



**NEW YORK**  
STATE OF  
OPPORTUNITY.

**NY-Sun**

## LEARN ABOUT SOLAR AND NY-SUN

NY-Sun is significantly expanding the use of solar throughout the State.

More than  
**1,000%** Growth of solar from 2011 to 2017 in New York State

Solar power is an environmentally friendly, renewable energy source. NY-Sun is a statewide initiative with the goal of creating a self-sustaining solar industry. Scaled-up use of solar across the State will mean lower energy costs for New Yorkers, and improved efficiency and reliability of the electric grid.

NYSERDA, New York Power Authority, Long Island Power Authority, and PSEG Long Island are working with the solar electric industry, utilities, municipal leaders, training organizations, community-based organizations, financing organizations, and others to help permanently lower solar electric costs. Standardizing the inspection and permitting process and reducing upfront costs of installation and solar electric components helps decrease the overall costs associated with installing solar electric systems.

In addition, financing options are available to help pay for the installation of solar electric systems.

**NEW YORK'S COMPREHENSIVE SUITE OF SOLAR OFFERINGS ARE NOW UNDER ONE UNIFIED BANNER - NY-SUN.**

**NY-SUN INCENTIVE PROGRAM** offers incentives to residents and businesses to install solar electric.

**COMMUNITY SOLAR** (community distributed generation) enables residents, businesses, and other customers to purchase electricity from larger solar projects in the same region.

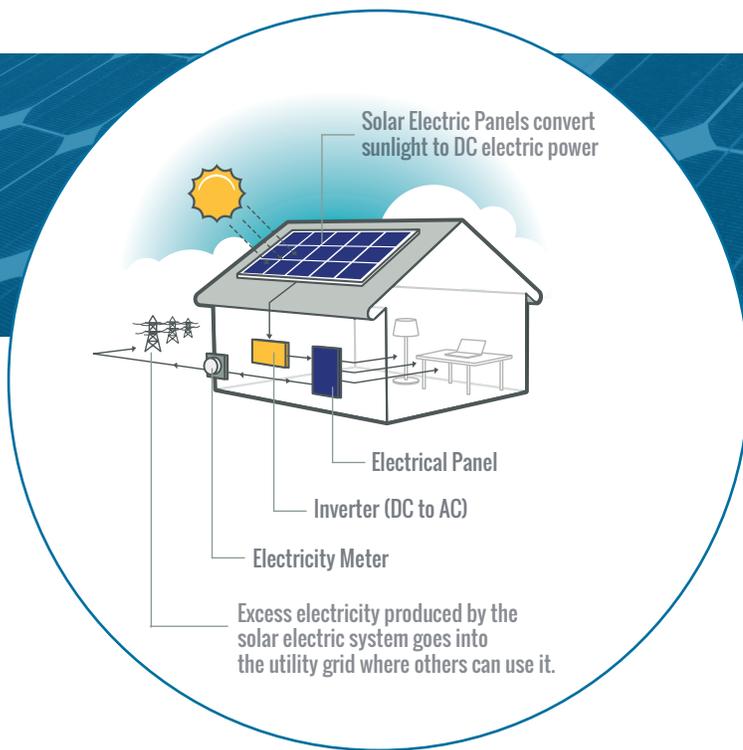
**SOLARIZE** and **K-SOLAR** bring together communities and schools to realize the benefits of group purchasing and education.

**NEW YORK'S UNIFIED SOLAR PERMIT** streamlines the permitting and inspection processes.

**BALANCE-OF-SYSTEM** research and development projects reduce the overall cost of going solar.

**NY-SUN PV TRAINERS NETWORK** helps local governments through education, training, and one-on-one technical assistance.

**NYSERDA.NY.GOV/NY-SUN**  
**1-866-NYSERDA**



## Have questions about solar and how it works?

### How does solar work?

Solar electric systems convert sunlight directly into electricity, which can be used in your home or business. Solar panels can be mounted on a roof or the ground, and work best when facing south and not shaded by trees, nearby buildings, or other obstructions. A solar electric system connects to your electrical service panel and to the grid, and if located properly, produces electricity anytime the sun is shining. A properly sized and installed system can provide a significant percentage of your electricity needs, and if your system generates more electricity than you use, you may receive a credit from your utility provider (also known as net metering).

### Why choose solar electric?

- Solar electric technologies provide an environmentally friendly, renewable power source, and creates no air, noise, or water pollution while generating power.
- You can save money on your electric bills now and in the future.
- You may qualify for tax credits\* to reduce your out-of-pocket installation costs: up to 30% of the system cost for federal and 25% of the system cost (up to \$5,000 for your primary residence) for New York State.

*\*Always consult your tax professional to determine your eligibility for tax credits.*

### How much money will I save on electric bills?

A 7-kilowatt solar electric system located on a south-facing roof can typically offset 70-80% of a home's electricity needs. When combined with improved energy efficiency, the savings on your electric bill can be even more significant. Your savings will depend on how much electricity you use, the size of the solar electric system, how sunny the location is, the orientation of the solar electric panels, and how much you pay for electricity.

### Is solar thermal the same as solar electric?

No. Solar thermal technology uses the sun's energy to heat hot water for domestic use, and can be installed along with a solar electric system.

