



Solar Together
Strategic Planning Meeting Notes
December 1, 2016 5:30 pm – 7:00 pm

Purpose: Develop a strategic action plan that include education, advocacy, and organizing campaigns and workforce development component for training solar workforce

Meeting Goals:

Identify components of three pronged strategy- 1) policy advocacy; 2) education and organizing campaigns; 3) workforce training and entrepreneurship

In Attendance: Jennifer Crosslin, Ruth Story, Gordon Jackson, Pat Black, Franz Znidar, Ed Evans, Rosa Dorsey, Wilbert Odom, Tariq Abdulmumin, Dr. Palma Chandler, Nathaniel Davis, John Anderson, Mark Isaacs, Dr. Barrett, Joann Fields, Cedric McGee

On Conference Call:

Joan Garner
Ya-Sin Shabazz

Overview of Process and Goals of Meeting:

See meeting schedule

Let's Talk Strategy Mapping Activity:

The opportunities and challenges from our previous meeting were separated into one of the three strategies (see attached documents). Participants reviewed the information and added and discussed additional activities needed for each of the strategies. Below is the list for each:

Education and Community Organizing

We need to educate our communities about:

- Climate crisis- people need to understand and grasp the seriousness and urgency around this issue
- Energy Efficiency- as a first step to solar and a job creator and/or money saver now

- Technicalities of 1) getting rooftop solar; 2) starting own businesses; 3) becoming a technician- Guidebook for rooftop solar for consumers, entrepreneurs, and technicians

We need to connect the dots.

Our education and organizing strategy should help people connect the dots and present a transition to solar rooted in equity, justice, and self-determination as part of the solution to the systemic injustices in our communities and the climate crisis.

Demonstration project can help people see that solar is possible and overcome the stigma/fear of the new or unknown. Identify key people in neighborhoods to go solar as a way to influence others to go solar as well.

We need to frame solar differently according to who is our audience.

We need to know our audience. What would motivate them to go solar and/or participate in solar advocacy campaigns? We must find ways to engage those that don't agree with us.

Youth education is an important strategy to consider. Educating our youth is not only important to prepare them for addressing the future challenges but also as an entry point to educate and engage parents.

We should consider incremental and innovative ways for people to engage in more sustainable living, such as [transition towns](#).

We need to create pressure to persuade political will.

We need to know where our politicians at every level stand on this issue and advocate for solar.

We need to build a coalition of private and public sector support for solar. Identify businesses/organizations that are ready to go solar now. The list includes hospitals, large private institutions (casinos), ports and harbors, labor unions, construction industry, community groups, etc. We need to create a presentation to show businesses the financial benefits for rooftop solar.

We need to consider running our own candidates.

We need to organize to replace cooperative utility board leadership.

There are two cooperatives on the coast where members are disenfranchised. It is important that we educate members about their stake and ownership in their utility company and advocate for new board leadership that will democratize the current structure and work to grow solar energy.

Policy Advocacy

We need to write our own policies.

We should work with allies in the legislature to introduce our own legislation modeled from other states and/or create our own.

We need to advocate for workforce and entrepreneurship policies that facilitate the just transition.

We need to advocate for targets for minority and women owned businesses for utility scale contracts

We need to create our own lobby network.

We need to build a network of solar advocate to mobilize and take action to protect and grow solar.

We need to connect with faith communities.

We need to build relationships with faith community and prayer circles to intercede on our behalf in support of a just transition.

We need to ensure policies are justice-based policies.

Solar can be part of solution to the climate crisis AND systemic injustices.

We need to advocate through storytelling.

Telling stories is a powerful way to influence decision makers and mobilize people.

Workforce Development and Entrepreneurship

We need to work with business incubators to provide resources for solar businesses

We need solar and energy efficiency job training at community colleges, high school, and community based workforce development programs.

We need to ensure that the training programs connect with laid off oil/gas industry workers and targets underemployed.

We need to ensure that solar farms are put where impact already exists.

We need to identify investors and ways to build capital for solar cooperative businesses.

We need to advocate for cooperative/employee owned model businesses.

Next Steps:

The next meeting we will be working on writing the plan for education and organizing.