

# Clean Energy Communities

## Community Campaigns



**ENGAGE**  
your community

**INCREASE**  
clean energy  
opportunities

**REDUCE**  
greenhouse  
gas emissions

**EARN**  
up to 800 points

call:  
**866-NYSERDA**

email:  
**cec@nyserda.ny.gov**

visit:  
**nyserda.ny.gov/cec**

## Encourage adoption of new, innovative technologies

Well-organized, community-scale campaigns are an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while advancing New York's clean energy goals. Campaigns to promote program opportunities including community solar, clean heating and cooling and energy efficiency, and demand response can provide consumers with increased access to clean energy. Campaigns are typically short-term, local efforts that bring together groups of potential customers through widespread outreach and education. Well-organized campaigns are a great way to be active and visible in the community.

Community campaigns for solar, electric vehicles, clean heating and cooling, and demand response are eligible under this High Impact Action. Installing these technologies can help lower energy bills and reduce harmful greenhouse gases emissions while making homes and businesses more comfortable. Energy efficiency, energy storage, electric vehicles, and demand response also provide opportunities for communities to increase local uptake of clean energy products and services.

## Earn recognition and unlock access to grant funding

NYSERDA's Clean Energy Communities Program recognizes and rewards local governments for their clean energy leadership. By completing four High Impact Actions, you can earn the Clean Energy Community designation as well as grant funding to support additional clean energy projects.

Each High Impact Action is worth points collected upon completion of the action. The points you earn count toward unlocking access to point-based grant funding. Certain High Impact Actions are also eligible for additional Action Grants. In addition to earning up to 800 points for completing the Communities Campaign action, you will also be qualified to apply for Action Grants up to \$50,000.

Visit [nyserda.ny.gov/cec](https://nyserda.ny.gov/cec) to review the full list of High Impact Actions and available grants.

## Ready to get started?

Dedicated and knowledgeable Clean Energy Communities Coordinators are available to assist municipal staff as they implement this action. Your regional Coordinator will review your goals to help you determine which actions are best for your community and how to access grant funding.

Visit [nyserda.ny.gov/cec](https://nyserda.ny.gov/cec) or email [cec@nyserda.ny.gov](mailto:cec@nyserda.ny.gov) for more information, including detailed program requirements.