### I want to install solar electric on my home or business. How do I start?

Visit [nyserdera.ny.gov/pv-contractor](http://nyserdera.ny.gov/pv-contractor) for a list of participating contractors and get more information about NY-Sun programs and how to get started. Renters can also benefit from solar electric through Community Solar.

# Ready to make solar a part of your life?

## NY-Sun brings solar to life across New York communities.

You can get solar now by participating in one of the NY-Sun programs and start yourself on a path to energy independence and a more sustainable future.

### NY-Sun Incentive Program

NY-Sun provides financial support for solar electric systems installed by a NY-Sun registered contractor. Home and building owners have four options for acquiring a solar electric system: buying, leasing, entering into a power purchase agreement (PPA), or participating in shared solar.

The NY-Sun Affordable Solar residential incentive helps to further reduce the upfront cost of a solar electric installation for income-eligible households who earn less than 80% of area median income.

### Community Solar

NY-Sun provides opportunities for renters, homeowners, low-income residents, schools, and businesses to join together to set up shared renewable energy projects resulting in healthier and stronger communities and solar for all. Under Community Solar (also referred to as community distributed generation), customers with and without feasible roof structures can share in the benefits of local solar, wind, and other renewable energy projects. Now all New Yorkers, regardless of their zip code or income, have the opportunity to access clean and affordable power.

### K-Solar

K-Solar is a partnership between the New York Power Authority and NYSERDA in coordination with the State Education Department. K-Solar provides school districts — at no cost and no obligation — with the tools and expertise necessary to bring solar energy to their facilities and reduce their energy costs.

### Solarize

NY-Sun's Solarize campaigns are locally organized community outreach efforts aimed at organizing group purchases of solar for area homes and businesses. NYSERDA works with community leaders, local governments, schools, and organizations to rollout "Solarize" campaigns, offering a dynamic toolkit that includes resources for project organization, marketing, installer selection, and community education. The Solarize approach has already met success in communities around the country and in New York State.



Summer Interns working with Solarize Hudson Valley through the Student Conservation Association. *Credit: Solarize Hudson Valley.*

# Still not convinced?

## Don't be fooled by the many myths out there.

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### Myth: A solar installation requires a lot of cash upfront.

**FACT:** Home and building owners have four options for acquiring a solar electric system.

**Buying.** If you choose to buy, you will indeed need cash up front. To make the buying process easier, NYSERDA offers two low interest-rate loan options for residential installations, as well as for small businesses and not-for-profit organizations. The NY-Sun Affordable Solar residential incentive helps to further reduce the upfront cost of a solar electric installation for income-eligible households who earn less than 80% of area median income.

**Leasing.** Many solar companies offer leases, which means essentially renting the system with the benefit of all the power it produces. Typically, with a solar lease, you will pay monthly with little to no money down at the start of your contract.

**Power Purchase Agreement (PPA).** A PPA is similar to a lease, requiring little or no money down, and the system is not owned by the utility customer. Under a PPA the utility customer agrees to purchase the power that is generated by the system instead of purchasing power from the grid. The purchase price per kWh is detailed in the terms of the PPA.

**Community Solar.** Renters, homeowners, businesses, and municipalities may be able to subscribe to a portion of shared renewable energy project, that can be located anywhere within the same utility and grid zone as its members. Each individual member's share of the production appears as a credit on their monthly utility bill.

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### Myth: The price of solar will go down, so it's better to wait.

**FACT:** Pricing for solar is currently very competitive, the result of a robust and fast-maturing market. It's true that both pricing and technology will continue to evolve. However, as the market continues to mature, and prices drop, there is less need for financial support. Under the NY-Sun Incentive Program, financial support will decrease on a prescribed basis over time.

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### Myth: Solar is ineffective in New York State's northern climate.

**FACT:** A solar electric system can work well in New York. In the summer, solar production will be its highest as there are more hours of daylight. Solar electric systems also work in the winter months as the panels are more efficient at lower temperatures. Snow storms may have a slight disruption in production, however the accumulated snow will soon melt and slide off quickly. A bright sunny day, with bitter cold temperatures, and snow on the ground to reflect the sun's rays can often be the most efficient time for your solar electric system.

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### Myth: I won't own my home long enough to make my investment back.

**FACT:** The return on investment on a solar installation is estimated to be less than 10 years on average, depending on several variables. If you're planning on owning your home for 10 years or longer, your home's value could increase 20 times the amount you save on your energy bill. According to a U.S. Department of Housing and Urban Development (HUD) estimate, if you save \$1,000 a year on energy, you could add approximately \$20,000 to the overall value of your home (assuming you own your solar electric system).

Visit [NYSERDA.NY.GOV/NY-SUN](https://www.nyseda.ny.gov/ny-sun) or call **1-866-NYSERDA**

NY-Sun, a dynamic public-private partnership, will drive growth in the solar industry and make solar technology more affordable for all New Yorkers. NY-Sun brings together and expands existing programs administered by the New York State Energy Research and Development Authority (NYSERDA), Long Island Power Authority (LIPA), PSEG Long Island, and the New York Power Authority (NYPA), to ensure a coordinated, well-supported solar energy expansion plan and a transition to a sustainable, self-sufficient solar industry.



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