

Advisory Committee Meeting Agenda

February 18, 2025

Meeting Purpose: Topics discussed at the meetings are meant to spur discussion to explore ideas to advise the Illinois Power Agency (the Agency) on updates to the Illinois Solar for All (ILSFA) program, with a goal of increasing program participation across Illinois.

Introduction and Agenda Overview (5 mins)

Ice Breaker (5 mins)

Committee Structure (5 mins)

- Advisory Committee recruitment process
- In-person meeting planning

Updates from the Last Meeting (2 mins)

- Meeting topic: Environmental Justice (EJ) Communities and Prioritization in Project Selection
 - 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 (5 mins)

- Net Metering
- Grassroots Educator Request for Proposals (RFP)
 - Ask your network to sign up for the ILSFA email list to learn when the RFP is released.
 - [Share this link with your network](#)

Topic: ILSFA Program Marketing (63 mins)

- See below for context on topic details

Closing (5 mins)

- What's next?

Topic	Program Marketing
Background	<p>Raising awareness of Illinois Solar for All is essential to the program's goal of ensuring more income-eligible residents can benefit from solar energy. Approved Vendors, Grassroots Educators and the Program Administrator all have responsibilities related to program marketing.</p> <ul style="list-style-type: none"> • Approved Vendors promote their ILSFA offers directly to prospective participants through marketing tactics such as direct mail, social media, advertising, and community events. • Grassroots Educators conduct community outreach activities to educate residents about the benefits of solar and how to participate in ILSFA. • The Program Administrator maintains the ILSFA brand guidelines, message framework, website, social media channels, and other program-wide marketing materials. The Program Administrator also supports the marketing and outreach efforts of Approved Vendors and Grassroots Educators by providing them with resources and reviewing the marketing materials that they produce. <p>In the last few program years, the ILSFA Program Administrator has enhanced program-wide marketing efforts to bolster participant engagement. We have:</p> <ul style="list-style-type: none"> • Launched a <u>new, participant-friendly website</u> • Promoted the <u>Bright Neighborhoods initiative</u> (Residential Solar Pilot) • Launched ILSFA pages on <u>Facebook</u>, <u>Instagram</u>, <u>YouTube</u> and <u>LinkedIn</u> • Gathered research on our target audiences and created audience personas, which are representations of typical ILSFA participants that summarize their needs, motivations, and behaviors • Updated Grassroots Education fact sheets to align with our audience personas • Partnered with Grassroots Educators to share <u>participant success stories</u>

<p>Issue/Topic for Discussion</p>	<p>We'll share more information on the following topics during the meeting. The committee members' feedback will help inform us of our planning for future program marketing.</p> <p>Target Audience Personas</p> <p>We identified three main types of prospective participants that we want to engage in the Residential and Community Solar sub-programs: English-speaking Homeowners, Spanish-speaking Homeowners, and Renters. An overview of the personas has been provided with the agenda. We'll share more characteristics of each persona in the meeting.</p> <ul style="list-style-type: none"> • 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? <p>Messaging</p> <p>The Program Administrator is collecting feedback on ILSFA program messages so that we can revise them to better engage prospective participants.</p> <ul style="list-style-type: none"> • From your experience with ILSFA, what are the main challenges that you've faced with program messages? (i.e., savings language, participant journey, etc.) • For those committee members who talk with participants, how have you approached these challenges to help participants understand the benefits of ILSFA? <p>Marketing Brainstorm</p> <p>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.</p> <ul style="list-style-type: none"> • 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?
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