

**PowerMarket**

Climate Smart Communities Task Force  
**Town of Kirkland**  
**Village of Clinton**  
Community Solar Campaign Proposal



Prepared by:

Brad Tito

Director of Community Energy

PowerMarket

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[powermarket.io/communities.html](https://powermarket.io/communities.html)

## PowerMarket

4201 N Buffalo Street  
Orchard Park, NY 14127

January 4, 2023

Stephen Orvis  
Clinton-Kirkland Climate Smart Community Task Force Coordinator  
Town of Kirkland / Village of Clinton  
3699 State Route 12B  
Clinton, NY 13323

Dear Mr. Orvis,

I am pleased to submit this Community Solar Campaign Proposal to the Climate Smart Communities Task Force, Town of Kirkland, and Village of Clinton for your consideration.

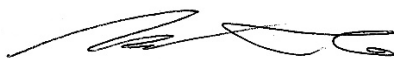
PowerMarket is a New York company with a wealth of experience helping local governments in New York develop and manage clean energy programs and campaigns. As a market leader in community solar customer acquisition and management, PowerMarket has connected more than 50,000 households, businesses, and organizations to community solar across nine U.S. states.

In our role as campaign partner, PowerMarket will enroll residents into one of two 5 MW community solar projects located in Clay, NY, about 50 miles from Kirkland. 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 and Village are 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 and Village.

Please do not hesitate to contact me at (716) 466-5666 or [brad.tito@powermarket.io](mailto: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.

Very Truly Yours,



Brad Tito  
Director of Community Energy  
**PowerMarket**

# Community Solar Campaign Proposal

PowerMarket is ready to serve as your community solar campaign partner. We are highly experienced helping municipalities successfully complete campaigns to meet and exceed state grant program requirements.

In our role as campaign partner, PowerMarket will enroll residents into one of two community solar projects located in Clay, NY, about 50 miles from Kirkland. We provide outreach planning assistance, marketing materials, and customer support services. We will set up a custom landing page where residents can go to sign up. We propose sending a letter and/or postcard to residents – paid for by PowerMarket - to build awareness about the campaign. Community volunteers serve as campaign ambassadors and assist with spreading the word about educational events, answering questions from the public, and providing insight and guidance as the campaign progresses.

Founded in 2014, PowerMarket is committed to making clean energy more accessible, affordable, and widespread. Managing more than 50,000 subscribers and over 500 MW of community solar across nine states, PowerMarket is a recognized market leader in partnering with community solar developers to acquire customers and provide customer support and management services.

PowerMarket serves more than two dozen New York municipalities and tens of thousands of New Yorkers. With our municipal partners, we develop and implement turn-key community energy programs to maximize benefits for their communities.

## **Team Approach**

PowerMarket views collaboration with the Climate Smart Communities Task Force as well as the Town and Village 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, points of contact, and more
- Regular video or phone conferences to discuss campaign progress
- Regular subscriber status reporting
- Additional meeting, email, or phone communication, as needed

## **Marketing Plan**

Marketing provided by PowerMarket in support of the community solar campaign will include:

- PowerMarket will request approval from the Town and Village for all marketing materials including any press releases or events developed to promote the Campaign in advance of distribution. A sample flyer (for display in town hall, the library, or for tabling) is included in Appendix A.
- With Town and Village approval, PowerMarket will pay the cost to prepare and send a postcard and/or letter on Town/Village letterhead to potential subscribers in the Town/Village. A sample letter to residents is included in Appendix A.
- PowerMarket will be available to present at informational webinar sessions.

### **Dedicated Campaign Landing Page**

Campaign marketing materials will point residents directly to a dedicated landing page that is specific to the Town of Kirkland and Village of Clinton for easy navigation and subscriber sign-up. We recommend using the Town/Village seal or logo, if applicable, on the page to show direct municipal participation in the campaign, enhance the campaign's credibility, and encourage community participation. An example of a landing page can be found here: [powermarket.io/lafayette.html](https://powermarket.io/lafayette.html)

### **Customer Help Center**

PowerMarket has a dedicated customer support group staffed and open from 9am-6pm EST on weekdays to serve Town/Village constituents via phone, email, and online. Our Customer Support team uses all commercially reasonable efforts to provide customer care to help answer questions and to address all campaign-related needs and issues. PowerMarket is committed to multilingual support for participants in all its programs, including employing bilingual staff members.

### **Simple Sign Up and Subscriber Dashboard**

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. This is needed to determine what portion of the solar farm's credits to allocate to each account. The subscriber signs and submits a subscriber agreement through an 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 National Grid utility bill and the subscriber will start saving.

### **Community Solar Project Capacity**

PowerMarket expects to enroll campaign participants into two community solar projects - Morgan East and Morgan West - located in Clay, NY which are about 50 miles from Kirkland. The projects, which are expected to begin commercial operation as soon as June 2023, are both located in National Grid service territory. There is ample subscription capacity available for the campaign. The projects are operated by a solar asset owner

with whom PowerMarket has an active contract. These are net-crediting projects which means that community solar credits will appear on the subscriber's National Grid utility bill.

### **Eligibility**

PowerMarket will screen campaign participants for eligibility. 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 a public 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 for 40% of the project.

