



PE8 Action: Green Jobs Training

3 Points

A. Why is this action important?

An essential component of shifting to a green economy is training individuals for the jobs that such an economy will create. Green jobs can include the following, among others, each requiring new or adapted skills for a clean, green economy:

- Energy Manager
- Green Building Professional
- Renewable Energy Installer
- Recycled Materials Handler/Hauler
- Biofuels Producer
- Land-use planner
- Energy Auditor
- Clean Technology Manufacturer/Researcher/Developer
- Sustainability Educator
- Brownfield Remediation Worker

Similarly, a shift to a greener economy will require a shift in the information and skills taught in schools that prepare students for their future jobs.

B. How to implement this action

Local governments must determine the type of training that is most appropriate to the economy in their community and region. Smaller communities may seek to collaborate with neighboring communities to develop a green jobs training program that addresses the needs of the region. You must understand the job shortages in the community or region and local demand for certain green jobs or skills. Regional Economic Development Councils and associated regional economic development plans can help to inform the needs and types of programs which are most in demand locally. In addition, local governments should work with local trade organizations, vocational schools, and community colleges to survey existing training programs and gather information on the demand for new training programs. Once you have a good understanding of the demand and needs, you can develop the plans for the training program.

Local government staff should go through a “train the trainer” effort to work on greening existing job training curriculum and training staff on more sustainable approaches to be incorporated into their training programs. Implementing the green jobs training program could involve launching a whole new training course or program or updating existing training programs to incorporate sustainable principles and practices.

Local governments should track the number of attendees of the training program and, if possible, the subsequent job placement of the trained professionals. You may elect to highlight the success and impact of their training program through a press release, or possibly an event tied to a larger sustainability announcement or engagement opportunity.

Local governments can consider the expansion and improvement of existing education programs. Business owners can be educated on the benefits of investing in their workers to take advantage of market opportunities. Communication between schools and employers can be improved to support an increase in college classes, certification, and training programs. Also, programs can be tailored toward low-income workers. A “green collar” fund may be established to pay for worker training.

C. Time frame, project costs, and resource needs

The time frame and resource needs for this action depend on the approach to implementing the action, whether the approach involves developing a whole new training program, or incorporating sustainability principles and practices into an existing program. Local governments seeking to develop new training programs should seek opportunities to collaborate with other organizations such as local vocational schools or community colleges.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is relevant to any local government and would most likely be led by an economic development department or workforce development department or committee. Local school departments may also be engaged and it may be beneficial to collaborate with other non-profits or business entities within the community and work with the relevant Regional Economic Development Council. CSC can collaborate with local vocational schools and community colleges to incorporate green training into their curricula.

E. How to obtain points for this action

Points are earned for this Climate Smart Communities (CSC) action by establishing at least one green job or green skills training program or course per year. The program could be a single workshop that re-trains a particular profession for ways to “green” their work, or it could be an ongoing training program that introduces skills, provides hands-on training, and helps link participants to jobs. It might also be a “greening” of a curriculum or technical program within a vocational school or community college. The specifics will be dependent on the unique needs of each community.

F. What to submit

Submit documentation demonstrating that the training program occurred, such as an agenda for the training, any training materials used or provided, number of attendees (if available), and marketing materials. If the program is within an educational institution, a list of any relevant courses and or syllabi for those courses should be provided. Local governments must demonstrate that the program is currently active and that the training course occurred within one year prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [Association for the Advancement of Sustainability in Higher Education \(AASHE\) Curriculum Resources](#)
- [New York City, NY, Green Jobs Training Program \(through NYC Brownfield Partnership\)](#)
- [Green Jobs Training Center](#)
- [Sustainable South Bronx Green Collar Workforce Training](#)
- [New York State Regional Economic Development Councils](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Green Vendor Fairs

2 Points

A. Why is this action important?

Organizing and holding a green vendor fair provides a great opportunity for local green vendors to market themselves to the community, network with each other, and educate community members about green products and services available. Supporting green vendors will support a shift to a local green economy.

B. How to implement this action

A green vendor fair can be a standalone event, or something a local government may want to do in conjunction with other environmental events, or with other regional events, or other local government partners. Depending on the size of the community and the resources available to plan the event, local governments should determine the most appropriate approach to hosting the event. Local governments will likely want to collaborate with community partners with shared objectives around promoting a green economy, and leverage the partner's resources to plan and execute the event.

