



NEW YORK
STATE OF
OPPORTUNITY

NY-Sun

Community Solar NY Solarize Program

Enrollment opens September 2016 for Solarize campaigns launching in spring 2017

NYSERDA invites local governments, school districts, and other community partners to participate in the third round of Community Solar NY, an effort to make solar easier and more affordable through community-driven initiatives.

In 2016, communities across New York State launched more than thirty “Solarize” campaigns with support from NYSERDA. These local campaigns have drawn thousands of New Yorkers to attend solar workshops and community events, resulting in hundreds of households and businesses going solar.

Solarize campaigns bring together groups of potential solar customers through widespread outreach and education, and help customers choose solar companies that are offering competitive, transparent pricing. The campaigns generally last between six and nine months, including planning and outreach. By educating the local community, streamlining marketing efforts, and aggregating customers, Solarize campaigns help make solar a more accessible and affordable energy option.

How NYSERDA supports your community initiative

NYSERDA provides customizable marketing materials and technical assistance for qualifying campaigns as well as funding for campaign expenses. This support is available to all eligible applicants who meet program qualifications and commit to program requirements.

Solarize campaigns that qualify for the program can also qualify toward earning special designation and access to grant funding through NYSERDA’s newly launched Clean Energy Communities program. More information can be found by visiting the [Clean Energy Communities site](#).

Funding

NYSERDA will provide \$5,000 for campaign expenses. Support through this program may not be used for the direct costs of solar installations, but participating building owners are eligible for all NY-Sun solar incentives.

Marketing materials and technical assistance

NYSERDA will provide participating campaigns with templates for print and online marketing materials, media communications, and customer education materials. Participating campaigns will be recognized on the NY-Sun website and in media releases for state and local audiences.

NYSERDA will also provide technical guidance and document templates for the installer selection process, along with regular calls and webinars with Solarize teams statewide throughout the campaign.



Schedule

Applications to participate in the third round of Community Solar NY opens in September 2016 and close November 3, 2016. Participating Solarize campaigns are expected to launch in spring 2017.

Eligibility

New York State local governments, school districts, and not-for-profit community organizations are eligible to participate.

Partnerships among these entities are strongly encouraged to strengthen local campaigns. One entity must be designated the lead organization, and one individual must be designated as the project manager. The lead organization is responsible for completing the application, contracting with NYSERDA, and completing all deliverables. Projects that are already being supported with NYSERDA funding may be ineligible for the \$5,000 award.

Qualifications

To qualify for participation in Community Solar NY, communities must demonstrate through the application form:

- A clear commitment and ability to conduct community-wide education and outreach around solar energy.
- Clearly defined local municipal support and interest in a Solarize campaign.
- Engagement, capacity, and preparation by the lead organization and partners.
- Ability to achieve campaign goals for new solar installations and cost reductions in the community and geography served.
- Commitment to follow all program rules and requirements.

Take the Next Steps

Visit ny-sun.ny.gov/Solarize to:

- Sign up for updates
- Join our Solarize Q&A webinar on [September 21, 2016 at noon](#)
- Access the [Implementing Your Solarize Campaign](#) Webinar
- Check out the [Affordable Solar and Shared Renewables](#) programs
- Apply to be part of the 2017 Community Solar NY program!

Contact information

Email communitysolar@nyserda.ny.gov with questions about the program.

Need some inspiration? Learn what other campaigns are doing in New York State
ny-sun.ny.gov/Solarize