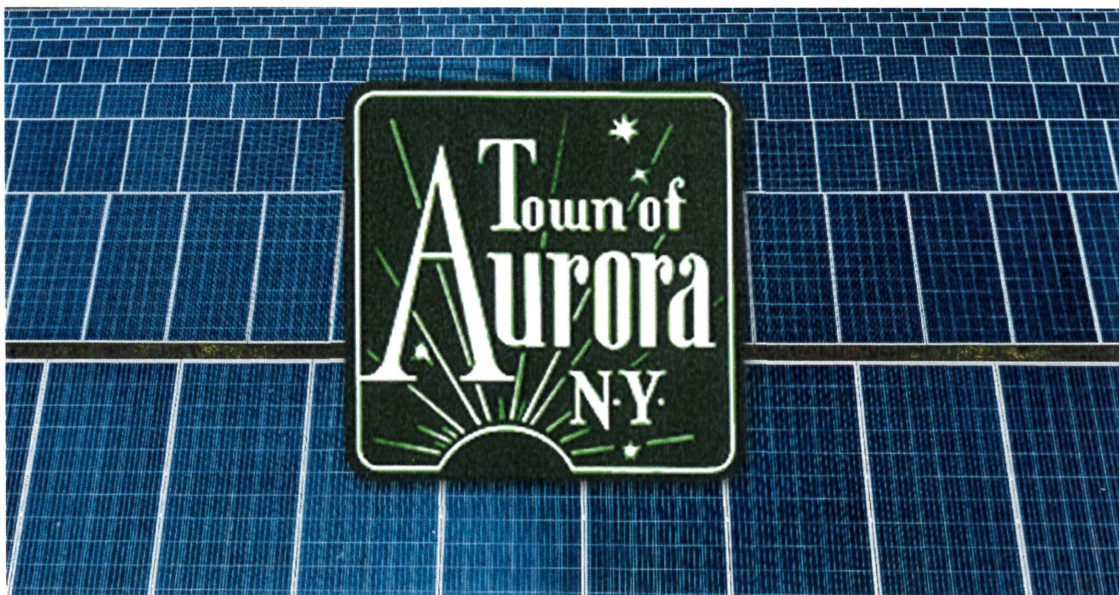


PowerMarket

Town of Aurora

"Aurora Solar Savings"

Community Solar Campaign Proposal



Prepared by:
Brad Tito
Director of Community Energy
PowerMarket
(716) 466-5666 | brad.tito@powermarket.io
powermarket.io/communities.html

PowerMarket

4201 N Buffalo Street
Orchard Park, NY 14127

April 5, 2024

Luke Wochensky
Town of Aurora
575 Oakwood Avenue
East Aurora, NY 14052

Dear Deputy Supervisor Wochensky,

I am pleased to submit this Community Solar Campaign Proposal to the Town of Aurora and the Climate Smart Community Task Force for your consideration.

PowerMarket is a New York company with a wealth of experience helping local governments in New York develop and manage clean energy programs and campaigns. As a market leader in community solar customer acquisition and management, PowerMarket has experience connecting more than 80,000 households, businesses, and organizations to community solar across ten U.S. states.

In our role as campaign partner, PowerMarket will enroll residents into a community solar project located in Dickenson, NY. We will provide planning assistance, marketing materials, mailings, customer support, and a custom landing page for easy sign-up.

This no-cost proposal is fully turn-key and designed to be responsive to your needs and priorities. By undertaking the campaign, the Town is positioned to earn points and grants through state climate and clean energy programs. We offer partnership and assistance in maximizing those opportunities for the Town.

Please do not hesitate to contact me at (716) 466-5666 or brad.tito@powermarket.io if you have any questions or require additional information. I look forward to working with you on this exciting clean energy initiative.

Sincerely,



Brad Tito
Director of Community Energy
PowerMarket

Community Solar Campaign Proposal

Founded in 2014, PowerMarket is a New York, employee-owned company committed to making clean energy more accessible, affordable, and widespread. With experience managing more than 80,000 subscribers and over 525 MW of community solar across ten states, PowerMarket is a recognized market leader in partnering with community solar developers to acquire customers and provide customer support and management services. PowerMarket is registered as a community solar provider on the New York Public Service Commission's list of Distributed Energy Resources (DER) providers.

