

# SOLAR UNITED NEIGHBORS

*2019 Annual Report*



 SOLAR UNITED NEIGHBORS

# Table of Contents

<b>Message from the Executive Director . . . . .</b>	<b>1</b>
<b>Our Impact By the Numbers . . . . .</b>	<b>2</b>
<b>Interview with a SUN Patch Program Participant. . . . .</b>	<b>4</b>
<b>Roundtable with Solar Installers. . . . .</b>	<b>5</b>
<b>Interview with a National Solar Tour Host . . . . .</b>	<b>6</b>
<b>STATE PROGRAMS</b>	
<b>Arizona . . . . .</b>	<b>8</b>
<b>Colorado . . . . .</b>	<b>10</b>
<b>D.C. . . . .</b>	<b>12</b>
<b>Florida . . . . .</b>	<b>14</b>
<b>Indiana . . . . .</b>	<b>16</b>
<b>Maryland . . . . .</b>	<b>18</b>
<b>Minnesota . . . . .</b>	<b>20</b>
<b>Ohio . . . . .</b>	<b>22</b>
<b>Pennsylvania. . . . .</b>	<b>24</b>
<b>Texas . . . . .</b>	<b>26</b>
<b>Virginia . . . . .</b>	<b>28</b>
<b>West Virginia. . . . .</b>	<b>30</b>
<b>FINANCIALS</b>	
<b>Financial Summary . . . . .</b>	<b>32</b>

# Message from The Executive Director

## **Friends,**

Communities across the country are setting ambitious renewable energy goals. Elected officials are coming around to the need to transform our energy system. But setting big goals is not enough. Unseen roadblocks and active opposition from those invested in maintaining the status quo threaten to stop us from building an energy system that works for everyone. That's why we're building an army of solar supporters who can identify and defeat the barriers that put these goals at risk.

### **Let me share a few examples from this year.**

Maryland has a pilot program for community solar. This holds the promise of extending solar's benefits to those who can't go solar where they live. But, the program has been slow to develop.

Counties have been hesitant to allow these projects in their communities. This year, we rallied solar supporters to oppose a moratorium on community solar projects in Howard County. We did so by engaging the group of solar supporters we developed through our solar co-op work. We helped them contact their councilmembers, both online and at a public hearing. As a result, the county dropped the moratorium. Solar supporters won a seat at the table as the county develops rules that will be fair to everyone.

Florida has seen a crush of interest in solar energy. (Thanks, in large part, to the more than 50 solar co-ops we've launched in the state.) This booming interest has caught many permitting offices off guard. We've worked with municipalities to improve their permitting processes. This saves time and money for homeowners and installers.

Wins like these happen because people on the ground recognized a problem. They rallied fellow solar supporters and created change.

### **So what does this mean for the future?**

We need distributed generation to bring all of America along in the clean energy transition. Doing so develops and strengthens the army of people who will identify and remove barriers to renewable energy. The more who benefit from renewable energy, like solar, the more who will support it.

These are the people who will alert us when permitting takes too long, counties are unfairly blocking renewable energy projects, or utilities are standing in the way with excessive fixed charges, caps, or fees.

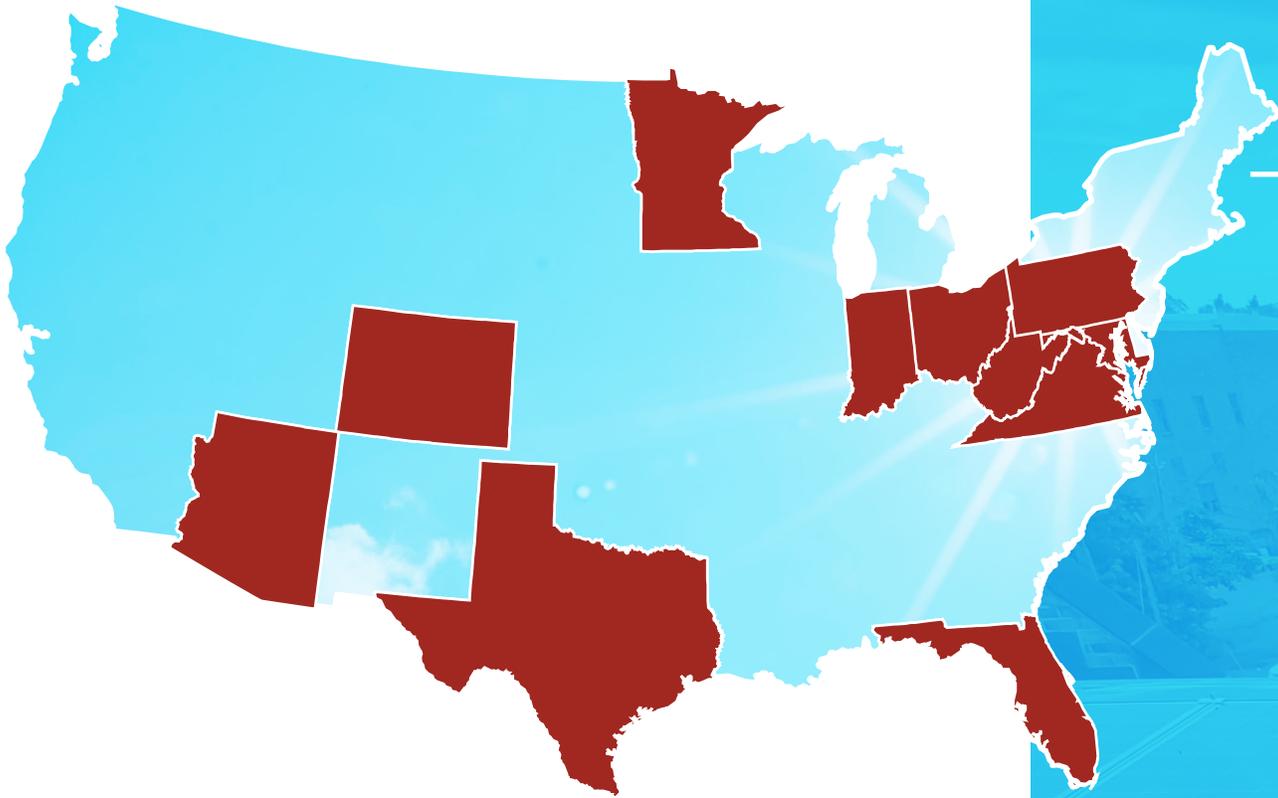
People want to control where their energy comes from. They just may not know how. That's why we're grateful to our donors and supporters—like you—for helping us to grow solar in communities across the country and fight for a transition that's equitable and affordable for all.

Building grassroots power requires local knowledge and local relationships. I encourage you to read what our bright, passionate state directors have to say about solar in their states. The expertise they provide in the following pages of this report shows how we can achieve the energy transformation we need.

### **Best,**

Anya Schoolman



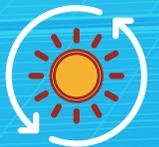


# WELCOMING SOLAR NEIGHBORS *across the country*

Solar United Neighbors accomplished so much in 2019. It's all thanks to support from people like you. We expanded to three new states and deepened relationships in places where we've worked for years.

We now have on-the-ground programs in Arizona, Colorado, D.C., Florida, Indiana, Maryland, Minnesota, Ohio, Pennsylvania, Texas, Virginia, and West Virginia.

The numbers on page 3 are just a snapshot of what we've done. Read ahead for some of the great stories behind these numbers.



# OUR IMPACT *BY THE NUMBERS*

IN 2019

SINCE 2007

HOMES THAT WENT  
SOLAR WITH A CO-OP

1,021

4,552

PEOPLE WHO JOINED  
A SOLAR CO-OP

4,353

19,411

MW OF SOLAR  
INSTALLED

9 MW

36.32 MW

LOCAL SOLAR  
SPENDING

\$22.3M

\$87.9M

LIFETIME CARBON  
OFFSETS

305.3M lbs.

1B lbs.

NEW SOLAR  
JOBS CREATED

155

619

# Interview with Girl Scout Troop Leader Kathy Messmer

Solar United Neighbors developed the SUN Patch Program to educate the next generation of solar supporters. Scouts of all ages can learn about solar energy, discover it at work around them, and become ambassadors to help grow solar in their communities.

Scout leader Kathy Messmer from Dubose County, Indiana spoke with us about an event held in her community.

## Tell me about the event you held.

We hosted a group of 65 Girl Scouts this April, for a day-long event to learn about solar. We had scouts from kindergarten through middle school. Greg Painter led the education session. He's the sustainability director at Jasper Group, a local manufacturer where I also work.

