

Attachment: A

SOLARIZE APPLICATION

Community Solar NY



For Community Solar NY: Solarize campaigns launching in spring 2017

This completed application must be submitted to communitysolar@nyserda.ny.gov prior to 5pm on November 3, 2016 to be considered for funding.

Prior to submitting an application, applicants must the, [Implementing Your Solarize Campaign](#) webinar located on the [NY-Sun page](#).

Applicants should also review all Solarize materials at ny-sun.ny.gov/solarize.

Part 1: Project Overview, Primary Contact, and Lead Organization

What is the name of proposed project ("Solarize XYZ" or other name)?

What community/communities will be served, and who are the intended participants?

Specify the geographic area that your campaign will cover, and if you are focusing your efforts on a certain group of potential solar customers. Depending on the location, the geographic area could be a single town or village, or an entire county. The intended participants could be area residents, small businesses, and/or other group of customers. Campaigns that include low-and-moderate income community members are strongly encouraged. Also note if your community is interested in incorporating a shared solar option.

Who is the project manager for your campaign?

This person will serve as the primary contact for the application process and be the liaison between NYSERDA and the core team for the duration of the Solarize campaign. All communication between NYSERDA and the campaign will go through this individual. This person can be a volunteer, official, or staff member of the local government or lead organization. The project manager may not have financial relationships with solar companies that may apply to participate in the campaign. The project manager should expect to make a significant time commitment to the campaign.

First Name:

Last Name:

Email:

Phone Number:

Title/Position:

Who is the lead organization for the campaign?

The lead organization must be a local government, school district, or nonprofit organization (Partnerships are strongly encouraged—see Part 2). The lead organization is the direct recipient of the \$5,000 grant, is expected to comply with NYSEDA's terms and conditions within the [Community Agreement](#) and is responsible for contracting with NYSEDA and coordinating among the other partners.

Name of Lead Organization:

Mailing Address:

The Lead Organization is a:

Part 2: Partners and Core Team

Are you working with a regional organization and/or group of other communities?

If so, please describe.

Email communitysolar@nyserda.ny.gov to check if a regional group is currently supporting campaigns in your area. Projects that are already being supported with NYSEDA funding may be ineligible for the \$5,000 award.

Provide the names of all members of your Core Team.

The Core Team may consist of volunteers from the community, officials, and/or staff members of the local government, or other partners. Include each Core Team member's role along with any specialty i.e., marketing, social media, specific software such as MS Excel, community outreach, etc. Common roles within the Core Team are described in the [Community Solar NY Guidebook](#). Core Team members may not have financial relationships with solar companies that may apply to participate in the campaign. Core Team members should expect to make a significant time commitment to the campaign.

List all local partner organizations, and describe the role each organization will play in the Solarize campaign.

*Local partners may be community groups, local businesses, local governments, school districts, or other organization. These partners should contribute to the overall success of the Solarize campaign by engaging their constituents, supplying expertise, or providing other support. **It is required that the local government(s) be either the lead entity or a partner.** Include detail letters of commitment from each partner in the submission email describing their level of assistance (PDF or Word). A template letter of commitment can be found at ny-sun.ny.gov/solarize under Outreach Materials.*

Part 3: Community Profile and Preparation

Describe the community served by the proposed Solarize campaign.

Include population, number of owner-occupied residences, and current number of solar electric and solar thermal installations (see [Open Data NY](#) and [PowerClerk](#) for information). Include any information that would be relevant to the scheduling of a seasonal Solarize campaign. For example, is your community a seasonal destination, college town, mainly renters, or have other characteristics that will impact the Solarize campaign? The proposed area served should not exceed a population of 100,000 people.

Detail the local policies for solar installations in all the jurisdictions that will be served by the campaign.

Outline the permitting process for solar electric projects in all communities participating in Solarize. Identify submittals required for an application, to which departments (or individuals) the application must be sent, the approval process, and any associated fees. Identify whether the jurisdictions served by the campaign have adopted the [NYS Unified Solar Permit](#) or have another expedited process in place? Identify whether the jurisdictions served by the campaign have maintained the [solar property tax exemption](#). Potential sources of information include The local building inspector (or equivalent official) and <http://www.cuny.edu/about/resources/sustainability/nyssolar/NYSolarSmartPermitWorkshops.html>

Describe any existing sustainability initiatives in your community.

Is your community a [NY Climate Smart Communities](#)? Have local representatives attended [NY-Sun PV Trainers Network](#) workshops? Are local schools participating in [K-Solar](#)? Are there any ongoing [NY-Prize](#) projects in your area?

