



Solar Co-ops: Accelerating solar adoption in local communities



SOLAR UNITED NEIGHBORS

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



95,000
supporters



We engage deeply with our network



3,340

people gone solar
with us

25.7 MW

installed capacity

\$63M

invested in local
solar industries

774 solar jobs
created



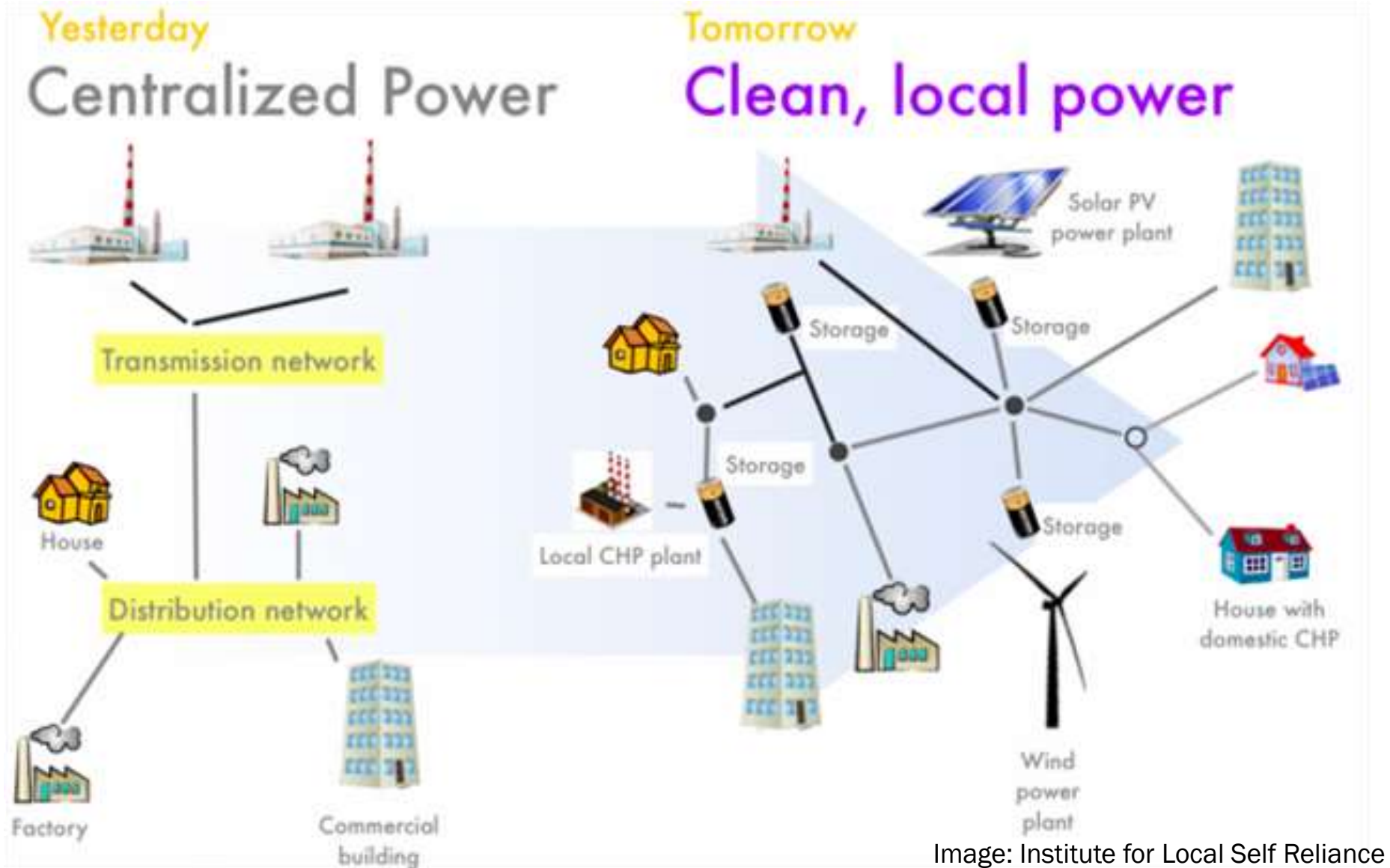
13,000

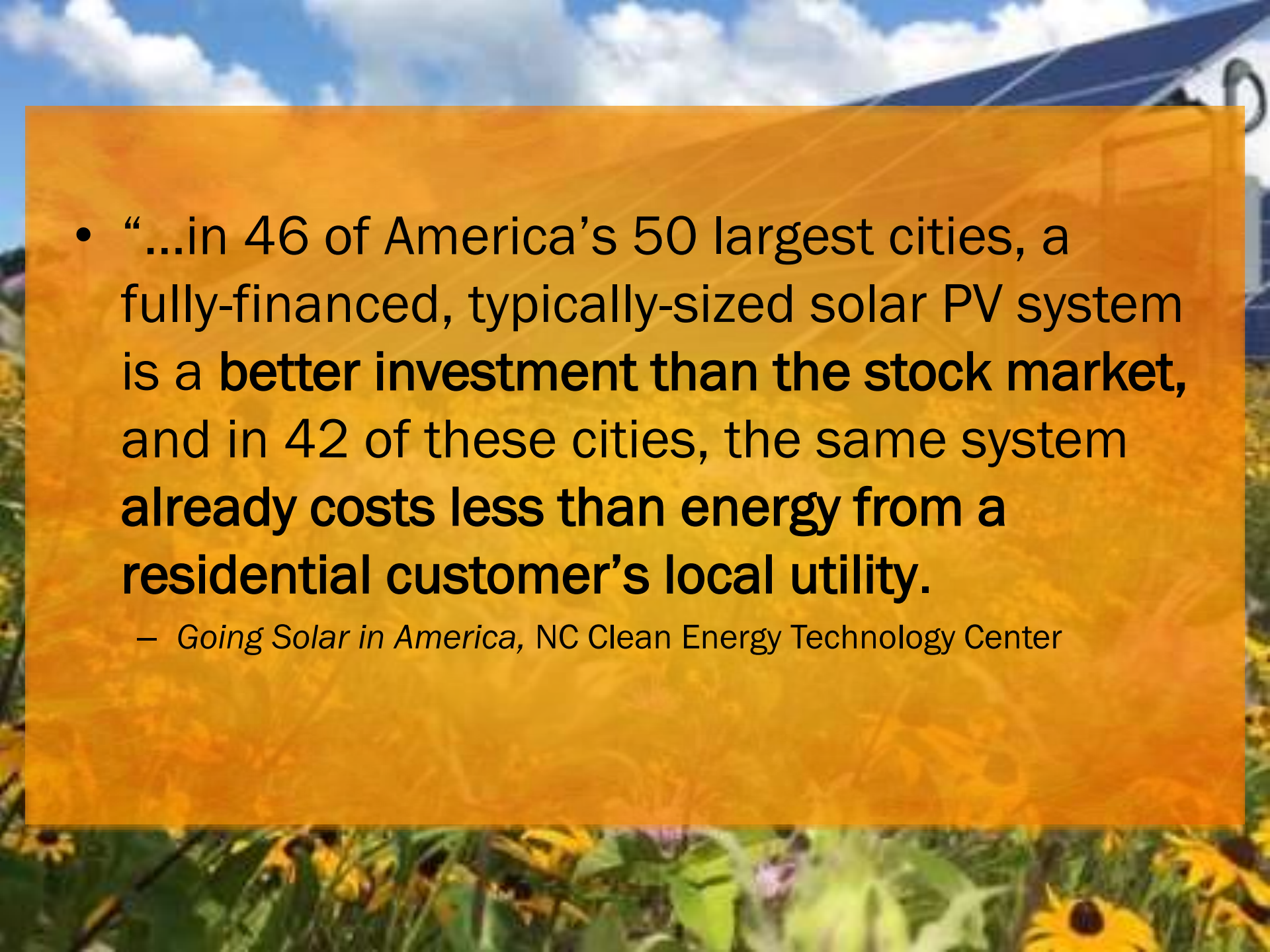
actions by our
supporters in 2017

2,000

volunteers in 2017

Solar enables energy democracy



- 
- “...in 46 of America’s 50 largest cities, a fully-financed, typically-sized solar PV system is a **better investment than the stock market**, and in 42 of these cities, the same system **already costs less than energy from a residential customer’s local utility**.

- *Going Solar in America*, NC Clean Energy Technology Center

Solar for Amish and Mennonite Communities

- Solar savings are avoided energy costs
- Amish and Mennonite farms on diesel generators are paying 5-10x what a grid-tied farm pays for energy
- Potential for up to 50% (pre-tax) savings per kwh by going solar



Photo: ASES

Data: Stanley Minnick, Energy
Service Manager, Organic Valley

How we got started



**Started in
2007 and it
wasn't easy!**



Solar co-ops are one of our core interventions

- Group of homeowners go solar together
- Get bulk discount by all working with same contractor
- Get support from Solar United Neighbors throughout the process
- Work closely with local partners



MONTH 1 THRU 2

1 LEARN

about the co-op

Attend an info session, visit our website

2 SIGN UP

online to participate in the co-op

There is a sign-up deadline usually in month 5 or 6

3 GROW THE CO-OP

tell your friends and neighbors!