Local governments will must identify and recruit vendors for the event, find a date and location for the event, and promote the event to the public. It is recommended to maintain a database of green vendors and make this information available to the public and to government contractors.

C. Time frame, project costs, and resource needs

Preparing for a green vendor fair can take four to eight months, depending on the size of the fair, availability of venues, etc. Local governments can minimize costs for the event by using a government owned building for the fair and partnering with other organizations to plan and host the event. Local governments may also consider charging a fee to vendors to participate, which can offset the costs and possibly earn revenue for the community.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. It could be organized by a variety of departments, councils, or committees, such as the planning, public works, or sanitation department, a sustainability committee, an environmental committee, town council, or others. It may also be worth considering partnering with a local non-profit, the local chamber of commerce, or other neighboring jurisdictions.

E. How to obtain points for this action

Points for this Climate Smart Communities (CSC) action are earned by hosting at least one green vendor fair or environmental fair per year where green vendors are invited to participate and market their goods and services.

F. What to submit

Submit copies of event posters or advertisements, a list of vendors in attendance, local government departments or staff members in attendance, and an estimated number of attendees. Local governments must demonstrate that the green vendor fair occurred within one year prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not

include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [Ann Arbor, MI, Annual Mayor's Green Fair](#)
- [Boston, MA, GreenFest](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Green Economic Development Plans

4 Points

A. Why is this action important?

For the purposes of this section, green industries are *businesses that produce goods or provide services that benefit the environment, conserve natural resources, and/or mitigate climate change*. Such goods and services are those that support research, development or deployment of renewable sources of energy, energy efficiency, recycling, pollution prevention or abatement, reduction of greenhouse gas (GHG) emissions, natural resource conservation, environmental compliance, or training and education in these fields.

Local governments can incorporate specific plans for development of green industries into their short-term and long-term economic development plans. Identifying needs for particular green industries or markets, and assessing existing assets should be part of this planning process.

B. How to implement this action

Local governments can implement this action by performing an assessment of green economy opportunities, assets, and needs in the community, setting specific goals and objectives for increasing green businesses and green jobs, and identifying initiatives for accomplishing these objectives.

It would be useful for local governments to identify the green economy sectors within their jurisdictions and high-growth employment opportunities. This can be done through a focused effort to contact green industries to help identify job shortages and needed skills. Green industry development can be tracked through workforce response teams.

A green industry-development plan could be a standalone effort or be included in an existing effort to develop or update an economic development, sustainability, or comprehensive plan. This effort could take place at the local level or the regional level, perhaps in collaboration with the regional economic development council and neighboring jurisdictions. Local governments should contact their [regional economic development council \(REDC\)](#) to get a copy of their regional sustainability plans and work to incorporate the relevant goals and strategies from those plans.

C. Time frame, project costs, and resource needs

Most local governments will likely include this action in the scope of an existing effort to develop a new plan or update an existing plan. Thus, the additional effort to achieve this action will be minimal, if the planning process is already underway. However, if a local government elects to include an additional task in the scope of work, to perform a green economic development assessment, it could incur additional costs in staff time or consultants. The costs for such a study will vary based on the size of the jurisdiction and the number of economic sectors to be analyzed.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government and will most likely require engagement from planning staff, economic development or workforce development staff, and other relevant stakeholders from within and outside the local government. Local government economic development staff should participate in any regional effort and involve regional economic development council staff in any local efforts, as appropriate.

E. How to obtain points for this action

Points are earned for this Climate Smart Communities (CSC) action by incorporating baseline assessments, goals and objectives, and initiatives for developing green industries into new economic development plans or for updating existing plans with this new information.

F. What to submit

Submit a link to or copy of a formally adopted economic development plan or other plan with economic development component that has incorporated goals, objectives and initiatives for promoting development of green industries in the community. Submit a memorandum or report summarizing and pointing to the sustainability sections or actions in the plan. The plan must have been created or updated within five years prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [New York, NY, Five Borough Economic Opportunity Plan](#)
- [New York State Regional Economic Development Councils](#)
- [Albany, NY, Albany 2030 Plan](#)
- [US Department of Labor Bureau of Labor and Statistics - Measuring Green Jobs](#)
- [California Clean Energy Jobs Plan](#)
- [City of Tshwane, South Africa, Framework for a Green Economy Transition](#)
- [United Nations Industrial Development Organization \(UNIDO\) Policies for Supporting Green Industry \(2011\)](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Farmers' Markets

3 Points

A. Why is this action important?

Support of local food production is an important piece of building a local green economy. Not only have farmers' markets become increasingly popular among consumers, they support local farmers while reducing the overall environmental footprint of food consumed within a community. Farmers' markets provide a venue in which local farmers can sell their products, connect to consumers, and establish brand recognition for their products sold in other retail venues. Farmers' markets are typically active during the growing and harvesting seasons, but winter farmers' markets have become increasingly popular as well.

