[print on Town Letterhead]

DATE

Dear [Community Name] Resident,

The [Community, Town, Village, etc.] of [insert Name] would like to inform you about an exciting new program for our residents. [Community] has been selected to be part of a special program called Solarize [Name]. This community-supported initiative offers solar energy to homeowners at discounted pricing, making it more affordable.

Solarize is a unique program offered by New York State Energy Research & Development Authority (NYSERDA) program called Community Solar NY to increase solar across New York. The community has interviewed several solar companies and has selected [installer name(s)] as the installer(s) that best fit(s) our residents.

**Here’s what Solarize [Name] includes:**

* **DISCOUNT PRICE:** A discounted price offered by your town-selected installer. The more people who sign up, the better the price for everyone.
* **FINANCING:** There are a variety of flexible financing options offered by NYSERDA that makes installing solar panels more affordable than ever, including leasing and loan options that require no upfront investment by the homeowner. Most financing options allow homeowners to immediately lower their monthly electric bills. The installer can review these options with you.
* **END DATE:** Your Solarize program has an **end date of [insert date].** All contracts must be signed by that date in order to qualify for the discounted cost.

**To find out more about the program:**

* **Sign up for a FREE, no obligation home visit at [insert website]**
* **Come to one of our workshops, the next one is scheduled for [insert date, time, location, address]**

Contact [local name at ??] to find out more about Solarize [NAME] or to be put in touch with other community residents that have already installed solar on their homes.

Thank you for helping make our community a cleaner, more energy-efficient community!

Sincerely,

Chief Elected Official Name and Title