PowerMarket has extensive experience working with municipal and related entities in New York. PowerMarket has enrolled hundreds of municipal buildings and facilities as well as helped more than a dozen municipalities facilitate community solar campaigns. Brad Tito, PowerMarket's Director of Community Energy, who worked at NYSERDA as Program Manager for the Clean Energy Communities program for 7 years, will serve as your point of contact throughout the campaign.

Enrolling at least 160 customers is a goal PowerMarket has accomplished in several other New York communities. We are confident we can help the Town achieve this goal.

In our role as campaign partner, PowerMarket will connect residents to a community solar project being developed in Dickinson, NY by the solar developer EDPRNA. The project is expected to be operational in July 2024. Regarding subscription terms, there are no fees to join or cancel, with savings extending for 25 years. This is a net-crediting project, meaning there is no separate community solar bill. Everything is taken care of on the subscriber's NYSEG utility bill. Additional projects may become available to support the campaign, subject to availability.

PowerMarket will provide comprehensive services to support the campaign including outreach planning assistance, marketing materials, and customer support services. PowerMarket will set up a custom landing page where residents can go to easily sign up. We are prepared to send a letter from the Town to residents to build awareness about the campaign. Community volunteers serve as campaign ambassadors and assist with spreading the word at educational events, answering questions from the public, and providing insight and guidance as the campaign progresses.

What is Community Solar?

Community solar refers to a solar power plant whose electricity is shared by multiple households or businesses. This model is especially beneficial for individuals who cannot install solar panels on their property due to factors like renting, living in multi-unit buildings,

or having unsuitable rooftops. Subscribers to a community solar project receive credits on their electricity bills for their share of the power produced, effectively lowering the amount they pay for their electricity. As a highly regulated state program, community solar contributes directly to New York State's clean energy goals.

How Does Community Solar Work?

A developer installs what is typically a 20 to 30 acre solar array at an off-site location. Community solar projects can be on rooftops, brownfields, or any suitable land. Residents and small businesses subscribe to the solar farm. Each subscription is tied to the amount of electricity the subscriber uses. The solar panels convert sunlight into electricity, feeding it into the local power grid. The generated electricity is measured and fed into the grid, and subscribers receive credits on their utility bills based on their share of the solar output, reducing their monthly electricity costs. These credits are applied to all the charges on your utility bill including supply, delivery, and miscellaneous charges. In this system, the subscriber's utility bill includes a line item reflecting the compensation to the community solar provider for these credits at a discounted rate. This rate is typically 10% less than the credit's value on the utility bill, effectively leading to reduced overall electricity expenses.

Companies like PowerMarket connect customers to the project with advanced software platforms to manage subscriber data, allocation of credits, and billing to ensure that each participant receives the correct savings. Community solar projects often produce more energy during summer, resulting in excess credits for subscribers. These credits are banked and can roll over into winter months, ensuring that subscribers can offset their electricity costs year-round, utilizing high summer production to cover lower winter generation. The New York Public Service Commission regulates the operation of community solar projects and ensures that subscribers receive their financial benefits from registered providers.

Benefits of Community Solar

Community solar uniquely contributes to renewable energy by directly supporting the development of new solar projects, a key aspect of additionality not always present in other renewable energy forms. These projects are community-scaled, capped at 5 megawatts, allowing them to fit seamlessly within local landscapes without significant environmental disruption. Incentive programs like the Inclusive Community Solar Adder (ICSA) further enhance community solar's impact by specifically targeting Low-to-Moderate Income (LMI) households and facilities in state-designated Disadvantaged Communities (DACs), ensuring equitable access. Beyond fostering renewable energy adoption, community solar drives economic benefits. It creates jobs in the rapidly growing clean energy sector, generates new revenue streams for landowners, and boosts local tax revenues. Moreover, these projects significantly reduce the carbon footprint of our electricity system, contributing directly to state and local clean energy goals. Community solar thus represents a holistic approach, combining environmental responsibility with economic and community development.

