


COMMUNITY SOLAR CAMPAIGN

Request: approve campaign plan & launch

❖ Approvals tonight

- Approve campaign plan to be submitted to NYSERDA
- Approve MOU with PowerMarket
- Approve campaign launch

❖ Campaign objectives

- 10 to 20 new subscriptions
 - Earn 200 points to another CEC grant
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COMMUNITY SOLAR CAMPAIGN PLAN

- late-Dec: Social media announcement of launch
- early-Jan: Article in Town newsletter
- mid-Jan: Letters go out (all residents), provide flyers to PO & Library
- Jan-Feb: Presentations at local groups
- late Jan: Social media reminder, postcards go out
- Feb: Webinar
- mid-March: Social media reminder