



Illinois Solar for All

ILSFA Advisory Committee PY7 Meeting

February 18, 2025

Welcome

- Welcome
- Icebreaker
- Housekeeping
- Committee Purpose
- Review Agenda



Agenda Overview

- Welcome/Icebreaker
- Committee Structure
- Updates from last meeting
- ILSFA Updates
- ILSFA Program Marketing
- Discussion
- Next Steps & Close



Housekeeping/Ground Rules



Housekeeping/Ground Rules

- **Be kind and use mute**
 - Put yourself on mute while presentations are taking place
- **Raise your hand or parking lot your question**
 - Use the raise your hand icon or put your question in the comments and it will be addressed.
- **Topics**
 - Topics discussed at the meetings are meant to spur discussion to explore ideas to advise the Agency on updates to the ILSFA program, with a goal of increasing program participation across Illinois.



Objective of the committee:

The ILSFA Advisory Committee will meet to discuss and explore ideas to advise the IPA on updates to the ILSFA program, with the goal of increasing program participation by providing relevant expertise to inform ongoing program development and improvements.

The goal of the meetings:

- 1) Foster meaningful and informed conversation between all program stakeholders and agencies
- 2) Provide education or information regarding participation in the program
- 3) Encourage stakeholder and public feedback
- 4) Develop and propose incremental improvements to the ILSFA program.

Ultimate decisions on implementing changes remain with the IPA.

Let's stay focused on the purpose!



Committee Structure



Committee Structure

- **Advisory Committee Recruitment Process**
- **In-person meeting planning**
 - May 20 from 11am – 3pm
 - Chicagoland: location TBD
 - Committee survey for meeting topics



Update from Last Meeting



Update from Last Meeting

- **Environmental Justice (EJ) Communities and Prioritization**
 - Committee members shared experiences and concerns regarding project approvals and vendor availability, particularly in Southern Illinois.
 - The importance of education and outreach to ensure community awareness of the program was emphasized.



ILSFA Program Updates



ILSFA Program Updates: PY7 Updates

- **Grassroots Education:**

- The RFP for Grassroots Education will be released soon.
- Ask your network to sign up for the ILSFA email list to learn when the RFP will be released.
- [Share this link with your network](#) (included in your agenda)

- **Net Metering**



What Participants Say About ILSFA



Program Marketing Introduction



Who Promotes ILSFA?

Approved Vendors

- Promote their ILSFA offers directly to prospective participants
- Marketing tactics include direct mail, social media, advertising, and community events.

Grassroots Educators

- Conduct community outreach activities to educate residents about the benefits of solar
- Offer guidance on how to participate

Program Administrator

- Maintains the ILSFA brand guidelines, message framework, website, social media channels, newsletters, and other program-wide marketing materials.
- Provides Approved Vendors and Grassroots Educators with resources and reviews their marketing materials.
- Promotes Bright Neighborhoods (Residential Solar Pilot)
- Stakeholder engagement activities, such as sharing program announcements and updating program documents



Marketing Resources

Illinois Solar for All Affordable solar energy. More savings. A brighter tomorrow.

Go Solar and Save

Illinois Solar for All is a state program that makes solar installations more affordable for income-eligible households and organizations, allowing more people to enjoy savings on their energy bills.

Take advantage of the multiple benefits:

- No or low upfront costs to participants.
- You're protected. We guide you through the process and ensure safe and fair business practices.
- Solar savings are guaranteed!
- Reduce the impact of climate change in your community and across the state.

We Have the Right Option for You

 Residential Solar For homeowners and multifamily building owners who want energy savings with on-site solar panels.	 Community Solar For homeowners or renters who want energy savings without installing solar panels.	 Non-Profit and Public Facilities For leaders and administrators of organizations who want energy savings with on-site solar.
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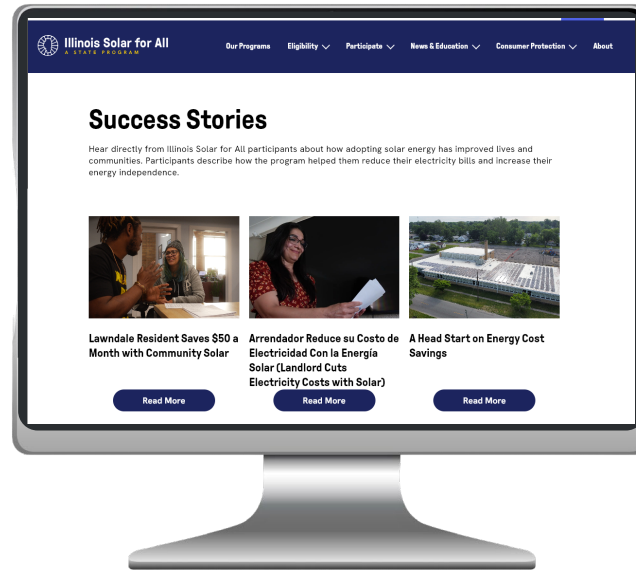
Am I Eligible?
Eligibility is determined by the county you live in, the number of people in your household, and household income. Use the eligibility lookup tool on the ILSFA website or talk with a program specialist. You might be surprised to learn you qualify!

