



# People Power Solar Cooperative

*PeoplePowerSolar.org*

People Power Solar Cooperative lets ordinary people finance, build, and co-own solar projects. It's time to get off of fossil fuels and do so in a way that ensures that everyone can have an ownership stake in our energy future! Our model does that by bringing together three key elements:

**1. Community-Led: Everyday people can get involved, have fun, and make friends while creating new solar projects!** That's because each solar project will be spearheaded by a community group or organization that we'll partner with to choose a site, get the community excited about it, and help raise money by urging the community to buy ownership shares. The cooperative staff will coordinate technical details and long-term management of the solar project.

**2. Community-Financed: Everyday people can invest!** The cooperative will finance solar projects by selling ownership shares for between \$100 and \$1,000 per person. That means that anyone can take money out of Wall Street and out of big banks, and put it in local solar. We'll be saving our money while saving the planet, and even earning a small return! The cooperative will sell the power from each solar project, earn back the money, and pay owners a small return on their investment.

**3. Community-Owned: The community will own and control the energy!** This is important for reasons of economic justice, community resilience, and disaster preparedness. Our society faces the risk that large corporations and wealthy people will end up owning all the power, so we need to create vehicles for permanent community ownership now. The cooperative will grow to own a lot of solar projects and have a large ownership base that will democratically decide how that energy is used. Over time we build people power!

**Our Pilot Project:** In March 2019, People Power completed its first solar installation on the house of local environmental and labor justice leader, Iora Jo Foo! Our plan is to take lessons learned and grow the cooperative to spread power to as many people as possible by facilitating the formation of small local groups that organize solar projects and by working with existing community-based organizations.

**Long-Term Vision:** We envision a cooperative that, by 2020, has thousands of owners in the Bay Area and has built dozens of solar projects. Some owners will actively develop solar projects while others will simply sit back and see their small investment finance our path to a more just, equitable, and resilient future.