

SOLAR FOR EVERY AMERICAN



 **SOLSTICE**
Solar for every American

Webinar December 14, 2020

Solarize Campaigns
Putting the “community” in Community Solar

Stephen Acquario
Executive Director
NYSAC



A portrait of a young woman with long, wavy brown hair and blue eyes, smiling warmly. She is wearing a light pink sweater and a small gold hoop earring. The background is a soft-focus outdoor setting with green foliage and a concrete pillar on the right.

Alex LaMonte

Legislative/Policy Coordinator
NYSAC

Presenters



Taro Gold
Director of Outreach
AnyRoad, EF Education First
(Colby College)

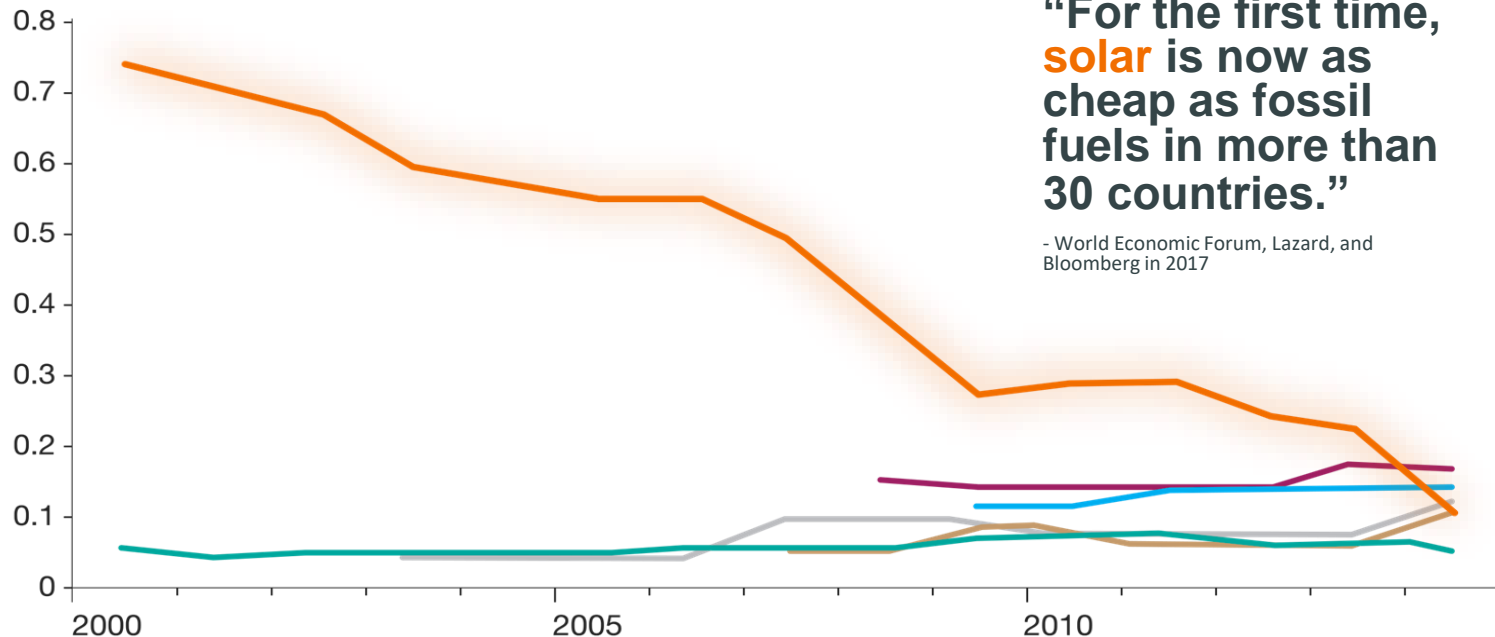


Alex Goldfarb
Partnerships Coordinator
PwC, The Firestarter Group
(University of Michigan)

The Age of Solar Has Arrived

- Solar Photovoltaic
- Land-based Wind
- Wind Offshore
- Small Hydro
- Coal
- Nuclear