B. How to implement this action

If a farmers' market does not already exist in the community, local governments are encouraged to collaborate with local community organizations, such as a chamber of commerce or business improvement district, to form and organize a farmers' market.

C. Time frame, project costs, and resource needs

The time frame to create a local farmers' market depends on the opportunities to collaborate with community-based organizations and the available resources in those organizations to assist in the creation of the market.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This is applicable to any local government. Farmers need not be from within the same community, but should be within the same region to keep sources as local as possible. Departments likely to be involved with supporting farmers' markets include environment, public works, parks and recreation, agriculture, and health. This initiative can greatly benefit from the support of a local chamber of commerce and local non-profits.

E. How to obtain points for this action

To earn points for this Climate Smart Communities (CSC) action, the local government must run a farmers' market or demonstrate support of the markets through financial support, making local government property available for the market, or offering other operational resources, such as waste management, safety assistance, staffing, etc. Many communities now establish systems to ensure that food stamps are accepted at local farmers' markets to ensure equitable access.

F. What to submit

Provide documentation of operation of at least one farmers' market for a minimum of 10 days per year, and an explanation and documentation of how the local government organized or supported the market(s). The market must have been active within the year prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [New York State Department of Agriculture Farmers Market Mini-Grants](#)
- [Farmers Market Federation of New York](#)
- [Farmers Market Coalition](#)
- [Rutgers University Food Innovation Center](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Buy Local/Buy Green Campaign

2 Points

A. Why is this action important?

This action focuses on developing a campaign to support local and green purchasing throughout the community. When local governments take the lead in creating a brand for local products and in developing an education campaign, it raises awareness of local, green purchasing in the community. Brand recognition can play a significant role in building a sense of loyalty to local, green products and services among consumers. When consumers buy green and keep their dollars circulating locally, it helps to reduce greenhouse gas (GHG) emissions and contributes to the efficient use of limited resources.

B. How to implement this action

To implement this action, local governments should first form a team of stakeholders involved in the development and launch of the campaign. This team could include representatives from the economic development department, communications or press department, public health department, chamber of commerce, business improvement district, retailer association, agricultural committee, and local farmer coalitions. Working with a communications specialist, the team should craft a message for the campaign and develop a recognizable brand. The team should develop a campaign strategy that outlines the selected media and approaches for communicating the campaign message. Local governments may seek to advertise at local farmers markets, public events, on billboards or street furniture, through traditional direct marketing approaches, and online. Local governments may want to plan a public event to launch the campaign to increase awareness.

Local governments should consider partnering with businesses that participate in [New York Green Business \(NYGB\) Program](#) and the [Green Business Partnership](#), depending on the level of participation at the local level.

C. Time frame, project costs, and resource needs

Local governments should allow for several months to develop the campaign message, marketing materials, and to launch the campaign. Local governments can use their in-house press and communications staff, leverage partner organizations resources, or use an outside communications expert.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. Economic development staff, chambers of commerce, agriculture committees, and local retailers would all likely be engaged in this effort. Some local governments may elect to collaborate with neighboring jurisdictions to create a regional campaign.

E. How to obtain points for this action

Points are earned for this Climate Smart Communities (CSC) action by establishing a formal campaign with a brand for the community or region. The campaign should support local products and services, green products and services, or both. It could also focus on food and agricultural products or other significant segments of the local or regional economy that would benefit from such a campaign. Participation in a regional campaign (across several communities) will also earn points as long as the local government is playing an active role in supporting, promoting, or administering the campaign.