MONTH 3

4 SELECT

an installer once co-op reaches 30 members

Solar United Neighbors:

- Issues a competitive RFP on behalf of the co-op – open to all installers!
- Review bids, call references and check licensing, equipment and warranties

Co-op members :

- come together to review bids, select a single installer

MONTH 4 THRU 8

★ SIGN UP DEADLINE

Last chance to join the co-op

5 SCHEDULE

Installer site visit, receive customized proposal based on co-op pricing

6 SIGN A CONTRACT with the installer

7 INSTALL solar system

8 PARTY!

Meet your fellow solar neighbors and celebrate your successes

Co-ops are scalable and replicable

- Partner with local community groups & volunteers
- Solar United Neighbors facilitates the co-op, local partners spread the word and recruit participants.
- Co-ops are community-driven
- They educate & build confidence



A new constituency of clean energy advocates

- Our process creates an army of **engaged, activated solar advocates**
- Solar owners have a **stake in the clean energy economy**



Solar co-ops drive sustainability efforts

Market fundamentals

Laying the groundwork

- Net metering
- Permitting and interconnection
- Renewable portfolio standards

Equity & Access:

Expanding the movement

- Community Solar
- Low-income incentive programs
- Additional financing options

Deep Decarbonization

Grid of the future

- Integrating DER: solar, EVs, storage
- Advanced regulatory reform

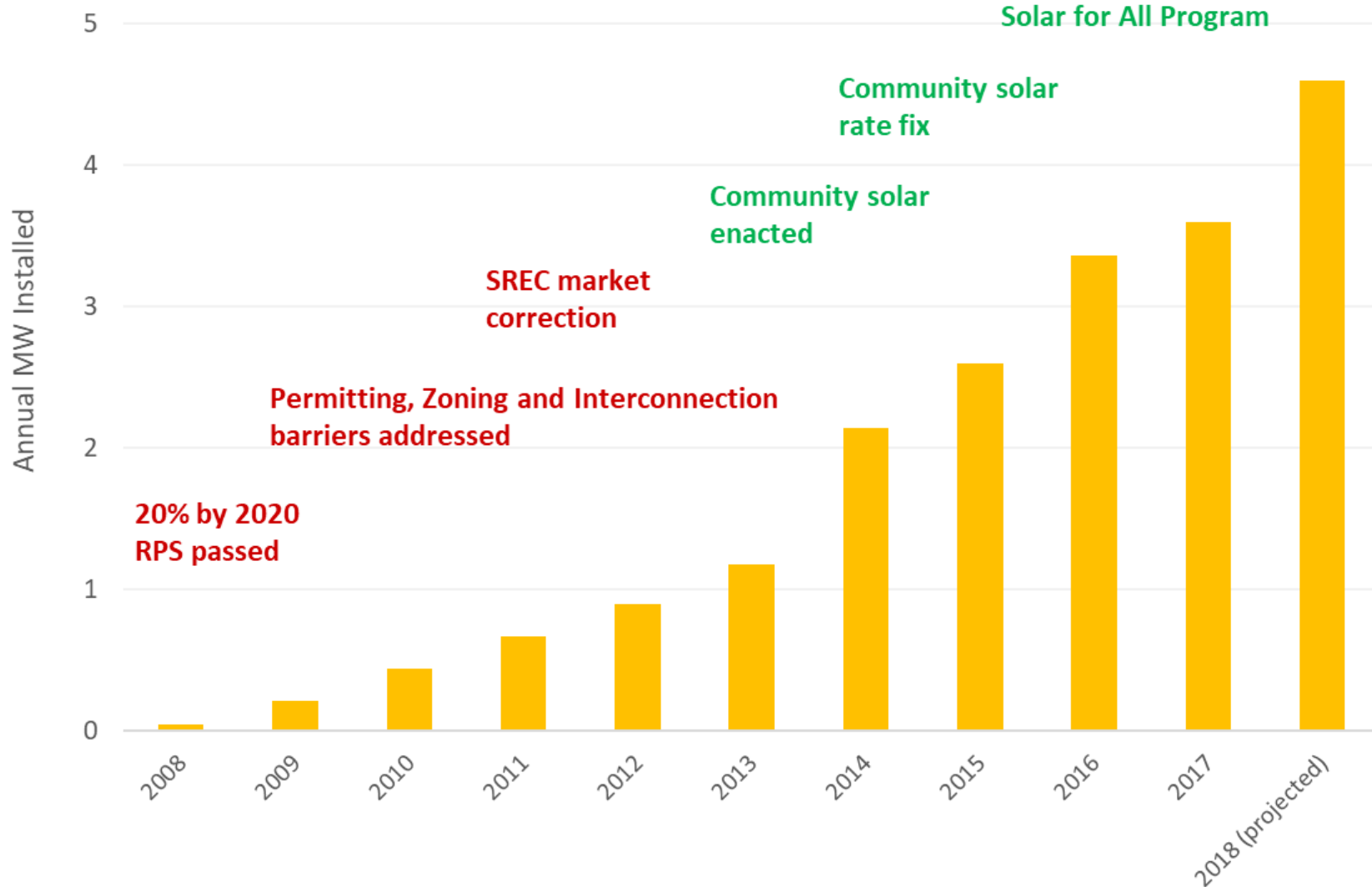


DC solar owners drive policy

Grid modernization proceeding

EVs, Storage, Non-wires alternatives

50% RPS and
Solar for All Program



Market Fundamentals





