in Florida: Anti-competitive policies at the local and state level that limit and complicate solar deployment, and lack of education and familiarity

by potential solar homes and businesses. Co-ops allow us to overcome those barriers by providing education and a means for homeowners to more easily go solar.

### **Target Market and Customers**

Our goal is to work across the state, helping all Floridians go solar. Based on our extensive experience in other states we find co-ops work equally well in rural, urban, or suburban communities.

Customers are motivated to go solar for a variety of reasons, whether they be environmental, a desire to reduce energy bills or improve reliability, a need to go off-grid, or because they find solar an interesting and exciting technology. Rather than try and convince people of a particular reason to go solar, we focus on helping those who already want to go solar to make it happen. There is significant unmet demand for solar in Florida, as the market is currently small and has not been saturated with advertising. Given the level of interest in our co-ops we do not anticipate having any difficulties finding and recruiting co-op members.

### Timeline

Solar co-ops generally require 5-7 months to complete and are divided into four phases (see Appendix 1 for details of each phase). During each phase, FL SUN shares responsibilities with the community partner. Partner activities are generally focused on spreading the word to prospective participants and the media, to recruit co-op participants. FL SUN's responsibilities include tracking the progress of each co-op closely, answering technical questions, guiding coop members through the solarization process, and interfacing with the co-op's chosen solar installer.

### Budget

FL SUN is seeking annual funding of \$75,000 to deploy a dedicated St Pete Solar Co-op Coordinator in St Pete. The cost of implementing a full FL SUN program with two staffers is roughly \$270,000/year. What is unique about our co-op work, however, is that we are able to generate a small fee-for-service income stream from the solar installers for each homeowner that goes solar. This fee-for-service is collected after the homeowner has installed their system, so FL SUN must do a significant amount of upfront work before receiving the fees-for-service. However, the fee does help offset FL SUN's needs for grants.

#### Staff Expense

- St Pete Co-op Program Coordinator
- CPN cross-cutting team: Co-op Program Manager, Communications Director, Development Director, Chief of Staff, & Executive Director

\$60,000

#### Direct Costs

- Program materials, travel, advertising, etc. \$10,000

Overhead Expenses \$5,000

**TOTAL \$75,000**

1 <http://cleantechnica.com/2016/02/15/renewables-69-of-new-us-electricity-capacity-in-2015/>

2 <http://www.forbes.com/sites/toddwoody/2012/11/05/solar-americas-fastest-growing-job-creationengine/#2906e0b32cce>

# Solar and Energy Loan Fund (SELF)

“Rebuilding and Empowering  
Underserved Communities”



**“Draft”**

Partnership Proposal

City of St. Petersburg, FL

Solar and Energy Loan Fund (SELF)  
City of St. Petersburg, FL  
6/5/2017



## **I. MISSION**

The Solar and Energy Loan Fund (SELF) is a non-profit, community-based lending institution whose mission is to help rebuild and empower underserved communities in Florida by providing access to affordable and innovative financing for various sustainable home improvement projects.

More specifically, SELF provides unsecured microloans, at below market rate, for the following types of home improvement projects:

1. Energy conservation and efficiency (e.g., weatherization, high-efficiency A/C, LED lights);
2. Renewable energy (e.g., solar water heaters, solar A/C, solar PV, and solar attic fans);
3. Wind-hazard mitigation (e.g., roofs, windows, doors, and hurricane shutters);
4. Water conservation (e.g., low-flow irrigation systems and rain barrels);
5. Water quality (e.g., septic tank replacement and residential sewer line upgrades);
6. Disability and Aging in Place Products (e.g., wheelchair ramps and walk-in showers).

As a mission-driven lender, SELF primarily targets underserved and underbanked homeowners, including special programs for veterans, women, and people with disabilities. SELF also provides access to innovative and favorable financing to people with poor credit and individuals classified as Asset Limited, Income Constrained, Employed (“ALICE”), who must otherwise rely on predatory lenders, such as high interest rate credit cards or payday loans, or have no financing options at all. SELF is also an approved field partner with KIVA.org, which provides SELF’s clients with access to microloans through KIVA’s worldwide crowdfunding platform (i.e., peer-to-peer lending). SELF’s partnership with KIVA.org targets women and veterans and is intended to promote clean energy, green jobs and alleviate poverty.

SELF strives to create positive social, economic, and environmental impacts by helping people with limited economic resources secure favorable financing to complete much-needed home improvement projects that improve their health, safety and quality of life, while reducing their operating costs (e.g., energy and insurance rates), greenhouse gas emissions, and vulnerability to climate change. SELF’s energy and climate resilient home improvement projects (typically \$8,500 per home) are also designed to stimulate local community and economic development activities and foster emerging clean energy markets, entrepreneurship, local green jobs, and job training programs to the greatest extent feasible.