F. What to submit

Submit copies of materials developed for or used in the campaign, along with a description of the level of local government engagement, documentation of branding and other marketing materials, including a link to website, if applicable, and a list of local and green vendors participating in the campaign. The campaign must have been active within three years prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [Buy NY Program. Promoting Our Agriculture](#)
- [New York Green Business \(NYGB\) Program](#): The NYGB program provides recognition and incentives to businesses and other entities that are committed to sustainable practices and conserving New York's environment and natural resources. See this link for a list of members.
- [DEC Be Green Organic Yards NY Program](#): Businesses that participate in DEC's Be Green Organic Yards NY program can take care of lawns, plants, and trees organically. See this link for a list of providers.
- [Green Business Partnership \(GBP\)](#): The GBP is a green certification program that recognizes organizations that complete a rigorous process to reduce environmental impact. See this link for a list of members.
- [Community Involved in Sustaining Agriculture \(CISA\) Buy Local Program in Massachusetts](#)
- [Northeast Sustainable Agriculture Working Group](#)
- [Santa Monica, CA Local Business List](#)
- [Do It Green, Minnesota!](#): This a list of green business and services in Minnesota.

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Brownfield Clean-up & Redevelopment

1 – 18
Points

A. Why is this action important?

Cleaning up and redeveloping brownfield sites avoids the environmental impacts associated with developing on greenfield sites and puts an environmentally damaged site back into productive use. Investing in brownfields also prevents the loss of open space or land for farming, food production, or other related uses and preserves the ecological benefits of these open areas, such as stormwater management and carbon sequestration. To make brownfield redevelopment even more beneficial to the community, some local governments have focused such efforts on green redevelopment, supporting such uses as renewable energy installations, urban farming, green buildings, smart growth development, or green business siting.

B. How to implement this action

Local governments can start the process by identifying brownfield sites for redevelopment and possible incentives to foster the development of those sites. It is recommended to develop a plan for the site(s), either as a standalone redevelopment plan or as part of a larger comprehensive or economic development plan. The New York State Department of State (DOS) administers a [grant program](#) for municipalities that provides funding to identify areas with multiple brownfields sites (Brownfields Opportunity Areas) and perform some preliminary investigation of the site contamination. If a site is government-owned, then local governments will have more control over the use of the site and may elect to issue a request for proposals (RFP) for possible development projects on the site.

Local governments should engage the local community to gather public input on the priorities and needs for the community and the best possible use for the site. Local governments can also consider engaging the local development community to promote the use of brownfield sites and provide training on brownfield cleanup.

Master plans or comprehensive plans should be modified as necessary to preferentially remediate and re-develop brownfields sites according to the priorities of the municipality as described in the plans.

C. Time frame, project costs, and resource needs

Developing a brownfield plan for a site or several sites could take up to a year, if the planning process involves an environmental analysis, public outreach, and a market survey. Developing a brownfield site can be a multi-year progress, but depends on the needs and demand for new development in the area.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is relevant to any community that has contaminated or potentially contaminated sites. Redevelopment of such sites will require coordination among planning staff, economic development staff, as well as remediation technical experts, and the State Department of Environmental Conservation.

E. How to obtain points for this action

Points are earned for this Climate Smart Communities (CSC) action are tiered based on the following elements of brownfield redevelopment.

	POSSIBLE POINTS
Update an existing master plan or comprehensive plan to prioritize brownfield redevelopment	1
Develop a site-specific brownfield redevelopment plan or a strategy for multiple brownfield sites	3
Clean up a brownfield site*	2
Utilize green redevelopment (e.g., LEED) or green remediation techniques (e.g., DEC DER-31 or ASTM Standard Guide for Greener Cleanup)	2
Use the brownfield site as the location for green businesses	2

*Applicants may earn two points for each geographically separate brownfield site that has been cleaned up, up to a maximum of five sites (i.e., there is a maximum of 10 points available for this tier, for cleaning up five different sites).

F. What to submit

In the submittal, make it clear which tiers of points the local government is applying for and submit copies of the documentation associated with each tier. This may include copies of brownfield redevelopment plans, certificates demonstrating the completion of brownfield clean-ups, and other evidence of green redevelopment, green remediation techniques, and siting of green businesses/green industry. The brownfield redevelopment plan or project must have been completed within the last ten years.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [DOS Brownfield Opportunity Areas Grants: How to Get Started](#)
- [DEC Green Remediation Policy \(DER-31\)](#)
- [DEC Environmental Cleanup & Brownfields](#)
- [DEC Brownfield Redevelopment Toolbox](#)
- [US EPA Sustainable Reuse of Brownfields](#)
- [US EPA Brownfields and Land Revitalization](#)
- [American Planning Association, “Creating Community-Based Brownfield Redevelopment Strategies”](#)
- [Guidance for Federal Agencies on Sustainable Practices for Designed Landscapes](#)
- [ASTM International, News Release: Greener Cleanup Standard Approved](#)
- [ASTM International, ASTM E2893-16e1 Standard Guide for Greener Cleanups](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

