

## NYSolar Smart Solarize Brooklyn CB6

**Location:** Brooklyn, NY  
**Contracted kW:** 118.29 Kilowatts  
**Economic Impact:** > \$670,750  
**Discount per watt:** Quixotic: \$0.07 EcoMen: \$0.02  
**Campaign Team:** Sustainable CUNY, Brooklyn Community Board 6, NYC Mayor’s Office of Sustainability, NYC Economic Development Corporation  
**Installer Partners:** Quixotic Systems, EcoMen Solar  
**Timeline:** 12 May 2015 – 30 September 2015



**Cost compared to CB6 2015 residential avg: - \$1.97/watt**

**Closure rate of contracts presented: ~18.6%**

**Workshops and attendees: 9 workshops with 325 attendees**

**Contracts signed: 22**

**Contracts presented: ~118**

**Program sign-ups: 357**

Financing Used	No Financing	Loan	Lease	PPA
% of projects	86%	14%	0%	0%

**Overview:** The NYC Solar Partnership developed a pilot Solarize campaign in Brooklyn Community Board 6 (Carroll Gardens, Cobble Hill, Columbia Waterfront, Gowanus, Park Slope, and Red Hook). The “Solarize Brooklyn CB6” pilot ran from May through September 2015 and was supported by the U.S. Department of Energy’s Rooftop Solar Challenge II. Two installers were competitively selected by the Partnership and community representatives. Both installers offered five tiers of pricing to both residential and commercial buildings in Community Board 6. Solarize Brooklyn CB6 held nine public educational workshops and participated in numerous community events, ultimately reaching more than 660 residents and businesses. In total, 357 people signed up for site assessments, representing more than 400 buildings, including 21 businesses or non-profits and 52 multifamily buildings.

**Challenges:** The main challenges in Solarize Brooklyn CB6 arose from outreach, seasonal vacations and the complexity of Brooklyn buildings. Outreach techniques that were successful in other Solarize campaigns such as postcard mailings, street banners and lawn signs were either less effective or impractical due to the unique character, e.g. lack of lawn space, population density, etc., of the neighborhoods in Community Board Six. As the campaign was active during the summer, residents of the community were difficult to engage due to seasonal travel plans. This challenge was especially prevalent in multifamily buildings where the decision-making process tends to involve coordination among multiple parties. Lastly, assessing buildings that typically have flat, small roofs and multiple obstructions for solar arrays was challenging. Early in the campaign, attempts to balance available roof space and various NYC code compliances led to several roofs in the area being deemed unfeasible for solar.

**Lessons learned:**

- The program needs to be tailored to the local community. Strategy to reach potential participants coupled with solutions to any building complexity issues, e.g. solar canopies, should be identified at the outset of the program.
- Outreach is most effective when it comes from within the community. In-person and word of mouth interactions work best and trusted community partners and leaders are the best advocates.
- The program should leverage existing resources and efforts such as LMI outreach and job training programs.