



SOLAR CO-OP

MAY 16, 2019

CLIMATE CHANGE TASK FORCE

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ENVIRONMENTAL PLANNING AND COMMUNITY RESILIENCE DIVISION



CO-OP LAUNCHED MARCH 2019

KICK-OFF EVENT FOR PRESS AT YOUNG AT ART 3.20.19

BROWARD 2019 SOLAR CO-OP

Program Administration

Contracted to Solar United Neighbors

Florida Team

(FL SUN)



Task 1: Preparation for Launch

Task 2: Outreach, Education and Recruitment

Task 3: Request for Proposals and Bid Selection

Task 4: Contract Support, Assessment, Media Outreach and Member Engagement

LOCAL COMMUNITY PARTNERS



FREE COMMUNITY INFORMATION SESSIONS

TUESDAY

APRIL 2, 6PM

**10610 W Oakland Park Blvd
Sunrise, FL 33351**

TUESDAY

APRIL 16, 6PM

**5100 Sheridan Street
Hollywood, FL 33021**

TUESDAY

MAY 21, 6PM

**50 W Atlantic Blvd,
Pompano Beach, FL 33060**

WEDNESDAY

MAY 22, 6PM

**2050 Civic Center Place
Miramar, FL 33025**



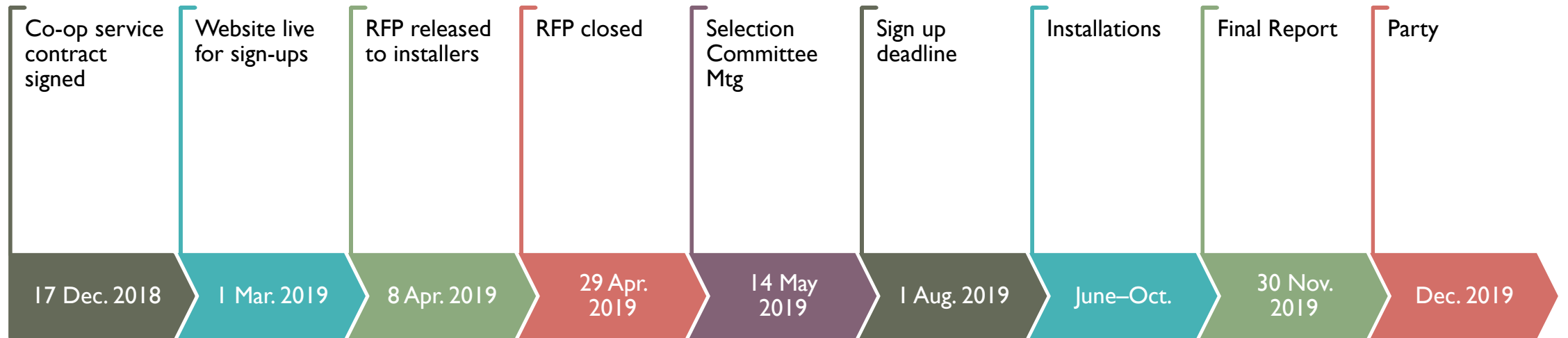
Solar origami
project for the
kids!

BOUGHT AND EARNED MEDIA

- [News Coverage by WLRN of the Launch](#)
- Radio Ads in WLRN week of May 13-20
- Shared outreach strategy across County Public Communications, Libraries, Port and Airport
- Municipal support on info sessions and outreach



TIMELINE & PROCESS



EXPECTED OUTCOMES

1 CO-OP =

PLUS

- \$600,000 facilitated in local investments in solar
- \$150,000 saved by co-op members on upfront costs
- 100 people engaged and activated as vocal renewable energy supporters
- 1,000+ citizens reached about benefits of solar via news articles, letters to the editor, editorials, public radio spots

300

Individuals Educated about Solar

150-200

Co-op Members Recruited

25-50

Residential Systems Installed
(estimated 200-400kW of installed solar capacity)