Municipal Community Solar Campaigns

A community solar campaign is an effective way for local governments to promote sustainable energy and engage with residents. This short-term, community-led effort involves a partnership with a community solar provider and focuses on widespread outreach and education to encourage residents to sign up for community solar. Additionally, initiatives like the Clean Energy Communities (CEC) program by NYSEERDA provide grants to municipalities for successful completion of community solar campaigns.

Team Approach

PowerMarket views collaboration with the Town of Aurora and the Climate Smart Community Task Force to be integral to a successful and impactful campaign. To support this collaboration, PowerMarket recommends the following:

- A kick-off call to clarify objectives, timelines, and points of contact. This will serve as a foundation for our collaborative efforts, ensuring that every stakeholder is aligned and informed from the onset.
- PowerMarket will maintain an open line of communication through regular video or phone conferences to discuss campaign progress
- To keep all parties informed and engaged, we will provide detailed reports on subscriber status, campaign impact, and key performance indicators.
- Understanding the dynamic nature of community campaigns, we will offer additional meeting, email, or phone communication as needed. Our team will be available for ad-hoc discussions to address emerging challenges or opportunities, ensuring a responsive and flexible partnership.

Marketing Plan

It's important to establish from the outset that PowerMarket will request approval from the Town for all marketing materials in advance of distribution. Marketing provided by PowerMarket in support of the community solar campaign will include:

- **Custom Landing Page:** PowerMarket will develop a dedicated campaign landing page for the Town of Aurora, designed to facilitate an easy and informative sign-up process for residents. This central hub will feature a user-friendly interface with comprehensive content, including a clear explanation of "What is Community Solar?", frequently asked questions (FAQs), and customer support contact details. All marketing materials will direct potential subscribers to this landing page, serving as the central point for campaign information and enrollment.
- **Marketing Materials:** PowerMarket will design and provide a suite of customized marketing materials—flyers, posters, palm cards, and social media

posts—tailored to the community solar campaign. These materials will be printed and mailed to the Town of Aurora for local distribution, leveraging community volunteers to ensure wide reach and engagement.

- **Letter to Residents:** PowerMarket will collaborate with the Town of Aurora to craft a letter from the Town Supervisor to residents, using the municipality's preferred wording. A specialized data service will compile a targeted mailing list of all households within the Town's jurisdictional boundaries, verified for accuracy with GIS mapping.
- **End-to-End Customer Support:** PowerMarket's customer support extends beyond enrollment, offering dedicated assistance throughout the subscription term. Available weekdays from 9am-6pm EST, the multilingual team is ready to help with any questions or issues, ensuring a seamless experience for both prospective and current subscribers via phone and email.
- **Outreach to Organizations:** PowerMarket will provide draft outreach templates and offer assistance to the Town of Aurora, streamlining the process of engaging housing and community-based organizations, and religious and educational institutions.
- **Community Presentations:** PowerMarket will equip the Town of Aurora with comprehensive presentation materials, including slides, talking points, and FAQs, to effectively communicate the benefits of the community solar campaign at scheduled events.
- **Local Publicity:** PowerMarket will collaborate closely with the Town of Aurora, providing drafts and offering assistance in the creation and distribution of press releases and other publicity materials. This partnership will ensure the community is well-informed about the community solar campaign launch, benefits, and participation details, with targeted outreach to local media outlets for maximum impact.
- **Post-Subscription Support:** PowerMarket provides a welcome kit and personal dashboard for subscribers, allowing them to access documents, information about the community solar project, savings summary, and more.
- Sample Marketing Collateral are included in Appendix A.

Community Solar Project Capacity

PowerMarket expects to enroll campaign participants into a community solar project being developed by EDPRNA at 170 Glenwood Rd., Dickinson, NY 13905. The project, which is expected to begin commercial operation in July 2024, is being developed by a solar asset owner with whom PowerMarket has an active contract. This is a net-crediting project which means that community solar credits will appear on the subscriber's NYSEG utility bill. There is no separate community solar bill. Currently, there is about 600 kW available to subscriber customers.