## **II. BACKGROUND**

SELF is a 501(c)(3), as per the Internal Revenue Service, and a certified Community Development Financial Institution (CDFI), as per the U.S. Department of the Treasury. SELF was originally selected by the U.S. Department of Energy (DOE) as 1 of 22 programs in America to receive (\$2.94 million) seed funds to create innovative new local clean energy financing tools. SELF’s “Green CDFI” model was selected as one such pilot program in 2010, and the non-profit Solar and Energy Loan Fund (SELF) of St. Lucie County, Inc. was created as the prototype. At that time, SELF became an independent non-profit organization and served as the third-party administrator for the DOE grant awarded to St. Lucie County. SELF operationalized the loan fund in the spring of 2011, with \$1.65 million in DOE loan capital, and successfully deployed the 3-year DOE grant, while simultaneously obtaining certification as a CDFI in 2012. SELF was re-certified as a CDFI in 2016 and the approval included statewide expansion.

SELF has been identified by the Opportunity Finance Network as “1 of 5 trailblazing CDFIs in America”, by the U.S. Department of Energy as a “shining legacy” of the Better Buildings Neighborhood program, and included in the White House Report on “Innovative Financing for Clean Energy Technologies”.

The Tampa- St. Pete region has been identified as one of the most susceptible regions in the United States to the effects of global warming, and impoverished populations are the most vulnerable to the impacts of climate change. Low- and moderate-income (LMI) homeowners are also disproportionately affected by steadily-rising energy costs, and housing conditions in underserved communities are often older inefficient structures that further exacerbate energy costs and vulnerability to storms and hurricanes.

Florida has some of the highest rates of underbanked and unbanked populations in America, which means that many LMI property owners are unable to secure financing from traditional lenders at affordable rates (if at all) in order to invest in much-needed sustainable home improvement projects. As a result, many homeowners cannot utilize state-of-the-art clean energy technologies, protect against severe weather conditions, achieve meaningful energy, water, and insurance savings, and gain access to assorted rebates and tax credits. Many LMI property owners are forced to either suffer the deleterious consequences or subject themselves to predatory lenders that further inflate the cost of financing for basic home repairs, thus propagating the poverty cycle and limiting their chance to come out of financial distress.

SELF was created in 2010 to break down these technological and financial barriers that too often preclude poor and working class homeowners from utilizing and benefiting from sustainable building practices, energy conservation and efficiencies, clean energy alternatives, storm resilience, water conservation, water quality, and disability and aging in place projects. SELF’s “Green CDFI” program remains one-of-a-kind in Florida, and is actively scaling the program throughout the Sunshine State in partnership with local governments and foundations.

### III. CORE SERVICES

SELF provides homeowners with the following core services:

1. Building science and energy expertise;
2. Access to innovative and favorable financing; and,
3. Project management from start to finish.



As a non-profit community lending organization, SELF is able to raise low cost capital from banks, faith-based organizations, foundations, private investors, and even worldwide crowdfunding through our partnership with KIVA.org. To date, SELF has secured 25 investors from all across America and Canada, plus worldwide crowdfunding opportunities through KIVA.org. As low-cost capital is deployed by SELF, house by house, the non-profit community lending organization transforms into an economic engine that generates sustainable building practices, clean energy alternatives, climate resilience, and local green jobs.

#### IV. IMPACTS/BENEFITS

SELF's flagship program, Rebuilding and Empowering Underserved Communities, creates a wide range of environmental, economic, and social impacts (i.e., "Triple Bottom Line" impacts):

