

Solar United Neighbors program: Switch Together

December 16, 2025



What is Solar United Neighbors?

We're a community of people building a new energy system with rooftop solar at the cornerstone. We help people go solar, join together, and fight for their energy rights.



SUN's History in Sanibel

2023 Solar Co-op in Lee and Collier Counties:

25% of all solar installations were Sanibel residents



Solar 101 orientation at the Bailey-Matthews Shell Museum, Sanibel, FL

2023 Co-op Partners:

- City of Sanibel
- Sanibel-Captiva Islands Chamber of Commerce
- Sanibel-Captiva Conservation Foundation (SCCF)
- Sanibel-Captiva Renewable Energy Working Group
- Committee of the Islands (COTI)
- "Ding" Darling Wildlife Society
- Bailey's General Store
- Engage Estero
- Growing Climate Solutions
- The Climate Reality Project - Lee County Chapter
- All Faiths Unitarian Congregation
- The League of Women Voters Collier County

What is Switch Together?

Switch Together is a residential rooftop solar group purchasing program (includes batteries and EV home chargers), that allows **residents to join together** to obtain a **group rate**, use **vetted installers**, and learn about whether solar is the right option for them.

The approach to group buying is less complex and less time consuming than going at it alone and it's **completely free and without any obligation**.

The program has a proven track record. We create success by jointly organizing the programs with local governments.



Switch Together installs



Robert Groom, Largo Resident

HURLEY

Why Partner on This Program?

Benefits for Partners and Community

Price

Contributes to energy affordability for program participants

Consumer Protection

Solar installers carefully vetted for quality & longevity

Resiliency

Supports Sanibel's Community Resiliency strategic priority

Sustainable

Start a domino effect – Residents are 54% more likely to go solar if their neighbors have solar

Quality

Boosting local economy & local jobs

Solar Co-op vs Switch Together

Co-op

- Capped at 150-200 people
- Installers chosen by members through RFP process
- Minimal outreach via city and partner channels
- Community education includes in person and virtual solar 101s and other community events

Switch Together

- Able to assist 1000's of people interested in going solar
- Promoted through municipal / county partners
- Stronger purchasing power for group discounts
- Installers pre-vetted by iChoosr for consumer protection and 3-4 installers servicing participants
- Outreach via mailer and normal city and partner channels
- Same community education as co-ops

How to partner with us

- **Support direct mail letter** to city residents
- **Help us promote the program** on city communication channels (Switch Together link on city website, social media, ..) this is the same as when we ran the co-op
- **Review & approve communication materials** - we will not send anything out without approval
- **Provide city logo use** - this is for the mailer and our website
- **Outreach to other cities/ counties** to hit our population goal - we need cities / counties with a combined population of 250,000 people to run the campaign



Switch Together install

Solar United Neighbor's Role

- Create communication materials
- Provide website for registration and personal offer
- Provide customer service
- Organize auction and qualify solar installers through vetting process
- Installer management to secure high level customer service and good quality installs
- Report program results to the City via regular reports
- Assume all costs for marketing, installer management, and customer care



Switch Together install

Logo Use

Sample website:



Direct mail letter:



Join over 2,800 Florida households taking control of their energy future.

Visit SwitchTogether.com/Solar/Tampa

Questions? Contact our help desk:
solar@switchtogether.com
1-888-810-1117

Reduce your energy bill with solar.

Dear Resident,

The City of Tarpon Springs and nonprofit Solar United Neighbors are partnering to bring you **Switch Together: a group buying program for solar installations**. Switch Together offers residents a hassle-free way to install reliable rooftop solar, with optional add-ons including EV chargers and battery storage, for a competitive price. The program is also supported by several other local governments, such as Clearwater and Largo, though no government funds are used.

Why Join?

- **Free to register** – and no obligation to accept your offer.
- **Group discount** – set pricing is negotiated through a competitive auction among qualified installers.
- **Additional savings** – participants save an average of \$X,XXX on a typical solar installation.
- **Fully refundable deposit** – if you decide to move forward, a \$150 deposit secures your offer and is fully refundable if you choose not to proceed at any time.
- **Learn before you decide** – join free webinars or in-person sessions hosted by Solar United Neighbors to understand how going solar works.

How Does Switch Together Work?

1. **Register:** Sign up for free at SwitchTogether.com/Solar/Tampa. You will not receive any sales calls, nor will your information be shared with third parties.
2. **Auction:** Vetted installers compete in a bidding process. The most competitive bids for high-quality installations determine the final group discount.
3. **Personal recommendation:** Upon registering, you will receive a personal recommendation based on your registration details. This offer will include your estimated costs, savings, and expected electricity generation.
4. **You decide:** You have until **June 17, 2026** to decide if you want to accept the offer. There is no obligation to accept.
5. **Installation:** If you accept, the winning installer will contact you for a site survey and set an installation date.

Learn more and register today at SwitchTogether.com/Solar/Tampa

Sincerely,

Communities taking part in Switch Together include:

[Community Representative Name]
[Community Representative Role]



You can authenticate the Switch Together program by visiting SolarUnitedNeighbors.org/Solar-Together

Para obtener más información en español, por favor visite: SwitchTogether.com/es/Solar/Tampa

Thank You

Questions?



You can reach out to SUN at
FLTeam@SolarUnitedNeighbors.org