

ROCSPOT

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Supported by
Community Solar NY

In partnership with



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council



Rochester and Surrounding Towns to Take Part in Community Solar NY Program To Support Growth of Photovoltaic Investment Under NY-Sun

*Solarize Program Offers Limited-Time Discounts to Local Residents;
Campaign Launch to Take Place on March 20, 2016 at City Hall*

ROCSPOT, an organization devoted to the implementation of solar technology to create jobs and reduce poverty in Rochester, announced today that Solarize the Flower City 2016 is one of 31 Solarize campaigns across the State beginning this spring. Solarize the Flower City 2016 will kick off with a launch event on March 20, where local and state leaders will come together to celebrate with ROCSPOT, partners, and the local community.

[Governor Cuomo announced the program awards on February 19, funded through Community Solar NY, a NYSERDA program.](#) As a component of the Governor's [Reforming the Energy Vision \(REV\)](#) strategy and [NY-Sun program](#), [Community Solar NY](#) makes implementing solar easier and more affordable by supporting locally-organized community outreach aimed at getting a critical mass of area homes and businesses to install solar and obtain competitive pricing, thereby lowering the cost. Historically, Solarize campaigns lower the cost of solar 10 to 20 percent.

Solarize the Flower City 2016 will be selecting designated solar installers using a thorough pre-qualification process. Residents and businesses who sign up for solar installations by September 15, 2016, will be able to take advantage of group rates below market prices. The more customers who sign up, the lower the price will be for everyone.

"New York is blazing the trail when it comes to transitioning to sustainable energy practices and building a clean energy economy," **said Governor Cuomo**. "By helping communities across the state install solar technologies, we are opening the door to new opportunities that will lower household energy costs while protecting the environment years into the future."

"I am proud to partner with ROCSPOT and support the Solarize the Flower City Campaign," said Rochester **Mayor Lovely A. Warren**. "The citizens of Rochester are committed to protecting the environment and mitigating the impacts of climate change. Developing more sustainable and more affordable methods of energy production through solar power will play a critical role in that effort and help us create more jobs, safer more vibrant neighborhoods and provide all of our children with a quality education."

"More so now than ever before, the Finger Lakes Region is on the cutting edge of green and renewable energy development, with solar technology being an important part of the equation," **said Senator Rich Funke** (R-C-I, Fairport). "I thank ROCSPOT, NYSERDA, and all partners involved in Solarize the Flower City for helping to make solar generation more affordable and accessible for both residents and employers alike across our community."

Supervisor Bill Moehle said, “The Town of Brighton is excited to support ROCSPOT and Solarize the Flower City 2016 as part of our shared goal of bringing discounted solar energy to residents and businesses in Brighton. Brighton is a New York Climate Smart Community and this is one more way we plan to meet our goal of reducing our carbon footprint and becoming an even more sustainable community”.

Supervisor Adam Bello said, "The Town of Irondequoit recognizes the strong potential for solar power as both an environmental and economic benefit for our area. We look forward to working with partners like ROCSPOT to create a more sustainable community for future generations."

Maureen Murphy, Executive Director of NeighborWorks® Rochester said: “NeighborWorks® Rochester is excited to be a partner in the Solarize the Flower City 2016 campaign. Increasing Rochester’s solar capacity, and decreasing household energy usage, will help to reposition our community both by supporting households struggling to meet energy costs, as well as neighborhoods looking to become more sustainable”.

Solarize the Flower City 2016 is supported by the New York State Energy Research and Development Authority (NYSERDA) under Governor Andrew M. Cuomo's NY-Sun initiative as well as the City of Rochester, through the New York Power Authority (NYPA) Five Cities Energy Plan program.

Governor Cuomo’s NY-Sun will invest up to \$1 billion in solar power through 2023 to significantly expand solar installations across the State, ultimately transforming New York’s solar industry to become self-sustaining. The City of Rochester is investing over \$800,000 from the NYPA Five Cities program for energy efficiency and renewable energy projects, positioning itself as a leader in climate change mitigation and adaptation.

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About NYSERDA: NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA’s programs and funding opportunities, visit nyserda.ny.gov or follow us on Twitter, Facebook, YouTube, or Instagram.

About ROCSPOT: ROCSPOT is dedicated to transforming Rochester, New York's economy from one powered by fossil fuels to one powered by solar technology. ROCSPOT's (Rochester Solar Power Organizational Team) mission as a nonprofit is to coordinate and implement the Rochester Solar Initiative by utilizing existing resources and funding structures to transform our City. We will create an equitable, sustainable energy model for every resident in the Rochester city limits, and all of our Greater Rochester university and business partners. Our vision is a solar powered ROC as a hub of the national solar industry’s ancillary technology sector by 2025.

About City of Rochester: The City of Rochester is committed to making the city a model for innovative, ecologically sustainable operations, and policies and practices. Through the implementation of the Rochester Energy Plan, developed under the NYPA Five Cities program, the City aims to reduce overall energy costs and consumption, strengthen the reliability of the city’s energy infrastructure, create jobs in local clean energy industries, and contribute to a cleaner environment.

About NeighborWorks® Rochester: NeighborWorks® Rochester is a non-profit community development organization that has been serving the Rochester community since 1979. In addition to providing first-time homebuyer education, home improvement resources and community building support, NeighborWorks® Rochester has been serving the energy improvement needs of the community since 2009. NeighborWorks® helped over 200 households in 2015 to improve the energy efficiency of their homes and apartments through energy assessments and energy improvement resources.