## What activities did the scouts do to learn about solar energy?

It differs a bit by age group. Greg spoke with the younger scouts about how the panels work and how they absorb the energy from the sun. They then did

an arts and crafts activity to show what they learned. With the older group, Greg was able to go into a bit more detail on the technology.

Greg brought along a solar panel and electric meter. This let the girls see up close how solar works. They could see it make electricity. We also had the girls make S'mores using solar ovens they built with pizza boxes, black construction paper, and aluminum foil.

## Are there any follow-up activities from the event?

We gave the girls a solar scavenger hunt. They are to go around town and look for places where solar is being used in our community. We've also given them materials about solar to talk through with their parents and the rest of their scout troop.

## How does solar relate to other things that Girl Scouts do?

The Girl Scout Law outlines how scouts are supposed to act toward each other and the world. Included in this is the command to "use resources wisely." Solar relates closely to that, as well as to the work we do to educate the girls about the environment and their community.



# Roundtable with Solar Installers

Our work with installers through our solar co-ops gives us unique insight into the solar energy market. We brought together several installers for their perspective on where solar stands as we approached 2020. Thank you to Ryan Nicholson of Sustainable Energy Systems, Bryan Hacker of Solar Energy World, and Tony Colella of EDGE Energy for sitting down with us.

## What is the biggest challenge you're facing headed into 2020?

**Ryan:** Reaching more customers is always a challenge. I don't think we've reached a saturation point, but it becomes harder to find and reach new customers over time. I look at this as a challenging opportunity.

**Tony:** I would say the biggest challenge in the industry right now is just finding those new customers that are legitimately qualified leads. Knowing about solar is a really important thing. That's one of the biggest things that qualifies a lead. Do they just generally know what they're getting into?

## How has working with the co-op improved your business?

**Bryan:** One of the things we like about the co-op is that it brings a pretty educated consumer base. Solar United Neighbors does a very good job with community outreach. They make sure people involved are educated about solar through public information sessions. It's helpful for us as installers to work with customers who have already expressed significant interest in solar.

A lot of people hop on the internet these days and you wouldn't believe the things people think they

know. Having a verifiable third-party source out there providing some education to consumers is something that really helps our process along.

**Tony:** Solar co-ops grew our referral base. Now, we're established and regularly getting customers from a variety of sources, but that was definitely a main plug for a long time.

## How much time do you spend on advocacy?

**Ryan:** I think our advocacy is mostly done through our work. We want every home to be solar. Finding and serving clients takes 99% of the effort we have. We look to groups like you guys to carry the load on the policy side.

## What do you see as the biggest barrier to going solar?

**Bryan:** Really, it's still education. So much of our job is just teaching people what their options are. Up until solar was a thing, people just opened their electric bill, paid it, and moved on. Nobody had any idea that there was a choice or an opportunity for something better.

**Tony:** Cost is a big thing. This is why I say if you're educated and you're aware of the cost going in, I love that type of customer.



# Interview with National Solar Tour Host Brent Groce

Solar homeowner Brent Groce has twice opened his home as part of the National Solar Tour. He was kind enough to share his experience in the hope that it will inspire others to do the same. Solar United Neighbors is a co-host of the Tour in partnership with the American Solar Energy Society. More than 850 sites across the country hosted events in 2019.

---

## **Tell me about some of the ways you encouraged people to attend your open house.**

I encouraged my installation company to promote it to their customers. I posted about it on Nextdoor, which is our neighborhood social network. I also hung signs around my neighborhood, in local cafes and places like that.

## **How did the event go?**

It went well. I gave attendees a general overview about solar and my system. I was then able to answer the specific questions they had.

It's kind of hard to see our system because it's a three-story-high house, so you have to walk about a half a block away to see it. I think some people did that. We also went to the basement and looked at the inverters.

We have an inverter that has an integrated EV charger. People got to see our electric car and see how it plugged into the inverter.

I'm glad my wife was there to help this time. It was good to have a second person.

She could answer the door if I was talking to someone, or she could talk to people while I answered the door. We had one couple come with a child. My wife hung out with the young boy while I spoke to the parents.

## **What support did Solar United Neighbors provide?**

Solar United Neighbors led several webinars for Tour

hosts. These were helpful because it made hosting a lot clearer and showed that it's easy to do.

We had a packet of materials to share with attendees. There were also diagrams and photos of how solar works. These materials gave us an easy visual reference to explain how the system works.

## **What made you decide to host?**

I thought, well, hosting is a low-key, low-investment thing for me to do to try and build a solar community. So, I was happy to do it.

## **What were the common questions attendees had about solar?**

People were mostly interested in the timeline. How long does it take? I think a lot of people were surprised that it only took a couple of days or a day-and-a-half to install the system.

They were interested to learn about costs and how to calculate them. A lot of people in the industry talk about that, but they tend to default to talking about \$3-a-watt or something. People don't always understand what that means.

## **If you were to host again, what might you do differently next year?**

I would try earlier and harder to get more people in the area to host with me. I have several neighbors who have solar as well. I think it would make it more interesting for people to be able to see two or three places, see different installations, and talk to different people in the same area.



630

Let the sun pay your bills!

GO SOLAR

FIGHT FOR OUR ENERGY RIGHTS

SOLAR = ENERGY FREEDOM

# Arizona

Our Arizona program launched in 2019. Of the places we work, Arizona has the highest level of solar already installed. Program Director Bret Fanshaw discusses building a new program and bringing current solar owners into the fold.



## What questions do people ask you about going solar?

There's not a question about whether or not it works. The question I hear is, "Does it still make sense to go solar given all of the changes recently and all of the meddling the utilities have done on the policy front?"

For the most part, it still makes sense. For customers of regulated utilities like Arizona Public Service (APS) and Tucson Electric Power (TEP), there's actually an increased urgency because the credit system that replaced net metering drops over time. So, the credit to customers for extra electricity sent back this year is worth more than it will be for someone who goes solar next year.

## How do we get current solar owners involved in our work?

We need to move them from people who did this thing—go solar—and are seeing benefits on their electric bill, to taking part to help more people in their community benefit from solar.

There are a number of ways they can get involved.

We're pushing the Arizona Corporation Commission to adopt a 100% clean energy plan. Utility APS recently released a plan of their own. Their version holds a lot of question marks. We're concerned about how they're going to treat rooftop solar relative to solar owned by utilities. If it were up to the utilities, of course, they would own all the solar themselves.

Another way we're looking to involve current solar homeowners is by having them share their experience of going solar. These are folks who can be ambassadors for solar by bringing us into their communities to help their friends and neighbors go solar.

## What's something that you didn't do last year that you're looking forward to doing this year?

I'm looking forward to hosting our first Arizona Solar Congress. The Solar Congress is a day-long conference where we'll bring together experts, solar supporters, and those just interested in learning more about solar energy.

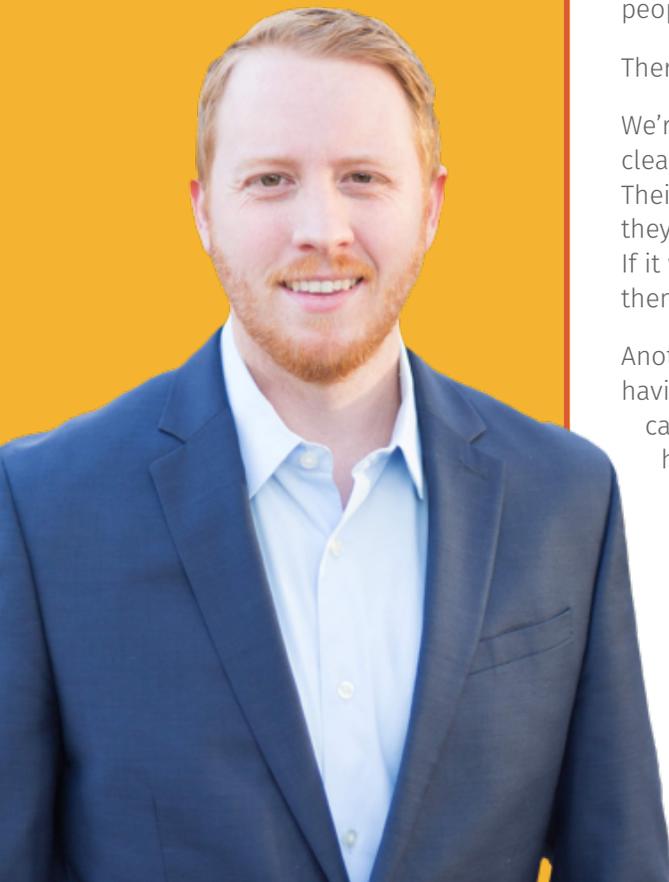
Program Director, Bret Fanshaw

## Key Number

# 40

This is the number of people who joined the East Valley Solar Co-op, the first in the state. Of those, half signed contracts and are having a system installed on their homes.

