



PE8 Action: Rooftop Solarize Campaign

3 Points

A. Why is this action important?

Rooftop Solarize campaigns focus on getting a group of homes and businesses in an area to install solar panels directly on their properties. Rooftop solar installations offer a way to harness the power of the sun through panels installed on the roof of the home or business.

Community-scale campaigns can be an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while simultaneously advancing New York State's clean energy goals. Heating and cooling in buildings represent 32 percent of New York State's combustion-related greenhouse gas (GHG) emissions. Reducing emissions in homes, through community-scale campaigns, will help the state meet its ambitious GHG reduction mandates. In addition, well-organized campaigns are a great way for local governments to be active and visible in their communities.

B. How to implement this action

This action awards Climate Smart Communities (CSC) certification points for local governments that are part of a campaign focused on enrolling local homes and businesses to install solar panels directly on their properties.

For guidance on implementation, see the section called "Rooftop Solarize Campaign Templates and Tips" on the NYSERDA webpage called [Solarize Your Community](#).

In order to be eligible for CSC points, your local government must demonstrate that it was substantially involved in implementing the campaign. For example, the local government might make a contribution through a direct financial investment, through the allocation of staff resources, and/or allowing meetings to take place on government property at no charge. For more details, see [Collaborating with Partners to Complete Actions](#).

C. Time frame, project costs, and resource needs

A typical campaign lasts from two to eight months, which includes planning and outreach. Project costs may include staff time for compiling and distributing materials and attending outreach events. Other costs may include printing and mailing information, and other expenses tied to outreach events (room and equipment rentals, refreshments, flyers, etc.). Many local governments rely on volunteers for some activities.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to all types of local governments. Departments that are most likely to be involved can vary; they may include the chief elected official's office, sustainability staff, planning departments, or boards and committees that manage energy and climate efforts in the local government. Local partner organizations and volunteers may also be involved.

E. How to obtain points for this action

Three points are available for local governments that submit documentation showing completion of a Solarize campaign.

F. What to submit

Submit documentation showing implementation of a Solarize campaign, such as flyers and records of participation. Indicate the approximate start and end date of the campaign. Demonstrate that your local government was substantially involved in implementing the campaign.

If the campaign was completed as part of the Clean Energy Communities Program, submit a copy of the approval from NYSERDA.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to Additional Resources or Best Practices

- [NYSERDA Solarize Your Community](#)

H. Recertification requirements

To maintain status as a certified Climate Smart Community, recertification is necessary every five years. The recertification requirements of this action are similar to the initial requirements, but applicants for recertification must show that the Solarize campaign was implemented within the last five years from the application date. Approved submissions for this action will be valid for about five years.