

Grow Geo Chicagoland

A group buy opportunity for geothermal heat pumps: the most efficient and environmentally beneficial heating and cooling systems available today



Grow Geo Chicagoland

- A geothermal heat pump group buy program, with multiple geothermal contractor/dealers.
- Open to any residential and small commercial entities in northeastern Illinois region.
- Co-sponsored by Citizens Utility Board of Illinois, Midwest Renewable Energy Assn. and the Geothermal Alliance of Illinois
- Modeled somewhat by group buy programs led by GAOI with the City of Urbana in central Illinois and Jo Carroll Energy in northwestern Illinois.



Brought To You By:

This program is developed and administered by a collaboration of three non-profit organizations:



In-depth knowledge of the geothermal industry. Provides training and vetting for geothermal installers.



Experience with consumer education and volume-purchasing programs across the Midwest.



Illinois consumer advocates and energy-efficiency experts.



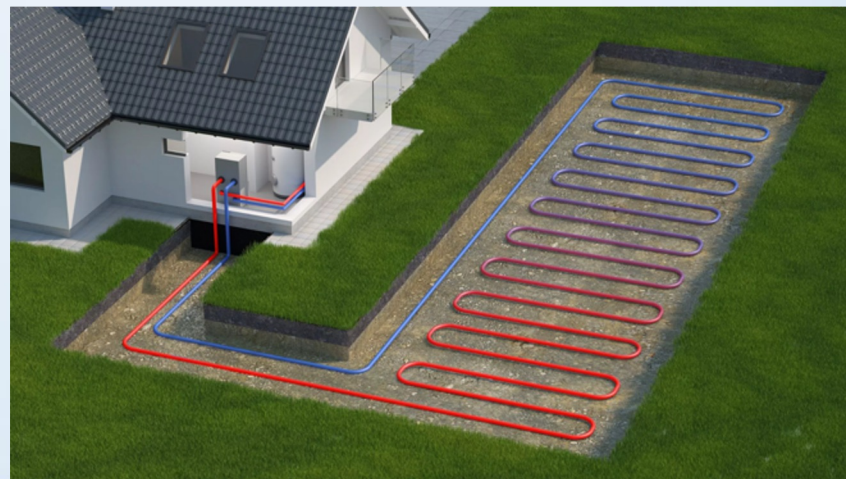
How Will It Work?

- Grow GEO will hold a series of Geothermal Power Hours, designed to educate and get consumers interested in geothermal heat pumps. These sessions will be co-hosted with a variety of organizations.
- Contractors get leads through the program and the opportunity to work with these consumers to provide proposals and (ultimately) install systems.
- Most Power Hour programs will be held virtually and online using Zoom. Some may be held in person, however, at a variety of venues.
- All participating contractors have equal chance to gain the business of interested consumers.



Grow Geo - Program Details

- Geothermal Power Hour webinars. Through November 31, 2023.
- Open to Cook, DuPage, Will, Lake, McHenry, and Kane County residents, businesses & nonprofits.
- Competitive Pricing from Multiple Experienced Geothermal Installers. Program pricing includes turnkey design, permitting, components, installation and start-up.
- **Additional rebates** as more systems are contracted in the program territory
- Residential financing & U.S.-made products available.



Grow Geo Power Hours

- Power Hour held with the help of local co-hosting organizations such as:
 - Counties
 - Municipalities
 - Nonprofits (like Sierra Club, Citizens Climate Lobby)
- Power Hour participants
 - Register in advance
 - provide their phone/email/name/etc.
 - Get info following the Power Hour asking if they're interested in follow up information.
 - Follow-up info will include more detailed information about participating contractor/dealers.
- If they want to be contacted, the program will provide the consumer's details to ALL Participating Contractors. Program participating contractors will be invited to attend these events, and take it from there and compete for their business..



Group Buy Discounts

- One of the group buy cornerstones is the “discount” or “volume rebate” at the end of the program year.
- Gives consumers a chance at “end of program rebates.”
- Gives program a “newsy” item to communicate
- But, complicated for a multi-contractor program.....



Group Buy - how it works

The more people go geothermal, the lower the price:

\$6,000 / Ton (example price only)

Volume Rebates through GroGeo Chicagoland

Total	<50 Tons	50-99 Tons	>100-150 Tons<	>150 Tons
Discounted price/Ton	\$6,000	\$5,925	\$5,850	\$5,800
≈ # of Properties	1-17 homes	18-23 homes	24+ homes	24+



Volume Rebates - paid at conclusion of program year.

- \$75 per ton total rebate if 50 ton goal is hit.
- \$150 per ton total rebate if 100 ton goal is hit.
- \$200 per ton total rebate if 150 ton goal is hit
- Rebates max out at 150 ton goal.



Typical Scenario

- 4 Ton system
- 10kw Supplement Heat
- Desuperheater/hot water assist

Market Installed cost	\$24,000
Maximum GroGeo rebate	-\$800
ComEd geo rebate	-\$4,000
30% Federal Tax Credit	- \$7,200
Net cost	\$12,000



Customer Financing Option - Clean Energy Credit Union

- Nationwide credit union specializing in personal loans for clean energy projects.
- Grow Geo participants will get a free membership to the MREA, which allows them to join Clean Energy Credit Union.
- They have specific loan products for geothermal heat pumps.



Learn More: cleanenergycu.org/geothermal-heat-pump-systems-loans



Discussion & Questions



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