PE8 Action: Incentives for Green Businesses

4 Points

A. Why is this action important?

A common local government strategy to promote economic development is to develop incentives to attract businesses to locate within a community. For this Climate Smart Communities (CSC) action, the emphasis is on attracting green industries/businesses to further promote a green local economy. [See description of green industries and businesses in [PE8 Action: Green Economic Development Plans](#).] Local governments have several methods they can employ to support the development of their green economy, such as establishing green enterprise zones, providing local government property to be used as a business incubator, providing tax incentives for green business to locate in the community or designated zone, microloans for startups, or expedited permitting processes.

B. How to implement this action

Local governments should initiate this action by performing an assessment of the needs, available skills, and opportunities for green industry in their community. Then the community can develop a plan and the appropriate suite of incentives for attracting green industry. Local governments may elect to establish a green enterprise or green development zone, which would require revising local zoning and designating the types of businesses or industry that qualify and the types of incentives provided for siting the business in that zone. Such zones could include recycling market development zones (RMDZ) that emphasize incentives for businesses that are diverting waste from landfills and creating new markets for recycled or reused materials.

Local governments could consider establishing a business incubator for small start-up green businesses that could use free or affordable space to launch their business. Microloans are other financial incentives local governments can offer green businesses to encourage them to locate in the community.

Local governments should also consider offering incentives for businesses that participate in the [New York Green Business \(NYGB\) Program](#) and the [Green Business Partnership](#).

C. Time frame, project costs, and resource needs

The time frame for developing and implementing green business incentives varies with the type of incentive. The costs of the incentive also vary and, in some cases, will require startup costs or funding for a business incubator or microloan program. For tax incentives, local governments will forgo future tax revenue to encourage job growth.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This is applicable to any local government. It should involve planning staff, economic development staff, and in many cases, coordination with the local industrial development agency (IDA) or economic development corporation.

E. How to obtain points for this action

Points are earned for this action by establishing incentives for green businesses to locate within the community. Incentives could be financial, such as development-fee waivers, or non-financial, such as expedited permitting or density bonuses. This action may also take the form of collaboration to support a clean-tech or green-business incubator program. Local governments must demonstrate the implementation of at least one green industry incentive.

F. What to submit

Documentation should be submitted on the incentives established, including any policies or ordinances adopted as well as the criteria used to determine applicability of such incentives. Incentives for green industry may have been established any time prior to the application date and must be actively in use.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [New York Green Business \(NYGB\) Program](#): The NYGB program provides recognition and incentives to businesses and other entities that are committed to sustainable practices and conserving New York's environment and natural resources. See this link for a list of members.
- [Green Business Partnership \(GBP\)](#): The GBP is a green certification program that recognizes organizations that complete a rigorous process to reduce environmental impact. See this link for a list of members.
- [New York City, NY, Economic Development Council, Clean Technology and Energy](#)
- [Business Incubator Association of New York State](#)
- [Wilmington, OH Green Enterprise Zone](#)
- [Sacramento, CA, Clean Tech Enterprise Zone](#)
- [CalRecycle Recycling Market Development Zone](#)
- [NREL Jobs and Economic Development Impact Models](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Energy Benchmarking for Private Buildings

4 Points

10 Points

A. Why is this action important?

Creating demand for green jobs is an important way to support a green economy. One way to increase that demand is to require energy benchmarking for private buildings, which requires owners of buildings over a certain size to benchmark their energy use and publicly disclose the data using the [US EPA Energy Star Portfolio Manager tool](#). Building energy benchmarking involves tracking building energy use (entering it into Portfolio Manager), measuring performance over time, and then comparing building performance against similar buildings and against expected performance under the same climatic conditions. Such tracking helps building owners and managers identify opportunities to cut energy waste, make smarter decisions, drive continuous improvement, and quantify energy savings.

B. How to implement this action

Municipalities can implement this Climate Smart Communities (CSC) action by adopting legislation requiring the annual benchmarking and reporting of energy use for buildings over a certain size. To develop the details of this legislation, municipalities should consider forming a task force of government staff and external experts, especially those representing local real estate developers and building owners.

