



## Solar co-ops: Bringing solar to the sunshine state!



# Overview

- Who is Solar United Neighbors of Florida?
- What's a solar co-op?
- FAQs about co-ops and more resources
- How do I make a solar co-op happen in my community?



# SOLAR UNITED NEIGHBORS

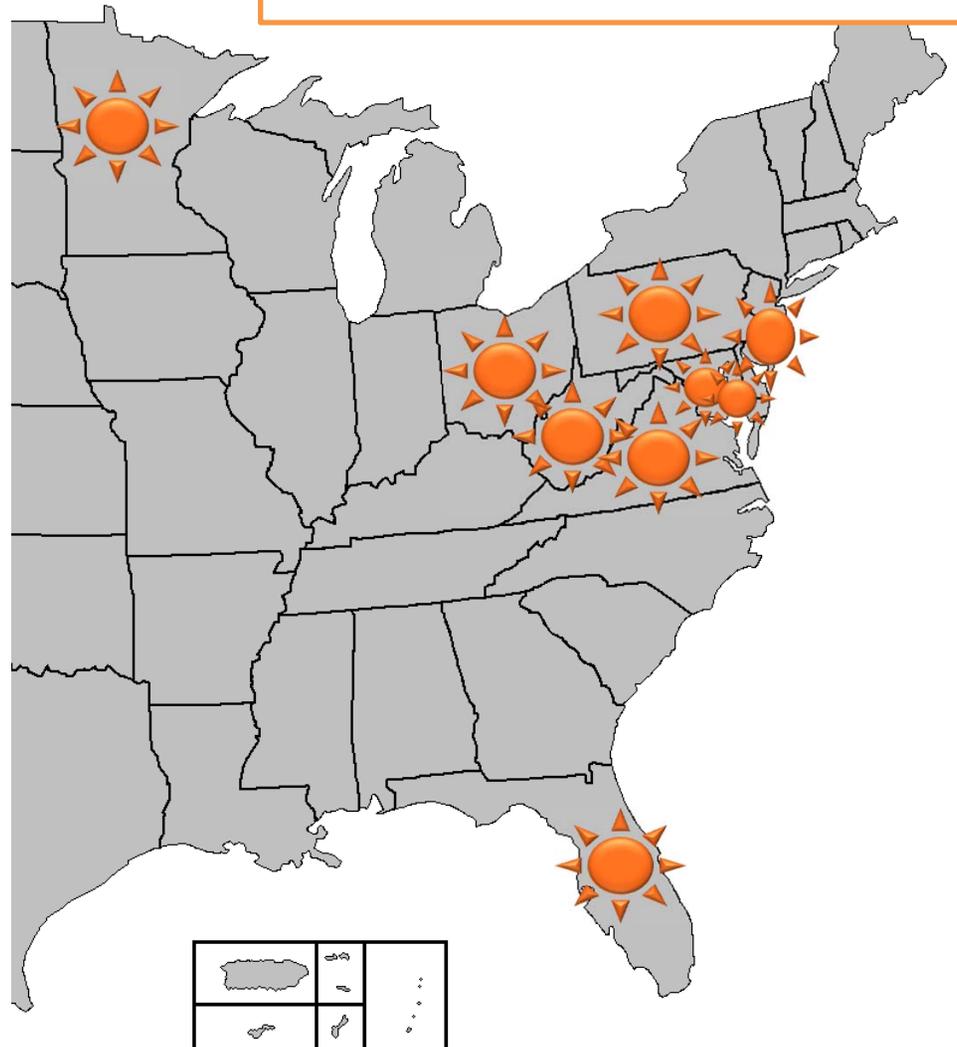
We're a community of people building a new energy system with rooftop solar at the cornerstone.



# About Solar United Neighbors

- We're a national organization with on-the-ground programs in nine states
- Solar United Neighbors of Florida is the largest!
- In Florida we're partnered with the League of Women Voters of Florida

- D.C.
- Florida
- Maryland
- Minnesota
- New Jersey
- Ohio
- Pennsylvania
- Virginia
- West Virginia



# About Solar United Neighbors of Florida

- Got started in 2015 when two volunteers heard about solar co-ops on the radio and wanted to bring them to Florida
- Program launched officially in 2016 with major support from the League of Women Voters of Florida



We help people go solar,  
join together, and fight for  
their energy rights

Collectively our programs  
have a big impact!