Ready to go solar and save with Illinois Solar for All? Visit illinoisSFA.com or scan the QR code to learn more.

ABOUT ILLINOIS SOLAR FOR ALL
Illinois Solar for All was created by the Future Energy Jobs Act (FEJA) in 2016 to meet the state's renewable energy goals and expand the reach of solar energy. FEJA requires 100 percent use of renewable energy resources in Illinois by 2025, including making solar energy more available to income-eligible households and communities. The Climate and Equitable Jobs Act expanded the Illinois Solar for All program in 2021.

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Grassroots Education Fact Sheets and Presentation Materials



Participant Success Stories

ICON & WORDMARK

Illinois Solar for All

HORIZONTAL LOCKUP

Illinois Solar for All
0.25 (H) of logo

STACKED LOCKUP

Illinois Solar for All
0.25 (H) of logo

MINIMUM CLEARANCE

Illinois Solar for All
0.25 (H) of logo

MINIMUM SIZE

Illinois Solar for All
1.75 IN

Brand and Message Guidelines in the Approved Vendor Manual

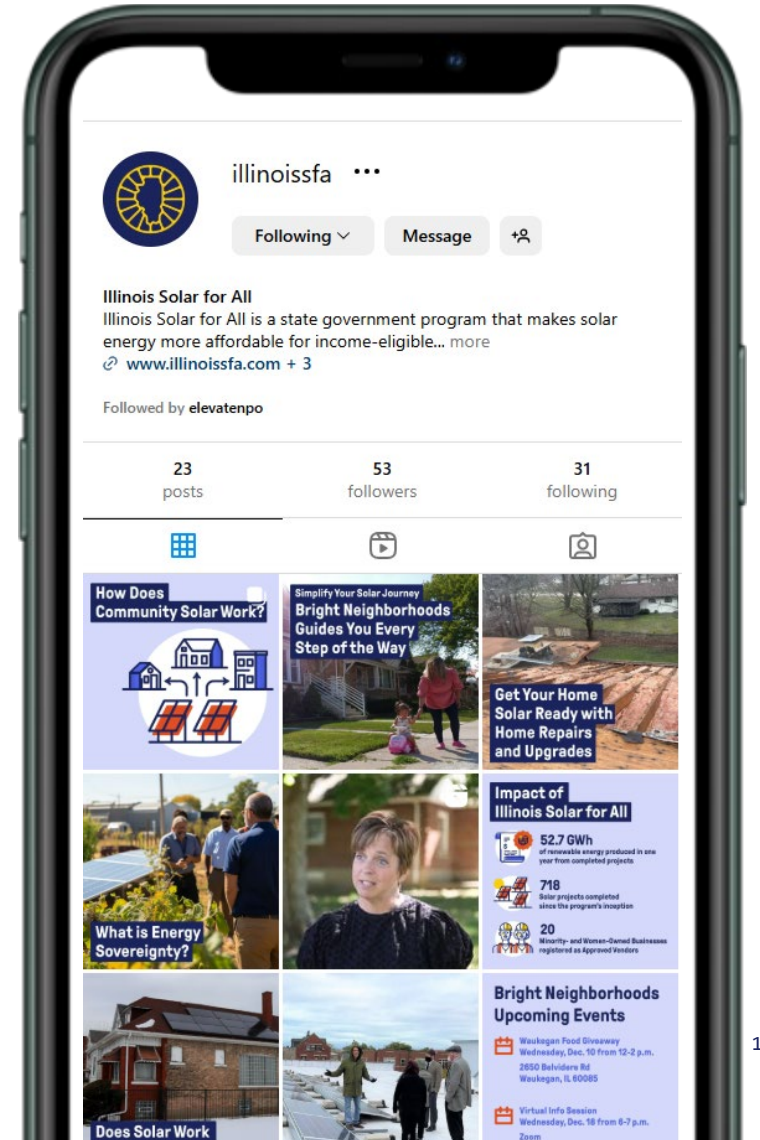


ILSFA Website and Social Media



Revised, participant-friendly website
illinoisSFA.com

New social media channels: Facebook, Instagram, LinkedIn and YouTube



ILLINOIS SOLAR FOR ALL

Target Audience Personas



I'm Corey

I value financial stability and constantly seek ways to improve my financial situation.

I understand the importance of making informed decisions to secure my financial future, but I'm aware there's room for improvement so I'm open to exploring new opportunities.

I tend to prioritize immediate financial goals and stability over long-term concerns, including the environment and sustainability.

I'm interested in practical solutions that can enhance my current financial standing. Whether it's optimizing expenses, exploring low-risk investment opportunities, or finding ways to increase savings.

I'm ready to take the steps toward a more secure and prosperous future, but I need guidance and assistance I can trust. One that has my needs as their priority.



Mi nombre es Patricia.

As a proud Latina, my cultural values shape my aspirations. I'm always seeking ways to better both myself and my family's future, with a genuine belief in making a difference in the world.

While I'm diligent about my finances, I'm open to innovative solutions and technologies that align with my eco-friendly mindset, understanding that my financial decisions have broader implications.

Whether it's educational investments, career advancements, or strategic financial planning, I'm dedicated to continuing to create a future that's not only financially secure but also marked by continuous personal and familial betterment.



My name is Jess.

Despite the challenges of renting, I see it as a temporary phase on the journey toward achieving the dream of owning a home. In the midst of renting, my primary concerns revolve around creating a comfortable and stable environment for myself and my loved ones.

I carefully manage my budget to ensure that I can enjoy life's pleasures while still meeting the demands of rent and other expenses. I prioritize experiences, building memories, and fostering a sense of home.