Points are earned for this action through formal adoption and implementation of benchmarking legislation that requires monitoring and reporting of energy use in private buildings larger than a certain size and of a certain type, as established by the local government. The selected minimum size threshold must be no greater than 50,000 square feet. Municipalities that have already implemented mandatory benchmarking have typically set a building size threshold of 25,000 square feet. The benchmarking legislation should also define any exemptions and a process for establishing exempt buildings.

In addition, the legislation must establish the system for tracking and annually disclosing the benchmarking information using Portfolio Manager. The benchmarking legislation may have been adopted at any time prior to the application date, but must be currently in effect at the time of submittal to receive points for this action. The model legislation available via the NYSERDA Clean Energy Communities program [benchmarking toolkit](#) accomplishes the above recommendations.

To earn CSC points for implementing the legislation, the local government must carry out a process of collecting the annual benchmarking information and making a summary statistics on building energy consumption available to the public. At minimum, the disclosed data should include each building's energy use intensity and annual greenhouse gas emissions.

C. Time frame, project costs, and resource needs

Implementing an energy benchmarking requirement can take approximately a year to develop and adopt the legislation, train building owners, and establish any enforcement policies and procedures. Local governments will likely incur some costs in managing and implementing the program, and building owners may incur additional costs in implementing new processes to track energy data.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

County governments are not eligible to take advantage of this action because they do not have the authority to enact such

a law for private development. This action is applicable to municipal governments of all sizes, though it may be easiest in larger urban communities due to their larger building stock. The planning or buildings department will most likely be responsible for implementing this action.

E. How to obtain points for this action

Points are earned for this action are tiered based on two phases: adoption of the legislation and implementation of the benchmarking requirement.

	POSSIBLE POINTS
Adopt an energy benchmarking requirement for private buildings	4
Implement the energy benchmarking requirement for private buildings	6

NYSERDA Clean Energy Communities: Municipalities that have completed the NYSERDA Clean Energy Communities program [Benchmarking](#) High Impact Action by adopting legislation applicable to *privately-owned buildings* will satisfy the requirements for at least four of the points available under this Climate Smart Communities (CSC) action, so long as the legislation is currently in effect at the time of submittal for CSC certification. Those that have completed the Clean Energy Communities Benchmarking action by adopting legislation for government-owned or –occupied buildings should refer to [PE3 Action: Energy Benchmarking for Government Buildings](#).

F. What to submit

Submit documentation verifying formal adoption of benchmarking legislation that meets the requirements of this action. To receive the full points available under this action, also provide details on how the benchmarking program is being implemented and enforced. The benchmarking requirement may have been adopted at any time prior to the application date but must be currently in effect at the time of submittal to receive points for this action. Documentation of implementation must include website links to the benchmarking information made publicly available as part of the program (or copies of public reports if not made available on the internet).

Municipalities that have satisfied the Clean Energy Communities [Benchmarking](#) High Impact Action for adopting legislation applicable to *private* buildings should also submit documentation from NYSERDA confirming satisfaction.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [NYSERDA Clean Energy Communities Benchmarking Toolkit](#)
- [US EPA ENERGY STAR Portfolio Manager](#)
- [US EPA ENERGY STAR Portfolio Manager, Videos and Training Resources](#)
- [Seattle, WA, Energy Benchmarking and Reporting Program](#)
- [District of Columbia, Energy Benchmarking](#)
- [New York, NY, Benchmarking](#)
- [Minneapolis, MN, Building Rating and Disclosure Policy](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Financing Program for Building Energy Efficiency

2 Points

7 Points

A. Why is this action important?

Creating a demand for green jobs is an important way to support a green economy. Much of that demand can come from the residential and commercial sectors as consumers seek to make improvements to their homes and buildings to lower energy costs. A challenge for implementing home and building energy upgrades is the upfront cost to do so. Local governments have increasingly been finding ways to support energy efficiency in their communities through financing mechanisms that help minimize those upfront costs.

