



NEW YORK  
STATE OF  
OPPORTUNITY

NY-Sun

# Community Solar NY

Enrollment opens  
September 2015 for  
Solarize campaigns  
launching in  
spring 2016

**NEW YORK'S COMPREHENSIVE SUITE OF SOLAR OFFERINGS ARE NOW UNDER ONE UNIFIED BANNER - NY-SUN.**

## **NY-SUN INCENTIVE PROGRAM**

offers incentives to residents and businesses to install solar electric.

## **COMMUNITY SOLAR NY and K-SOLAR**

bring together communities and schools to realize the benefits of group purchasing and education.

## **NEW YORK'S UNIFIED SOLAR PERMIT**

streamlines the permitting and inspection processes.

**BALANCE-OF-SYSTEM** research and development projects reduce the overall cost of going solar.

**NY-SUN.NY.GOV**  
**1-866-NYSERDA**

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

In 2015, 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.

### **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.

### **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 provide technical guidance and document templates for the installer selection process, along with regular calls and webinars with Solarize teams statewide throughout the campaign. Other assistance will be provided as deemed necessary by NYSERDA.

## Schedule

Applications to participate in the second round of Community Solar NY opened in September 2015 and closes November 16, 2015. Participating Solarize campaigns are expected to launch in spring 2016.

## 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.
- Local 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.

## Next steps

Visit [ny-sun.ny.gov/Community-Solar](http://ny-sun.ny.gov/Community-Solar) to:

- Sign up for updates.
- Register for our Solarize Q&A webinar on **September 22, 2015 at noon.**
- Attend a local Solarize Workshop.
- Check out the Affordable Solar for All and Shared Renewables programs.
- Apply to be part of the 2016 Community Solar NY program!

## Solarize Workshop Training Schedule

Capital District - Albany: **October 5, 2015**

North Country - Plattsburgh: **October 7, 2015**

Long Island - Westbury: **October 8, 2015**

NYC - Manhattan: **October 15, 2015**

Finger Lakes – Geneva: **November 4, 2015**

Western New York - Buffalo: **November 5, 2015**

Need some inspiration? Visit [ny-sun.ny.gov/Community-Solar](http://ny-sun.ny.gov/Community-Solar) to learn what other campaigns are doing in New York State.

## Contact information

Email [communitysolar@nyserda.ny.gov](mailto:communitysolar@nyserda.ny.gov) with questions about the program.

Visit **NY-SUN.NY.GOV** or call **1-866-NYSERDA** to learn more about Community Solar NY and how NY-Sun is significantly expanding the growth of solar energy across all sectors in New York State.

NY-Sun, a dynamic public-private partnership, will drive growth in the solar industry and make solar technology more affordable for all New Yorkers. NY-Sun brings together and expands existing programs administered by the New York State Energy Research and Development Authority (NYSERDA), Long Island Power Authority (LIPA), PSEG Long Island, and the New York Power Authority (NYPA), to ensure a coordinated, well-supported solar energy expansion plan and a transition to a sustainable, self-sufficient solar industry.

