



**NYSERDA**

# **Solarize, Clean Heating and Cooling, or Solar for All Campaign**

**A High-Impact Action for the Clean Energy Communities Program**

**Communities and Local Government Team at NYSERDA**

# Clean Energy Communities Program

Provides **rewards and recognition** to city, town, village, and county governments that demonstrate clean energy leadership

**STEP 1:** Earn the **Clean Energy Communities** designation by completing **4 out of 10 high-impact actions**

**STEP 2:** Access **grant funding**, up to \$250K with no local cost share, to support additional clean energy projects

**Dedicated and knowledgeable local coordinators** are available to assist communities as they implement high-impact actions i.e. free on-demand technical support, decision support, step-by-step guidance, case studies, model ordinances, RFPs, etc.

# 10 High-Impact Actions

1. Benchmarking
2. Clean Energy Upgrades
3. LED Street Lights
4. Clean Fleets
5. Solarize, Clean Heating and Cooling, or Solar for All Campaign
6. Unified Solar Permit
7. Energy Code Enforcement Training
8. Climate Smart Communities Certification
9. Community Choice Aggregation
10. Energize NY Finance



# Solarize, Clean Heating and Cooling, or Solar for All Campaign

- Community-scale campaigns can be 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.
- Solarize is a short-term, local effort that brings together groups of potential rooftop solar and/or community solar customers through widespread outreach and education.
- Clean Heating and Cooling campaigns are aimed at getting groups of homes and businesses to install clean heating and cooling technologies.
- Solar for All offers income-eligible households the opportunity to subscribe to community solar at no cost. Solar for All participants receive monthly credits on their electricity bills with no upfront costs, fees, or payments to participate.

# Requirements

- Submit documentation to demonstrate direct municipal participation in a campaign. Documentation should be dated and may include one or more of the following: information from a NYSERDA application, a press release, a flyer from an event hosted by the jurisdiction, a website screenshot, a local press article, a passed resolution, or comparable information.
- For Solarize and Clean Heating and Cooling campaigns only, the applying jurisdiction must submit a completed Customer List (a template can be accessed in the Solarize toolkit at [www.nysERDA.ny.gov/cec](http://www.nysERDA.ny.gov/cec)) that includes the required number (see table below) of rooftop solar customers, Community Distributed Generation (CDG) customers, or customers installing Clean Heating and Cooling technologies including ground source heat pumps, air source heat pumps, solar heating and cooling, or biomass. The Customer List must include the location, name of the installer, and either the date contract was signed, the date the project was installed, the date the installation was permitted, or the date the NY Sun or CH&C incentive application was submitted.
- For Solar for All campaigns, a Customer List is not required. NYSERDA will independently verify 1) that the required number of customers have signed up or been placed on a wait list for Solar for All within the jurisdiction and 2) that these customers signed up after the date on which the applying jurisdiction began its campaign. Solar for All is only available for customers that pay the Systems Benefit Charge (SBC) on their electric bill and is not available on Long Island or in Municipal Utility communities.
- Before the applying jurisdiction starts the planning process, please send an email to [cec@nysERDA.ny.gov](mailto:cec@nysERDA.ny.gov) to ensure all NYSERDA requirements are met to earn credit for this action, including those outlined in the Scoping Document Terms and Conditions.

# Requirement Number of Installations / Subscriptions

	Number of Required Customers		
Community Size	Solarize (Rooftop or CDG)	Clean Heating and Cooling	Solar for All
Large (40,000+)	10	10	25
Small/Medium (0-39,999)	10	5	10

# Scoping Document

- Must be submitted to earn credit for this high-impact action
- The scoping document is intended for use by local government officials seeking to earn credit for the Solarize, Clean Heating and Cooling, or Solar for All Campaign High-Impact Action under NYSERDA's Clean Energy Communities Program.
- The purpose is to help municipal officials, campaign teams, and NYSERDA clearly understand the individual jurisdiction's goals and objectives, milestones, and deliverables, as well as the roles and responsibilities of project partners, to help ensure the success of the campaign. E
- Each campaign should complete a separate Scoping Document.
- Terms and Conditions must be signed committing to select an installer through a competitive process using the program template RFP and guidelines.

# Typical Solarize Timeline

Months 1 to 2

**Pre-launch:** Installer Selection, Outreach and Marketing Planning

Months 3 to 4

**Launch:** Campaign Set Ups Begin



Months 5 to 6

**Public Outreach Campaign:** Educational Events, Bi-weekly Calls, Solar Tours



Months 7 to 8

**Campaign Ends:** Celebrate Success





# Steps to Implementing a Campaign

Step 1 – Create a Team

Step 2 – Select an Installer

Step 3 – Pre-launch Planning

Step 4 – Campaign Launch

Step 5 – Maintain Momentum

Step 6 – End Campaign

# Tools and Resources

## Scoping Document

This scoping document is intended for use by local government officials seeking to earn credit for the Solarize, Clean Heating and Cooling, or Solar for All Campaign High-Impact Action under NYSERDA's Clean Energy Communities Program. The purpose is to help municipal officials, campaign teams, and NYSERDA clearly understand the individual jurisdiction's goals and objectives, milestones, and deliverables, as well as the roles and responsibilities of project partners, to help ensure the success of the campaign.

## Customer List Template

This is a spreadsheet template where communities will list the installations / subscriptions that resulted from the campaign. Use this template when submitting your list of customers that resulted from the campaign within your jurisdiction. For Solar for All campaigns, a Customer List is not required. NYSERDA will independently verify 1) that the required number of customers have signed up or been placed on a wait list for Solar for All within the jurisdiction and 2) that these customers signed up after the date on which the applying jurisdiction began its campaign.

## Solarize Your Community Website

A variety of materials are available to assist in the development of a campaigns including template marketing materials.

<https://www.nyserra.ny.gov/All-Programs/Programs/NY-Sun/Communities-and-Local-Governments/Solarize>



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# Tools and Resources (cont.)

## **Solar for All Resources webpage**

A variety of materials are available to assist in the development of a Solar for All campaigns including template marketing materials. <https://www.nyserda.ny.gov/All-Programs/Programs/NY-Sun/Communities-and-Local-Governments/Solarize>

## **Creating and Implementing Your Solarize Campaign Video**

This video, prepared by the PV Trainers Network, provides comprehensive guidance for creating and implementing your solarize campaign. <https://www.youtube.com/watch?v=VnIYTOrRApw>

## **NY-Sun Solarize RFP and MOU Templates**

RFP Templates for rooftop and community solar campaigns are meant to provide clear guidelines and expectations for vendors interested in participating in a campaign, and to encourage agreements that are detailed but easily understood.

## **Technical Support**

Dedicated and knowledgeable local Clean Energy Coordinators are available to help municipal officials implement their campaigns. To access this support, please send an email to [cec@nyserda.ny.gov](mailto:cec@nyserda.ny.gov)

# The Bottom Line

Local government officials that implement Solarize, Clean Heating and Cooling, and Solar for All can expect to:

- ✓ Save money with bulk purchasing and help low-income constituents
- ✓ Create good local jobs in the clean energy industry
- ✓ Be visible and active in the community

# Contact

*Communities and Local Government*

*New York State Energy Research and Development Authority (NYSERDA)*

*Email: [cec@nyserda.ny.gov](mailto:cec@nyserda.ny.gov)*

[www.nyserda.ny.gov/cec](http://www.nyserda.ny.gov/cec)