



Principles and Policies for Low and Moderate-Income Solar

Part 6:

Engaging LMI Communities

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This content is provided to assist teams participating in the Solar in Your Community Challenge, a prize program sponsored by the U.S. Department of Energy Solar Energy Technologies Office (SETO). This content is free for general public use.



VOTE SOLAR

Vote Solar is a non-profit organization working to make solar a mainstream energy resource across the U.S.

We target state-level opportunities for change through a combination of:



Regulatory Participation



Direct Policymaker Education



Local & Diverse Advocacy Partnership



Technical Analysis, Tools & Resources



Public Communications
& Grassroots Engagement

Decreased Costs +
Increased Access =
Solar Scale



Learning Objectives

- To understand the need for community engagement when developing or marketing solar in LMI communities.
- To understand effective community engagement strategies.



Avoid the Picket Line!

- Community Empowerment
- Customer Skepticism
- Multilingual and Multicultural Customers
- Low-Income Communities Don't See Solar as Within Reach
- Energy Matters Take Lower Priority
- Customer Acquisition Costs



Value of Community Engagement

- “Direct collaboration with community leaders can provide America’s solar industry with unique perspectives and opportunities to help it reach new consumers, strengthen its position on regulatory issues, and drive economic growth in all our communities.”
- Rose McKinney James, Greentech Media, 2016
- <https://www.greentechmedia.com/articles/read/how-the-solar-industry-can-learn-from-local-communities-to-expand-access#gs.X9ACJu8>



Effective Community Engagement

- Tap into existing community organizations, especially non-traditional ones like faith-based organizations, civic associations, and fraternities or sororities. Seek out leaders of diverse organizations on the local level.
- Include many voices in decision-making processes. Collaborate with diverse communities when pursuing action in state legislatures, public utility commissions, zoning boards, city or county councils, etc.
- Focus on building long-term relationships. Don't limit your interactions to times of crisis, when you need support for an issue.



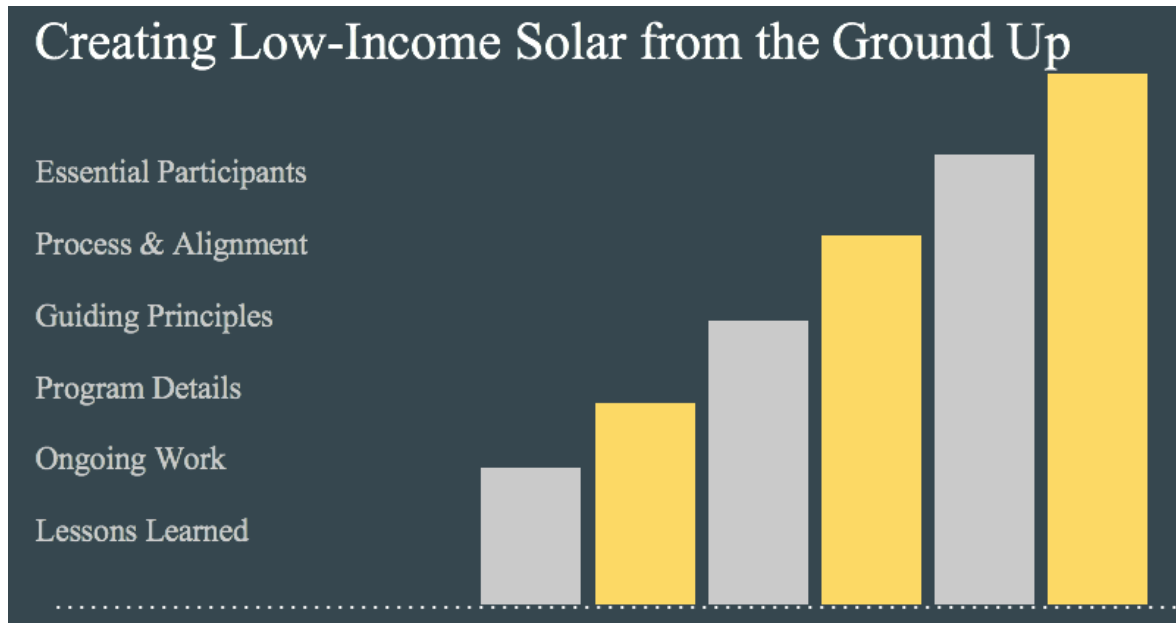
Effective Community Engagement

- Work with community organizations to design and collaborate on energy projects that focus on the community's needs. Consider elements that relate to energy justice.
- Provide more education and data about solar's benefits to lower-income communities. Work with local organizations to educate customers. Show the real risks and benefits for low-income communities and communities of color, with visible examples.



Case Studies

- Oakland, CA
- Illinois Solar for All



How Can We Work Together?

LowIncomeSolar.org

- » A tool for policy makers and advocates to increase access to solar

Vote Solar

- » A resource for policy and technical assistance



Thank you for attending our webinar

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Webinar instructors will be available for one-on-one consultations with Challenge participants through **virtual office hours**. To schedule a consultation, contact Diana Chace at diana@cleanegroup.org

Slides and recordings from this webinar series are available on CESA's website at:
www.cesa.org/projects/sustainable-solar/solar-in-your-community-challenge-webinar-series



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