We chose the East Valley as the location for our first solar co-op because homeowners there receive their electricity from the Salt River Project (SRP). SRP has instituted a complex rate structure that has made it complicated for homeowners to go solar. I think we did a good job of educating people about how they can still make solar work for them.





It'll be an important way to bring the grassroots voice of solar together in Arizona. This is our overall goal. We have trade associations that speak on behalf of the industry here. We have environmental organizations and other folks who are doing really important work. But there's not a group that's standing up and supporting solar homeowners. My hope is it'll let us put our stamp on being the grassroots voice of solar in Arizona.

### **How have partners been helpful in our work?**

We've had two partners for both of our first co-ops—Arizona Sustainability Alliance and Arizona Interfaith

Power & Light. They've been helping out with getting volunteers and spreading the word.

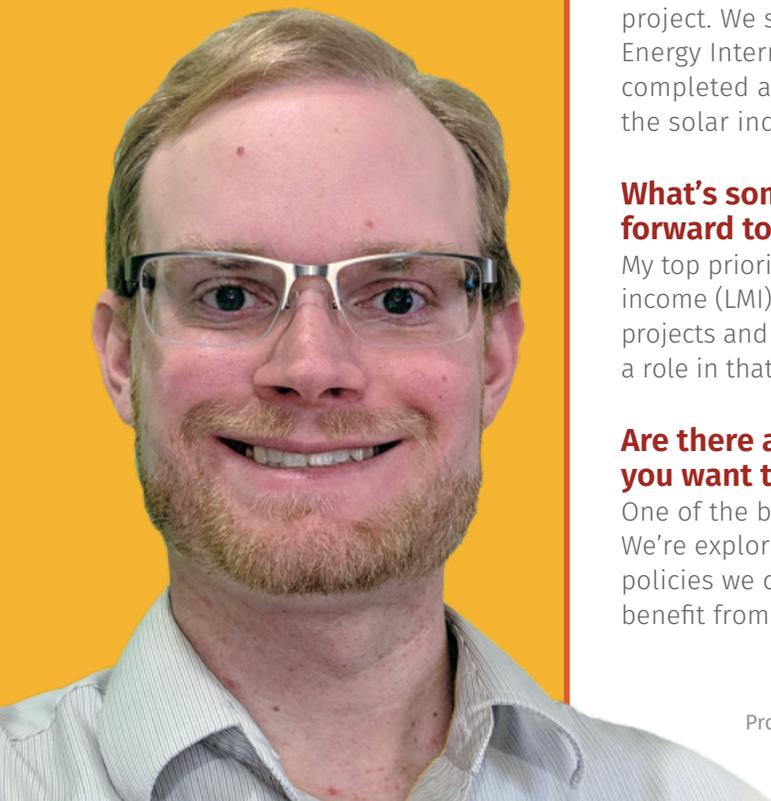
The Arizona Interfaith Power & Light board president, Karen Schedler, was a co-op member herself. She'd been thinking of going solar for a while but wanted more information from an unbiased source. Then the co-op came around and she thought, "This is my chance."

## Key Number

# 157

**This is the number of people who have indicated interest in volunteering with us. These are folks who, one way or another, have offered their time to work with us, to go beyond the co-op process and get involved with engagement, policy, and ongoing advocacy.**

Community building is at the core of what we do. It's what it's all about, and that's what drives me. These folks are willing to commit their time and energy to support this important work. For me, that's the most important number. I'm eager to grow that number going into 2020.



# Colorado

**Our Colorado program launched in 2019 and hit the ground running. It helped generate more than \$1.6 million in solar investment through three solar co-ops. Program Director Bryce Carter discusses how we were able to harness solar supporters' passion in parts of Colorado that were not thought of as solar hotbeds.**



### **What's the thing you're most proud of from 2019?**

I'm proud of the range of work and ramp-up we were able to accomplish in our first year. I especially hold pride for our work in Yampa Valley, the heart of coal country. The region faces an enormous economic transition. We were able to facilitate an important conversation about how solar plays a part.

We worked with a diverse group of partners to spread the word about the co-op. We became a member of the Craig Chamber of Commerce, an invaluable partner. Their director now serves on our advisory board. The City of Craig, the Town of Hayden, and the City of Steamboat Springs became members of the solar co-op. In our conversations, we helped them secure funding to support a regional solar garden.

We also piloted a workforce development program as part of this project. We sponsored four solar trainees with the help of Solar Energy International. The trainees received hands-on training and completed a certification process that will prepare them for work in the solar industry.

### **What's something you didn't do last year that you look forward to doing in 2020?**

My top priority is to figure out more ways to support low- to moderate-income (LMI) solar adoption, including supporting community solar projects and other pilot programs. I'm excited to see where we can play a role in that essential work.

### **Are there any specific barriers to LMI work in Colorado that you want to highlight?**

One of the biggest challenges is securing funding to make it work. We're exploring this with a variety of partners. I also want to see what policies we can pursue to ensure everyone has the opportunity to benefit from solar.

### **What's something about solar energy you're excited to teach Coloradans in 2020?**

With few exceptions, solar is affordable across most of the state. We're about to see some radical changes in Colorado with battery storage, electrification, and the way utilities charge customers based on when they use electricity. It's worth it for everyone to pay attention to what these changes mean and how solar will play a vital role.

### **Talk a bit about the work we've done with local governments and how that has benefited our efforts.**

Fort Collins and Denver both supported our state launch. Working directly with a municipality helps to position us as a trusted community partner and resource. Going into 2020, we're in conversations with more than a dozen communities that are interested to take part in solar co-ops. I'm excited to see our collaboration expand!

### **You alluded to it earlier while discussing the work in the Yampa Valley, but it seems you view our work as more than just solar.**

I look at it as three different buckets. Helping people go solar through solar co-ops is a primary focus. In addition to that, we're engaging communities across the state around a broad swath of energy-related issues. We're also pursuing policy and advocacy campaigns.

We'll do this to ensure that Coloradans' rights to go solar are protected and that they can take control of where their electricity comes from. Colorado is in an enormous energy transition. Homeowners can control their own microgrid. Their solar and storage systems are able to not just power their homes but also their cars, furnaces, and water heaters. Utilities are changing their business models and we need to be ready to engage, nerd out through a learning network, and support our members throughout these transitions.

### **What are some of the Colorado-specific issues you see working on in 2020?**

An emerging issue here in Colorado is rate structure. Utilities are starting to tinker with how they charge customers with rate structures like Time of Use. This has the enormous potential to benefit solar customers. It'll be important for us to defend the value of the electricity solar owners receive for their on-site generation. We'll need to continually monitor and identify where the challenges are, provide support, and work with our partners and everybody else to ensure a just transition.

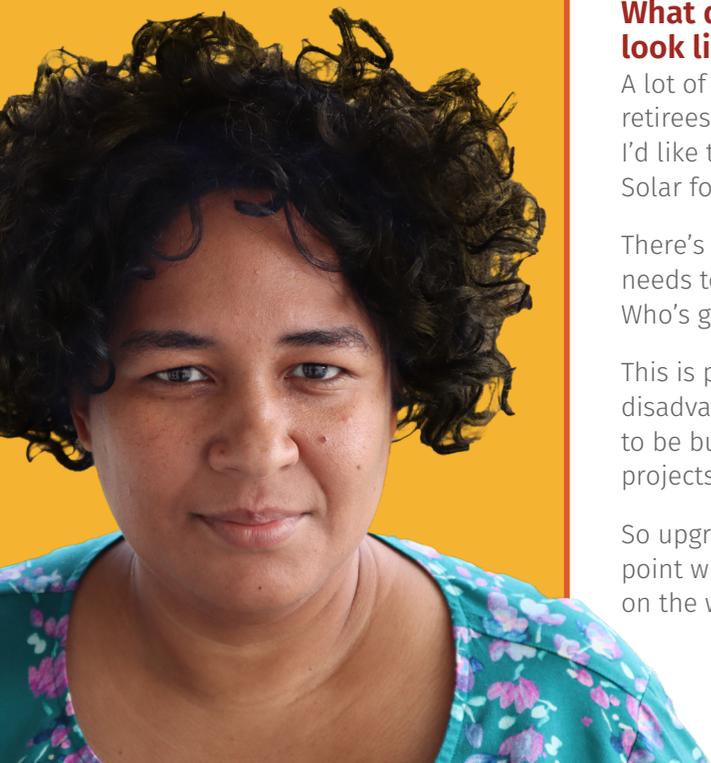


## Key Number

# 73

**This is the number of installations we completed on homes as part of Solar for All for low-income residents. We developed three rounds of solar co-ops that included market-rate participants and clients whose systems were 100% paid for through the D.C. government's low-income Solar for All program.**

The bulk of the installations happened in 2019. Most of them were in Wards 7 and 8.



