Giving you a Voice and a Choice: Unleashing Solar in the Sunshine State!

Thank you for signing up to volunteer with Floridians for Solar Choice! We’re building a solar movement and are excited to have you join our team to advance solar policy in Florida.

Volunteers are essential to placing Solar Choice on the ballot and over the past year, there’s been an overwhelming amount of support to expand rooftop solar in the Sunshine State! We’ve successfully collected over 500,000 petitions but unfortunately, fell short of our goal to make it on the 2016 ballot. Now, more than ever, the heat is on to push through the monopoly utilities ever-growing opposition by continuing to collect signatures for Solar Choice.

With the start of Florida's legislative session, each petition you submit over the coming months will continue to put pressure on state legislators, regulators and utilities. This coalition has always been committed to advancing solar policy in Florida and now we are exploring options for placing Solar Choice on the 2018 ballot because all petitions to date are currently valid for the 2018 cycle.

To get you started, we’ve sent you a batch of petitions, a volunteer report slip (assigned with your personalized volunteer number), and a petition script (on the back of this page). Additionally, we’ve included an envelope addressed to our Ft. Lauderdale office—so that you can easily return your signed petitions to us. Every time you submit petitions please include a copy of your volunteer report slip with your volunteer number so we can keep track of all your hard work and don’t forget to mail them in on a regular basis to keep the momentum going!

Additionally, we have printable toolkits and other resources available to you online. If you’d like to download and print our resources such as fact sheets, FAQ’s, palm cards, etc. please visit flsolarchoice.org. Go to the volunteer tab and scroll down to “resources.”

Thank you for joining us to help give consumers a voice and a choice on energy in the Sunshine State.

Let’s bring solar home!
-Allie: volunteers@flsolarchoice.org
**WHAT:** This measure would remove barriers that block Florida families and businesses from harnessing clean, renewable solar power. It expands choice in solar power providers, offering customers more choice and freedom in selecting solar power and who provides it to them.

**HOW:** Amends the Florida Constitution to allow the sale of solar-generated electricity to Florida families and businesses by persons other than monopoly power companies and government-owned utilities.

**WHY:** Florida has the greatest potential for solar energy of any state east of the Mississippi. Yet the Sunshine State lags in solar power development. It has 9 million electric utility customers, yet a paltry 6,000 customer-sited solar systems – dwarfed by less sunny states like New Jersey which has over 30,000 customer-sited solar systems but only half the population of Florida. Why aren't Florida families and businesses harnessing the benefits of clean, renewable solar power?

For one thing, Florida is one of only four states in the United States that by law expressly denies citizens and businesses the freedom to buy solar power electricity directly from someone other than a monopoly electric utility, or a local electric utility. Having the choice to buy solar power from someone other than your current electricity company has been the major driver of solar development in other states.

Florida law also denies property owners the right to sell power to tenants, or to a neighbor with a common boundary line. That means that a landlord can’t offer solar generated electricity to families that rent their home, nor can a shopping center owner offer solar-generated electricity to their tenants. These laws restrict solar choice for a large portion of Florida's families and businesses. Big power companies such as Duke Energy and Florida Power & Light profit by maintaining their monopoly on the state’s energy market. Florida's solar market is held back by these monopoly utilities that do everything in their vast power to stomp out potential competition and deny Floridians their right to choose their energy sources.

In a recent poll, 82% of Florida voters said they support a proposal to change the state's current law and allow Floridians to contract directly with solar power providers for their electricity. Removing barriers to solar choice will allow more Floridians to take advantage of the power of the sun.

It’s clear: Floridians support solar power but they are being denied their right to choose it as their power source! *That’s why Floridians for Solar Choice is bringing this issue directly to the people. Join us! Sign the petition TODAY!* Visit www.FLsolarchoice.org to learn more about the benefits of customer solar choice. Sign up for free updates and help spread the word. Together we can remove unfair state policies that block competition and encourage monopoly control of our energy choices.
Location, location, location! In order to collect as many petitions as possible, it's best to target high traffic areas, such as festivals, parks, farmers markets, and libraries. Take some time to research locations in your community. Are there local events coming up that may be favorable for petition gathering?

Carry multiple clipboards: Always try to carry at least three clipboards at a time. This allows you to hand out multiple petitions while talking to a group of people. Be sure to have the solar fact sheet and FAQ on hand—this way petition signers can take a look at the information while you continue to gather more signatures.

Keep it short: Keep your conversation with each individual to a minimum, we have fact sheets that may address particular questions, but remember, you don’t have to be an expert to be effective. What if you stumble upon an arguer? They’re a waste of time! Quickly move on—there are many signatures you may be missing while chatting with a naysayer or skeptic.

Quickly hand over the clipboard: After your opening question (example: “Are you a registered voter?”) quickly give them the petition. Once the individual is holding the petition they are much more likely to sign.