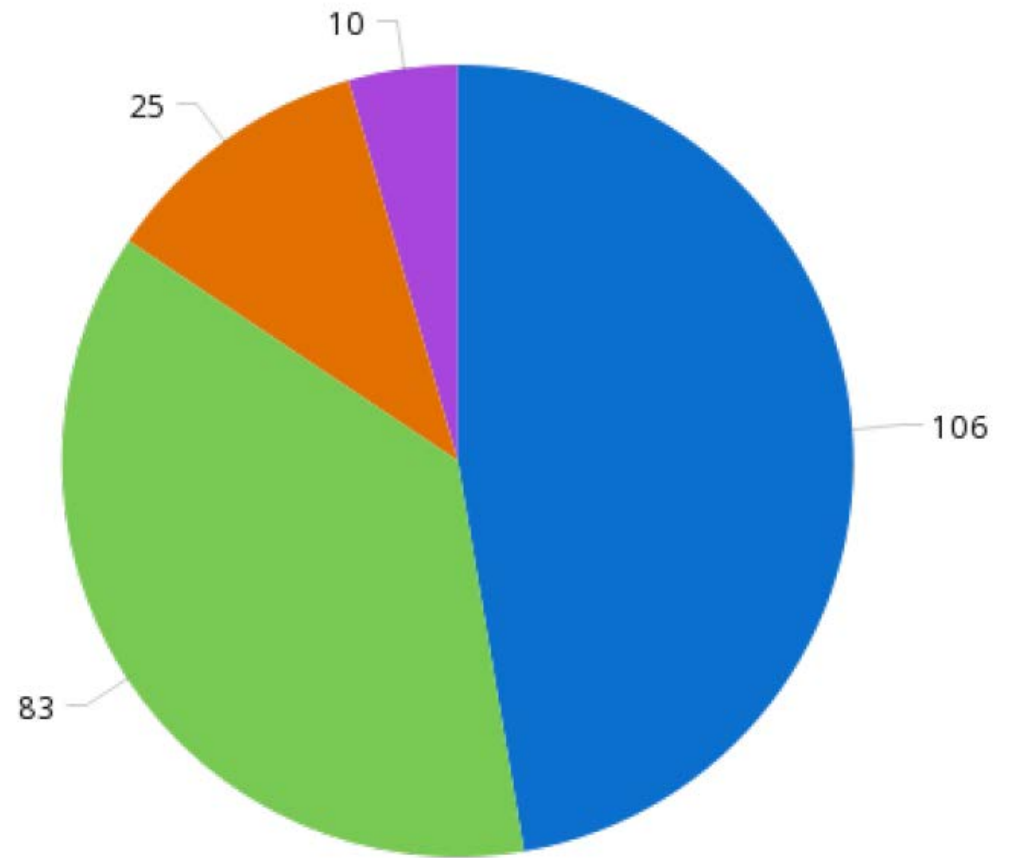
12.6 million lbs.

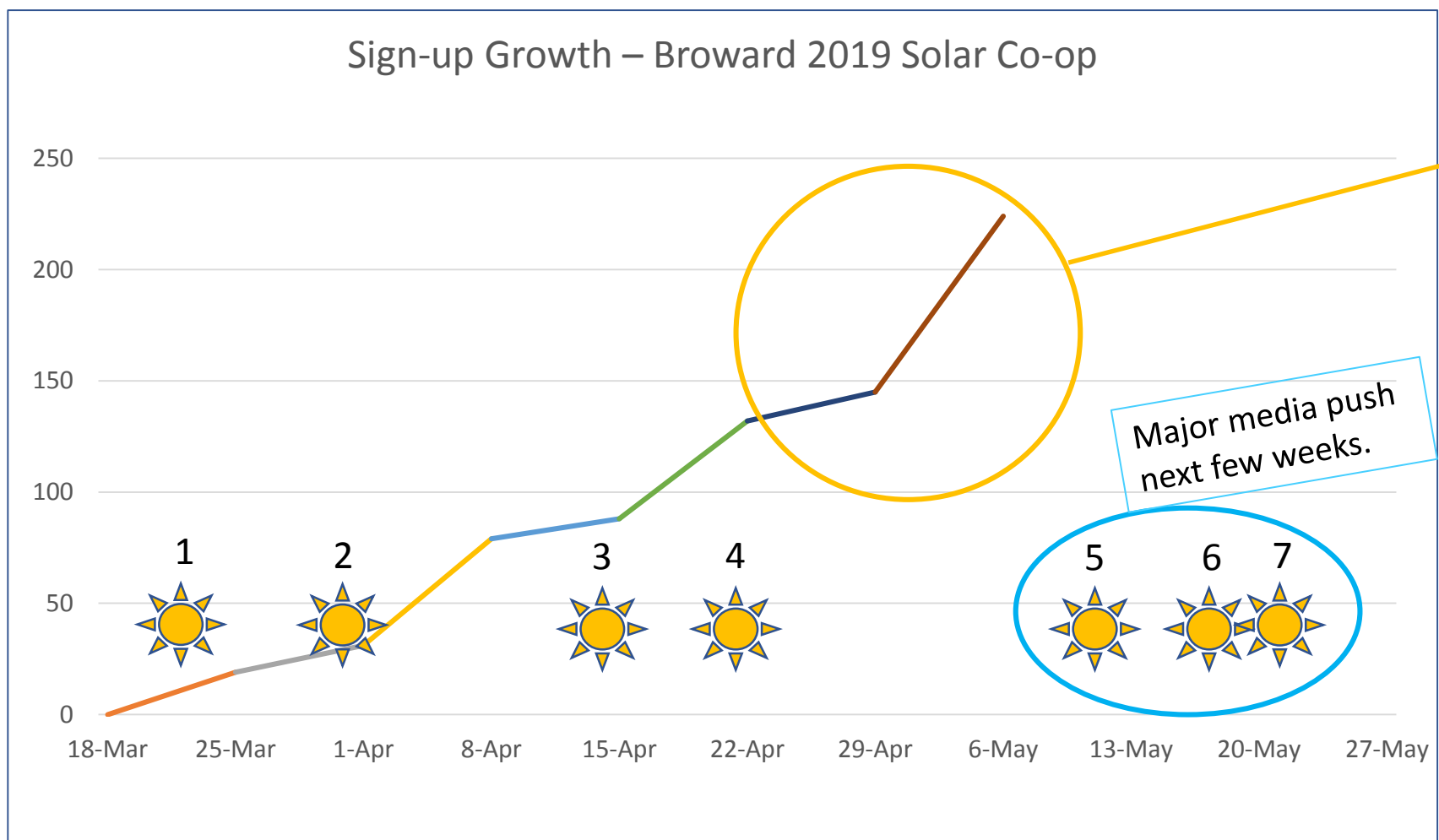
Carbon Emissions Avoided
over next 25 years

