



AILERON

Village of Oak Park
Sustainability Campaign
Proposal
June 7, 2021

About Aileron

Aileron Communications is a mission-driven, boutique strategic communications agency specializing in complex, high-stakes engagements. Like our namesake in aviation, we provide direction and lift to your most important messages.

Aileron's reputation in public relations, public affairs, and reputation management is built on our relentless dedication to providing candid counsel, flawless execution, and stellar results. By demonstrating integrity and insight, we have built strong relationships with influential players in media, politics, and industry.

We value creativity, context, and collaboration as we build reputations and navigate crises for our valued clients, partners, and friends. Headquartered in Chicago, Aileron develops winning strategies and messaging and amplifies them through digital, print, broadcast, social media, events, presentations, videos, and awards.

As guardians of our clients' reputations, we've promoted and protected our partners' interests for more than 20 years. Our expertise includes:

- Strategy and Messaging
- Community Relations
- Clean Energy and Environment
- Public Affairs
- Digital and Visual Media
- Surveys, Studies, and Polling
- Campaign Management
- Crisis Communications



Relevant Experience

Our expertise in messaging, strategy, media relations, and public education has been sharpened through engagements such as:

- Conducting a multi-phase, public opinion-gathering process and creating go-forward messaging and strategy for the DuPage River Salt Creek Workgroup in support of a controversial dam-removal project
- Managing messaging and communications for the Path to 100 Act, renewable energy industry-supported legislation that would expand Illinois' renewable portfolio standard
- Enhancing community relations and minimizing opposition for the Illinois Solar Energy Association and its members as renewable energy development took off across the state
- Community outreach, media relations, messaging, and branding for GlidePath, America's leading independent energy storage developer
- Strategy, public affairs, and media relations efforts that helped NextEra Energy Transmission move toward resolution of a dispute with ComEd over transmission lines
- Leading messaging, branding, and publicity for Clean Energy Trust's programs including the annual Clean Energy Challenge competition for innovative clean energy startups
- Refining the Fox River Study Group's scientific findings and messaging to help connect with public ratepayers, build local support, and influence local leaders to take necessary steps to improve the health of the Fox River
- Rebranding and reinvigorating the Land Conservancy of McHenry County's efforts to conserve threatened oak woodlands on private land by building understanding and public engagement

Clients

A sample list of current and past clients includes:

1871

Acciona

Allston Trading

BEST Coalition

City of Cairo

Clean Air Task Force

Clean Energy Trust

Clearway Energy

Cronus Fertilizers

DuPage River Salt Creek Workgroup

Environmental Law and Policy Center

Fox River Study Group

GlidePath Power

Hopewell Ventures

IIT Smart Grid Training Center

Illinois Holocaust Museum and Education Center

Illinois Solar Energy Association

Illinois Venture Capital Association

Invenergy

Ironclad Energy Ventures

MATTER

JB and MK Pritzker Family Foundation

Kore Power

The Land Conservancy of McHenry County

NextEra

Nordex

NuMat Technologies

Path to 100

Pritzker Group

Ranger Power

SMS Assist

SoCore Energy

Solar Energy Industries Association

Technimark Healthcare

Tenaska

Turning Point Solar

Woodland Ventures





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Case Studies

DuPage River Salt Creek Workgroup

The DRSCW is made up of representatives from local communities and agencies including municipalities, publicly owned water treatment works, environmental organizations and engineering companies.

The DRSCW had faced local opposition for years over its plans to modify the dam near the historic Graue Mill in Oak Brook, Illinois in order to improve water quality in Salt Creek. The Workgroup asked Aileron to help create a path forward through public opinion research and communications strategy.

Aileron conducted phone and online surveys to demonstrate broad support for dam modification and engaged citizens on both sides of the issue through in-depth interviews and focus groups. We created a public outreach plan and held open house meetings to solicit public feedback and advised on a master plan that was approved by local authorities, allowing the project to proceed.

