

BIPOC Solar Ambassadors  
2024 CESA Annual Meeting  
4 June 2024





## BIPOC Solar Ambassadors

- **Funding**
  - \$200,000 (National Renewable Energy Lab)
  - Partner organizations
  - Ambassadors
- **Team:** African American Alliance for Homeownership, Verde, Adelante Mujeres, Community Energy Project, Asian Pacific American Network of Oregon, Solar Oregon, Unite Oregon of Clackamas Co., Energy Trust
- **Timeline:** 18 months



## BIPOC Solar Ambassadors

- *Stimulate solar deployment in BIPOC, immigrant and refugee communities*

Barriers	Solutions
<ul style="list-style-type: none"><li>• Low awareness</li><li>• High costs</li><li>• Readiness</li></ul>	<ul style="list-style-type: none"><li>• Roadmap to Solar</li><li>• Curriculum Development</li><li>• Outreach &amp; Enrollment Services</li><li>• Ambassador Training</li></ul>

# Program Development

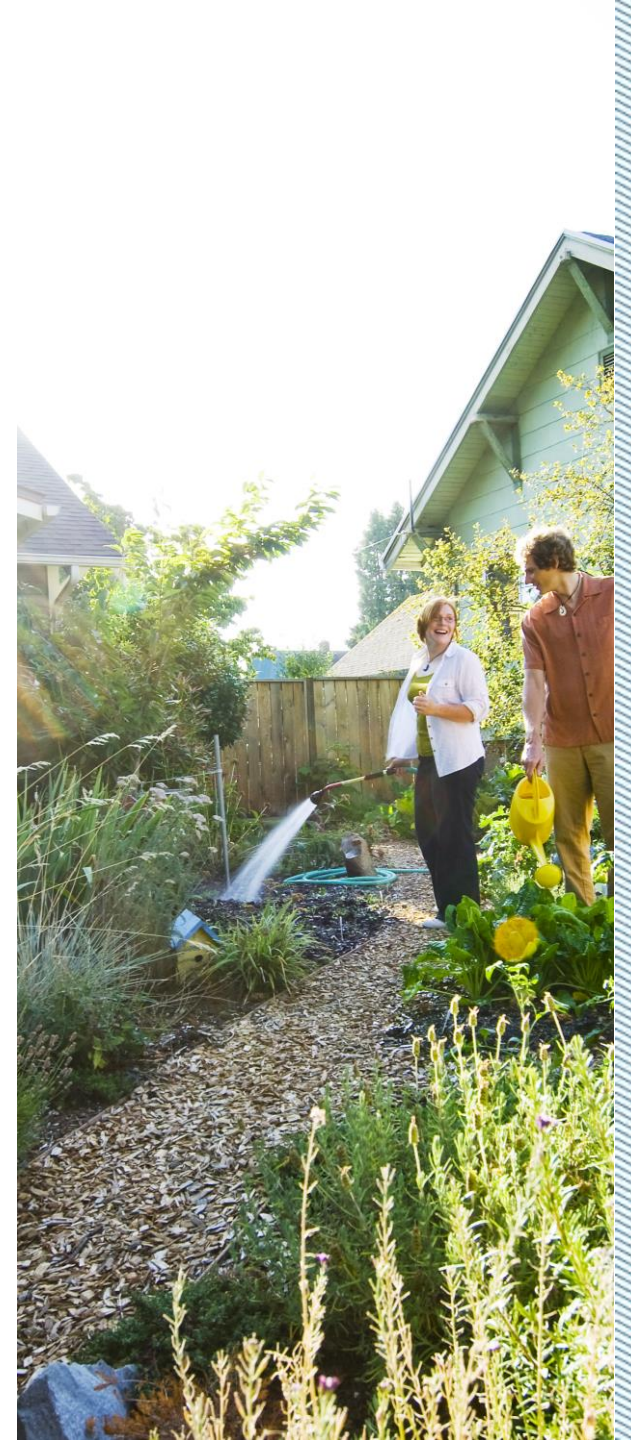
- **Initiation**

- Step 1: trust
- Personal relationship development
- Plan, plan, plan

- **Process formation**

- Change of plans
- Collaboration
- Leverage resources

- **The Goal(s)**





Thank you

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