Have you been in contact with a former Solarize campaign, and/or do you have plans to coordinate with another proposed campaign?

Organizers of Solarize campaigns are encouraged to reach out to others in their region to share ideas and lessons learned.

Describe the level of community interest in a Solarize campaign, and community goals for the campaign.

Have conducted a survey, held planning meetings, or done other preliminary outreach to gauge community interest? Describe the level of response, and the priorities and/or goals identified.

Part 4: Campaign Goals, Installer RFP, and Preliminary Marketing and Outreach Plan.

Applicants must also attach in the submission email a draft of your campaign’s request for proposals (RFP). Visit ny-sun.ny.gov/solarize to find the RFP template.

State your preliminary Campaign Goals by filling in the following table:

Preliminary Campaign Goals

Number of Installations	
Total of kWh Installed	

Provide a detailed marketing and outreach plan for your Solarize campaign by filling in the following tables. Describe potential outreach activities, venues, and partnerships, as well as the campaign’s timeline. Examples are provided in the tables; they are not requirements. Fill in the preliminary budget table to estimate project expenses.

Solarize [Name of Community] Outreach Plan

Fill out the Outreach Plan to the best of your ability. This plan will help Community Solar NY understand your campaign’s preparedness for a Solarize campaign. Dates may be projections that are subject to change.

RFP for Solarize Installers Released	02/_/17
RFP Questions Due	03/_/17
RFP Question Responses Released	04/_/17
RFP for Solarize Installers: Proposals Due	04/_/17
Interviews with Installers	04/_/17

Installer(s) selected	4_/_/17
Solarize Launch Event	Week of 5_/_/17
Solarize Public Outreach & Education Events	_/_/17 - _/_/17
Participant Sign-Up Deadline	_/_/17
Participant Contracting Deadline	_/_/17
Solar Installations	_/_/17

Solarize [Name of Community] Community Outreach Planning Form

Dates of Campaign: month/day/2017 – month/day/2017

Solarize Events – Residential (Look at community calendars; workshops at libraries, lunch & learns, upcoming community events, etc. and list campaign events)

Completed? (X)	Event and Venue (List events)	Date/Time	Result (number of attendees)	Notes	Assign roles
0	Launch Event; community library	8/16/15; 7:00pm	75	50 requests for quotes	Nancy – reserve venue; Richard – send out press release; Bill – send email invitation; Betty- print event posters and hand out; Doug – get refreshments
	Apple festival; Smith Orchard	9/15/15; 2:00pm			Betty – bring handouts and sign up sheets; Doug – organize volunteers; Nancy – bring chairs and table

Solarize Events – Commercial (Lunch & Learns at employers, Green Building Associations or business energy events, Technology councils or Chamber of Commerce)

Completed? (X)	Event and Venue (List events)	Date/Time	Result (# of attendees)	Notes	Assign roles
<i>X</i>	<i>Lunch & Learn; FedEx office</i>	<i>8/31/15; 2:00pm</i>	<i>15</i>		<i>Nancy – print brochures; Bill – confirm with installer</i>
	<i>Chamber of Commerce</i>	<i>10/15/15</i>			

Partner Organization Outreach (Who are partner organizations that will spread your message? Environmental clubs and organizations, faith communities, Boys/Girls Scouts, Rotary Clubs, schools, etc.)

Name	Date	Item	Who/Contact Info	Social Media Addresses
<i>Sierra Club</i>	<i>Throughout campaign</i>	<i>Email database and social media</i>	<i>Ben Smith; bsmith@google.com</i>	<i>www.facebook.com/sierraclubny</i>

E-Newsletters (Does your municipality have a newsletter or a partner organization, homeowners associations, etc.?)

Name	Date	Item	Who	Completed?

Local Media (Consider print, radio, online publications and social media; identify local reporters (business section, neighborhood/community interest, and, home and garden, and environmental writers to talk to.)

Outlet	Date	Story	Who	Completed?

Websites (Whose websites will host information about your campaign or events?)

Name	Date	Item	Who	Completed?
<i>Solar Installer ABC</i>		<i>Webpage</i>	<i>Stan Johnson</i>	<i>X</i>

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Social Media Tracking (When and where were social media posted?)

Site	Dates	Who/What Posted	Completed?
<i>Campaign Facebook page</i>	<i>8/12/15</i>	<i>Betty/launch event</i>	<i>X</i>

Flyers/Banners / Mailings (Where were flyers posted or mailings sent?)

What	Where Placed	When	Who is Responsible?

Estimated Budget for Campaign Marketing and Outreach

Expense	Estimated Cost \$