RESULTS:

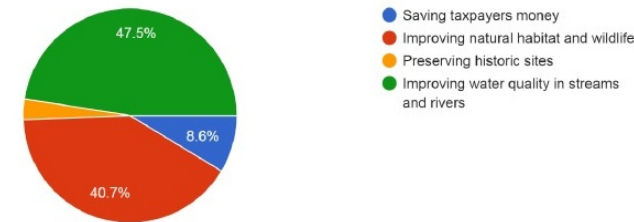
- The DRSCW's plan was approved by local elected officials
- Local press coverage presented the benefits of the plan and called into question the claims of vocal project opponents
- The dam removal plan will improve the local economy while making the best use of taxpayer dollars



DuPage River Salt Creek Workgroup

Which of the following do you consider to be MOST important to you?

162 responses



- Saving taxpayers money
- Improving natural habitat and wildlife
- Preserving historic sites
- Improving water quality in streams and rivers



Graue Mill dam removal approved by Forest Preserve District of DuPage County

By CHUCK FIELDMAN
PIONEER PRESS | OCT 08, 2020 AT 10:45 AM



SEIA / Path to 100 Coalition

Aileron provides media, strategy and other support for the Path to 100 campaign to pass Illinois legislation to properly fund and expand the state's renewable portfolio standard.

At the beginning of the 2019 legislative session, Aileron was hired to create an independent presence for the renewable energy industry and create a legislative campaign that stood out from competing proposals. Aileron quickly created the "Path to 100" brand for the campaign, developed messaging, branded materials and a website and launched a successful media strategy.

Aileron was responsible for:

- Messaging, branding, media and legislative strategy
- Stakeholder outreach and coalition building
- Research, studies, media relations and editorial meetings
- Website, social media, e-advocacy and paid media

RESULTS:

- Thanks to dozens of renewable energy tours, meetings and press conferences, the legislation is on track to pass in the coming weeks
- And independent identity has been created and key stakeholders now view the industry as an equal player for future negotiations
- Critical messaging has been accepted and internalized by key legislative and other stakeholders
- The coalition received extensive media coverage



CHICAGO SUN★TIMES

EDITORIAL: Illinois could be a leader in clean energy. Let's not screw it up



Illinois Solar Energy Association

The Illinois Solar Energy Association (ISEA) is a nonprofit industry association that promotes the widespread application of solar and other forms of renewable energy through education and advocacy.

With solar quickly expanding in Illinois, ISEA partnered with Aileron to coordinate and amplify the voices of the industry's various stakeholders. Working with ISEA and its members, Aileron is raising awareness of the benefits of solar throughout the state, supporting industry businesses with strategic, unified messaging, and deflecting opposition by educating policymakers and reporters.

Specifically, we have:

- Created strategic, unified messaging that touts the industry as an engine of economic activity that creates jobs and generates tax revenue while making a positive impact on the environment
- Monitored and responded to daily media coverage of solar projects throughout Illinois, ensuring reporters produce stories that are positive and factually accurate
- Developed multimedia assets including photos, video and a website for multi-channel deployment by the association and its members
- Coordinated membership discussions, helping developers, installers and other stakeholders see eye-to-eye on the issues most affecting their industry



Business updated: 5/27/2018 5:57 PM

With incentives, solar energy's good for environment, business in Lake County



1 2 3



Illinois Solar Energy Association (ISEA)

May 1

Great news about solar in Dixon, IL! Moxie Solar is moving in and creating 50 new jobs in the next 3 years! Learn more in the links below:
<http://www.saukvalley.com/.../solar-company-comes-to.../aj2e71w/>
<http://www.24-7pressrelease.com/.../moxie-solar-illinois-open...>



Guest Commentary | State's solar potential just starting to show

Sun, 07/22/2018 - 7:00am | The News-Gazette

By LESLEY McCAIN

Solar energy is a bright spot in Illinois' economy, rapidly creating jobs across the state. And we're just getting started.

The Land Conservancy of McHenry County

The Land Conservancy of McHenry County (TLC) engaged Aileron to rebrand and reinvigorate the group's efforts to conserve threatened oak woodlands on private land.

TLC was experiencing declining engagement from members of the community and needed to reach a broader audience to achieve and expand its mission.

