

SOLARIZE NYC

WHAT IS SOLARIZE NYC?

Solarize NYC is a citywide program to increase access to solar and reduce costs through multiple group-purchasing campaigns. Solarize is a short-term, local, community-led initiative that brings together groups of potential solar customers through widespread outreach and education. The Solarize model helps homeowners and businesses choose a solar installation company or companies that offer competitive, transparent pricing. Solarize programs leverage community purchasing to bring down the cost of solar for all participants. The traditional solarize model has three components: 1) Competitive installer selection; 2) Community-led outreach and education; 3) Limited-time offer.



WHAT IS THE OPPORTUNITY FOR MY COMMUNITY?

- Homeowners & businesses **save money** – *Solarize programs typically reduce costs by 20%*
- Make going solar **easy** – *Campaigns provide pre-vetted installers and a simplified process*
- **Green** your community – *Solar power is clean, renewable energy*
- **Jump start** your community's solar market – *Growth continues after the campaign*
- Stimulate **local economic development** – *You can prioritize installers who hire locally*

WHAT RESOURCES ARE AVAILABLE TO MY COMMUNITY?

- **Financial support** from the City to organize and run a campaign
- **Marketing materials** and templates from Solarize NYC
- **Technical assistance** from the City's Solar Ombudsmen
- **Volunteer training** to empower local program administrators
- **Connections to partner organizations** to assist communities
- **Educational materials and workshops** with the City's Solar Ombudsmen

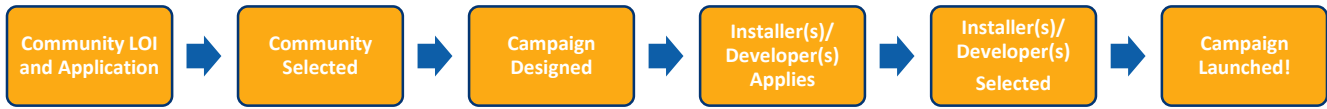
WHO CAN PARTICIPATE?

If a group identifies as a community, then it is eligible for Solarize NYC. Communities can be defined by geography (such as neighborhoods), affinity groups (such as houses of worship, membership organizations, unions), or any other body that self-identifies. Communities can target residents, businesses, or a mix.

HOW DOES IT WORK?

The NYC Solar Partnership will hold information sessions and guide interested communities on how to formally apply to Solarize NYC. The NYC Solar Partnership selects and works alongside these communities to design Solarize NYC campaigns tailored to their needs. Based on the campaign design, solar installers will submit applications to be selected and vetted by the community. Finally, the campaign will launch, led by community volunteers. The NYC Solar Partnership provides support throughout the process.

CAMPAIGN DEVELOPMENT PROCESS



WHAT IS REQUIRED OF CAMPAIGN ORGANIZERS?

The work and time involved in running a Solarize NYC campaign depends on the nature of the community it serves. Typical tasks of community organizers include:

- Outreach to the community through events, materials, email lists, etc.
- Organizing educational workshops for community members to attend
- Attending local events to get the word out and answer questions
- Coordinating with the selected solar installers

Case Study: Solarize Brooklyn CB6

Community org.:	Brooklyn Community Board 6
Location:	Brooklyn, NY
Avg. cost savings:	\$1.97/watt below current pricing
Homes assessed:	357
Installed Solar:	141 Kilowatts
Economic Impact:	\$670,750
Timeline:	May - September 2015

Solarize NYC recommends communities have at least two campaign organizers who can dedicate at least three to five hours per week each. Partner organizations can also help to administer campaigns.

TIMELINE

Months	1	2	3	4	5	6	7	8	9	10
Community application process	█	█	█							
Communities selected			█							
Campaigns designed			█							
Installer selection				█	█					
Campaigns open					█	█	█	█		
Contract-signing deadline									█	
Installations completed										█

ABOUT

Solarize NYC is a core component of New York City’s strategy to expand access to clean, reliable, and affordable solar power for all New Yorkers. Solarize NYC is managed by the NYC Solar Partnership led by Sustainable CUNY of the City University of New York, which works collaboratively with the New York City Mayor’s Office of Sustainability and the New York City Economic Development Corporation (NYCEDC) to promote an equitable and self-sustaining solar market in pursuit of the City’s goal of increasing the capacity of solar energy on private properties to 250 MW by 2025.

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