While the dream of homeownership is in the background, my focus is on the here and now. I explore ways to enhance my current living situation, creating a cozy and inviting space that feels like home.



Summary: Target Audience Personas



Corey

- Driven by value and affordability
- Present-focused, need to see immediate pay-offs
- Personal and home improvement go hand in hand
- Hungry for guidance they can trust, especially when it comes to financial planning
- Skeptical due to the propensity to be targeted by scams and fraud
- Climate change is less of a priority; feels overly politicized



Patricia

- Live in the present, especially financially
- Desire constant improvement
- Lean on family and community to learn, share, and recommend
- Take pride in their approach and commitment to sustainability
- Distrust of institutions, skeptical of “free” options
- Future planning takes the backseat to living in the moment



Jess

- Savings and financial support are top-of-mind motivators
- Seek accessible ways to improve themselves and their personal space
- Want to protect the environment – as long as it's easy to do
- Trust expertise and know where they need others' help
- Experience financial uncertainty
- May get easily overwhelmed by significant change



Questions

Based on your experience as an ILSFA participant or in your work with participants:

- Which characteristics ring true for you?
- Which characteristics do not ring true for you?
- Are there other types of ILSFA target audiences that you think we should research?



Key Messages



Examples: Program Messages

Illinois Solar for All is a state program that makes solar installations more affordable for income-eligible households and organizations, allowing more people to enjoy savings on their energy bills.

Take advantage of the multiple benefits:

- No or low upfront costs to participants.
- You're protected. We guide you through the process and ensure safe and fair business practices.
- Solar savings are guaranteed!
- Reduce the impact of climate change in your community and across the state.



Examples: Residential Solar Messages

- Owners of single-family homes and small multifamily buildings will have no upfront costs, while building owners of large multifamily properties may incur a small upfront cost.
- ILSFA ensures that all qualified participants see savings on their energy bills. Because you will be using electricity generated from the solar project, you will pay less in electric bills.
- Most participants will not owe monthly payments to a solar company. If your solar contract does include payments, ILSFA requires that costs and fees for the solar project be no more than half of the value you receive from the energy produced by your solar project.



Questions

The Program Administrator is collecting feedback on ILSFA program messages so that we can revise them to better engage prospective participants.

- From your experience with ILSFA, what are the main challenges you've faced with program messages? (i.e., savings language, participant journey, etc.)
- For those committee members who talk with participants, how have you helped participants understand the benefits of ILSFA?