We worked with the group to make their various programs easier to understand and access and united these efforts under a campaign called the 5,000 acre challenge.

Using this campaign approach, the group was able to increase engagement from community members, donors and media to help achieve its goals.

Aileron provided TLC with :

- Campaign concept and strategy
- Messaging, branding and materials
- Media outreach to secure important news coverage
- Ongoing consultation to continue the campaign's success



5,000 ACRE CHALLENGE

Preserve McHenry County's Oaks

With your help, we can make it 5,000! Here's how:

FOR LANDOWNERS:

- Schedule a Conservation @Home site visit and learn how to keep your oaks healthy
- Sign up for an Oak Keeper training class to gain hands-on skills and knowledge about restoring oaks
- Learn about conservation easements that can preserve your land and lower your tax bill

FOR EVERYONE:

- Plant oaks
- Pitch in to help at our workdays and oak rescues
- Donate to support The Land Conservancy's conservation work

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TLC reaches milestone in 5,000 Acre Challenge to protect McHenry County's oak trees



Fox River Study Group

The Fox River Study Group (FRSG) is a collaboration between municipalities, publicly owned water treatment authorities and environmental groups.

Aileron was engaged to refine FRSG's brand and messaging in order to differentiate the group from other local environmental government bodies and help it influence local leaders to take necessary steps to improve the health of the Fox River.

Aileron worked with the group to conduct public opinion and stakeholder research and then use those insights to update the organization's brand and messaging and develop a new website, fact sheets and other collateral. Aileron also worked with study group members on a media briefing about water quality and dam removals in Northeast Illinois that generated important press coverage.

RESULTS:

- New data from public opinion surveys and stakeholder interviews to inform the group's work
- Updated logo and organization messaging
- New website and materials
- Press coverage
- The dam removal plan will improve the local economy while making the best use of taxpayer dollars

The screenshot shows the Fox River Study Group website. At the top is the logo and navigation links: HOME, ABOUT, RESOURCES, MEETINGS, NEWS. The main banner features a photo of two people fishing with the text: "USING SCIENCE TO GUIDE THE REGION TOWARD A CLEANER, SAFER AND MORE BEAUTIFUL FOX RIVER". Below this is a Chicago Tribune article snippet titled "Planning underway for Carpentersville Dam removal on Fox River in 2022" by Rafael Guerrero, dated April 14, 2020. Another section features a photo of a river with a bridge and the text: "Illinois' Fox River Watershed covers 1,720 square miles and is home to nearly 1 million people". Below this is a survey question: "Which of the following do you think is the biggest issue impacting the safety of the Fox River?" with 102 responses. A pie chart shows the results: 54.9% for "Dams or structures in the river", 30.4% for "Water pollution", 9.8% for "Something else", and 4.9% for "Not sure".

Issue	Percentage
Water pollution	30.4%
Dams or structures in the river	54.9%
Something else	9.8%
Not sure	4.9%

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Environmental Law & Policy Center

The Environmental Law & Policy Center is the Midwest's leading public interest environmental legal advocacy and eco-business innovation organization.

We have worked with ELPC for years on issues related to clean energy, transportation, and natural resources protection.

Aileron has most recently played a role in media relations, writing and strategy on environmental policy issues ranging from pollution standards to tax and energy policy.

Aileron has supported ELPC by:

- Developing messaging, materials and events to promote high speed rail as a viable option for Midwest transportation
- Managing communications for the Clean Power Coalition that succeeded in shutting down coal plants in Chicago
- Earning high-profile media coverage around clean energy development and state politics
- Supporting grassroots outreach on federal issues such as clean car standards and EPA pollution requirements

Illinois pollution board proposes new emissions rules in Dynegy coal saga

CRAIN'S
CHICAGO BUSINESS.

6 reasons why this tax is a crummy way to improve Illinois' roads and bridges

The so-called vehicle miles traveled tax being bandied about in Springfield is the wrong tool to address Illinois' transportation challenges. Here's why.