# D.C.

**D.C. is our oldest program. Program Director Yesenia Rivera talks about the lofty goals the District has set for solar energy and how D.C. solar supporters will hold them to those goals.**



## **What is something you didn't do last year that you will in 2020?**

We're building a volunteer-led advocacy team to make sure the District is meeting its goals for clean energy and the Solar for All program. A big part of this is making sure the Historic Preservation Review Board keeps up with the demand for solar in historic districts.

## **What are the District's goals for clean energy?**

The District has set a goal of 100% clean energy by 2032. Of that, 10% of the energy generated must be from solar. This needs to be done in an equitable manner. Fortunately, the sooner we meet that 10% carve-out, the better it's going to be for all ratepayers in terms of the impact on their bills.

Through the Solar for All program, D.C. has a goal of providing solar for 100,000 families by 2032. This will help them reduce their energy bills by 50%. We're nowhere near that number now, after nearly three years. We want to make sure ratepayer money is being used appropriately, and that it's going towards helping low-income families go solar.

## **What does an equitable transition to 100% clean energy look like?**

A lot of the seniors in D.C. live on fixed incomes but they're federal retirees. Their pensions put them over the Solar for All income limits. I'd like to see these seniors receive help to go solar under a version of Solar for All.

There's also a lot of talk about infrastructure (wires and poles) that needs to be in place in order to build more community solar projects. Who's going to pay for this?

This is particularly true in Wards 7 and 8. These economically disadvantaged areas are where most community solar projects are likely to be built. The electric grid is not in a place where it can handle these projects.

So upgrades need to happen. Who's going to pay for that? That's one point where equity comes into play. We've had years of investment on the west side of the river, in wealthier neighborhoods. We saw

investments in Wards 1, 2, and 3, to build up solar, to build up the grid. Everybody was paying for that, including the residents of Wards 7 and 8. Now that Wards 7 and 8 need that infrastructure investment, there's back-and-forth on who has to pay for it.

### **Do you have any memorable stories to tell about installations through Solar for All?**

Jackie Brown was our first Solar for All sign-up. She has been an immense help talking about Solar for All, why she went solar with the program, and how happy she is to have the system.

She had been on the waiting list for DC Sustainable Energy Utility's previous solar program for about two or three years. Her permitting was delayed because she lives adjacent to a historical zone. She waited three years before that and then had to wait six or seven months after being approved to go solar.

Jackie was so patient and such a trooper. Helping her to finally get her solar system was very cool. But, it also shows the barriers that prevent too many people from going solar. They and their installers can't or don't want to wait that long.

### **How can D.C. residents who can't install solar take part in community solar?**

There are a couple of projects online right now that are taking participants, both income-based and market-rate. We have an online platform ([cs.solarunitedneighbors.org](https://cs.solarunitedneighbors.org)) that connects people to community solar projects in their area. There, people can learn about various projects and how to sign up. It can help them compare how much they're going to save on their monthly energy bill. It's a good, completely neutral way to learn about and shop for community solar.



## Key Number

# 996

**This is the number of people who attended one of our solar information sessions this year. It represents the people we've educated through our co-op activities around the state.**

These are opportunities for attendees to learn about solar from a neutral organization like ours. Sometimes folks will come to the information sessions with a proposal in hand or already working with an installer. It may be that they're not necessarily comfortable asking questions of that company or their salesperson.

We've found that often the level of information and education homeowners receive from installers isn't enough to make an informed decision. That's a role we can play. So many people are just hungry for information and want to learn more about solar.



# Florida

The Florida program is beginning its fourth year in 2020. It has helped people go solar in every part of the state. Program Director Angela DeMonbreun discusses how she manages this rapid growth and identifies areas for expansion.



## **Florida's seen a lot of growth in solar since we started working here. What do you think accounts for that?**

I hear time and time again that we're the Sunshine State. We should have more solar! The cost of solar has gone down and continues to drop. We don't have a renewable portfolio standard. There's nothing really solar-friendly coming out of Tallahassee. It's just really driven by the market and the cost. It makes financial sense to go solar. Homeowners are going solar because of the favorable economics.

## **Was there one thing you're most proud of that happened in 2019?**

We launched our 50th solar co-op in Florida. We're continuing to expand into new areas. The 50th co-op launched in Pasco County. We're planning further expansion to the most rural areas of the state.

## **What are some of the challenges of moving into a new area?**

There may be less concentration of rooftop solar in new areas. It can be difficult to identify solar ambassadors to share their solar experience with the community. Many times in our newer areas, we encounter local policies unfriendly to rooftop solar. Unfriendly local permitting and utility policies harm the local market. This means fewer people have solar. We're working to change this, one community at a time.

## **Conversely, what are the challenges of building co-ops in places where we've already held several?**

There is a challenge in reaching more people with our traditional model when we've been there time and time again. That's why we're seeking to expand our local and state partnerships, to reach all Floridians.

The nice thing is that we know homeowners in the area who went solar through a previous co-op. They're able to share their stories with their friends and neighbors. That's a great way to spread the word about solar.



**What is something important you learned in 2019 that will be helpful or important for you in 2020?**

There continues to be a number of barriers to solar at the local level. This could be homeowners associations or historic districts that put unfair restrictions on solar installations. We're also finding local permitting offices that charge high fees or are slow to issue permits. Lastly, we've seen a number of municipal utilities try to undercut net metering. Net metering ensures solar homeowners receive fair credit for the electricity they produce.

Staying on top of all of these fights is where we lean on volunteers. They keep us in the loop on what's happening. Then, we can work with them to organize their communities to fight for solar.

**What do you see as your biggest challenge heading into 2020?**

Reaching more people. We want to expand to more low- to moderate-income communities by partnering with more organizations that can help with financing and energy efficiency information. For many communities, that's the first step. Then, we come in and share the benefits of rooftop solar and how it really can be for everyone.

Proud to partner with



# Indiana

Our Indiana program just successfully wrapped its first year. Program Director Zach Schalk talks about what made it a success and what 2020 will bring.



## What is a lesson learned in 2019 that you're going to carry forward into 2020?

It was encouraging to see the enthusiasm that Hoosiers across the state have for solar. There was a real hunger for the organizing work we do and a real excitement about building Indiana's solar movement.

## What were you most proud of that happened in 2019?

We created a first-of-its-kind program to help low-income homeowners in Indianapolis receive grant funding to fully cover the cost of rooftop solar installation. We'll implement the program this year as part of our 2020 Indianapolis Solar Co-op.

We did a lot of hard work with the City of Indianapolis and local grassroots partners to lay the groundwork for launching the program. We rolled it out at the first Indiana Solar Congress in December.

We built the program by working with partners who have strong relationships with the low-income community. This helped us to build the trust that we'll need to make the program a success in 2020.

## You mentioned the Solar Congress. How did that go?

It was a great day of solar education and celebration. More than 100 Hoosiers from all over the state came to Indianapolis for the event. To get that many people in the first year of the event is really exciting. Experts hosted a series of panel discussions about a variety of solar-related topics. This included everything from solar 101 to battery storage to building an equitable energy system. This showed the grassroots support that will be driving our solar movement forward.

## Tell me about something you're hoping to accomplish in 2020.

We're going to expand our grassroots political organizing work. We spent most of 2019 building our base and we're going to continue to do that as well.

In 2020, we want to do more direct in-person events and engagement with supporters around the state. I want to talk with them about policy education on solar issues and come together as a solar movement. This will give us a clear sense of what our agenda should be for solar in the state and what our strategy is for achieving our goals.

Program Director, Zach Schalk

## Key Number

# 42

This is the number of National Solar Tour stops in Indiana. The Tour is a project we run along with the American Solar Energy Society (ASES). Its goal is to educate the public about solar energy by helping them see it in person. It's a great opportunity for people who are interested in solar energy to learn about it from others who have gone solar.

Included in this number are about two dozen faith communities. Everything from several Christian denominations, Jewish congregations, and at least one mosque. We're grateful to Hoosier Interfaith Power & Light and Solarize Indiana for helping us get so many groups to participate in the event.