Work in pairs: Try to team up with friends or other volunteers in your area and work together. You can work off of each other’s success!

Continue to recruit! Do certain petition signers appear excited, interested, and engaged? Encourage them to join the Floridians for Solar Choice team and let them know their help gathering signatures would be a big help! You can hand them a palm card with all the information needed to join the campaign.

Be friendly, smile, and have fun! Advocating for solar choice should be fun! Remember to smile and enjoy yourself —you will attract a bigger audience and gather more signatures—while having a great time!

Snap some pictures! We want to see you out in action petitioning! Please send your pictures to volunteers@flsolarchoice.org or upload to Facebook and Twitter with #flsolarchoice

Guidelines for petitions:

- The petition signer must be a registered Florida voter
- The signer must use their registered voting address even if they have moved
- Make sure the petition signer writes their name and full address LEGIBLY!
- Signers must sign their names without titles (that means No “Ms. Mrs. Mr. Dr.”).
- Petition signers must use an ink pen
- Be sure the signer includes the date and then signature at the bottom
- Take good care of the petitions! They cannot be ripped, torn, or crumpled
- If you are printing your own petitions, make sure none of the document is cut off—it will be deemed as invalid!
- Petitions cannot be scanned or faxed
- Keep track of your petitions and try to mail them in weekly to:
  - Floridians for Solar Choice: 120 E. Oakland Park Blvd. Suite 105, Fort Lauderdale, FL 33334
Join us! Sign the petition TODAY! Visit www.FLsolarchoice.org to learn more about the benefits of customer solar energy options. Sign up for free updates and help spread the word. Together we can remove unfair state policies that block competition and encourage monopoly control of our energy choices. We can join other states and open the door to a truly free market that allows competition, choice and energy freedom.

WHAT IS FLORIDIANS FOR SOLAR CHOICE? Floridians for Solar Choice, Inc. is a registered Florida political committee that is sponsoring the ballot initiative. It's a grassroots effort whose supporters include Floridians from across the political spectrum and the business community.

WHAT IS THE SOLAR BALLOT INITIATIVE? A broad coalition of businesses, conservatives and environmental organizations working to advance fair solar policies in Florida through a constitutional amendment that would allow Florida's families and businesses the right to choose solar power. While the coalition is fighting for fair policy development in the legislature, the ballot initiative would remove a barrier that currently blocks clean, renewable solar power.

HOW DOES IT REMOVE A BARRIER TO SOLAR POWER? Florida is one of only four states the United States that by law expressly denies citizens and businesses the freedom to buy solar power electricity directly from someone other than a monopoly electric utility. The petition, if passed, will expand solar choice by allowing all customers the option to power their homes or businesses with solar power and who provides it to them.

WHAT DOES THIS MEAN FOR ME? It can remove the upfront cost for solar power systems and expand solar power options to residential and commercial tenants – thereby expanding the choice for solar power to all Floridians. For instance, it will lead to more choices for homeowners to contract with companies that can provide solar power systems at no upfront cost and sell power directly to the customer at a long-term fixed rate; landlords will likewise be able to provide the economic benefits of solar power to tenants.

WHY THE SIZE LIMIT? The size of the system that can sell solar power is capped at 2 megawatts (MW) to coincide with the state’s “net metering” rule size limitation. Net metering is a policy that allows customer-owned solar power systems to interconnect with the utility distribution system (the grid). The largest rooftop system in Florida is on the Orange County Convention Center and is 1 MW in size. Therefore, customer-sited solar systems will fall well within this cap and it will allow for technological innovation that may one day allow customers to generate 2 MW worth of solar power on their property.

DOES THIS ESTABLISH A REQUIREMENT FOR SOLAR? No, this is not a mandate. This will also not raise any taxes. The petition simply removes barriers that will expand the choices of Floridians who want to power their homes and business with clean, renewable solar power.

WHY A CONSTITUTIONAL AMENDMENT? Bills to allow solar choice have been filed with the Florida Legislature the last 3 years but – due to the undue influence of monopoly power companies – they didn’t make it out of the legislative committees. The bills were never even granted a hearing. That’s why we took the issue directly to the people.
WHAT ARE THE ECONOMICS OF SOLAR FOR ME? A solar system will displace some of the electricity customers currently receive from their power company. The fuel for solar power is free. That means that once you have a solar system in place, your price for power will never increase. As your utility-provided power rate increases, your solar rate will remain stable – providing more financial certainty for you in meeting your energy needs.

WHAT ARE THE ENVIRONMENTAL BENEFITS OF SOLAR TO ME? Unlike conventional power generation, solar power generates electricity with zero air emissions and no water use, thereby moving us to a cleaner energy future for our kids and grandkids.