### **Subscription Fee and Savings Rate**

Each month, the subscriber will receive credits on their National Grid electric utility bill based on the subscriber's allocation of electricity generated by the community solar project. The subscription fee will be automatically taken from the Value of Distributed Energy Resources (VDER) credits received on the subscriber's utility bill. The subscription fee is equal to 90% of the value of the credits applied to the bill each month. After the credits are reduced by the subscription fee, the subscriber will receive savings equal to 10% of the credits applied to the bill. The subscriber will not be charged any other fees including sign up or cancellation fees. The subscription is typically twenty years however the subscriber may terminate the agreement with no penalty by providing written notice.

### **Community Campaign Experience**

PowerMarket has been selected to work with the following municipalities on community campaigns:

- Ulster County
- Albany County
- Sustainable Putnam
- City of Kingston
- Town of LaFayette
- Town of Hebron
- Town of Queensbury
- Village of Hurley
- Village of Olive
- Village of West Winfield

## 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 P for 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: 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

Name: Nick Hvozda  
 Title: Deputy Director, Department of the Environment  
 Company: Ulster County  
 Address: 244 Fair Street, PO Box 1800, Kingston, NY 12402  
 Phone: (845) 340-4298  
 Email: nhvo@co.ulster.ny.us  
 Project Role: PowerMarket was a community solar partner to the Solarize Ulster 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](http://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](http://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](mailto: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](mailto: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](http://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."**

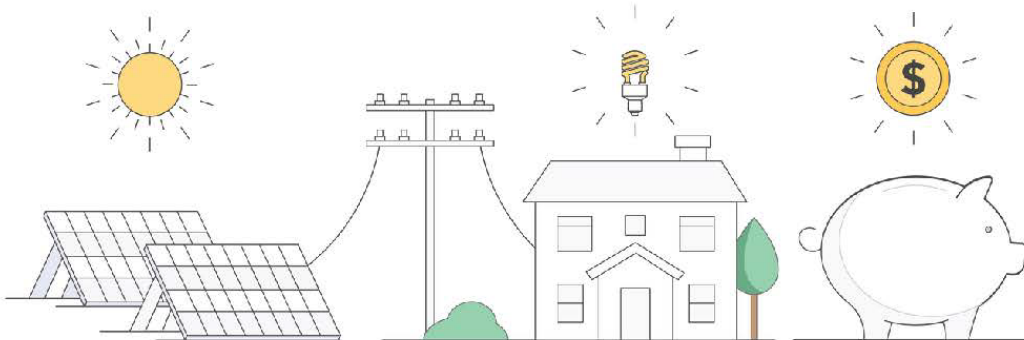
**— Town Supervisor Bill McConnell**

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](http://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 [edprna@powermarket.io](mailto:edprna@powermarket.io)



# Community Energy Programs

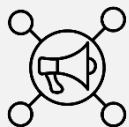
At PowerMarket, we offer a powerful technology platform, policy know-how, and a wealth of experience as a trusted implementation partner to the communities we work with. We help local governments develop community energy programs that demonstrate a high standard of environmental leadership.

PowerMarket offers the following turn-key community energy programs:



## **Enroll Municipal Buildings and Facilities into Community Solar**

Community solar is a state-authorized program designed to save money on local clean energy. Enrolling municipal buildings and facilities into community solar is quick and easy and it costs nothing. Community solar is a great option because it will typically save a local government thousands of dollars in rising utility costs, right when they need it most.



## **Launch a Community Clean Energy Campaign**

PowerMarket is ready to serve as your campaign partner to develop and launch community campaigns for community solar and other distributed energy resources. We are highly experienced helping municipalities successfully complete campaigns to meet state grant program requirements.



## **Implement a Community Choice Aggregation Program**

Community Choice Aggregation (CCA) is a powerful policy tool that enables New York cities, towns, and villages to speed the transition to locally generated clean energy. PowerMarket's program design and community-led partnerships go well beyond clean power and can incorporate a range of distributed energy resources.



## **Achieve 100% Renewable Electricity for Municipal Operations**

Local governments purchase Renewable Energy Certificates (RECs) to demonstrate that 100% of the electricity for municipal operations is sourced from clean, renewable energy resources generated in New York. Claim major reductions in the carbon footprint of municipal operations.

## Supported by Powerful Technology

PowerMarket's Open Energy Platform™ is a program management and customer engagement platform that provides functionality needed to support all of PowerMarket's clean energy programs including CCA, community solar, and other Distributed Energy Resources (DERs). Its modular architecture and configurable components allow us to support a wide variety of clean energy products and services. The platform is a highly customizable and secure solutions to scale as our clients' clean energy programs scale, with full integration and white-label capabilities. The platform also provides for flexible billing workflows and billing services, making enrollement into new offerings fully turnkey and seamless.

## Trusted by Leading Municipalities

PowerMarket serves more than two dozen New York municipalities and tens of thousands of New Yorkers. With our municipal partners, we develop and implement turn-key community energy programs and work with local leaders and community stakeholders to maximize benefits for our communities.

## About PowerMarket

Founded in 2014, PowerMarket is committed to making clean energy more accessible, affordable, and widespread. Managing more than 50,000 subscribers and over 525 MW of community solar across nine states, PowerMarket is a recognized market leader in partnering with community solar developers to acquire customers and provide customer support and management services.

**PowerMarket**

ProjectEconomics d/b/a PowerMarket  
335 Madison Avenue, 4<sup>th</sup> floor  
New York, New York 10017  
Phone: (800) 253-4333

Brad Tito  
(716) 466-5666  
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