

MEMORANDUM OF UNDERSTANDING (MOU)

THIS MEMORANDUM OF UNDERSTANDING (“MOU”), dated [date] is made and entered into by and between the City of Corona, a municipal corporation of the State of California, having its principal offices at 400 Vicentia Ave, Corona, CA 92882 (the “City”); and ProjectEconomics, Inc. d/b/a PowerMarket, a corporation having its principal offices 600 Fifth Avenue, 2nd Floor, New York, New York 10020 (“PowerMarket”), (each a “Party,” together, “the Parties”) with regard to the specific roles and responsibilities of a community solar campaign, a targeted initiative that encourages residents to consider enrolling in a community solar program, offering both cost savings and environmental benefits.

WHEREAS the Corona City Council desires to launch a community campaign to encourage residents and businesses of the City to enroll in community solar to save money on electricity bills while making our community more energy independent and sustainable, and

WHEREAS, PowerMarket is a provider of community solar subscriptions and has successfully partnered with other municipalities on marketing and outreach around community solar programs and solar subscriptions;

NOW, THEREFORE, it is agreed by and between the Parties as follows:

I. POWERMARKET RESPONSIBILITIES:

- A. Campaign Implementation. PowerMarket shall oversee community outreach, manage the enrollment process for community solar subscribers, and handle all aspects of program administration in collaboration with the City of Corona on a six (6) month community outreach and engagement campaign starting immediately (the “Campaign”).
- B. Outreach and Engagement. PowerMarket shall assist the City of Corona with the Campaign to promote and encourage residents to enroll in a community solar project. PowerMarket agrees to the following terms:
1. PowerMarket shall set up a landing page for the Campaign where residents can go to sign up for a community solar subscription.
 2. PowerMarket shall lead the development of content, collateral, and outreach materials to residents, in collaboration with City staff.
 3. PowerMarket shall request approval from the City of Corona for all promotional content and activities related to the Campaign in advance of distribution.
 4. PowerMarket shall provide continuous customer service support, including but not limited to answering questions, troubleshooting issues, and offering guidance, to both prospective and currently enrolled participants in the community solar program.
 5. PowerMarket shall be available to present at informational webinar sessions in support of the Campaign.

6. PowerMarket shall include any community logos or images deemed necessary by the City of Corona on any promotional content used in the Campaign.

II. CITY RESPONSIBILITIES:

- A. The City agrees to publicly endorse and support the Campaign including, but not limited to, in public announcements and events, press releases, water bill inserts, social media, website postings, municipal outreach, and other miscellaneous forms of community outreach.
- B. The City shall permit the use of the City seal and letterhead on approved marketing materials submitted by PowerMarket.

III. REPORTING AND SHARING

- A. The Parties shall participate in a kick-off call with PowerMarket to clarify objectives, timelines, points of contact, and more.
- B. The Parties shall participate in video or phone conferences to discuss campaign progress.
- C. The Parties shall participate in additional meetings, email, or phone communication, as needed.
- D. PowerMarket shall provide the City with summary reports of customer sign-ups and progress upon request by the City.

This MOU shall be in effect upon the signature of PowerMarket and the City of Corona. It shall be in force from the date of signature until the completion of the campaign. Either PowerMarket or the City may terminate participation in the Campaign at any time with written notice to the other Party.

CITY OF CORONA

PROJECT ECONOMICS, INC. d/b/a
POWERMARKET

By: _____
Name: _____
Title: _____
Date: _____

By: _____
Name: _____
Title: _____
Date: _____