CAN’T I DO THIS ALREADY? While the cost of solar power is dropping dramatically, it still requires a significant upfront cost to install a solar system – currently only those that have the upfront capital for solar power can enjoy the benefits. The petition, if passed, will open up the solar power option to all Floridians, by allowing you to contract with solar providers that can install the panels at no upfront cost to you. If you’re a renter, and have no roof space, your landlord can invest in solar and provide the power directly to you.

WILL THIS IMPACT REGULATION INTENDED TO PROTECT THE PUBLIC’S HEALTH, SAFETY AND WELFARE? No. The petition explicitly preserves the right for state and local regulation in the interest of public health, safety and welfare in electricity production.

WILL THIS IMPACT RELIABILITY OF THE GRID IN FL? No. In fact, customer-sited solar power can promote reliability by having the source of the power closer to the user, thereby relieving pressure from the transmission and distribution system.

HOW CAN I HELP PROMOTE SOLAR CHOICE? Sign the petition and encourage your friends and family to do the same. Unleash Solar in the Sunshine State!

Visit our website: www.flsolarchoice.org
Like us on Facebook: www.facebook.com/flsolarchoice
Follow us on Twitter: www.twitter.com/flsolarchoice
Make a donation solar choice: http://www.flsolarchoice.org/donate/
If you have any other questions or if you’d like to volunteer, email us at: volunteers@flsolarchoice.org
What the ballot initiative will do
It will open up the market for homeowners who are not able to afford the upfront cost of purchasing a solar system by allowing them to enter into contracts with solar developers, called **Power Purchase Agreements (PPAs)**. Today, this type of contract is prohibited in Florida.

How it will work
Solar systems can provide all or a large portion of a home’s electricity needs, but can cost tens of thousands of dollars to purchase. Rather than requiring the homeowner to spend this money up front, under a residential solar PPA a solar finance company buys, installs, and maintains a solar system on a homeowner's property. The homeowner then buys the electricity generated by the system through a long-term contract with the solar finance company.

Benefits of a PPA
A solar PPA offers peace of mind. Conventional electricity prices are expected to increase by 60 percent over the next 25 years in major metropolitan areas like Miami and Jacksonville, but homeowners with PPAs know exactly how much they will pay for electricity for the long term by locking in lower rates today.

PPA financing brings the economic and environmental benefits of solar power to traditionally underserved communities who are unable to afford the upfront cost of purchasing a solar system.

Owners of shopping centers, office complexes, and apartment buildings will be able to install solar systems and sell the power directly to tenants and neighboring properties through a PPA.

Since the fuel for solar is free, Florida’s homes and businesses can lock in long-term energy savings by choosing solar power.

For more information and guidelines for homeowners, see:
- [CESA: Homeowners Guide to Solar Financing](#)
- [NC State: Going Solar in America](#)

Source: SEIA  *Solar can be a key strategy for saving money, growing a local economy, and achieving a clean energy future.*
Floridians for Solar Choice Petition SCRIPT!

Greeting (smile and give a friendly wave)

Hi! Do you have a minute to sign a petition to bring more solar to Florida?

OR

Hi! Can you sign this solar petition?

*If they say NO, or blow you off, just smile and say “thanks anyway, have a great day!”*

Qualify

*If they say YES or express some interest, follow up with: Are you a registered Florida voter?*

*If yes, “Great!” and immediately hand them the clipboard. If no, “ok well thanks anyway, have a great day!”*

Continue (as they are looking over and starting to sign)

I’m a volunteer with Floridians for Solar Choice and we are trying to give more people access to solar power in Florida through this proposed constitutional amendment.

This would give people an alternative to FPL (or Duke, etc. Insert name of company in your area) by allowing Floridians to purchase solar energy from somebody other than the power company monopolies.

Florida is actually one of only four states in the country where this sort of solar access is ILLEGAL. Each petition signed represents another Florida voter who wants access to affordable solar power. This is an incredibly powerful message to legislators as we continue to fight to advance good solar policies in our state.

The Floridians for Solar Choice initiative would change Florida law and allow solar companies to install solar panels on a home or business at no up-front cost and give them the right to sell the solar power they generate to the home or business owner.

I just need to you fill this out. Make sure you fill in your name, the address where you are registered to vote, date of birth, and then date and sign down at the bottom. Thank you so much!

*Take a quick look to make sure they correctly filled out all the information and then move on to the next person! For more tips and role-playing scenarios, you can check out our volunteer training video at flsolarchoice.org (under volunteer resources).*

For those with additional questions, you can refer them to the fact sheet, or have them email info@flsolarchoice.org, but it is NOT WORTH IT to have long conversations, because you end up missing many other people who would sign the petition right away. At this point in the campaign, we want to focus on that 82% of Floridians who support us so we can successfully collect the remaining signatures needed if we hope to aim for the 2018 ballot.