Memorandum

CITY OF DALLAS

DATE June 5, 2026

TO Honorable Mayor and Members of the Dallas City Council

SUBJECT **Switch Together: Residential Group Purchasing Program for Rooftop Solar**

The purpose of this memorandum is to provide information on the 2026 Switch Together Campaign and request support in promoting the program to Dallas residents.

BACKGROUND

The 2026 Switch Together Campaign supports the goals of the Comprehensive Environmental & Climate Action Plan (CECAP), specifically the advancement of Goal 2: Dallas generates and uses renewable, reliable, and affordable energy.

The Office of Environmental Quality and Sustainability (OEQS) began partnering with nonprofit Solar United Neighbors (SUN) in 2023 to offer the Switch Together program, a group-buying program for rooftop solar installations and battery storage, to Dallas residents. SUN has also partnered with several other local governments across Texas, including Farmers Branch, Lewisville, Fate, Waco, Corinth, El Paso, and Harris County, to help expand access to rooftop solar and battery storage. In total, the Switch Together program has worked with more than 260 local governments across five countries.

2026 SWITCH TOGETHER CAMPAIGN

OEQS and SUN have partnered to bring Dallas residents Switch Together. The program provides a streamlined and affordable pathway for residents to adopt clean energy technologies by leveraging the collective purchasing power of participating households. Through a reverse auction process, vetted and qualified installers compete to provide high-quality solar installations at competitively discounted rates for participants.

Registration is completely free, with no obligation to accept an offer. Through the competitive bidding process, participants receive access to pre-negotiated group pricing and save an average of $6,748 on a typical solar installation. A fully refundable $150 deposit secures an offer, and participants may choose not to proceed at any time. In addition to reducing dependence on the electrical grid, rooftop solar can help residents secure more predictable long-term energy costs. To support informed decision-making, SUN also offers free webinars to educate how solar works and what participants can expect throughout the process.

How Does Switch Together Work?

1. **Register:** Residents sign up for free at SwitchTogether.com/Dallas. Participants will not receive sales calls, and their information will not be shared with third parties.
2. **Auction:** Vetted installers compete in a reverse auction process, with the most competitive bids determining the final group discount pricing.
3. **Personal Offer:** Participants receive a customized offer based on their property and registration information, including estimated costs, projected savings, and installer details.
4. **You Decide:** Participants have until July 29, 2026, to decide whether to accept the offer. There is no obligation to proceed.
5. **Installation:** If an offer is accepted, the selected installer will coordinate an initial consultation and installation process. If a home is determined to be unsuitable for solar, the project will be canceled and the deposit refunded.
6. **On-going Support:** SUN operates a Solar Help Desk that provides support throughout all stages of the solar journey. After installation, SUN can assist homeowners by providing a solar owner's manual, maintenance FAQs, and warranty verification to help them better understand what is covered under their system's warranty; however, any warranty claims or repairs would be coordinated directly between the homeowner and the installer.

NEXT STEPS

OEQS requests support in promoting the 2026 Switch Together Campaign to Dallas residents. To assist with outreach efforts and increase community awareness of the program, a communications and social media toolkit is available at dallasclimateaction.com/resources.

If you have questions, or would like additional support with Switch Together marketing material, please contact Angela Hodges Gott, OEQS Director at angela.hodgesgott@dallas.gov or at 214-670-1642.

Service First, Now!

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