

Community Solar NY Community Agreement SAMPLE
2015 Solarize Campaign

The undersigned, an authorized representative of the community project team (the “Project Team”), agrees to all terms and conditions outlined in this agreement and the Community Solar NY Program requirements. This Agreement includes Exhibits A (Final Application) B (Standard Terms and Conditions for All NYSERDA Agreements) and C (Prompt Payment Policy Statement).

This Project has been determined to be eligible for an award of \$ _____. That amount will be paid in two equal installments, the first upon NYSERDA’s execution of this Agreement, and the second upon the Project Team’s (1) selection of a solar installer(s), and (2) a public launch of the project.

1. Community Solar NY Program- Solarize Campaign

The Project Team agrees to undertake a local “Solarize” community purchasing campaign (the “Solarize campaign”) in order to drive community adoption of PV projects. Solar customers engaged by the Solarize campaign will be served by a solar installer or installers (the “Installer(s)”) selected through a competitive process in accordance with the program requirements.

2. Marketing and Media

- a) NYSERDA will provide the Project Team with marketing materials (the “Materials”) and related in-kind services. The Materials will be specific to Community Solar NY and will assist the Project Team with its education, outreach and marketing efforts in order to increase attendance at local education events and participation in the Solarize campaign.
- b) NYSERDA will cooperate with the Project Team in “naming” the campaign, and in the use by the Project Team of the term “solarize.”
- c) The Project Team will request approval from NYSERDA for all marketing materials developed by the Project Team that reference NYSERDA, NY-Sun, or Community Solar NY in advance of distribution. The Project Team agrees to include any NYSERDA or Installer(s) logos deemed necessary by NYSERDA on any materials used in the Solarize campaign.
- d) The Project Team will notify NYSERDA in advance and collaborate with NYSERDA on any press releases, events, or news conference concerning the Solarize campaign. All media produced by the Project Team is subject to NYSERDA approval. In any media produced by the Project Team, the Project Team will not represent that positions taken or advanced by it represent the opinion or position of NYSERDA.

3. Project Team Commitment and Deliverables

The Project Team agrees that it shall:

Project Management

- a) Coordinate the activities of all Project Team members and identify key roles and responsibilities.

- b) Cooperate and collaborate with NYSERDA, communicating with NYSERDA through the designated Project Lead.
- c) Cooperate and collaborate with the selected Installer(s) and all public entities, civic groups, and volunteers that are participating in community outreach, engagement, and education.
- d) Cooperate with NYSERDA in finalizing the “name” of the solarize campaign and the use of the term “solarize.”

Installer Selection

Select the Installer(s) through a competitive process using program templates and guidelines, or that is otherwise reviewed and approved by NYSERDA.

Community Marketing

- a) Undertake an intensive __ week long community marketing campaign utilizing the provided Materials and working with a wide range of partners and outreach methods.
- b) Organize at least __ community education events dedicated to the Solarize campaign with participation by the Installer.

Participant Sign-up and Tracking

- a) Register interested solar customers through the campaign website or other approved method, and transmit customer contact information and site characteristics to Installer. Record method of participant engagement.
- b) Coordinate with Installer(s) to track customer progress through the solar assessment and contracting process.

Reporting and Sharing

- a) Provide NYSERDA with weekly summary reports of program activities and customer sign-ups and progress through the solar process.
- b) Provide feedback at the end of the campaign to assist NYSERDA in the analysis of different outreach strategies.
- c) Participate in NYSERDA program marketing, such as videos, case studies, and regional events.

4. Solarize Campaign Targets

The Project Team agrees to target a total of __ new solar installation contracts and __ kW of new installed capacity.