

# Clean Energy Communities

## Community Campaigns



**ENGAGE**  
your community

**INCREASE**  
clean energy  
opportunities

**REDUCE**  
greenhouse  
gas emissions

**EARN**  
up to 3,900 points

call:  
**866-NYSERDA**

email:  
**cec@nyserdera.ny.gov**

visit:  
**nyserdera.ny.gov/cec**

## Encourage adoption of new, innovative technologies

Community-scale campaigns are an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while advancing New York's clean energy goals. Campaigns to promote program opportunities including community solar and clean heating and cooling can provide consumers with increased access to clean energy. Campaigns are typically short-term, local efforts that bring together groups of potential customers through widespread outreach and education. Well-organized campaigns are a great way to be active and visible in the community.

Community campaigns for solar, electric vehicles, and clean heating and cooling are eligible under this High Impact Action. Installing these technologies can help lower energy bills and reduce harmful greenhouse gases emissions while making homes and businesses more comfortable. These campaigns also provide opportunities for communities to increase local uptake of clean energy products and services.

## Earn recognition and unlock access to grant funding

NYSERDA's Clean Energy Communities Program recognizes and rewards local governments for their clean energy leadership.

Each High Impact Action is worth points collected upon completion of the action. The points you earn count toward unlocking access to Designation Grant funding. Earning more points allows you to reach higher designation levels and to earn larger amounts of grant funding. Completing a Community Campaign action unlocks access to an additional Action Grant.

You can earn up to 3,900 points toward a Designation Grant by completing this action.

Visit [nyserdera.ny.gov/cec](https://nyserdera.ny.gov/cec) to review the full list of High Impact Actions and Available Grants.

## Ready to get started?

Dedicated and knowledgeable Clean Energy Communities Coordinators are available to assist municipal staff as they implement this action. Your regional Coordinator will review your goals to help you determine which actions are best for your community and how to access grant funding.

Visit [nyserdera.ny.gov/cec](https://nyserdera.ny.gov/cec) or email [cec@nyserdera.ny.gov](mailto:cec@nyserdera.ny.gov) for more information, including detailed program requirements.