## Tell me about our partnership with Solarize Indiana.

Solarize Indiana is a group that started in 2017, in response to an anti-net metering law passed that year. They sprang into action and helped hundreds of Hoosiers go solar before a net metering deadline at the end of 2017. They've continued to organize their Solarize programs around the state using a similar model to our solar co-ops.

When we launched our Indiana program, it was really important that we formed a successful partnership with them. We're all part of the same movement. Our Indiana program has been fortunate to form such a strong partnership.

It's what allowed us to have two successful co-ops in 2019. Dozens of Solarize volunteers helped us spread the word, organize information sessions, and give presentations.

They allowed us to jumpstart the first year of our program much faster than if we were starting from scratch. This made both of our organizations stronger.

## Give me some insight into where things stand with net metering in Indiana.

Net metering ensures solar homeowners receive a fair credit for the electricity they generate. Indiana's net metering is scheduled to expire for new solar installations in 2022. If someone installs a system today, they'll have full retail rate net metering through 2032. We only have a few years to organize and fight together to fix the law.

## Fill in the blank: 2020 will be a successful year in Indiana because...

This coming year will be successful in Indiana because we've helped to activate and mobilize the growing solar movement. We're just getting started.



## Key Number

# 96

**This is the number of people who went solar with our Montgomery County Solar Co-op. This co-op set a record for the number of people who have gone solar through a co-op in any of our states.**

It shows that there's strong interest in solar even in areas where we've been around for a long time. This was a tremendous milestone for Maryland.

# Maryland

This year in Maryland, we dove deep into expanding community solar's viability in the state. Glen Brand, Corey Ramsden, and Emily Stiever discuss the year's successes.



## **What's something we learned in 2019 that's going to be important for 2020?**

**Glen:** We learned that sometimes a big policy victory is really the first step. This is the case with community solar in Maryland. The state enacted a community solar pilot program several years ago. It has been slow to take off. A major barrier is finding places to site the project.

**Emily:** And that's our role: to address this gap and remove barriers that keep Marylanders from benefiting from solar. We're working with solar supporters and local jurisdictions to ensure community solar equitably benefits everyone.

## **What accomplishment are you most proud of in 2019?**

**Corey:** The legislature passed a renewable portfolio standard (RPS) with the largest solar carve-out in the country. We supported that and that's a wonderful victory.

Parallel to that, we led a campaign to extend the pilot program for community solar. It needed an extension because of implementation delays. We were able to fill an important advocacy gap that wasn't being occupied by industry. It was focused on the RPS. Because of that, we are working on a pilot program that has a low- and moderate-income component to it. That's really important.

The second accomplishment is that we secured grant funding to focus on community solar promotion over the next four years. It will allow us to secure the program's permanence.



Interim Program Team: Corey Ramsden, Glen Brand, and Emily Stiever

## Tell me a bit more about this grant program.

**Corey:** It's a collaborative of six organizations. We're all focused on a combination of project and policy work around community solar. Our role is educating the public.

The other partners are the Institute for Energy and Environmental Research, Earthjustice, Civic Works Retrofit Baltimore, the Montgomery County Green Bank, and the Climate Access Fund.

The collaborative partners are building these projects, or will be. We want to ensure that access is available to low- and moderate-income qualified subscribers and residents. If there are gaps, we and our collaborative partners can then create policy campaigns that address them. The ultimate result will be making a permanent community solar program.

**Glen:** Maryland's policy victories are significant outside the state as well. We're working on similar policies in Pennsylvania and potentially Ohio. We're able to use Maryland as a model.

## What's something to look forward to in 2020?

**Glen:** Montgomery County is considering a mandate for solar roofs on new residential construction. It's based on the California state law. The work we're doing in the county laid the foundation for an ambitious proposal like this. If we can succeed in Montgomery County and showcase their leadership, it could build interest in other localities and eventually at the state level.

**Corey:** We're going to be piloting a solar maintenance service offering in Maryland. We'll be able to offer this to anybody who wants to be a member of Solar United

Neighbors, to be able to support their system if they find themselves without an installer or are otherwise in need of support.

It's one of the ways that we're starting to make sure we can support people wherever they are in the lifetime of their solar ownership, whether they installed panels yesterday, last year, or five years ago.

## Where do you see the Maryland program in its lifecycle?

**Glen:** When we start a new program, there's a lot of policy work. There's a need to get the policy structure in place and get people to even be able to go solar.

Putting that in place builds the market. Then the work is educating people about solar and getting solar on their rooftops.

Once we've done that, it's back to the policy work. We try to get a new, different crop of solar programs.

## Talk about our work in Howard County.

**Corey:** Howard County considered putting a moratorium on the construction of new community solar projects. This is an all-too-common response when rules need to be changed to site solar. Unfortunately, it puts the brakes on projects that are in development or being considered. We decided it was important for us to organize people to educate county councilmembers on this.

**Emily:** At the public hearing the councilmembers told us, "We've heard from people about this issue. We know this is really important." That shows our network's ability to turn out and speak up when needed.



# Minnesota

Our Minnesota program is welcoming a new Program Director, Bobby King, in 2020. Bobby speaks about his goals for the year and why he's excited to come aboard.



## Why are you excited about starting with Solar United Neighbors?

Two reasons jump out to me. First, the organization has a great understanding of how to get the energy solutions we need. People have to be able to produce and use more energy locally and to make an income from that. It's a move to take power and wealth away from corporate interests. It's a big fight, but unless we do that, we'll never get where we need to be.

The other reason is that I'm excited to educate and engage fellow Minnesotans about solar energy. These are the people on the ground learning what works and what doesn't work. Through that process, we're building up a group of leaders who are deeply informed about what needs to be changed and have an investment in working for that change.

## What are some of your big goals for your first year with Solar United Neighbors?

My focus is going to be on developing solar co-ops in rural parts of the state. Solar co-ops help members go solar through a bulk purchase. The co-ops are free to join and joining isn't a commitment to purchase panels.

Solar United Neighbors has an important role to play in terms of advocating for policy that democratizes the grid. Organizing these co-ops is a way to build a strong base of solar supporters.

## Tell me about your background before joining Solar United Neighbors and how you will draw on that experience in this role.

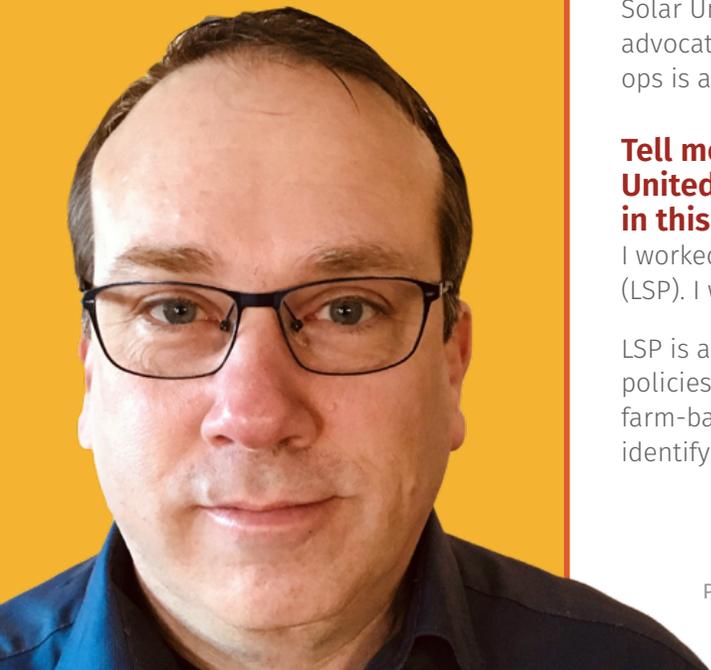
I worked for 20 years as an organizer for the Land Stewardship Project (LSP). I was the director of the policy and organizing program.

LSP is a membership-based group. It works with its members to create policies focused on stewardship of the land, on maintaining a family farm-based system of agriculture. I worked closely with the members to identify the challenges to building this system.

## Key Number

# 45%

This number is the percentage increase of solar installations in Beltrami Electric Cooperative territory because of our solar co-op. The Cooperative partnered with us to promote the solar co-op. There were 22 solar installations prior to the solar co-op. The group added 10 more installations. The Cooperative used the solar co-op as an opportunity to educate its members about solar, as well.



Program Director, Bobby King



Advocacy was a big part of the work as well. It was about confronting corporate interests that have a much different model of how they want businesses to work. That experience dovetails well with the challenges Solar United Neighbors is taking on.