STATUS UPDATE

AS MAY 6, 2019

224 SIGN-UPS

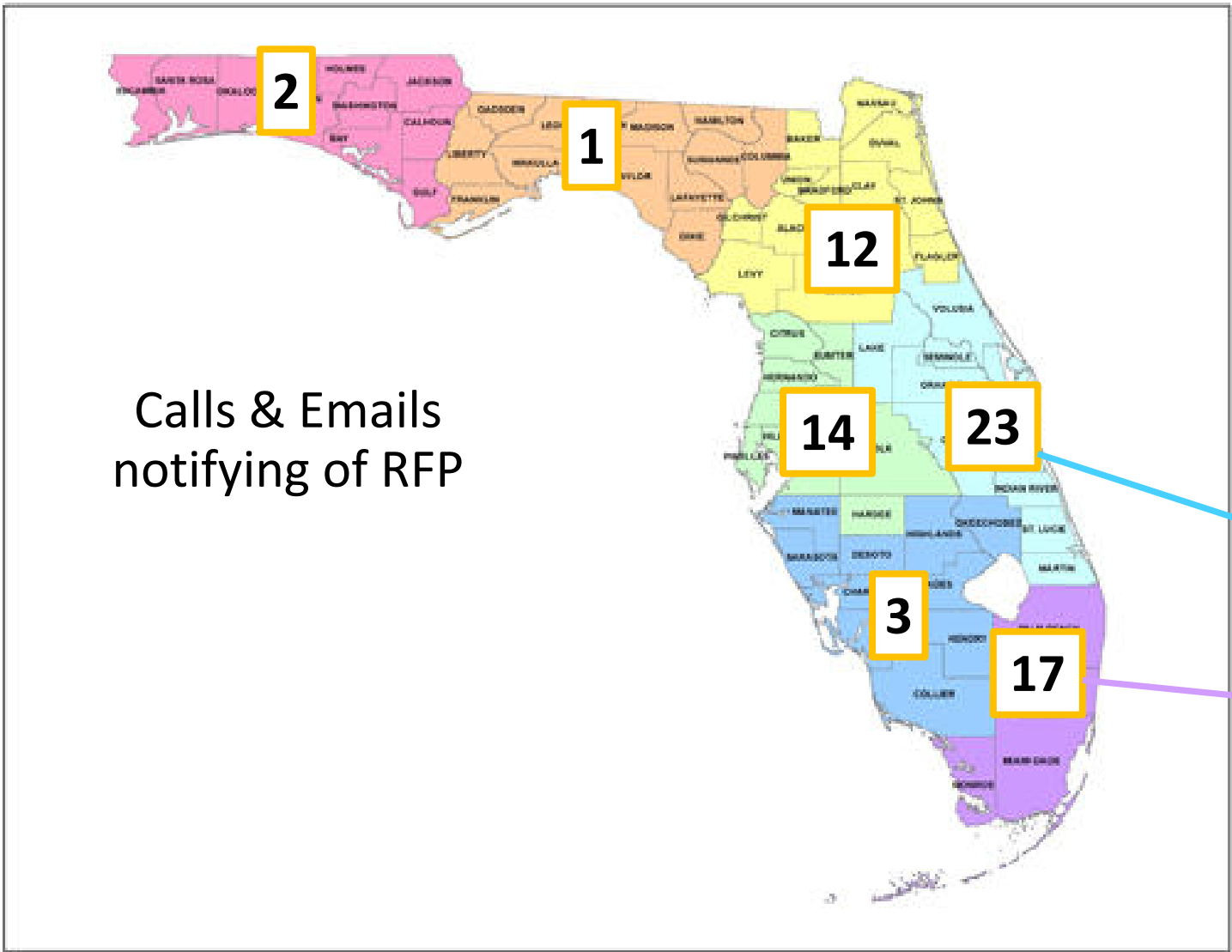
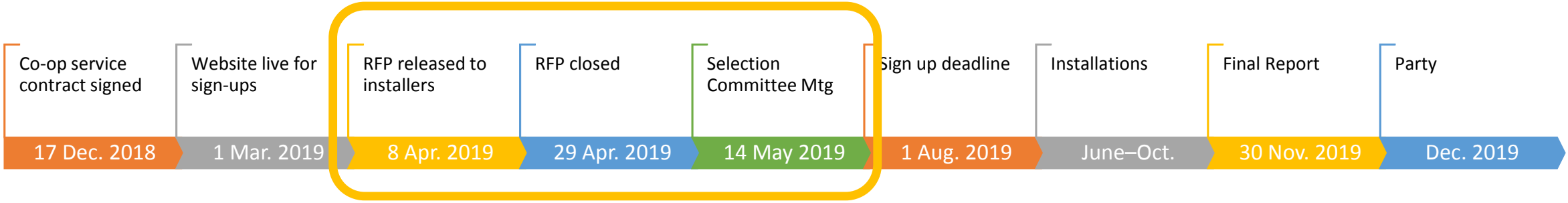