Marketing Planning



Marketing and Communications Plan Overview, 2024-25

Elements of a Marketing Plan

- Goal: Expand program awareness to drive participation
- Audience:
 - Participants (English-speaking homeowners, Spanish-speaking homeowners, renters)
 - Approved Vendors
 - Grassroots Educators
 - Stakeholders (elected and other public officials; policy and advocacy groups; utilities)
- Tactics

The image shows a thumbnail of a document titled "Your Guide to Participation: Residential Solar" from Illinois Solar for All. The document includes the following text:

Illinois Solar for All Affordable solar energy. More savings. A brighter tomorrow.

Your Guide to Participation: Residential Solar

Illinois Solar for All (ILSFA) brings the benefits of solar energy to income-eligible homeowners. Participants can receive affordable solar installations and save money on electric bills. We aim to make it easy to go solar. This guide outlines the key steps you can expect as an **Illinois Solar for All: Residential Solar** participant.

- 1. Determine your eligibility**

ILSFA is available to income-eligible homeowners and renters in Illinois whose income does not exceed 80% area medium income (AMI). The ILSFA program can help you verify your income.
- 2. Find an ILSFA Approved Vendor**

An Approved Vendor is a vetted, qualified solar company that is responsible for all aspects of your solar installation. Your Approved Vendor will review your electricity usage for the past 12 months and ask for proof of homeownership, such as a deed or tax bill.
- 3. Schedule a site assessment**

Your Approved Vendor may visit your home to determine whether your property is best suited for roof-mounted panels or ground-mounted panels based on the age of your roof, your foundation, and factors like sunlight, shading, and flood risk. Your Approved Vendor will prepare a standard disclosure form and ensure that the solar project is right-sized for your needs.
If your site is not suitable for a project, you may be eligible to participate in Community Solar.
- 4. Sign your contract and eligibility documents**

Carefully read the contract and ask your Approved Vendor questions before signing to ensure that you understand the terms.

Flip over →

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Marketing and Communications Plan Overview, 2024-25

Program Marketing Tactics:

- Create and implement marketing plan for Bright Neighborhoods
- Website enhancements (including Spanish translations for participant pages)
- Revise program messages and enhance brand guidelines with marketing sub-contractor
- Launch and maintain ILSFA social media channels
- Update Grassroots Education materials (including participant-friendly copy and Spanish translations)
- Review Approved Vendor and Grassroots Education marketing materials

Save Money by Installing Affordable Solar!



The Bright Neighborhoods initiative helps income-eligible households in some of Chicago's West Side neighborhoods save money on electric bills with affordable residential solar installations!

Bright Neighborhoods is part of the state program, Illinois Solar for All, and offers **multiple benefits** when you install residential solar:

- Eligible homeowners will pay **no upfront costs** to install solar.
- Illinois Solar for All ensures that **all income eligible** participants see savings on their energy bills
- Illinois Solar for All ensures **fair and safe** business practices.

Enroll Today



Eligibility:

- Owners of single-family homes or 2-to-4-unit multifamily buildings in Austin, Humboldt Park, East Garfield Park, West Garfield Park, North Lawndale, or South Lawndale.
- Must have an income of 80% or less of the Area Median Income (AMI). Landlords can apply for single-family homes they own if tenants are income-eligible.

Act fast! Bright Neighborhoods is only available for enrollment until April 30, 2025.

Want to learn more? Visit IllinoisSFA.com/Bright or connect with the program team at 1-888-970-ISFA or Bright@IllinoisSFA.com.



Bright Neighborhoods Marketing Tactics

- Dedicated landing page on ILSFA website
- Share-kit for community partners and elected officials
- Outreach events in Bright Neighborhoods communities
- Build relationships with community organizations
- Media outreach, in partnership with Illinois Power Agency
- Direct mail campaign to targeted zip codes
- Ads on social media and Google search
- Promote to ILSFA email list and on social media channels



Questions

The Program Administrator will soon start developing our marketing plan for the next program year, and we'd love to hear ideas from the committee members.

- What marketing tactics do you think would be successful in reaching participants?
- What other resources could the Program Administrator provide to Approved Vendors and Grassroots Educators to support their marketing and outreach efforts?
- Where do people learn about new income-eligible programs?



Thank you!



ILLINOIS SOLAR FOR ALL