**What does Minnesota’s energy system look like now, and why does it need to be changed?**

Our current energy system is based on an extractive model. Profits are centralized and benefits are taken from the community. This is particularly the case in Minnesota’s rural communities.

We’re starting to see large wind setups in Minnesota. There are large solar arrays as well. But, not enough of the profits from these projects are staying in the communities where they’re located. The opportunity is there for distributed solar to play an important role.

Rural economic vitality can benefit tremendously from distributed solar. But, we need to have policies that allow for energy to be generated locally, used locally, and for a significant amount of the profit from that energy generation to stay local.

**There is a lot of talk about resiliency and solar, especially in coastal areas. Is this something that impacts Minnesota as well?**

As weather has become more extreme, that puts pressure on farmers. We’ve had a series of bad crop years. People see more flooding. Planting season is later. Farmers are learning to farm in ways that are more resilient, using sustainable methods. Part of resilience from a farm perspective is profitability. They have to stay in business.

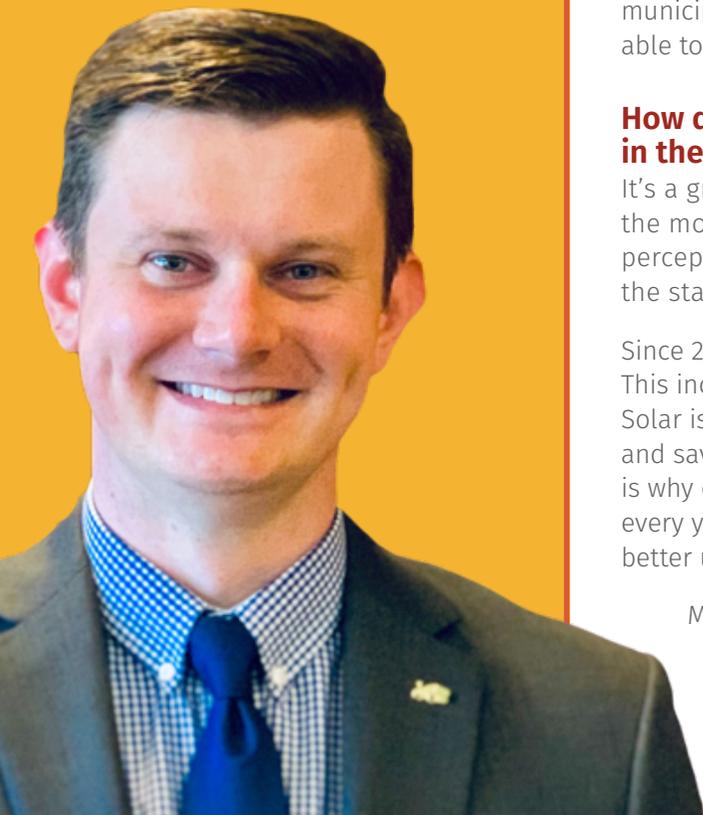
Solar is a real opportunity for farmers to decrease their energy costs and, ultimately, maybe to make some money.

## Key Number

# 30%

**This is the estimated percentage of solar installations in Cleveland that have happened as a consequence of our solar co-op work. Nearly a third!**

Solar United Neighbors kickstarted the rooftop solar market in Northeast Ohio, which is something to be proud of. This is one of the clearest examples, I think, that we really led the growth of the industry here in Ohio.



# Ohio

**Our Ohio program continued to grow solar interest across the state. We also developed a unique partnership with Cuyahoga County to modify our co-op model to help municipalities install solar on their buildings. Program Director Tristan Rader discusses.**



## **What do you see as your biggest accomplishment this year?**

We had more solar installations in Ohio than we'd ever had before through our solar co-op program. A reason for this is a higher percentage of people who joined the co-op decided to go solar. Ohioans realize now is a great time to go solar. At this point, I'm having a hard time keeping up with the demand for solar information sessions.

## **Tell me about our partnership with Cuyahoga County.**

We've developed seven solar co-ops in Cuyahoga County through our partnership with their Office of Sustainability. Working together, we've also developed a request for proposal (RFP) process for the county to use for getting solar on their facilities. This follows a similar model as a residential co-op. We're pulling multiple governments together to aggregate demand for solar.

We found if we can get a megawatt (1 MW) of demand from county buildings, we can significantly lower the price of solar for those municipalities to do rooftop solar. In 2020 and beyond, we want to be able to emulate that other places.

## **How does a program like this benefit our larger goals in the state?**

It's a great proof of concept. The more solar we get on buildings, the more people see that it's viable. Viability is one of the biggest perception challenges in Ohio, especially in the northeast part of the state.

Since 2008, more than 250 MW of solar have been deployed statewide. This includes more than 5,000 rooftop and ground-mount systems. Solar is helping thousands of Ohioans lead more sustainable lifestyles and save money on utility bills. Overcoming the stigma around solar is why our work is so important. The dozens of info sessions I conduct every year about the science, technology, and facts about solar lead to a better understanding of its tangible benefits.

Municipalities are great organizations to lead that effort. In 2020, Solar United Neighbors will be joining dozens of pro-clean

Program Director, Tristan Rader

energy organizations around Ohio in a coalition called Powering a Clean Future Ohio. This will help cities and their residents deploy more solar.

### **What challenges are we finding through our solar co-op work?**

I'll give you an example from Berea. The city imposed prohibitive permit fees for solar installations. We decided to hold an information session there to get people interested in solar. We did some groundwork beforehand, reaching out to local officials.

Several Berea councilmembers came to the information session. Residents also came and voiced concerns about the permit fees. In about a week, the city passed a resolution to get rid of these unfair fees. This is an example of the work we want to continue to do. I'm now working with installers to map out the permit processes for other Ohio municipalities. This way, we'll know where we should focus next to break down these barriers one by one.

### **How are people who've been through the co-op process continuing what they started?**

Members of the co-ops tend to stick together. In Portage County, co-op members organized a group of the people who have gone solar there. They meet to discuss their experiences and the benefits they've found in going solar. They also bring friends who have questions.

In these groups, they also discuss what they can do next. An example of this could be to circulate whatever the Public Utility Commission or state legislature is doing around policy that impacts solar.

It's cool to see individuals getting inspired, realizing this is an area that needs leadership, stepping up to the plate, and taking ownership beyond our co-ops.



# Pennsylvania

In Pennsylvania we focused on spreading solar in rural communities. Program Director Henry McKay discusses why we did and how that is going to help us pass community solar legislation.



## What's something you learned last year that will be important in 2020?

The solar movement isn't just for urban progressives — and it shouldn't be. Solar has broad bipartisan appeal. Our most successful solar co-op wasn't in Pittsburgh. It was in rural Indiana County, in the shadow of a two-gigawatt (2 GW) coal-fired power plant. When we talk to legislators, even the most conservative ones with deep ties to fossil fuels, the most negative thing they say is, "I love solar, but..." The Pennsylvania Farm Bureau is pushing for the same community solar bill that we are. If there's anything that can unite people of all stripes in 2020, it's excitement about solar energy.

## What are you most proud of that happened in 2019?

We turned out 200 people at the Greene County Solar Festival. It's not somewhere you'd expect an event like this to be held. Greene County is very rural. It's deeply tied to the coal and gas industries. Still, people showed up. There wasn't anyone questioning the viability of solar energy or saying anything negative. It was an entirely positive event.

Attendees were excited to show off their solar systems. I remember a man wearing a National Rifle Association hat and bragging to me about his solar installation at home. Volunteers offered test rides in their Teslas, giving many people — including the reigning Queen of the 2019 Greene County Fair — their first exposure to an electric car.

Virtually every existing solar homeowner in the county showed up to tell us their solar story. Many more came to learn about solar jobs and going solar. They met with solar installers, signed up for a solar co-op, and learned about important solar policy issues. The event was pure positivity. People love solar! We demonstrated to solar enthusiasts in the area that they're not alone, and to local elected officials that solar is something that excites and unites their constituents.