B. How to implement this action

Local governments have developed creative approaches in recent years to promote, accelerate, and incentivize building retrofit projects. Options for such a program could include, but are not limited to, the following:

- Establish an Energize NY Finance program, also known as property-assessed clean energy (PACE) financing
- Use a qualified energy conservation bond (QECCB) to implement an energy efficiency financing program
- Establish an energy revolving loan fund
- Collaborate with local lenders to establish and promote energy-efficient mortgages
- Introduce on-bill financing

Local governments interested in advancing building retrofit projects should determine the best approach for supporting property owners in their communities and should consider initially piloting a program before launching it more broadly. Smaller communities may want to consider collaborating to develop a regional program to leverage resources and achieve greater economies of scale.

C. Time frame, project costs, and resource needs

Developing an energy efficiency financing program can take one to two years, depending on the level of effort to plan the program, organize partners, and develop the procedures for administering the program. If the local government seeks to administer the program, start-up costs and management costs will be incurred.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. Responsibility for implementation will likely require interdepartmental coordination, including planning staff, budget and finance staff, grant administrators, local government utilities and will likely benefit from coordination with local financial institutions and the state.

E. How to obtain points for this action

Points are earned for this Climate Smart Communities (CSC) action through creation of a financing mechanism that provides assistance to community property owners in upgrading their homes and buildings for energy efficiency.

POSSIBLE POINTS

Adopt an energy efficiency program ordinance, plan, or policy 2

Develop and launch an energy efficiency financing program 5

NYSERDA Clean Energy Communities: Local governments that have completed the NYSERDA Clean Energy Communities program [EnergizeNY Finance](#) High Impact Action will satisfy the requirements for all seven points available under this CSC action, so long as the local government is currently a member of the EnergizeNY [Energy Improvement Corporation](#) (EIC) at the time of submittal for CSC certification.

F. What to submit

Submit a copy of the ordinance, plan, or policy establishing the energy efficiency program. To receive full credit, submit documentation demonstrating that the building retrofit financing program is operational.

Local governments that have satisfied the Clean Energy Communities [EnergizeNY Finance](#) High Impact Action should submit documentation from NYSERDA confirming satisfaction, along with a screenshot of the EIC's Participating Municipalities webpage showing that the jurisdiction is listed as a current member.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [NYSERDA Clean Energy Communities Program EnergizeNY Finance](#)
- [Energize NY Commercial Program](#)
- [US Department of Energy Financing Programs](#)
- [Long Island Green Homes](#)
- [NYSERDA Residential Energy Efficiency Programs](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.



PE8 Action: Community Choice Aggregation

15 Points

18 Points

21 Points

A. Why is this action important?

Community Choice Aggregation (CCA) allows municipalities to choose where the energy comes from for their community. CCA is a municipal energy procurement model that replaces the utility as the default supplier of electricity for virtually all homes and small businesses within a jurisdiction. CCA puts control of choosing energy supply in local hands. By pooling demand, communities build the clout necessary to negotiate lower rates with private suppliers and are able to choose cleaner energy. A CCA can allow whole communities to participate in the clean energy economy by ensuring that a greater percentage of electricity is coming from renewable sources. CCA has the potential to simultaneously deliver lower monthly bills and cleaner energy for your constituents.

Participating in a CCA enables a rapid shift to greener power resources and gives municipalities control over the source of their energy supply, which can be responsive to local economic and environmental goals. This commitment expands customer choice and spurs renewable energy development, while reducing greenhouse gas (GHG) emissions on a much larger scale than individual actions.

B. How to implement this action

This action awards Climate Smart Communities (CSC) certification points for the successful completion of the NYSERDA Clean Energy Communities Program High Impact Action entitled Community Choice Aggregation.

Municipalities complete this action by adopting legislation that authorizes participation in an opt-out CCA program, and then entering into an agreement with an energy services company (ESCO) to supply electricity with a default 100 percent renewable clean energy product mix. Please note that in New York State, only cities, towns and villages are eligible to pass a local law that enables participation in a CCA; county governments are not eligible. However, cities, towns, and villages may wish to join together to pool demand and build market clout.

For guidance on implementing this action, see the NYSERDA Clean Energy Communities Program [Community Choice Aggregation Toolkit](#). Municipalities interested in CCA can receive free technical assistance from the Clean Energy Communities Coordinators that are available across New York State. To find contact information for the coordinator in your region, visit <https://www.nyserda.ny.gov/Contractors/Find-a-Contractor/Clean-Energy-Community-Coordinators>. You may also contact cec@nyserda.ny.gov for more information.