In addition to the Dickinson project, we are in discussions with a community solar project developer about a forthcoming 7.5MWdc community solar project located in Chemung County, just east of Horseheads, NY. This project, which is expected to become operational in January 2026, is participating in NYSERDA's Inclusive Community Solar Adder program, which requires that 40% of the project's capacity is allocated to low-to-moderate income subscribers, 40% to anchor subscribers, and the remaining 20% to the mass market. The project's structure inherently limits the availability of community solar capacity to mass market customers. Given that only 20% of the project's total capacity is allocated to this segment, it implies a limitation in our available capacity.

While we are enthusiastic about the opportunity to collaborate with the Town of Aurora and bring the benefits of community solar to your residents, we must emphasize that our community solar project capacity is limited.

Given the high level of interest from other communities, we encourage the Town of Aurora to consider the timeliness of engagement with PowerMarket. We will prioritize municipalities that demonstrate a readiness to move forward expeditiously, ensuring that we maximize the impact of our available solar resources.

Simple Sign Up

PowerMarket provides a simple sign-up process as well as a support team that is available to answer any questions. The enrollment process collects basic information about the subscriber and how much electricity they use. Historical electricity usage is used to determine what portion of the solar farm's credits to allocate to the account. The subscriber signs and submits a subscriber agreement through the online portal. Once enrolled, the subscriber receives a welcome email with instructions to log into their personal dashboard which provides subscribers access to their documents (i.e., contracts, etc.), message center, information about the community solar project, a savings summary, and more. Once the project becomes operational, the credits will appear on their NYSEG utility bill and the subscriber will start saving. If the subscriber's energy use changes, we have flexibility to make adjustments to their allocation over time.

Subscription Pricing Structure and Agreement Terms

The subscription agreement for the Dickinson Project provides a savings rate of 10% on utility bill credits with no upfront costs or hidden fees. This one-year agreement,

automatically extending up to 25 years, offers flexibility with no penalty for early termination given 90 days' notice.

Eligibility

PowerMarket will screen campaign participants for eligibility. Payment information will not be requested from subscribers, nor will anyone be subject to a credit check. If the average annual demand is less than 25 kW, uses at least 1,000 kWh annually, and does not have rooftop or ground-mounted solar, they would be eligible for the 60% of a community solar project that is designated for mass market customers. Additionally, master-metered properties that have a demand greater than 25kW, such as an affordable housing complex, may also be eligible. For customers with a demand greater than 25kW, PowerMarket will review these subscribers on a case-by-case basis to see if there is an opportunity to bring them on as an anchor to a project we manage.

Previous Experience with New York Municipalities

PowerMarket has extensive experience working with municipal and related entities in New York. PowerMarket has enrolled hundreds of municipal buildings and facilities as well as helped more than a dozen municipalities facilitate community solar campaigns. Our municipal clients include:

Albany County, NY	Town of Mamaroneck, NY	Village of Croton-on-Hudson, NY
Erie County, NY	Town of New Castle, NY	Village of Dobbs Ferry, NY
Ulster County	Town of New Paltz, NY	Village of Greenwich, NY
City of Beacon, NY	Town of North East, NY	Village of Hastings-on-Hudson, NY
City of Dunkirk, NY	Town of Olive, NY	Village of Heuvelton, NY
City of Kingston, NY	Town of Onondaga, NY	Village of Kinderhook, NY
City of New Rochelle, NY	Town of Perrysburg, NY	Village of Orchard Park, NY
Town of Barre, NY	Town of Queensbury, NY	Village of Philmont, NY
Town of Big Flats, NY	Town of Sangerfield, NY	Village of Piermont, NY
Town of Charlton, NY	Town of Schroepel, NY	Village of Pleasantville, NY
Town of Chazy, NY	Town of Stephentown, NY	Village of Portville, NY
Town of Greenburgh, NY	Town of Warrensburg, NY	Village of Pulaski, NY
Town of Hebron, NY	Town of Yorktown, NY	Village of Waterville, NY
Town of Hurley, NY	Village of Athens, NY	Village of West Winfield, NY
Town of LaFayette, NY	Village of Avon, NY	
Town of Lewisboro, NY	Village of Corinth, NY	