## What are your hopes for 2020?

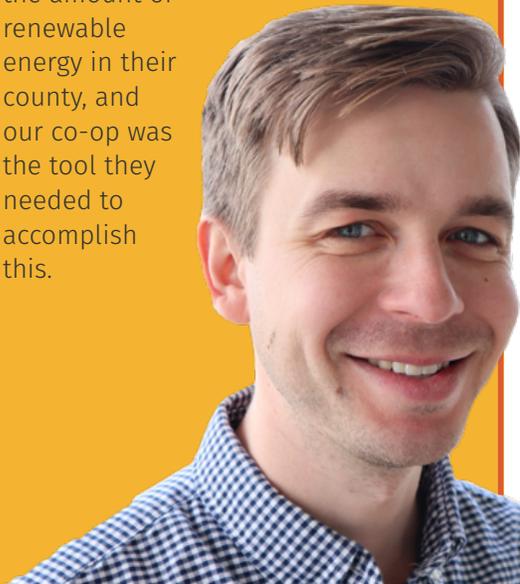
We're going to pass a bill to enable community solar. Community solar allows people to benefit from solar even if they can't install it where they live. We've been working on passing this bill since we launched the

## Key Number

# 82%

This is how much the total solar capacity grew in Indiana County thanks to a solar co-op. We more than doubled the number of solar installations in this rural county with long-standing ties to the coal industry. This burst of growth gave the county seat, Indiana Borough, the experience it needed to earn a SolSmart Silver Designation. This means their permitting and zoning processes are streamlined for solar. Indiana Borough is the only SolSmart community in the state, outside of the Philadelphia area.

The co-op's success was largely due to effective local partners, a group of local governments, universities, and nonprofits united under the banner of the Indiana County Sustainable Economic Development Task Force. They were motivated to increase the amount of renewable energy in their county, and our co-op was the tool they needed to accomplish this.



Program Director, Henry McKay



Pennsylvania program in 2018. There had already been a coalition pushing for it. We've been bringing a lot of new assets to the table.

We're one of the few groups involved in this effort with a big presence in the western part of the state. Last year, we racked up co-sponsors from both parties but were unable to get a vote scheduled.

Pennsylvania hasn't passed a solar bill this momentous since we enacted the alternative energy portfolio standard over a decade ago. When this bill passes, it'll create momentum that could boost other pro-solar legislation.

Community solar will dramatically expand the market of people who would get their energy from solar. It'll be a boon to the solar industry and attract out-of-state developers to the region. It would make solar more inclusive by allowing many more people, like renters and those in multi-family housing, to benefit from solar energy. It will truly be transformative.

## Key Number

# 5

This is the number of media clips we generated from the launch of the Dallas Solar Co-op. Earned media is a significant source for sign-ups for our solar co-op. So this event got us off to a great start.



# Texas

Our Texas program expanded to new territories in 2019. Program Director Hanna Mitchell discusses the challenges and opportunities of building a program in such a large state.



### What thing are you most proud of that happened last year?

We've expanded our work into more parts of Texas by launching a solar co-op in College Station. It's a place where most statewide organizations don't operate. It's not a booming population center like Houston, Dallas, Austin, or San Antonio.

It wasn't an easy lift for that co-op, but it has made an impact to have solar installations and a solar co-op in geographically diverse regions of the state. We're expanding our network of supporters. It's been great working with the solar installer that the group selected. The co-op members are excited to start their installations.

It's been challenging to grow the co-op because there weren't many other groups to partner with. This is symptomatic of a lot of the state, unfortunately. On the plus side, there's a lot of potential to transform how people are getting energy, even if it's only a few installations at a time.

We're also supporting a community solar pilot program near Houston. The aim is to re-envision a former landfill and turn it into a community solar array with benefits returning to the community.

### What is something you didn't do last year that you are definitely going to do this year?

I'm going to continue adding to our advisory board. Building up a full roster of advisory members will help to guide our work in 2020.

We'll also be holding as many volunteer activities as possible. I want to focus on skills training so volunteers can lead actions when I am unable to do so. This will be helpful to grow our reach. An example of this might be a training that teaches people how to give short solar information sessions.

### What's the best thing an individual in Texas can do to expand solar in the state?

Sharing your solar story. Friends and neighbors need to hear why you went solar and how it has benefited you. Doing so inspires others. I see it all the time in our solar co-op work. Sharing a testimonial is one of the best ways to encourage someone else to go solar. We're excited to

help you share your story. We'll train you how to speak fluently about solar and be a solar ambassador in your community.

### **What are common questions you hear about solar that are specific to Texas?**

I don't get the question of how much solar will cost as often as I'm asked how much can be saved. There's not a clear-cut answer because of Texas' unique electricity market.

Texas unbundled its electricity market in the '90s. About 70% of the state is a competitive electricity market. If a person lives within the competitive market, they have to shop for a retail electricity provider (REP). Most Texans have many options when choosing who to buy electricity from.

This can complicate going solar. REPs aren't required to offer credit for excess solar production. Only a few offer a solar buyback program. Terms and conditions of the solar buyback programs change frequently and aren't well-publicized.

This burdens homeowners to figure out what the rates are and how they're credited for excess generation.

The amount a homeowner can expect to save with solar depends on their electricity usage profile.

It depends on when their home is consuming the most electricity. If they're using most of their electricity during the day, when a solar system would be producing the most amount of electricity and sending it directly to the house, that is going to look like a different payback than, say, someone who is away all day and using most of their electricity in the evening.

### **When you look at 2020, what are the challenges and opportunities you see?**

Growing our list of supporters is a challenge, but it's also an opportunity to educate new people about solar energy and Texas' energy market.

A way to do this is by sharing the analysis we've done about different REP buyback programs. We can provide current and potential solar homeowners with concise information about available buyback programs. This way they can make an informed decision about solar and their electricity choices.



# Virginia

Our Virginia program remains strong on the back of a dynamic solar market we helped build. Program Director Aaron Sutch discusses ways our grassroots army is expanding solar and how we're responding to the solar market's growth.



## Tell me something you learned last year that will be important in 2020.

Local barriers to solar can be just as limiting as some of the larger barriers imposed by monopoly utilities. The best examples relate to our work with homeowners associations (HOA), municipal utilities, and electric cooperatives.

Unfair HOA limits have blocked hundreds of Virginians from going solar. We pushed legislation to help potential solar owners fight back. We expect it to pass in 2020. This is proof that engaging homeowners, industry, and other advocates is necessary and effective.

We also found municipalities limiting how many homeowners can receive fair credit via net metering. Harrisonburg's municipal electric utility tried to impose a below-market rate on customer-owned solar because it had reached its arbitrary 1% net metering cap. We mobilized solar and industry advocates and successfully fought against it.

Lastly, too many electric cooperatives are engaging in undemocratic governance practices and increasing fixed charges. These actions limit members' ability to change unfair rules and go solar.

We're really the only Virginia organization fighting these barriers. We can because of our industry knowledge and a grassroots base we activate to fight back.

## What's something you're most proud of from 2019?

More than 200 people joined us this year in Williamsburg for our annual Virginia Solar Congress. It brought together Virginia's solar supporters.

The Congress connects people involved in all aspects of solar. This includes current and prospective solar owners, industry experts, and nonprofits. The best part is that it's truly a conversation. Attendees participate and contribute as much as the presenters. It's an opportunity for us to learn what's important to the people in our network of 10,000 solar supporters.

## Key Number

# 25

This is the number of solar supporters, industry representatives, and installers who were present at a meeting at 7 a.m. on a Tuesday morning in July. They were there to push back against Harrisonburg's net metering cap. We were successful because that many people showed up.

Harrisonburg is the epicenter of our biggest successes in organizing homeowners through solar co-ops. We've helped hundreds of people in the area to install solar. Our ability to defeat the cap shows the power of our organizing model. Further, it shows the importance of connecting and engaging local advocates and industry members.



Program Director, Aaron Sutch

### **What are your plans for 2020?**

We're exploring a variation of our solar co-op model. The co-ops are really successful at building a movement. But the needs of Virginia's solar market are shifting. A lot more people here are going solar, and the question we have to answer is how best to serve them.

The other thing we want to do is find ways to expand solar access to more low- and moderate-income Virginians. We're also exploring ways to ramp up our membership program and expand more offerings for solar owners.

### **What is something you wish Virginians knew about solar that they don't yet?**

I wish they knew the value of solar beyond its cost. Solar has so many value propositions.

It reduces energy bills, helps people become energy independent, and provides resiliency. Solar is a vehicle fuel when coupled with an electric vehicle charger.

On top of that, it's an economic development fuel. We've seen solar installation companies that we worked with grow from 10 guys and two pickup trucks to more than 200 employees.

### **What was your biggest surprise in 2019?**

When we started, people were doubtful that the industry was even going to take off, or that there was a market for solar in Virginia. Now we're seeing the fruits of our labor.

There are a lot of new installers entering the market. Solar is starting to thrive. Our work has a hand in it. We're getting close to surpassing 900 solar installations and we're the nonprofit organization that has facilitated the largest number of solar installations in Virginia.

I'm starting to see solar panels pop up in areas where we didn't have co-ops.

