

Tenant engagement strategies for property owners and service coordinators



Keep your tenants informed

Informing your tenants about your solar project from the start will reduce concerns later on. These strategies will help tenants understand the benefits of solar energy systems and help you meet SOMAH's tenant engagement requirement. You should use one or more of these strategies at least twice during the pre-installation and installation phases to ensure the maximum tenant attendance.

- 1 Tenant "Intro to SOMAH" event** - Schedule a meeting to present the SOMAH-approved PowerPoint presentation to inform tenants of changes they should expect and job training opportunities (if any).
- 2 Tenant snack and chat** - Set up an informational event with light snacks and SOMAH handout materials, giving tenants an opportunity to read through materials and ask questions.
- 3 Emails** - Use your property's email list to give tenants weekly or monthly updates about what changes they should expect with the SOMAH installation. This will help keep tenants engaged and will meet one of the additional SOMAH engagement requirements.
- 4 Post materials in communal spaces** - Post approved tenant engagement materials in laundry rooms or other common areas.
- 5 Align events and communications channels** - Add SOMAH to the agenda of existing tenant events, emails, and newsletters.

Resources

Required:

- ✓ What to expect with SOMAH
- ✓ How will your utility bill change?
- ✓ ESA program materials

Additional Resources:

- ✓ Get paid to install solar where you live
- ✓ Simple ways to save energy
- ✓ How solar energy works
- ✓ What to expect with a solar installation
- ✓ Introductory PowerPoint presentation

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☎ 858-244-1177 ext. 5