Equity and Access



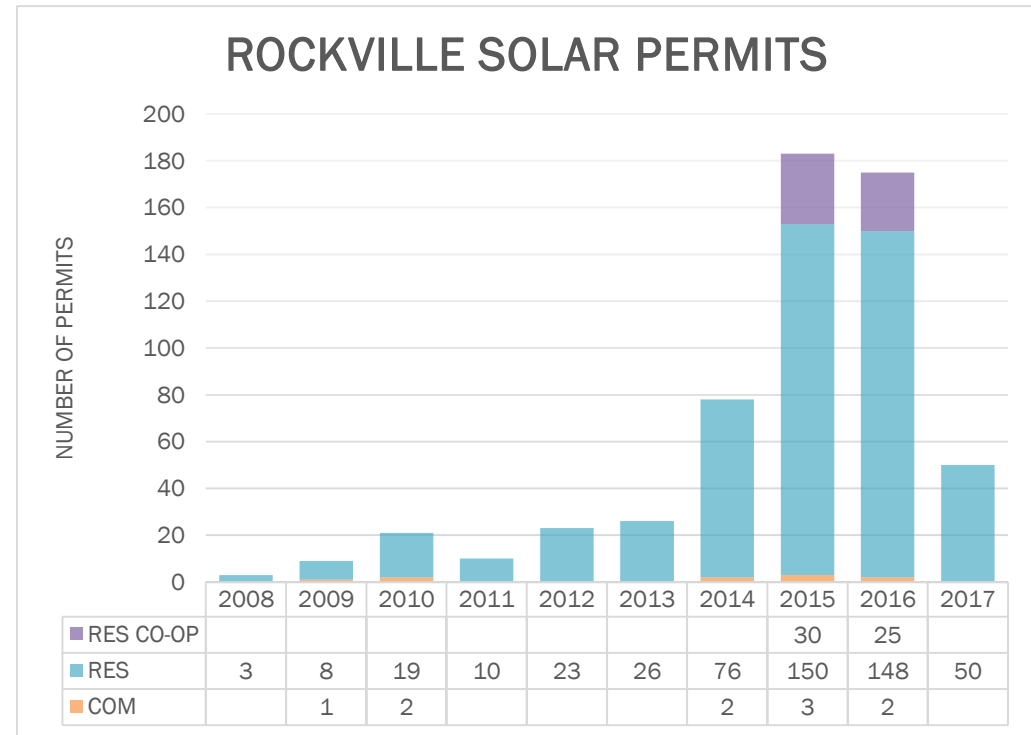
Deep Decarbonization

Why? Solar owners are an incredible advocacy base

| |  Solar Owner |  Typical Citizen |
|--|--|--|
| Supports clean energy | ✓ | ✓ |
| Talks about their solar system and encourages others to go solar | ✓ | |
| Knowledgeable about complexities of how solar energy systems work | ✓ | |
| Aware of the impact of state-level energy policy on the solar market | ✓ | |
| Financially invested in future of energy grid | ✓ | |
| Seen by Public Utility Commissions as a unique class of ratepayers with special standing in rate cases and PUC proceedings | ✓ | |

Solar co-ops drive additional solar adoption

- Significant “spillover effect”
 - Only 30% of co-op participants end up going solar with the group
 - Remaining 70% often go solar on own with another company, or in the future
- Drives overall solar adoption in region



Solar co-ops drive job growth



- To-date have facilitated 774 new solar jobs as a result of solar co-ops
- Co-ops excellent opportunity for solar companies to scale up
 - Having a large pipeline of projects makes it possible to hire additional staff

We're replicating this model across the country



Pennsylvania Active Co-ops

- Cambria County Solar Co-op
- Allegheny County Solar Co-op
- Crawford-Mercer Solar Co-op
- Upper Ohio Valley Solar Co-op
 - Washington + Greene Counties



And seeking partners to help us bring solar co-ops to their communities



Together we are transforming our energy system.
Join us!



Henry McKay, Pennsylvania Program
Director
Solar United Neighbors
henry@solarunitedneighbors.org