### **What will be your biggest challenge in 2020?**

The challenge is building on the foundation that we've set. Our work is evolving with the market, policy, and technology. Take the technology aspect for example. Consumers are no longer just thinking about solar. They're asking about pairing solar with storage and electric vehicles.

The other part is that more installers are entering the market. This is a good thing. But we need to make sure consumers are protected from unscrupulous business practices and have the tools to make informed decisions when they go solar.



# West Virginia

The West Virginia program continues the work of spreading solar through the hills and hollers. Program Director Autumn Long discusses the challenges of working in West Virginia and the path forward.



## What's something you learned last year that's going to be important for 2020?

Last year demonstrated the importance of coalition and partner development. These will be necessary to grow our program's capacity. Relationships with local and coalition partners will be critical going forward for our solar co-op work, as well as our policy agenda.

For co-ops, having strong local partners who are engaged and committed to the success of our shared work makes a big difference in whether our efforts are successful. These relationships increase our capacity to successfully reach out to and connect with local communities.

Similarly, in advocacy work, developing strategic partners with relationships to different economic sectors, specific legislators, or interest groups expands our ability to reach a broad audience to influence decision makers.

## What's the thing that you're most proud of from 2019?

The highlight of our work in West Virginia in 2019 is our advocacy campaign with West Virginians for Energy Freedom (WVEF) and our more than 40 coalition partners.

We introduced bills to legalize Power Purchase Agreements (PPA) in both chambers of the state legislature with bipartisan sponsors. PPAs allow for third-party ownership of solar.

We've been working hard to educate our lawmakers about the economic development opportunities and the job creation opportunities that solar energy represents for West Virginia.

That message is really starting to get through. I've heard a real shift in the narrative spoken by West Virginia legislative leaders, who are starting to publicly and formally acknowledge the need to develop renewable energy in the state, and recognizing the economic development it will bring to West Virginia.

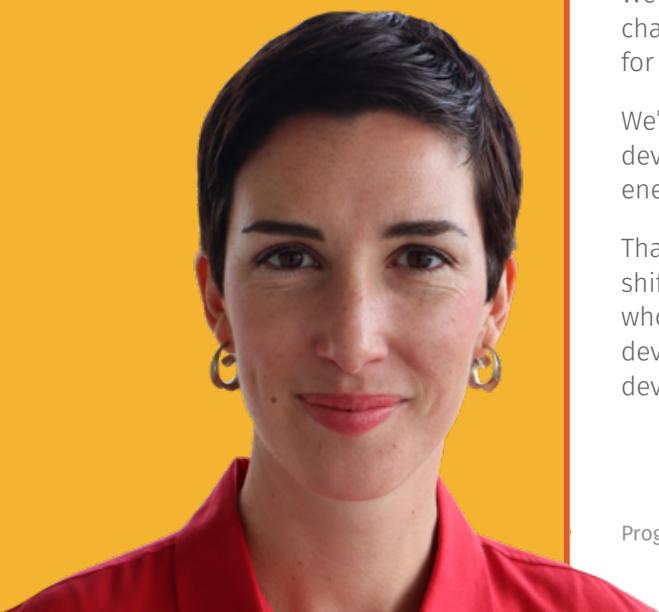
Program Director, Autumn Long

## Key Number

# 409

**This is the 2019 West Virginia Senate bill number to legalize Power Purchase Agreements (PPAs). PPAs are a widely-available method to finance distributed energy generation projects. Legalizing them will meaningfully increase access to solar for a broader portion of the state's population; for its institutions like schools, governments, churches, and nonprofits; and for its businesses. It's an important policy goal that we're working toward.**

Our West Virginia advocacy work is also important because it's educating people about the barriers to greater solar deployment in the state. It's building a community of solar advocates from many different walks of life who all recognize the value in broadening access to affordable, local renewable energy.





**What do you think is causing this shift, that legislators are more willing to take the jump into solar?**

Legislators are hearing the same message from a lot of different people and groups. They're hearing that we have to develop renewable energy because it's what is demanded now. It's what communities want, and it's the most affordable and sustainable option for energy production going forward. It's also what many employers demand in order to invest and locate here.

The drumbeat is getting louder and louder. Our elected officials really can't ignore it anymore.

**Have there been any other notable changes in the policy field in West Virginia?**

Yes! This spring the Public Service Commission (PSC) ruled in favor of maintaining net metering. Net metering ensures solar owners receive fair credit for the electricity they generate. This ruling was the culmination of a four-year-long fight. In 2015, the legislature considered a bill pushed by the utilities that would've ended net metering. Solar supporters fought back and persuaded the legislature to kick the issue over to the PSC. The PSC was charged with studying it. In the end, the PSC sided with solar supporters and against the state's monopoly utilities. This demonstrates the power that solar supporters have when we join together.

**What is a challenge facing your program?**

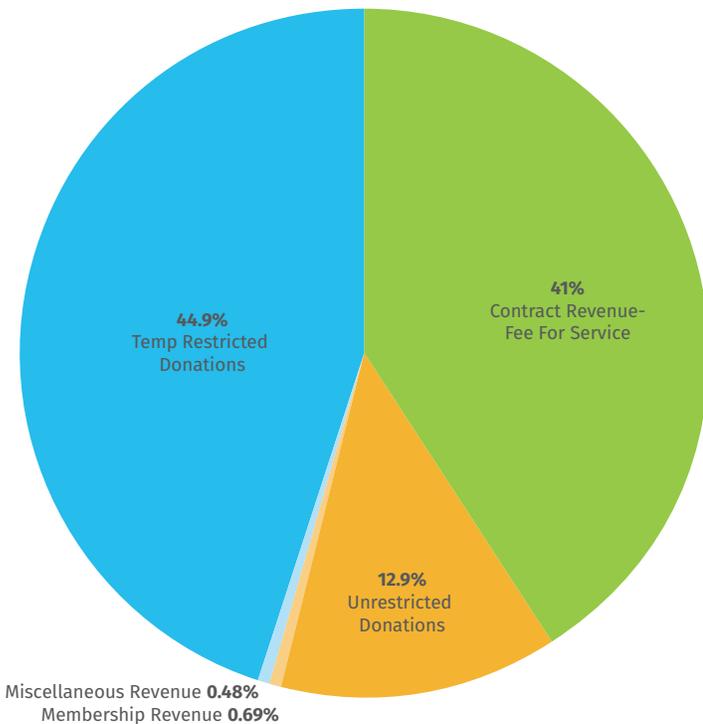
Funding in Appalachia is challenging in general. There are not many funders that are willing to invest in Central Appalachia because of the challenging policy environment. But, in order to change that policy environment we need funding to do this work. Funders need to be willing to invest in policy advocacy even if it's risky. Things won't change if we don't have the resources we need to dedicate ourselves to this work.

**Tell me a story about a volunteer who has helped your work.**

Perry Bryant went solar through our first Charleston co-op in 2015. Since then, he has taken on an active leadership role in advocacy campaigns. He has used his professional experience as a retired government affairs specialist. He has given me a lot of insight into the legislative process. He's dedicated a huge amount of time to educating lawmakers and the education community about solar energy in general and the PPA issue specifically.

# Financial Summary

## January-December 2019



### Revenue

Temp Restricted Donations	\$2,310,407.38
Unrestricted Donations	\$665,912.55
Contract Revenue-Fee For Service	\$2,114,008.14
Membership Revenue	\$35,391.02
Miscellaneous Revenue	\$24,926.16

**Total Income** **\$5,150,645.25**

### Expenses

Employee Expenses	\$2,622,139.64
Professional Fees	\$1,193,787.28
Engagement Expenses	\$65,901.20
Public Relations	\$168,711.89
Office Expenses	\$197,210.67
Facilities	\$108,482.69
Travel	\$147,799.09
Depreciation	\$4,445.07
Bad Debts Expense	\$17,800.00
Miscellaneous	-\$37,349.68

**Total Expenses** **\$4,488,927.85**

**NET INCOME** **\$661,717.40**

### D.C. Government Project, Solar for All Installation

Included in these totals are revenue and expenses for our Solar for All project in D.C. A one-time restricted grant paid for this project for a finite period of time.

**Revenue:** \$1,166,655.83      **Expenses:** \$891,142.00





# SOLAR UNITED NEIGHBORS

---

[www.solarunitedneighbors.org](http://www.solarunitedneighbors.org)  
1350 Connecticut Ave NW #412  
Washington, DC 20036

202.888.3601  
[info@solarunitedneighbors.org](mailto:info@solarunitedneighbors.org)