Recent PowerMarket Community Campaigns:

	City of Beacon	Town of New Paltz	Town of Stephentown	City of Kingston	City of Dunkirk	Town of LaFayette
Total Households Targeted	3,672 (DAC)	966 (DAC)	1,158	6,109 (DAC)	5,766 (DAC)	1,954
Campaign Participants	102	42	71	217	84	294
Enrollment Rate	2.8%	4.3%	6.1%	3.6%	1.5%	15%
Letter Sent	Feb 2024	Feb 2024	Jan 2024	Jan 2024	Dec 2023	Jan 2023
Total Estimated Annual Savings	\$12,240	\$5,040	\$8,520	\$39,060	\$10,080	\$35,280

DAC: These campaigns targeted only residents in state-designated Disadvantaged Community (DAC) areas.

Overall Enrollment Rate: 4.1% | Total Enrollments: 810 | Total Savings: \$110,220

City of Beacon and Town of New Paltz

In February 2024, PowerMarket helped the City of Beacon and Town of New Paltz launch a community solar campaign in partnership with Mid-Hudson Energy Transition, a non-profit organization dedicated to creating clean energy opportunities in the Hudson Valley. To date, 102 have subscribed in the City of Beacon and 42 in the Town of New Paltz.

City of Dunkirk

In December 2023, PowerMarket launched the Dunkirk Community Solar Campaign in collaboration with the City of Dunkirk, targeting all residents, with a focus on low-to-moderate income and disadvantaged communities. Successfully enrolling 84 households, the campaign demonstrated PowerMarket's comprehensive approach through marketing outreach, a user-friendly sign-up platform, and customer service.

Kingston Community Energy

The City of Kingston recently announced the launch of Kingston Community Energy, a Community Choice Aggregation (CCA) program where it is the City's goal that all residents, regardless of income level, benefit from locally generated clean energy. The City selected Mid-Hudson Energy Transition (MHET), a Kingston-based non-profit organization, to serve as CCA Administrator, pending PSC approval, with PowerMarket in the role of implementation partner and technical advisor.

Among the first phases of Kingston Community Energy was the launch of an opt-in community solar campaign, called Kingston Community Solar. Community solar creates guaranteed utility bill saving for participants. This mitigates risks and balances the CCA's reliance on electricity supply contracts to benefit end-users, strengthening the CCA program's long-term sustainability. The campaign targets low-income households and state-designated disadvantaged community areas, and offers a 15% savings rate for such accounts. To date, 217 low-to-moderate income and Disadvantage Community (DAC) households have enrolled in Kingston Community Solar. With a strong CCA program, Kingston Community Energy will be able to deliver other innovative clean energy programs with the goal of achieving community-wide decarbonization.

To support of the Kingston Community Solar campaign, PowerMarket is responsible for initiating a marketing outreach campaign, setting up a sign-up platform, handling customer service, and hosting informational webinars.

The City of Kingston is among the first communities in New York to achieve the Tier 3 requirement for community solar campaigns under NYSEERDA's Clean Energy Communities program.

Solarize Ulster

In May 2021, PowerMarket was selected by Ulster County as one of the three community solar providers to serve Solarize Ulster, an initiative of Ulster County, dedicated to giving residents access to monthly energy cost savings from community solar. PowerMarket's

role was to present an efficient and organized approach to implementing a community campaign for Ulster County and develop a marketing strategy to make it easy for individuals to subscribe and start saving money. As a result of the Solarize Ulster campaign, PowerMarket enrolled 360 households in community solar through the landing page and enrollment platform created for the campaign.