HOWARD LEARNER

ILLINOIS

Gains elusive for GOP governor after embrace of coal, Trump

Jeffrey Tomich, E&E News reporter • Energywire: Monday, October 29, 2018



inside climate news

A Pulitzer Prize-winning, non-profit, non-partisan news organization dedicated to covering climate change, energy and the environment.

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HOT TOPICS: Climate Science EPA Arctic Clean Energy Exxon Investigation Extreme Weather Middle Ground Choke Ho

HOME

Can Illinois Handle a 2000% Jump in Solar Capacity? We're About to Find Out.



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Campaign Proposal

Project Overview

The Village of Oak Park is a thriving, diverse community with a strong architectural and cultural heritage, engaged citizens, and innovative civic leadership.

In response to residents' concerns about the climate crisis, Oak Park is working to reduce building emissions, the village's largest source of greenhouse gas emissions (GHG), via utility, third-party, and municipal community solar and energy efficiency grant and reimbursement programs.

To support this Sustainability Program, Oak Park is seeking to create a communications campaign to raise awareness, education, and participation among residential and commercial building owners about the climate crisis and ways they can help Oak Park through these solar and energy efficiency programs.

Campaign Strategy

Climate change is a massive and daunting problem, and the sheer scale of the issue is distressing and often paralyzing. This communications campaign will bring a sense of hope and agency to Oak Park residents by emphasizing steps individuals can take now, harnessing the power of collective action, and translating Oak Park's energy efficiency investments of today into a more prosperous, equitable, and climate-resilient city of tomorrow.

Aileron Communications will develop a communications campaign that will run from July through the end of 2021 that will link the fight against climate change to the home energy programs available to Oak Park residents. The campaign will drive awareness of and participation in residential solar and energy efficiency programs to help Oak Park accelerate its role in fighting climate change.

Campaign Goals

The goals of the communications campaign are:

1. Creating a sense of urgency amongst property owners to address climate change through education about climate change's worsening local harms, the economic, social, and health benefits of fighting climate change, and ways that individuals can take action right now.
2. Increasing awareness of, access to, and engagement in utility, third-party, and municipal solar and energy efficiency programs such as community solar, energy audits, weatherization grants, and reimbursement programs.
3. Directing additional resources and consideration to ensure low-to-moderate income (LMI) residents as well as underserved populations are reached, recognizing that these populations are disproportionately impacted by climate change and high utility costs.
4. Helping Oak Park invest its 2021 Sustainability Program funds to reduce residential GHG emissions and secure utility savings for residents.
5. Highlighting the Village of Oak Park as a leader and trusted source of information on climate justice, sustainability, and energy efficiency savings for residents and neighboring municipalities.

Campaign Approach

- Create the unified communications campaign that will house the outreach, education, and engagement initiatives around the various solar and energy efficiency programs
- Develop campaign branding and key messages that focus on:
 - The climate crisis' causes, effects, and solutions localized to Oak Park
 - Ways that Oak Park residents can use home energy programs to fight climate change
 - How to access, apply for, and participate in the solar and energy efficiency programs
 - Targeted outreach to LMI and underserved populations
- Set campaign metrics that are concrete, measurable, and achievable that ladder up reducing Oak Park's residential GHG emissions
- Develop campaign communication tools to aggregate, streamline, and highlight the processes for Oak Park's energy efficiency programs
- Identify communication platforms to increase awareness, reach, and engagement
- Collaborate with community-based organizations, businesses, and faith communities, to inform them of program benefits and leverage their support
- Reach out to local influencers, supporters, and program participants to inform them of campaign and request their support
 - Explore referral payments and other reimbursement strategies to encourage community engagement and support participation of underrepresented groups

Proposed Campaign Tools

In partnership with Oak Park staff, we will develop campaign communication tools to deploy the communications campaign and aggregate, streamline, and highlight the processes for Oak Park's solar and energy efficiency programs.