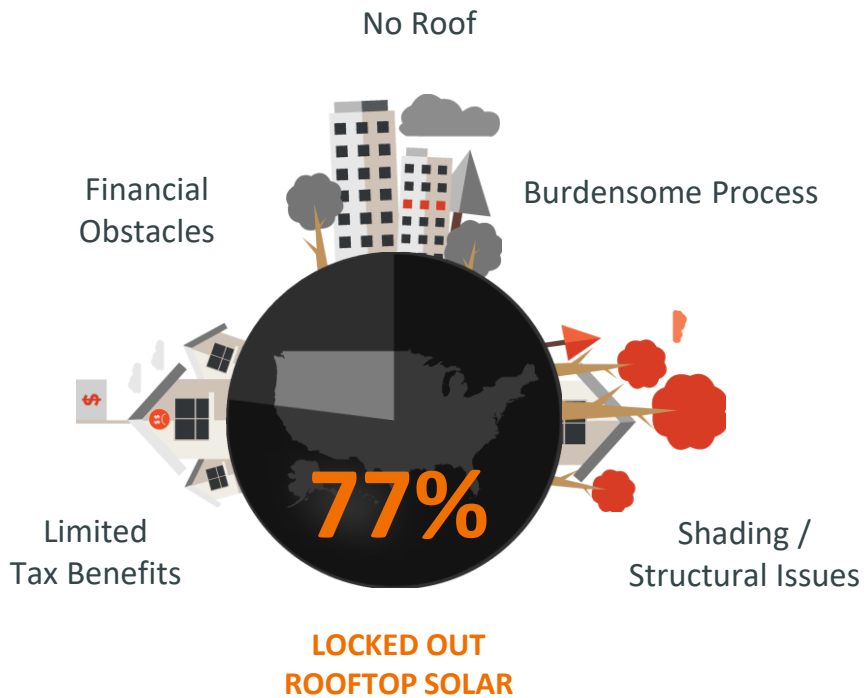
LEVELIZED COST OF ELECTRICITY (WORLD AVERAGE)



“For the first time, **solar** is now as cheap as fossil fuels in more than 30 countries.”

- World Economic Forum, Lazard, and Bloomberg in 2017

The Problem



77%
OF U.S HOMES
CAN'T GET ACCESS TO SOLAR

The Solution: Community Shared Solar

Shared
Solar



 **SOLAR SAVINGS:**

No upfront cost. No rooftop. No installation required.

What is Community Solar?

IT'S LIKE A COMMUNITY GARDEN, BUT FOR CLEAN ENERGY!



Subscribe to clean, renewable energy from your local solar farm



Nothing on your property



No upfront costs



Receive a 10% discount on your utility costs



How It Works



Your Solar Farm

We allocate you a portion of a shared solar farm in your area that will produce clean, renewable energy on your behalf.

Your Utility

The electricity is sent to your utility company. You will see a discount on your normal utility bill for the electricity produced by your allocation.

Households & Businesses

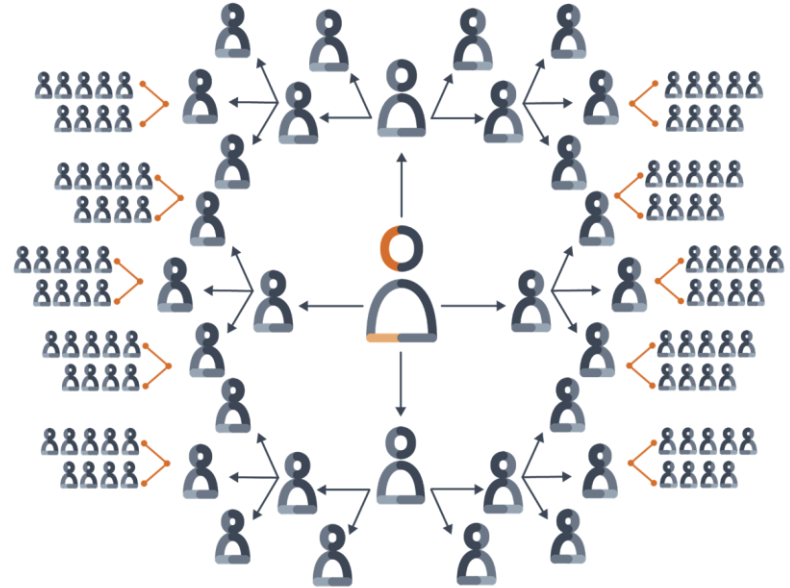
Your lights turn on as always: no installation, extra costs, or additional downtime. Congrats, you finally get to benefit from affordable clean energy!

Why It Works - Solar Is Contagious

**NETWORK EFFECTS
REPRESENT THE
BEST PATHWAY
TO SCALE**

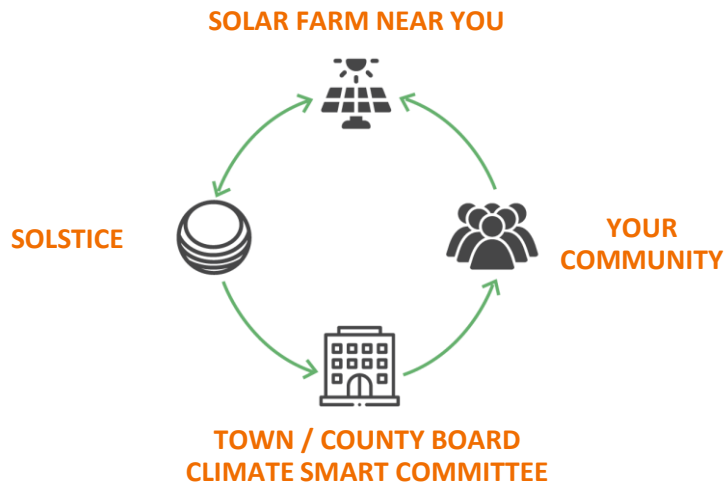
YALE STUDY

People sign up for solar **when their
friends and neighbors do.**



Solarize Program

Solstice partners with counties and municipalities to connect their citizens (and municipal buildings) with nearby solar gardens, fulfill high-impact action items for the NYSERDA Clean Energy Communities program, and raise money for causes in their community.