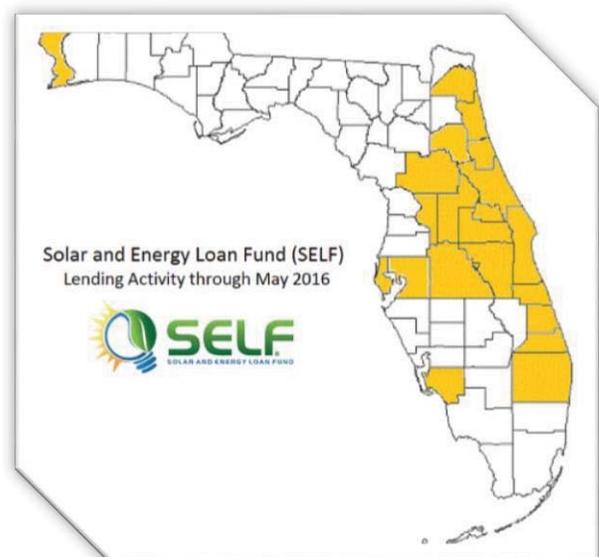
1. Environmental – The typical SELF home improvement loan (average size = \$8,500) has reduced average household energy consumption by 23% (i.e., carbon footprint). SELF loans also help property owners shift to clean energy alternatives, most notably, solar water heaters, solar A/C, and solar PV systems, which further reduce greenhouse gas emissions. SELF's water conservation loans can also help reduce water use and utility bills and our water quality loans can help reduce the environmental impact of septic tanks and dilapidated sewer infrastructure.
2. Economic – SELF home improvement loans help increase home equity, lower operating costs (i.e., energy, water and insurance), and safeguard the most significant family asset (i.e., the home). SELF financing also stimulates local economic development activities in areas hard-hit by the recession and housing market collapse and fosters green jobs for the hardest hit employment sector in Florida (i.e., the construction industry). SELF also strives to incorporate job-training programs whenever and wherever possible (e.g., Green Veterans program).
3. Social – SELF home improvement loans also enhance comfort and livability, improve air quality and health benefits, bolster storm resilience, and provide peace of mind to homeowners in distress. SELF financing also enables LMI homeowners to overcome the high upfront cost of sustainable home improvement projects and gain access to applicable rebates and tax incentives that were previously beyond their reach. SELF also helps promote social and environmental justice.

#### V. RESULTS

To date, SELF has completed 1,060 home energy audits and financed \$5.4 million of sustainable home improvement projects, with approximately 70% of our lending activity in LMI census tracts, 50% seniors, 40% for women, and 20% for veterans.

Over the last 5 years, SELF has expanded the Rebuilding and Empowering Underserved Communities program from St. Lucie County to the Treasure Coast and Central Florida regions, and has now financed projects in 63 cities and 22 counties in Florida (see map).

SELF continues to scale and diversify the program statewide through robust partnerships with local governments, utilities, more than 185 contractors, faith-based organizations, foundations, civic groups, colleges and universities, job training programs, worldwide crowdfunding through KIVA.org, environmental groups, non-profits, and other interested parties.



## VI. PROPOSAL

**SELF is requesting \$100,000 per year for three (3) years for a total of \$300,000 in order to expand and sustain the “Rebuilding and Empowering Underserved Communities” program and related lending products and services into the City of St. Petersburg.**

More specifically, SELF is proposing to create a satellite office in partnership with the City and hire a local fulltime staff person to establish a local presence and put boots on the ground to cultivate the program. The local staff person would work closely with the City and assorted departments (e.g., sustainability, housing and community development, community services, planning and economic development, and veterans services) regarding existing City programs and projects, coordinate marketing and community outreach efforts, collaborate with other interested parties (e.g., Sierra Club and the League of Women Voters), and work with the builders association on local contractor recruitment. The local staff person would also assist City residents with energy expertise and loan applications, and our highly-experienced team at headquarters would provide additional support for strategic planning and oversight, underwriting and servicing of loans, new partnerships, grant applications, and capitalization.

SELF secured more than \$1 million in low-cost loan capital last year and has an additional line of credit with KIVA.org for \$400,000, with the potential to double that amount with sufficient demand. SELF has secured 26 loan investments to date, including Bon Secours from St. Petersburg, FL, and this proposed partnership with the City would enable SELF to leverage even more loan capital from existing and new investors. SELF would also work with the City (and other interested parties) to identify new investors, including banks, foundations, faith-based investors, impact investors, and others.

SELF strongly desires to work closely with the City (and others) on its “Ready for 100” program to help legitimize, support, and seed our collective efforts to promote cost-effective clean energy alternatives. SELF is also committed to helping the City with water quality loans to assist homeowners with residential sewer line upgrades and septic tank replacements. SELF will provide low-cost loan capital to help local homeowners complete assorted sustainable home improvement projects, with an emphasis on underserved and underbanked communities who do not have access to traditional financing options. SELF would strive to achieve an average of \$1 million in lending per year in order to generate sufficient revenue to sustain the satellite program after the initial seed grant expires in 2020. SELF’s three year lending goal includes \$500,000 in year one, \$1,000,000 in lending in year two, and \$1,500,000 in year three. SELF would also prescreen and prioritize local qualified contractors to complete these funded projects in the City.

