

**Community Solar Campaign  
Town of Aurora**

*“Aurora Solar Savings”*



Town of Aurora  
575 Oakwood Avenue  
East Aurora, NY 14052  
[townofaurora.com](http://townofaurora.com)

Questions? Please contact [townboard@townofaurora.com](mailto:townboard@townofaurora.com)

**Request for Proposals**

**Due April 5, 2024, at 4:00 pm**



Dear Community Solar Providers,

The Town of Aurora invites your company to submit a proposal for the Town of Aurora Community Solar Campaign. The Town of Aurora (“**Aurora**” or “**Town**”) is located in the County of Erie with a total population (including the Village of East Aurora) of almost 14,000. The heart of Aurora is the Village of East Aurora (the “**Village**”), which is the commercial center for Aurora and the surrounding area. Aurora also has several hamlets, including the Hamlet of West Falls, which is a distinct community in the Southwestern part of Aurora. South Wales is another denser residential area with the main street of the hamlet located just outside the Southeastern part of Aurora in the Town of Wales. Although there are other, smaller hamlets (e.g., Jewettville, Griffins Mills), the remaining parts of the town are primarily rural residential.

The Town is seeking to encourage residential and commercial customers to participate in community solar. The goal of this campaign is to have at least 160 new customers sign up for community solar by September 2024. We are encouraging companies that are authorized to provide CDG subscriptions in New York State to submit proposals. More information about this request can be found in the following pages, along with details regarding proposal requirements and selection criteria. Please submit your completed proposal no later than 4:00 PM on Friday, April 5th, 2024. Proposals can be submitted to Luke Wochensky, Deputy Supervisor and Councilmember, at [LWochensky@townofaurora.com](mailto:LWochensky@townofaurora.com). Thank you for your consideration, and we look forward to reviewing your submission.

Sincerely,

Luke Wochensky  
Town of Aurora



## Background

The Town of Aurora is a small municipality in Erie County, south of Buffalo in Western New York, known for its community character and high quality of life. Aurora has been designated as a Clean Energy Community (CEC) by NYSERDA and a Bronze-Certified Climate Smart Community (CSC) by the NYSDEC, reflecting a strong commitment to local environmental action. This community solar campaign is being undertaken as a next step in these local environmental efforts. The Town intends to earn credit in both programs through the accomplishments of this campaign, and the campaign will follow the framework offered by NYSERDA's CEC program. See the following link for more details regarding community campaigns:

[www.nyserderda.ny.gov/All-Programs/Clean-Energy-Communities/High-Impact-Actions/Toolkits/Community-Campaigns](http://www.nyserderda.ny.gov/All-Programs/Clean-Energy-Communities/High-Impact-Actions/Toolkits/Community-Campaigns)

The Village of East Aurora is located in the Town of Aurora. It is the intention of the Town to include residents in the Village for the purposes of this community solar campaign.

Town of Aurora – Quick Facts	
Population	13,920
% of owner-occupied housing	82.5%
Median household income	\$95,537
% of people in poverty	2.2%
Median rent	\$944
Source: <a href="https://www.census.gov/quickfacts/fact/table/auroratowneriecountynewyork/PST045223">https://www.census.gov/quickfacts/fact/table/auroratowneriecountynewyork/PST045223</a>	

**The entire Town, including the Village, is within NYSEG's service territory.**

## Project Summary

### Purpose

The purpose of this RFP is to obtain competitive proposals from community distributed generation (CDG) subscription providers (hereafter referred to as the “**Provider**”) to participate in a joint marketing campaign (the “**Campaign**”) with the Town of Aurora and provide services to commercial and residential customers who subscribe through the campaign. The Campaign will be titled “Aurora Solar Savings”.

The goals of this campaign include:

- Foster public understanding and trust in the community distributed generation (CDG) model;
- Provide transparent pricing and agreement terms to potential subscribers;
- Enroll a minimum of 160 commercial and residential customers to CDG projects.
- Enroll as many low- to moderate-income (LMI) households as possible.