- Campaign branding, creative, copy
- Messaging documents, fact sheet, FAQ
- Talking points and scripts for participating groups and supporters
- Print media
 - Flyers, bulletins, newsletters, mailings
- New program website
 - Consolidated, streamlined information on available programs
 - Messaging that ties home energy programs to citizen actions fighting climate change
 - Transparent information on public dollars available to Oak Park residents
 - Counter / metrics on program participation, funding spent, and climate/GHG impact
- Social media
 - Social media plan (paid and earned options), calendar, toolkit, and media monitoring
 - Tools and incentives for program participants to share their experience and testimonials
- Traditional PR
 - Outreach to local libraries, civic groups, faith communities, political groups, and environmental organizations for informational sessions for their members
 - Pitching local TV networks, digital and print news outlets; paid and sponsored options included

Roles and Responsibilities

Planning:

The planning process will be a collaborative effort between Oak Park and its partners and Aileron Communications. Aileron will draw on Oak Park's experience, relationships, and expertise in order to create focused campaign messaging, planning, and tactics.

Being mindful of Oak Park's budget and resources, Aileron would provide tools and templates to launch the campaign, while Oak Park would be responsible for campaign execution. Aileron would also provide a limited amount of consultation during the campaign.

Aileron Responsibilities:

- Campaign planning, set-up, and ongoing consultation

Oak Park Responsibilities:

- Campaign execution

Proposed Schedule

Below is a proposed schedule for the first year of the campaign. Actual timing will depend on Oak Park's execution of the communications campaign.

June through Mid-July

- Planning meetings (Aileron + Oak Park)
- Solar and energy efficiency programs user experience and program review
- Campaign plan, creative, copy creation, approval, and presentation

Mid-July through November

- Launch and on-going support of communications campaign's overarching message
- Digital and social media support
- Pitching to local media outlets and organizations; on-the-ground advocacy and outreach

Mid-July through August: Highlighting Solar Programs

- Key messaging: community solar benefits, ease of installation and maintenance, and program details
- Take advantage of sunny, hot summer weather for relevant, top-of-mind messaging

September through Mid-October: Highlighting Energy Efficiency Programs

- Key messaging: benefits of energy efficiency programs, application process, program details
- Take advantage of transition from heating to cooling costs and utility bill concerns

Mid-October – November: Highlighting Weatherization

- Key messaging: benefits of weatherization programs, application process, program details
- Take advantage of low winter temperatures and heating costs, creating a cozy, warm home during start of holiday season

December

- Post campaign analysis
- Celebratory messaging to community, presentation of program achievements; building support for sustainability campaign 2.0 in future

Metrics for Success

The primary metric will be dollars invested in utility, third-party, and municipal solar and energy efficiency programs reducing residential and commercial GHG emissions and yielding consumer energy savings.

Secondary metrics to evaluate the success of the campaign would include:

- Number of program participants reached including:
 - Number of LMI and/or underserved residents reached
 - Number of first-time participants reached
- Earned and total impressions from media, digital, and social channels



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Our Team

Dave Lundy, President



Dave Lundy has more than 20 years of strategic consulting experience with a special expertise in public affairs communications. Working at the intersection of business and politics, Dave provides effective communication strategies to support development groups, public-policy initiatives and environmental organizations.

Dave honed his strategic edge through several years in politics and government where he launched and managed gubernatorial, senatorial and local campaigns. He continues to advise candidates and elected officials on political and communications strategies. Dave's political work also includes service as president of a political organization, executive producer and host of a Chicago-based talk-radio program and development of Chicago's hottest monthly political and media insider luncheon.

For four years, Dave served as a weekly Chicago Sun-Times business technology columnist. He is a frequent commentator on politics and government in national and local venues including NPR, NBC, WGN-AM, WBEZ-FM, PBS and local television newscasts. This political and media savvy has translated into strong relationships and a strong track record of favorable reputation management assignments for individuals, corporations and non-profits in critical situations.

An attorney by training, Dave began his career guiding law firms and corporations in the use of computer-generated animation to communicate complex information to judges, juries and arbitrators. He was also publisher of Illinois Legal Times, a statewide magazine on the business of law, and founding associate publisher of Corporate Legal Times, a national magazine for in-house counsel.

Dave earned a bachelor's degree from Washington University in St. Louis, a J.D. from DePaul University School of Law and completed graduate work in communications at Northwestern University.