Sustainable Westchester

PowerMarket maintains a longstanding partnership with Sustainable Westchester. Through this collaboration, PowerMarket offers support to Sustainable Westchester's Community Distributed Generation (CDG) programs. This includes providing a technology platform for onboarding, support, and reporting for Sustainable Westchester's municipal, residential, and commercial community solar subscribers. PowerMarket successfully enrolled more than 2,000 homes, businesses, and community institutions into community solar through the partnership.

Town of LaFayette

The Town of LaFayette faced a challenge many communities are dealing with today – the rising cost of energy. PowerMarket was selected by the Town in January 2023 to provide a comprehensive solution that included enrolling LaFayette's municipal facilities into community solar and supporting the launch and management of a town-wide community campaign. PowerMarket's role was to subscribe customers and provide outreach planning assistance, marketing materials, and customer support services. A key innovation of this campaign was a letter template developed and sent at PowerMarket's expense from the Town Supervisor to residents of the town urging them to participate in the program. This single letter appears to be the key element in achieving the campaign's remarkable success.

Within just a few weeks of campaign launch, two hundred ninety-four (294) households enrolled in community solar through the landing page. With less than 2,000 total households, the enrollment rate was 15 for every 100 households in the Town.

Town of Stephentown

Launched in January 2024, the Town of Stephentown community solar campaign has enrolled over 5% of all the households in the Town. With 1,158 households in the Town, PowerMarket has been able to enroll 71 households so far.

Solarize Albany

In October 2021, PowerMarket was selected by Solarize Albany to serve as community solar provider to the Capital Region. PowerMarket's role was to set up a custom landing page for easy sign-up, provide outreach planning assistance, marketing materials, and customer support services. PowerMarket successfully enrolled 67 homes and small businesses into community solar through the campaign.

Solarize Albany is a non-profit organization committed to promoting the adoption of solar energy and sustainable practices in Albany County. They work closely with local communities, businesses, and government entities to implement initiatives that increase access to affordable clean energy solutions, reduce greenhouse gas emissions, and support the transition to a greener, more resilient energy infrastructure. Through their educational programs, community outreach, and partnerships, Solarize Albany empowers Albany County residents to take meaningful action for the environment and contribute to a more sustainable future for the region.

Solarize Putnam

In October 2021, PowerMarket was selected by Sustainable Putnam to serve as community solar provider to the Solarize Putnam initiative. PowerMarket's role involved setting up a user-friendly landing page for easy sign-up, providing assistance in outreach planning, supplying effective marketing materials, and offering dedicated customer support services. PowerMarket successfully enrolled 62 homes and small businesses into community solar through the campaign.

Sustainable Putnam is a non-profit organization dedicated to fostering environmental stewardship, promoting sustainable living practices, and advocating for clean energy solutions in Putnam County. They collaborate with local communities, businesses, and government agencies to support initiatives that protect natural resources, reduce waste, and enhance the quality of life for residents. Their programs, events, and educational resources aim to inspire and empower individuals to make environmentally responsible choices and work collectively towards a sustainable future for Putnam County.

Timeline

- **Within 2 Weeks of Selection:** Submission of campaign material drafts for the Town of Aurora's review.
- **1 Week After Approval:** Printing and delivery of approved marketing materials.
- **Within 4 Weeks of Selection:** PowerMarket will be ready to deliver the Town Supervisor's letter to residents. The actual timing will coincide with the Campaign Launch.
- **Campaign Launch:** Commencement of the marketing campaign, with periodic activities leading up to the project's operational start date.
- **July 2024 Project Begins Operation:** The Dickinson project has a commercial operation date of July 2024. While we do not anticipate any delays, we commit to keeping all stakeholders informed of any changes or developments that may impact the timeline.

The PowerMarket Team

The main point of contact throughout the engagement will be our Director of Community Energy, **Brad Tito**. To support the community campaign, we have designated a group of key experts from our Team as identified below.