Sign-ups almost doubled in last few weeks due to recent tabling at Earth Day events around County. Uncertain how many of these will translate to qualified (unshaded) roofs and actual Co-op Membership, as compared to attendees of Info Sessions.

Major media push next few weeks.

- LEGEND OF OUTREACH** 
1. Press Launch
 2. Info Session in Sunrise
 3. Info Session in Hollywood
 4. Earth Day events
 5. Medial Push/radio Ads
 6. Info Session Pompano
 7. Info Session Miramar



Calls & Emails notifying of RFP

Outreach to Installers

Bids Received

Total (7)

Orlando = 3

South Florida = 4

WHAT YOU CAN DO

SPREAD THE WORD

Share our Websites

<http://www.broward.org/Climate/Pages/GoSolar.aspx>

<https://www.solarunitedneighbors.org/co-ops/florida/broward-county-solar-co-op/>

Share our Social Media posts

<https://facebook.com/BrowardCountyEnvironment>

<https://twitter.com/BrowardEnv>

JOIN the Co-op!

Tell your friends & Neighbors

Write an Op-ed Piece

QUESTIONS?



Additional Information

Previous co-ops, comparison

Bulk Purchase Campaign	Date of Launch	Party date	Length of campaign (months)	Number of Installs	Number of sign ups
West Broward Solar Co-op	2/1/2017	7/21/2018	18	15	82
East Broward Solar Co-op	2/1/2017	7/21/2018	18	28	130
Miami-Dade Solar Co-op	1/29/2018	12/3/2018	14	31	185
St. Pete Winter Solar Co-op	1/30/2018	3/30/2019	15	41	190

About Solar United Neighbors

Solar United Neighbors is a nonprofit organization dedicated to creating a clean, equitable, and resilient energy system that benefits everyone. Solar United Neighbors started as a small group of neighbors working together to get solar at a discount. Over the past eleven years they have developed a unique grassroots model that helps people go solar, join together, and fight for their energy rights. Using this solar co-op model, they have directly engaged over 21,000 participants in solar education and training, helped more than 3,300 homeowners go solar, and facilitated 25 MW of installed solar capacity. This work has leveraged \$62 million in private investment in local economies, and 812 million pounds of carbon offset.

Their solar co-ops have also created an engaged grassroots base that we have deployed for a number of important policy wins. In 2014, we were awarded the White House Champions of Change Award for our innovative work to expand solar access in the National Capital Area.