Peter Gray, Director of Client Services



Peter Gray's career has focused on strategic communications and marketing for the clean energy, environmental and public policy sectors.

Peter develops communications strategies and executes campaigns with a focus on advocacy, media relations, research, community relations, social media, and design.

He plays a key role in Aileron's communications and campaign work related clean energy and energy policy. Peter managed the launch of MATTER, Chicago's incubator for health technology startups and developed messaging, visual identity and publicity plans for nonprofit and renewable energy clients.

Prior to joining Aileron in 2013, Peter led North American marketing and communications for Acciona, a global renewable energy developer and wind turbine manufacturer.

In this role, Peter managed communications around the company's 1,000 MW operating portfolio of wind and solar projects and their development pipeline in the U.S. and Canada.

Before his work at Acciona, Peter managed communications for the Environmental Law & Policy Center. He also managed the media and communications efforts at Illinois Action for Children, where expanded the organization's research, lobbying and community organizing efforts in support of early childhood care and education policy.

Peter got his start as a freelance journalist for the Chicago Sun Times and other publications. He serves on the Auxiliary board of Rebuilding Exchange and provides pro-bono communications services to nonprofit groups. He received a Bachelor's degree in English and writing from the University of Illinois at Champaign Urbana.

Martha Arendt, Vice President



Martha Arendt brings nearly 15 years of broad and deep experience in reputation management, corporate social responsibility, advocacy and cause marketing for organizations across a wide range of industries.

Martha serves as one of the firm's top advisors and leverages her experience managing a variety of threats and issues that challenged both reputations and operations, such as high-profile campaigns, coalition-building efforts, community engagement, consumer safety and regulatory matters.

Prior to joining Aileron, Martha led the internal and external communications around strategic partnerships and employee volunteerism on behalf of the fourth-largest U.S. electric utility company.

Previously, Martha led the MWW Group Midwest public relations practice, where she counseled CEOs and C-suite executives and managed the corporate and consumer portfolio of business. She directed municipal and grassroots engagement for various issue-based campaigns and worked with the American Academy of Pediatric Dentistry and the Illinois Head Start Association to open a new clinic at the University of Illinois at Chicago.

At Hill & Knowlton, Martha focused on public affairs and issues management. Her work included directing strategic alliances, legislative campaigns and lobbyist training to expand eye health care for children on behalf of the American Optometric Association, an organization representing more than 34,000 members. Martha also conducted stakeholder engagement research on behalf of the Illinois Medical District.

Prior to her agency and corporate communications experience, Martha served as a policy research analyst on health care issues for the Governor's Office of Illinois. She earned her bachelor's degree from Loyola University Chicago and has served as a guest lecturer on crisis communications at the University of Chicago.

Kyla Donato, Senior Account Executive



Kyla Donato has experience in marketing, media, and communications helping companies and organizations craft high-impact, meaningful messaging. A marketing professional with seven years of experience, Kyla helps our clients discover, create, and share campaigns that showcase their innovative work across clean energy, public policy, and healthcare.

Prior to joining Aileron, Kyla crafted communication strategies for Greenprint Partners, a green stormwater infrastructure delivery partner that redirected impact to underinvested communities. She also worked at Starcom Worldwide as a digital and traditional media buyer and planner, with a focus on television and multi-cultural audiences.

Kyla earned her bachelor's degree in Philosophy from Northwestern University.

Proposed Fees

Aileron is committed to working with Village of Oak Park to identify the best possible rate structure for our services.

For this campaign Aileron recommends a fixed monthly retainer of \$4,000 for a six-month term.

If the village required services outside of this proposed scope, these services would be billed either hourly (see reference rates below) or at an agreed project fee.

For reference only , Aileron's 2021 billing rates are:

President.....	\$475/hour
Vice President/Senior Consultant.....	\$300/hour
Senior Account Executive.....	\$220/hour



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Thank you.

Contact us:

312-629-9400
aileroninc.com
8 South Michigan Ave.
Suite 3000
Chicago, IL 60603