- **Brad Tito**, PowerMarket Director of Community Energy, leads PowerMarket's engagement with municipalities and community partners to deploy renewable energy solutions in both government operations and the community-at-large. He has 18 years of state and local government experience and has been a statewide leader in support of local government sustainability efforts. Prior to joining PowerMarket, Brad served as Program Manager for Communities and Local Government at the New York State Energy Research and Development Authority (NYSERDA) where he developed and managed NYSEDA's Clean Energy Communities program, including the Community Campaigns high-impact action. Brad also served as NYSEDA's designated representative on the interagency committee charged with management and oversight of the New York State Climate Smart Communities program. Prior to NYSEDA, Brad spent more than a decade working in local government for both the City of Yonkers and Nassau County on sustainability and clean energy initiatives. At the City of Yonkers, Brad led high-profile initiatives including an award-winning LED streetlight replacement project, the establishment of mandatory green building standards, and the replacement of over 500 windows in historic Yonkers City Hall. At Nassau County, Brad led a first-of-its-kind community-scale clean energy campaign called Green Levittown, a public private partnership to promote clean energy products and services in America's First Suburb, and was instrumental in putting to use \$150 million in voter-approved bonds to improve the environment.
- **Danielle Burns**, PowerMarket Director of Operations, has over 10 years of experience in the solar industry. She has worked with dozens of municipalities in the Northeast to support them in achieving their solar energy objectives, including Ulster County, Albany County, and the Village of West Winfield. She is an adept manager, having overseen hundreds of projects for a variety of public and private clients. For example, Danielle previously served as NYSEDA's technical consultant for the statewide Solarize program.
- **Mahvish Gilani**, PowerMarket Director of Finance, oversees all financial reporting for PowerMarket's clients and utilities. Previously, Mahvish was the Director of Finance and Operations at Dvinci Energy where she focused on operations, business development, sales, and finance. Prior to working in clean energy, Mahvish was in the financial industry with a concentration in derivatives pricing and valuations. Mahvish has a Bachelor's of Finance from the Rutgers Business School and completed a diploma in Clean Energy from NYU.

- **Leland Gohl**, PowerMarket Customer Support Manager, leads customer engagement, communication, and support. Prior to PowerMarket, Leland was Director of Sales for Ipsun Solar, a solar panel installer in Washington, DC. There, he also started and led a campaign alongside the Department of Energy & Environment, helping local businesses transition away from single-use plastic. He holds a graduate certificate from Harvard University's Sustainability program and a Bachelor's degree from the George Washington University.
- **Eric Dahnke**, PowerMarket Founder and CEO, leads the platform development for PowerMarket. He spent a decade as a software architect and engineer developing trading platforms and middleware for Morgan Stanley, Dresdner Bank, and Commerzbank among others. He combines the techniques and architectures of the financial services industry with his experience in the utility industry where he oversaw more than \$700M in distributed generation assets at PSE&G.

References

Name: P. Josh Wilson
 Title: Sustainability Director
 Company: Erie County
 Phone: (716) 858-7520
 Email: Peter.Wilson@erie.gov
 Project Role: PowerMarket was recently selected by Erie County to support its community solar initiatives.

Name: Mark Distler
 Title: Deputy Supervisor
 Company: Town of LaFayette
 Address: 2577 US ROUTE 11, LaFayette, NY 13084
 Phone: (315) 677-3674
 Email: markdistler@gmail.com
 Project Role: PowerMarket enrolled the Town's municipal buildings and facilities into community solar and is managing a community solar campaign in the Town.

Name: Jill Nadolski
 Title: Climate Smart Hebron Coordinator and Town Board Member
 Company: Town of Hebron
 Address: 3165 COUNTY RTE 30, Salem, NY 12865
 Phone: (518) 854-3636
 Email: jill.hebronny@gmail.com
 Project Role: PowerMarket was a community solar partner to the Hebron Community Solar Campaign

**APPENDIX A
SAMPLE LETTER TO RESIDENTS AND CAMPAIGN FLYER**

TOWN OF LAFAYETTE

Bill McConnell
Town Supervisor

Mark Distler
Deputy Supervisor

OFFICE OF THE TOWN SUPERVISOR
2577 US ROUTE 11
LAFAYETTE, NY 13084
(315) 677-3674
www.townoflafayette.com

TOWN BOARD
STEVE ZAJAC
MELANIE PALMER
JERRY MARZO
CAROLE DWYER

Dear Neighbor,

The Town of LaFayette is pleased to announce a new campaign to bring the benefits of community solar to LaFayette residents. With electricity prices rising, there has never been a better time to save money by enrolling in community solar. It's hassle-free and costs nothing.

