



NYERDA NY-Sun – Community Solar Message Framework
Audience: NYS residents

Updated 3/13/20

This document is intended for NYERDA to use to support the development of marketing materials. It is not intended for direct distribution to end-use clients.

The sun belongs to all of us. Saving with solar shouldn't be exclusive.

Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> • Save money with monthly credits on your electricity bill. • Access solar for your home without installing or maintaining solar panels. • Receive solar benefits even if you aren't able to or don't want to place panels on your property or roof. • Available to renters, condo owners, and homeowners. • Keep your current electric provider (whether it is a utility or ESCO) when you subscribe to community solar. Signing up for community solar is not to be confused with switching to an ESCO/alternative energy supplier. • Provides more clean energy into the electric grid to power your community. • Most community solar projects offer subscriptions with no upfront costs. • Ease of access 	<p>Tap into local clean energy. Access clean energy generated from solar farms in New York State.</p> <p>Smart financial choice. Subscribing to a community solar project results in monthly savings. Save on your electricity bill, and spend money where you really need it.</p> <p>Trust your project. Participate in community solar projects that are supported by NYERDA and have consumer protection by the New York State Department of Public Service.</p> <p>Local pride. Join friends, neighbors, and other members of your community who already access clean energy.</p> <p>Empower your community. Feel good about contributing to the economic growth of your community by participating in community solar projects that created local jobs.</p> <p>Fight climate change. Make your contribution to protecting the environment for generations to come by providing more clean energy to the grid and lowering your community's carbon footprint.</p>	<ul style="list-style-type: none"> • Solar energy is now more accessible than ever before. Anyone can subscribe to a community solar project and save money. If you own a home or if you rent and pay your own electricity bill, you can participate in community solar, no equipment necessary. • You can save on your monthly electricity bill while contributing to protecting the environment. • Feel confident that your community solar project has oversight from New York State. Projects are supported by NYERDA and consumer protections are in place from the Department of Public Service. • New York leads the nation in making community solar accessible to residents. Fields of solar panels located across the State generate clean energy, and panels may even be in your community. • When you subscribe to a community solar project, the solar energy produced will appear automatically as credits on your monthly electricity bill. In most cases, you'll receive a separate bill from the solar developer, but the credits on your electricity bill will cover the cost of your subscription, meaning you pay less overall. • Community solar projects generate solar energy that goes into the local utility grid, allowing everyone to access more clean energy in their homes. Your participation promotes a cleaner environment for your family and community by reducing greenhouse gas emissions. • The local economy benefits when you participate in a community solar project. • If you are receiving utility or federal assistance and pay for your own electricity bill and, you may qualify for Solar for All, New York State's no cost community solar program.

Words and phrases to use/avoid:

- Say "solar farms" or "community solar", **don't** used "shared solar"
- Don't use the term "memberships" or "members"
- Don't use "subscription" when describing the Solar for All offer.