



Illinois Solar for All

ILSFA Advisory Committee PY7 Meeting

May 20, 2025

9:30 am – 1:30 pm

Housekeeping/Ground Rules



Welcome

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



Agenda Overview

- Welcome/Icebreaker
- Updates from last meeting
- ILSFA Updates
- Topics:
 - Illume Evaluation Report Results
 - AV Policy Proposal

~Lunch~

- Topics:
 - AV Portal Updates
 - AC Recruitment
- Next Steps & Close



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!



Update from Last Meeting



Last Meeting Update: Program Marketing

- At the last meeting, Elevate's marketing team facilitated a discussion with the Advisory Committee about ILSFA marketing messages.
- Elevate's marketing team shared the committee members' ideas with the Purple Group, who incorporated them into a revised message framework.
- Ideas incorporated include:
 - Focus on electricity bill savings, with solar as the means to achieve savings
 - Highlight ILSFA's consumer protection requirements
 - Address the "it sounds too good to be true" mindset of potential participants
 - Make the savings language easier to understand
- The message framework is currently under development, and we plan to roll out new messages in participant-facing materials in the next program



ILSFA Program Updates

Presenter:

Jennifer Brown, Sr. Manager, ILSFA



ILSFA Program Updates: PY7 Updates

- **Grassroots Education:**
 - New GE selections from the RFP process will be publicly announced by the end of July.
- **Bright Neighborhoods & Home Repair Pilots**
 - We are evaluating the pilots and the reports summarizing them will be released publicly soon.
- **Long Term Plan Process**
 - IPA just issued a request for stakeholder written feedback so we would want them to be aware and respond to that if they are interested



Topic 1: Illume Evaluation Report Results

Presenters:

Malika Jayaraman, Sr. Managing Consultant, Illume

Julene Landaburu Ibarra, Sr. Analyst, Illume



Topic 2: AV Policy Proposal

Presenter:

Katherine Ambrose, IPA, Program Associate



Topic 3: AV Portal

ILSFA Presenter:

Delmar Gillus, COO, Elevate



AV Portal Updates

PY25-26 Goal: Focus on regular maintenance and modernization to increase efficiencies, reduce administrative burden, and improve the user experience for both the AVs and AV Management Team

Improvement areas under consideration (once contractual needs met):

- Administrative Burden
 - Identify ways to improve Disclosure Form and Project submissions by implementing Approved Vendor feedback. This work must include modernizing existing code.
 - Data reporting improvements
 - Cleanup of data fields to better support overall program reporting
 - Bug triage process improvement
 - Better support to fix bugs quickly
 - Release Automation to remove manual nature of deployments



Topic 4: Advisory Committee Recruitment

ILSFA Presenter:

Patrice McFarlin, ILSFA



AC Recruitment Background:

The Illinois Solar for All (ILSFA) Advisory Committee was established to support continuous program improvement by bringing together a diverse group of stakeholders to share insights, identify barriers, and recommend strategies to increase program participation.

The committee was originally designed to include up to 22 members representing a range of perspectives, including residents, vendors, educators, state agencies, utilities, and community-based organizations. Since the initial recruitment in 2022, however, there has been no additional recruitment period, and not all current seats have been actively filled or consistently engaged. To ensure the committee remains effective and reflective of its intended purpose, there is growing interest in opening a new recruitment period for Program Year 2025-2026 (Program Year 8) and in exploring structural changes that could enhance engagement and participation.



AC Recruitment Discussion:

Brainstorm

To build a more sustainable and consistently engaged Advisory Committee, we would like to discuss potential structural adjustments and recruitment strategies.

- Would establishing a participation agreement help clarify expectations and improve engagement?
 - If so, what requirements should it include? If not, why not?
 - Should term limits be introduced for committee members?
 - What types of commitments should committee members make to be considered “active”?



AC Recruitment Discussion:

Brainstorm

- As we begin recruitment, do you think committee members would be interested in presenting their areas of expertise during meetings?
- Do you believe that the meetings being recorded has any impact – positive or negative – on participation?
- What specific qualifications, lived experience, or knowledge should we consider when evaluating new committee members?



Thank you for your time and service to ILSFA!



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