3 EASY STEPS TO PARTNERING WITH SOLSTICE:

1

Sign on to run a Solarize campaign with Solstice! Pass a county / town resolution and get buy-in from the appropriate players.

2

Solstice will help you fill out the necessary NYSERDA forms to get credit for the high-impact action item and develop an action plan for your community

3

Solstice will track your campaign's progress and donate funds for every person in your community who signs up for solar.

Solstice & Your Town / County

Building a Successful Campaign



Vote on Resolution, select a Town / County Board liaison to the project



Solstice + local CSC (or town / county liaison) process NYSERDA documentation



Tailor Solarize outreach plan for your town / county and set implementation schedule



Watch the sign-ups roll in!



How will we reach your goals?



Campaign Kickoff & Awareness

- Events (in person or Zoom)
- Social Media
- Email
- Flyer
- Whatever options suit your community



Interest

- Your Solstice web page
- Sign-up sheets
- Email
- Phone



Enrollment & Engagement

- Self-enrollment
- Phone Consultations
- County Donations
- Sign-on Bonuses
- Campaign Updates
- Customer Support

Local and Regional Partners



“We’re proud of our partnership with Solstice because it shows Gallatin’s commitment to supporting our community and helping them save with renewable energy. We signed up the town hall and town court right away and I just signed up my home - community solar is a win for Gallatin.”

JOHN REILLY
Town Supervisor, Gallatin, NY

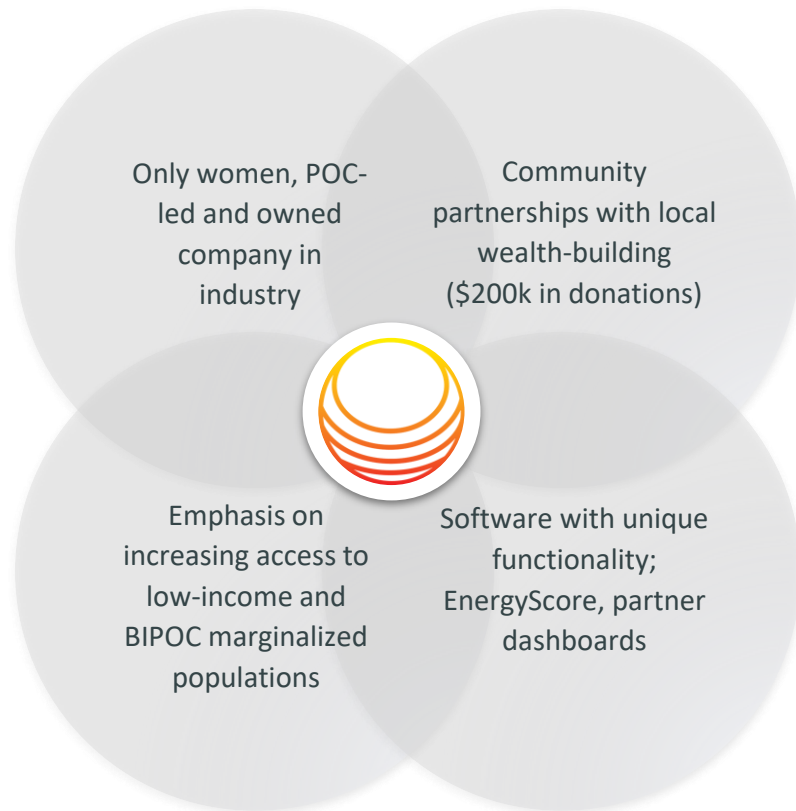


Historic
PORT HENRY-MORIAH



The Solstice Advantage

**NETWORK EFFECTS
ARE THE KEY IN
OUR APPROACH TO
SHARED SOLAR.**



The Solstice Team



Steph Speirs

Co-Founder & CEO

Obama White House,
Acumen, d.light Solar
(Yale, Princeton, MIT)



Sandhya Murali

Co-Founder & COO

Barclays, Buen Power Peru
(University of Michigan,
MIT)



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Questions

CONTACT

Taro Gold

 Director of Outreach

 taro@solstice.us

Alex Goldfarb

 Partnerships Coordinator

 alex@solstice.us



Thank You