SELF and the City are well positioned to gain mutual benefit from a partnership that would accelerate local clean energy and water quality programs and enable SELF to establish a local presence and offer its lending programs and services. The primary goal would be to help local homeowners gain access to affordable financing for sustainable home improvement projects, including energy conservation and efficiencies, clean energy, climate resilience, water conservation, and water quality improvement projects. SELF would also work with the City to revitalize neighborhoods, spur community and economic development activities, and create local green jobs. SELF’s unique programs and services would provide the City with essential implementation tools to promote sustainable home improvement projects and assist underserved communities, targeted urban areas, and vulnerable populations in distress. SELF would also help the City promote financial inclusion to catalyze new and effective pathways to economic opportunity, particularly for poor and working class neighborhoods and credit-impaired individuals.

## **VII. TARGET MARKET**

As a mission-driven lender, SELF focuses on “Rebuilding and Empowering Underserved Communities”, and places particular emphasis on low- and moderate-income (LMI) communities, women, veterans, senior citizens, people with poor credit, and individuals with physical disabilities. SELF will also offer its programs and services to any other credit-worthy and interested parties in the City, especially homeowners who do not have access to traditional lending options.

Objectives:

1. SELF would begin by completing a target market assessment of the local jurisdiction to identify LMI census tracts and underserved and underbanked communities in the City.
2. SELF would coordinate with the City to identify and prioritize residential neighborhoods in distress, including but not limited to Community Redevelopment Areas and empowerment zones.
3. SELF would participate in a minimum of ten (10) community events and/or targeted outreach programs in the City each year to promote and educate the general public, targeted populations, and area contractors about assorted programs and services. These community events would also include specific City initiatives, such as the “Ready for 100” program.
4. SELF would work with the City to disseminate information about assorted SELF programs and services through brochures at public buildings, email blasts, homeowners association meetings, veteran groups, public TV (if available), social media, press releases, and earned-media.
5. SELF would also work with local contractors and job training programs to the greatest extent feasible to promote local employment and on-the-job training opportunities. SELF would strive to have area contractors complete all projects funded by SELF in the local community.

## **VIII. LENDING ACTIVITIES**

SELF will provide access to innovative and affordable financing options that help homeowners overcome the high upfront costs of sustainable home improvement projects, including CDFI and KIVA loan products. SELF will also offer these financing programs to local qualified contractors at no cost, which will help reduce their project costs and expand their local businesses.

Objectives:

1. Finance an average of \$1,000,000 of sustainable home improvement projects per year in the City, with the understanding that SELF would not likely reach this level in the first year as the program is being established but would strive to exceed this level by the third year.
2. Provide below market rate financing for unsecured personal loans with interest rates ranging from 5.0-9.5% and terms up to 5 years.

3. Work closely with the City (and others) to identify potential new investors to secure longer-term financing options (up to 10 years) for solar PV projects, with an emphasis on the City's solar coop initiative to advance bulk-rate solar PV pricing and distributed rooftop solar projects.
4. Direct at least 60% of all lending activities to one or more eligible low-income target markets, targeted populations, and investment areas.
5. Work with KIVA.org, the City, and other interested parties to expand worldwide crowdfunding programs into the City to specifically assist local women and veterans. In particular, SELF would work specifically to create a St. Pete KIVA lending team to further support all local projects.

## **IX. CREDIT REBUILDING**

SELF would work in partnership with area banks, credit counseling organizations, and other interested parties to help populations in financial distress rebuild their credit. SELF's lending standards are significantly less stringent than banks and the non-profit lending organization reports to the Credit Bureau.

1. Provide a minimum of two (2) credit rebuilding seminars per year to help SELF clients and local residents improve their credit, qualify for the program, and obtain lower interest rates.
2. Assist credit-impaired individuals secure financing for sustainable home improvement projects and thereby help them build and improve their credit scores in the process.

## **X. JOB CREATION**

SELF would work with the local builders association, local businesses, and other interested parties to increase contractor participation in the program, including female and minority owned contractors.

1. Establish a network of local approved contractors to complete SELF financed projects. SELF prescreens all contractors to confirm proper licenses, insurance, and a good track record.
2. Stimulate employment opportunities for local approved contractors, including general contractors (e.g., roofs, windows, doors) and energy services companies (e.g., HVAC, solar, LED lights), who must otherwise walk away from significant numbers of projects due to poor credit from applicants.
3. Work with local job training programs to the greatest extent feasible to promote on-the-job training and employment opportunities.
4. Expand markets for local contractors by increasing their clientele base and providing low-cost capital at no cost for energy efficiency, renewable energy, wind resilience, and water conservation projects.
5. Hold quarterly meetings and outreach events with area contractors to foster participation in the program and advance full understanding of program guidelines, parameters, and benefits.
6. Co-market with area contractors to support their businesses and enhanced financing options.

