



Community Campaigns

A High-Impact Action for the Clean Energy Communities Program

Communities and Local Government Team at NYSERDA

Clean Energy Communities Program

NYSERDA's Clean Energy Communities program provides grants, coordinator support, and a clear path forward to local governments that demonstrate leadership by completing NYSERDA-selected high-impact actions.

Who is eligible:

- ✓ **City, town, village, and county governments**

Easy to participate:

- ✓ **Local governments complete high-impact actions to earn grants and recognition**

Key advantages include:

- ✓ **Flexible grant funding with no local cost share**
- ✓ **Free coordinator support**
- ✓ **Recognition for your community's leadership**

Community Campaigns

- 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.
- Campaigns to promote program opportunities including community solar and clean heating and cooling can provide consumers with increased access to clean energy.
- Campaigns are typically short-term, local efforts that brings 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.

Eligible Campaign Types

Complete one or more of the following campaign types to earn credit for this action. Campaigns may cover more than one technology:

1. **Community Campaign for Community Solar – Up to 1,000 Points**
2. **Community Campaign for Electric Vehicles – Up to 1,000 Points**
3. **Community Campaign for Clean Heating and Cooling – Up to 1,800 Points**

Requirements

To earn credit for this action, each campaign must complete the following steps:

Step 1 – Before launching a campaign, the applying jurisdiction must visit the “Submit Action Item Documentation” page at www.nyserda.ny.gov/cec and submit a completed Community Campaigns Scoping Document which is available in the Community Campaigns toolkit at www.nyserda.ny.gov/cec. NYSERDA will review the scoping document and provide notification by email if the campaign may proceed.

Step 2 – Once the campaign is complete, the applying jurisdiction must return to the “Submit Action Item Documentation” page at www.nyserda.ny.gov/cec and submit the following documentation:

- Submit documentation to demonstrate direct municipal participation in a campaign. Documentation should be dated and include the name of the applying jurisdiction, and may consist of one or more of the following: a press release, a flyer from an event hosted by the jurisdiction, a website screenshot, a local press article, a certified resolution, or comparable information.
- Submit a completed Customer List (a template is available in the Community Campaigns toolkit at www.nyserda.ny.gov/cec) that includes the required number of customers. The Customer List must include the location, name of the installer/supplier, and the date the project was installed or vehicle purchased. Installation / purchase dates must be after January 1, 2020 and after the launch date of the campaign to qualify. Customers must reside within the boundaries of the applying jurisdiction.

Action Grant Eligibility

Demonstrate eligibility for a Community Campaign Action Grant by complying with the following requirements:

- Complete a Community Campaign type and receive NYSERDA approval.
- Communities may receive no more than one grant per campaign type per Achievement Level.
- Customer/participant counts are not cumulative between Achievement Levels. New customers/participants must be recorded in accordance with the minimum Achievement Level threshold.
- Communities should submit for each Achievement Level separately.

The Bottom Line

Local government officials that implement the Community Campaigns HIA can:

- ✓ Help constituents save money and reduce emissions
- ✓ Lead by example and play an important role in encouraging adoption of clean energy technologies
- ✓ Be visible and active in the community

Contact

Communities and Local Government

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