Signing up for community solar will provide your family with energy cost savings every month by lowering your utility bills by 10 percent of the value of the community solar credits applied to your account. Savings will vary from month to month, but you can expect to save up to 10 percent of your electricity costs over the course of a year.

With community solar, no solar panels are installed on your roof or property. There is no change to your electricity supplier. There are no sign-up or cancellation fees. Just savings on your National Grid utility bill. **Please note this is a time-sensitive opportunity.** Take advantage of the program before it's totally sold out.

Enroll in community solar today:

- Step 1:** Visit the campaign website – powermarket.io/lafayette.html
- Step 2:** Create your community solar account
- Step 3:** Receive monthly electricity savings from solar

**SCAN HERE
TO ENROLL**



By participating in the campaign, you are also helping the Town earn grant funding through state energy programs. I encourage you to explore the benefits of community solar for your home or business. Let's do our part to make LaFayette more energy independent and sustainable.

If you have any questions about the Town's involvement, please contact Deputy Supervisor Mark Distler at markdistler@gmail.com. If you have any questions about the enrollment process, please call (877) 762-0507 or send an email to edprna@powermarket.io. There will also be a webinar planned for February where residents can learn more and ask questions. You will receive a postcard in the mail in about a month, giving you the date and details of the webinar.

Sincerely,



Bill McConnell
Town Supervisor

This mailer was paid for by PowerMarket - www.powermarket.io. PowerMarket is a community solar provider that was competitively selected by the Town to offer community solar subscriptions during the Town's community campaign for community solar.



JOIN LAFAYETTE'S COMMUNITY SOLAR PROGRAM

"I encourage you to explore the benefits of community solar for your home or business. Let's do our part to make LaFayette more energy independent and sustainable."

— Town Supervisor Bill McConnell

The Town of LaFayette is pleased to announce a new campaign to bring the benefits of community solar to LaFayette residents. Signing up for community solar will provide your family with energy cost savings every month by lowering your utility bills by up to 10 percent. By participating in the campaign, you are also helping the Town earn grant funding through state energy programs.

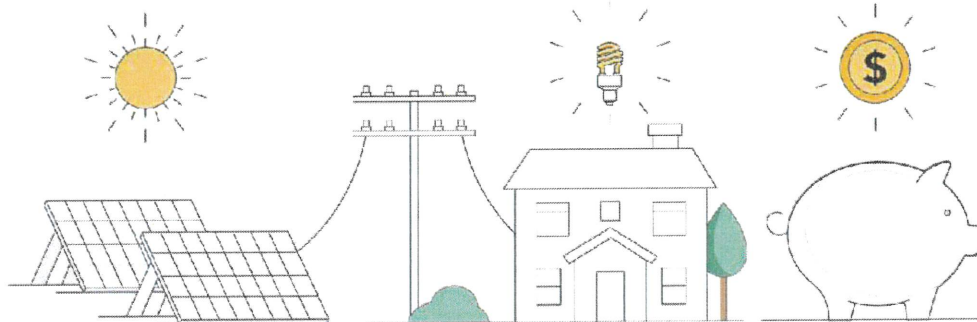
Enroll in Community Solar Today:

Step 1: Visit the campaign website - powermarket.io/lafayette.html

Step 2: Create your community solar account

Step 3: Receive monthly electricity savings from solar

SCAN HERE TO ENROLL



Join a Renewable Energy Project

You join a solar project in your community, which pumps clean energy into the local power grid.

Power Your Home

You continue to receive electricity from your utility company, without installing any equipment.

Save Money

You receive credit on your electric bill as your project produces clean energy. You save money, guaranteed!

PowerMarket is the official campaign partner for the Town of LaFayette Community Solar Campaign. If you have any questions, please call (877) 762-0507 or send an email to edpma@powermarket.io

PowerMarket