## XI. COLLABORATION

SELF is committed to working closely with the City (and others) to develop, refine, and accomplish the goals and objectives set-forth herein.

Objectives:

1. SELF would work with the City (and other interested parties) to identify additional entities and non-profit organizations to act as a “referring partners” to SELF.
2. SELF would work with the City (and other interested parties) to identify speaking engagements, community outreach opportunities, and other relevant events (e.g., “Ready for 100” program).
3. SELF would provide Quarterly Impact Reports to the City in written form and through additional presentations as desired.
4. SELF would seek guidance from the City (and other interested parties) to help identify and access additional financing and granting sources to help expand and sustain the program.
5. SELF would work with the City (and other interested parties) to create co-marketing materials.

## XII. BUDGET

SELF is proposing a three (3) year partnership with the City that is valued at approximately \$3.6 million in operating costs and loan capital (see budget summary below). The annual operating budget is estimated to be approximately \$200,000, of which, SELF is seeking \$100,000 per year for three (3) years. SELF would provide additional contributions towards the annual operating expenses and an average of \$1,000,000 per year in loan capital. SELF would strive to achieve a minimum of \$500,000 in lending in year one, \$1,000,000 in lending in year two, and \$1,500,000 in year three – for an average of \$1,000,000 in lending per year over the next three years. Once SELF has reached these lending thresholds, then the subsequent loan portfolio is sufficient to sustain the satellite office.

ANNUAL BUDGET	ST. PETE	SELF	TOTAL
Operating Costs	\$100,000	\$100,000	\$200,000
Loan Capital (3-year average)	\$0	\$1,000,000	\$1,000,000
Total Cost	\$100,000	\$1,100,000	\$1,200,000
Project Participation	8.3%	91.7%	100%

Under this proposal, SELF would establish a local office in partnership with the City, hire a full-time clean energy expert, and put boots on the ground in the City with sixty (60) days of approval by the City. SELF would also leverage the local contribution with other partners, programs, and investors, and provide comprehensive support from headquarters for fundraising, underwriting and servicing loans, marketing and community outreach, partnerships, grants, and capitalization.

### **XIII. PERFORMANCE METRICS**

1. SELF would finance an average of \$1,000,000 of sustainable home improvement projects per year in the City, with the understanding that SELF would not likely reach this level in the first year as the program is being established but would strive to exceed this level in the third year.
2. Add approximately 25+ approved contractors per year from the local area to SELF's approved contractor network. SELF does not charge contractors to become approved through the program nor does the organization charge contractors for access to innovate and affordable financing for their clients. SELF will strive to have all local projects completed by area contractors.

### **XIV. DELIVERABLES FROM SELF**

1. Complete Target Market Assessment of the local jurisdiction.
2. Participate in ten (10) community events and targeted outreach programs per year.
3. Recruit and support area contractors, including quarterly contractor meetings, and financing as described herein for energy conservation and efficiencies, clean energy alternatives, climate resilience, water conservation, and water quality improvement projects.
4. Finance an average of \$1,000,000 per year of sustainable home improvement projects, with a minimum of 60% of the lending activity in low-income target markets, targeted populations, and investment areas, as set forth by the CDFI Fund.
5. Work with KIVA.org to expand SELF's line of credit and crowdfunding programs for local veterans and women.
6. Collaborate to the greatest extent feasible with job training programs in the City.
7. Partner with other non-profits and interested parties to provide a minimum of two (2) Credit Rebuilding Seminars per year.
8. Provide the City with Quarterly Impact Reports, and be available to meet with City staff and elected officials.

### **XV. DELIVERABLES FROM THE CITY OF ST. PETERSBURG**

1. \$100,000 annual grant for three (3) years totaling \$300,000, with annual payments at the beginning of each fiscal year (i.e., October 1, 2017, October 1, 2018, and October 1, 2019).
2. Office space for SELF employee with internet connection, telephone, copying and scanning services, including a private room to meet with clients and discuss personal financial information. The office space would be made available throughout the 3 year agreement and could potentially be approved for extension thereafter by the City (in-kind).
3. Assistance with marketing and community outreach, including: printing brochures and distributing materials at public buildings; email blasts; identifying and connecting SELF with homeowners associations, veteran groups, and other interested parties; allowing SELF to use public facilities for community meetings; and, collaboration with public TV (if available), press releases, social media, and earned-media opportunities (in-kind).
4. Coordination with City programs (e.g., Ready for 100) and departments (in-kind).
5. Collaborate with SELF on new water quality loan products, including potentially creating a loan loss reserve fund, on-bill collection processes, or other means.