C. Time frame, project costs, and resource needs

The time frame will be dependent on the size of the municipality and its legislative process. Project costs may include staff and consultant time, where applicable.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to cities, towns and villages. County governments are not eligible for points under this action. Municipal attorneys will be involved in reviewing legislative language and related agreements. Municipal staff (e.g., from planning departments) and/or other partners may assist in implementation of the program.

E. How to obtain points for this action

Points for this action are tiered based on the population of the community covered by the CCA.

	<i>POSSIBLE POINTS</i>
Population under 5,000	15
Population 5,000 to 39,999	18
Population 40,000 or more	21

F. What to submit

Submit a copy of the approval from NYSERDA that indicates completion of the Clean Energy Communities Program Community Choice Aggregation High Impact Action. In addition, submit confirmation of the population size of the community.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to Additional Resources or Best Practices

- [NYSERDA Clean Energy Communities Program Community Choice Aggregation Toolkit](#)

H. Recertification requirements

As part of recertification, applicants must submit proof that the agreement with an ESCO to supply electricity with a default 100 percent renewable clean energy product mix is still in effect. Otherwise, the recertification requirements are the same as the initial certification requirements.

PE8 Action: Solarize, Clean Heating & Cooling, or Solar for All Campaign

5 Points

A. Why is this action important?

Community-scale campaigns can be an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while simultaneously advancing New York State's clean energy goals. Heating and cooling in buildings represent 32 percent of New York State's combustion-related greenhouse gas (GHG) emissions. Reducing emissions in homes, through community-scale campaigns, will help the state meet its ambitious GHG emissions reduction goals. In addition, well-organized campaigns are a great way for local governments to be active and visible in their communities.

B. How to implement this action

This action awards Climate Smart Communities (CSC) certification points for the successful completion of the NYSERDA Clean Energy Communities Program High Impact Action entitled Solarize, Clean Heating and Cooling, or Solar for All Campaigns.

The focus of this action is on direct municipal participation in community-scale clean energy campaigns. Solarize, Clean Heating and Cooling, and Solar for All each provide a model for how consumers can gain increased access to clean energy.

- Solarize is a short-term, local effort that brings together groups of potential solar customers through widespread outreach and education.
- Clean Heating and Cooling campaigns are aimed at getting groups of homes and businesses to install clean heating and cooling technologies including ground source heat pumps, air source heat pumps, solar heating and cooling, or biomass.
- Solar for All offers income-eligible households the opportunity to subscribe to community solar at no cost. Solar for All participants receive monthly credits on their electricity bills and there are no upfront costs, fees, or payments to participate.

For guidance on implementing one of these campaigns, see the NYSERDA Clean Energy Communities Program [Solarize, Clean Heating and Cooling, or Solar for All Campaigns Toolkit](#). Municipalities interested in this action can receive free technical assistance from the Clean Energy Communities Coordinators that are available across New York State. To find contact information for the coordinator in your region, visit <https://www.nyserderda.ny.gov/Contractors/Find-a-Contractor/Clean-Energy-Community-Coordinators>. You may also contact cec@nyserderda.ny.gov for more information.

C. Time frame, project costs, and resource needs

A typical campaign lasts from two to eight months, which includes planning and outreach. Project costs may include staff time for compiling and distributing materials and attending outreach events. Other costs may include printing and mailing information, and other expenses tied to outreach events (room and equipment rentals, refreshments, flyers, etc.). Many local governments rely on volunteers for some activities.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to all types of local governments. Departments that are most likely to be involved can vary and

may include the chief elected official, sustainability staff, planning departments or boards and committees that manage energy and climate efforts in the local government. Local partner organizations and volunteers may also be involved.

E. How to obtain points for this action

Five CSC points are available for local governments that submit documentation showing completion of a community campaign of the type described here. As part of meeting the NYSERDA requirements for this action, local governments must submit documentation that demonstrates direct municipal participation in a campaign that enrolls a minimum number of new customers.

F. What to submit

Submit a copy of the approval from NYSERDA that indicates completion of the Clean Energy Communities Program Solarize, Clean Heating and Cooling, or Solar for All High Impact Action.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to Additional Resources or Best Practices

- [NYSERDA Clean Energy Communities Program Solarize, Clean Heating and Cooling, or Solar for All Campaign Toolkit](#)

H. Recertification requirements

To maintain status as a certified Climate Smart Community, recertification is necessary every five years. Pending updates to this action, applicants for recertification must submit evidence of at least one community campaign implemented within the last five years that meets the NYSERDA standards described above.