**35,000**  
supporters

**2,000+**  
educational  
presentations on  
solar in  
communities

**18 MW**  
installed by our  
members

**2,300**  
people gone solar  
with us

**\$42M**  
invested in economy

**583M**  
lbs carbon offset

# What's a solar co-op?

- Group of neighbors go solar together
- Group selects single solar company to install for group
- Leverage power of bulk purchasing to get a discount on a quality system
- Get support from Solar United Neighbors of Florida throughout the process



# Co-op process



## Co-ops by the numbers

- **3 months** - How long co-ops are open to new members
- **225** – Max number of members allowed in a co-op
- **30%** - Percent of co-op members that usually end up going solar
- **7 kW** - Average system size of co-op members
- **3** – Number of informational sessions for each co-op
- **1** – Number of installers chosen to service each co-op
- **1,000** – Average number of emails received & replied to by Solar United Neighbors of Florida for each solar co-op
- **24 (and counting)** – Number of co-ops that have happened in the state as of Jan 2018.

# Co-op FAQs



Selection committee meeting to pick a solar installer for the Orange County Co-op in 2015

Why is a co-op only open for 3 months? Co-ops do better when they create a burst of excitement. People are highly motivated by deadlines and will be more likely to sign up if there's a clear end date to the group.

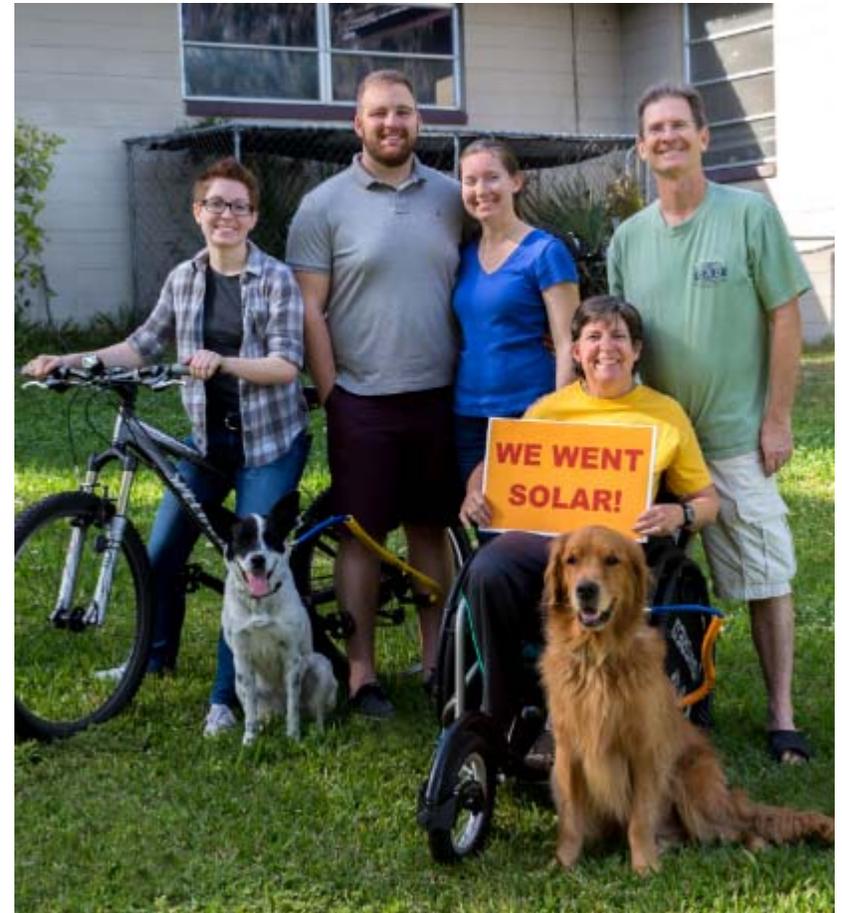
Why are co-ops capped at 225 members? Once you get over 225, installers often struggle to provide good customer service to everyone in the group. And, co-op members end up waiting a long time for their installations.

Why do we send out an RFP right away after the co-op is launched? We want the group to be able to select a company as quickly as possible so members can begin meeting with their installer right away.

# Co-op FAQs

Can't we announce our co-op early? If we publically announce co-ops before the launch date there won't be a website for people to sign up on, and they'll get confused and frustrated.

While you're waiting for a co-op to launch there are lots of engagement activities (like tabling, hosting a movie screening, and circulating a petition) that you can do to build interest in solar without advertising the co-op. Visit <http://www.solarunitedneighbors.org/florida/get-involved-with-solar-united-neighbors-of-florida/> to download resources



# The Team

General questions about the program or interested in a presentation about co-ops for your community?

Contact:

- Deirdre Macnab – League of Women Voters of Florida  
[floridaleague@earthlink.net](mailto:floridaleague@earthlink.net)

Ready to get started?

Contact:

- Angela DeMonbreun – Solar United Neighbors of Florida Program Director
- Jody Finver – Miami-Dade Solar Co-op Coordinator
- Heaven Campbell – Florida Program Associate  
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**Join us!**

[www.solarunitedneighbors.org/florida](http://www.solarunitedneighbors.org/florida)