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**Solar Together**  
**Strategic Planning Meeting Notes**  
December 8, 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 education and organizing

**In Attendance:**

Jennifer Crosslin, Ruth Story, Gordon Jackson, Pat Black, Franz Znidar, Ed Evans, Rosa Dorsey, Nathaniel Davis, Mark Isaacs, Carl Campbell

**On Conference Call:**

Joan Garner

**Jemez Principles**

We discussed the Jemez Principles for Democratic Organizing. See attached to review. These principles were creating in Jemez, New Mexico on December 1996 as part of the environmental justice movement. Many within the environmental and climate justice movements use these principles to build strong, inclusive, accountable, and just movements.

**Vision for Just Transition**

We see solar as one solution to the climate crisis and inequality. We are working together to build a new industry in our state that puts people first and is built with the principles of equity, self-determination, and justice in mind.

**Unpacking our education and outreach campaign**

Participants engaged in the following facilitated discussions.

*What does our community need to know?*

- Climate crisis- Solar as a solution
- Logistics of going solar and energy efficiency
- How to start a solar and/or cooperative business

- How to become a certified technician
- Benefits of going solar and solar cooperative businesses
- Utility cooperative membership

*How will we bring this information to our communities?*

- Target schools to build awareness and engage among our youth and as an entry point to adults
- Media and social media
- Participate in community events
- Demonstration workshops-interactive workshops on solar power with testimonies
- Demonstration projects- encourage businesses/public buildings/organizations to go solar as a way to make solar real and achievable for people
- Host community events
- Host *Climate and Coffee/Cocktails Conversations*- connecting the dots between climate crisis and solar
- Engage people not as experts but as advocates
- Educate business owners and local councils
- Connect with likely allies

*What are we organizing for?*

- To build a network of solar advocates and organizers to introduce and/or advocate for policies that advance solar
- Democratize cooperatives/run our own candidates for utility boards/public service commission
- To create the kinds of cultural and behavioral change in our communities and individual lives that is in harmony with our ecosystem and our values of self-determination, fairness, equity, and sustainability.
- To increase the number of locally owned solar businesses/cooperatives
- To increase the number of rooftop solar installations
- To help people connect the dots between the environmental and climate injustices and solar as a solution
- To build grass roots citizen power in our communities

**Next Steps:**

Steps Coalition will send out the notes and an online form for participants to identify specifically their priorities for policy advocacy and workforce/entrepreneurship.

Steps Coalition will also create a map of all the agencies and elected officials that influence the expansion of solar and start a list of allies and tools/resources.

The next meeting will be held Thursday January 5, 2017.