## Scope of Work

The selected Provider will collaborate with the Town of Aurora Climate Smart Community Task Force (CSCTF) to execute a 20-week community marketing and outreach campaign starting in May 2024. The CSCTF will organize and schedule the meetings. Campaign implementation will consist of the following elements:

- Provider, will work closely with the CSCTF to support marketing, messaging and presentations at CSCTF scheduled events,
- Interested residential and business customers will be referred to a dedicated Campaign webpage, which will include information about the campaign, the selected Providers, and the contracting process.
- Participants will sign up using an online form on the Provider's webpage. These leads will be accessible to the Provider and CSCTF through an online platform.
- Customers that are deemed qualified for a community solar subscription will have the option to contract with the designated Provider.
- The selected Providers must clearly present to potential Campaign participants that, before signing a contract with the selected Provider, they are free to independently seek other offers.
- The selected Provider will provide responsive customer service and transparent customer terms to commercial entities and residents who enroll through the campaign.
- The selected Provider will provide the CSCTF with summary reports of customer sign-ups and progress monthly during the Campaign, or upon request by the CSCTF.

## Anticipated Timeline (Tentative)

- Submission deadline: April 5, 2024 at 4:00 PM
- Provider proposal review and selection: April 8 – April 19, 2024
- Applicants notified: April 22, 2024
- Campaign launch event date: May 1, 2024 (Earth Day)
- Public Outreach and Education Events: May 2024 – September 2024
- Participant Signup Deadline: To be determined

## Submittal Content and Format

The proposal shall be clear, concise and shall include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal should not simply rephrase or restate the RFP requirements, but rather shall provide convincing rationale to address how the responder intends to meet these requirements. Responders shall assume that the Town:

1. Has no prior knowledge of their capacities and experience, and
2. Will base its evaluation on the information presented in the responder's proposal.



Elaborate brochures or documentation, binding, detailed artwork, or other embellishments are unnecessary and are not desired. Proposals should be provided electronically, only, and be under 15 pages. No paper proposals will be accepted.

Proposals should indicate subscription capacity (MWh/year) for residential and small commercial subscriptions. Ability to employ and hire within the local target area will be looked upon favorably. Proposers who offer or would consider offering training, certification, and employment in the field, particularly to residents within the community, will be looked upon favorably, as well as proposers who can demonstrate business sustainability practices such as consideration of natural habitats and native pollinator practices.

## Proposed Plan Details

The proposal should outline a detailed strategy that should at a minimum address the following items:

- Ability to provide the full set of required services to the community throughout the Campaign, including ability to provide timely customer service and clear and transparent terms.
- Example marketing materials, and description of how marketing would be supported during the campaign.
- A description of the reports that will be provided to the CSCTF to communicate Campaign progress and status of subscriptions.
- Plan for when proposed projects become fully subscribed.
- Team members assigned to the Campaign and the primary point-of-contact.
- A description of how the Provider team will collaborate with the CSCTF (i.e. communication modes, information sharing, meeting frequency, etc.).
- A description of the Provider team, including qualifications, experience, and role on the project.

## Subscription Pricing Structure and Agreement Terms

Provide a detailed description of the proposed subscription to be offered to Campaign participants:

- An outline of the process and timeline of subscribing Campaign participants.
- Describe methodology for determining project output allocation to each customer.
- Describe the mechanism for utilizing credits banked by the customer (if applicable) and adjusting customer allocation if needed.
- Alternative pricing structures or financial models will be evaluated as appropriate.

## Other Plan Elements

- Detail experience working with low-to-moderate income customers, and the plan to serve this market during the Campaign.
- Describe any opportunities for local job creation resulting from Proposer activities.
- Include any additional services or information seen beneficial to this program that the evaluation committee should consider.



## Selection Criteria

During the review process, we will focus on the following areas, which are considered as pivotal to the success of the project and your company's partnership with the Town of Aurora.

- Proposed Approach and Understanding of Work - 20%
- Financial benefit to and terms to CDG subscribers - 30%
- Staff Experience / Qualifications - 10%
- Firm Experience and Capacity - 20%
- Other (minority participation, local projects, sustainability attributes) - 20%

## Proposal Requirements

A completed proposal should be included in the following documentation. Only complete proposals will be considered. Proposals should be provided electronically only, and should be under 15 pages.

- Cover letter
- Company overview
- Detailed proposal, outlining the Subscription Pricing Structure and Agreement Terms & other plan elements
- Proposed timeline
- Provider team and roles

**Completed proposal should be submitted by email to:**

Luke Wochensky

Deputy Supervisor and Councilmember

*[lwochensky@townofaurora.com](mailto:lwochensky@townofaurora.com)*

Please also send copies of the proposal to:

*[jasonkul@buffalo.edu](mailto:jasonkul@buffalo.edu) and [townboard@townofaurora.com](mailto:townboard@townofaurora.com)*

## Contact Information

Questions regarding this request for proposal and any information outlined herein should be directed to [townboard@townofaurora.com](mailto:townboard@townofaurora.com).