

# Advancing Solar Energy in New York



## Join us today!

Protecting and promoting the interests of the solar industry in New York State.

### ABOUT US

Founded in 1994, New York Solar Energy Industries Association (NYSEIA) is the only statewide membership and trade association dedicated solely to advancing solar energy use in New York State.

NYSEIA proudly represents hundreds of businesses across New York that employ thousands of workers throughout the solar value chain. Led by its active board of directors, NYSEIA strives to achieve significant, long-term, and sustainable growth of solar energy for New York State.

### OUR MISSION

NYSEIA is a nonprofit trade association dedicated to accelerating rooftop and community solar + storage across New York State through legislative and regulatory advocacy, public education, and capacity building for the solar industry.

## WHAT WE DO

- Educate the public, legislators, policymakers, and regulators on the environmental, economic development, and energy-supply benefits of solar energy use.
- Participate in public policy and regulatory proceedings affecting the solar industry.
- Provide information on solar energy and the New York solar industry to the Assembly, Senate, Public Service Commission, Governor, and other relevant agencies.
- Collaborate with renewable energy, environmental, and economic development groups to expand solar energy in New York State.
- Organize conferences, trade shows, and networking events.
- Provide expert speakers and presentations for general and technical audiences on the status of solar energy use and the solar industry in New York.
- Offer training workshops and courses for code officials, installers, and other solar energy professionals.
- Develop the solar workforce by sharing info on job openings and personnel seeking positions.
- Serve as a trusted source for those seeking information on solar energy.



[info@nyseia.org](mailto:info@nyseia.org)



518-288-5250



[www.nyseia.org](http://www.nyseia.org)

# Meet Our Team



## Noah Ginsburg

Executive Director

[noah@nyseia.org](mailto:noah@nyseia.org)

Strategic Partnerships, Speaking Engagements, Board of Directors, Policy Priorities, NYSEIA Membership, and Political Action Committee.

## Jonathan Cohen

Policy Director

[jonathan@nyseia.org](mailto:jonathan@nyseia.org)

Policy Initiatives, Research and Analysis, and Stakeholder Engagement.



## Dhruv Patel

Policy Manager, Solar Interconnection

[dhruv@nyseia.org](mailto:dhruv@nyseia.org)

Interconnection Policy, Technical Assistance, Distribution System Planning, and Research/Analysis.

## Suzanne Erb

Director of Operations and Events

[sue@nyseia.org](mailto:sue@nyseia.org)

Member Services, Accounting, Events, and Advertising.



## Sumyia Belal

Policy Analyst

[sumyia@nyseia.org](mailto:sumyia@nyseia.org)

Policy Research, Public Engagement & Outreach, and Social Media.

## Monthly Interactive Member Calls



Tune in every month for our exclusive member calls. Get the inside scoop on pending changes to relevant policies and programs, learn about issues facing the industry, NYSEIA's policy initiatives, interconnection, and more. Have your questions answered live by our industry experts. We offer multiple sessions every third Thursday of each month, join us in the morning from 10:30-11:15 AM, or in the afternoon from 5:30-6:15 PM. Can't attend either? No worries! Gain exclusive access to the call recordings on our website.

## Valuable Member Communication



Policy news, Market intelligence, Market opportunities, Action alerts, Event listings and more. Our member communications directly serve the needs of your company/organization. NYSEIA frequently communicates with and gets exclusive updates from state agencies, utilities, and other member companies. As a NYSEIA member, you'll be the first to know about critical policy and industry updates that impact your business.

## Committees and Working Groups



Full access to all NYSEIA Committees and Working Groups: Commercial & Industrial (C&I), Interconnection, Residential, New York City, Long Island, and Utility Billing & Crediting.

## Voting Rights



Voting rights for NYSEIA board of directors.

## Board of Directors



Eligibility to serve on NYSEIA Board of Directors.



A photograph of the New York State Capitol building in Albany, featuring its iconic red-tiled mansard roof and multiple chimneys. The building is partially obscured by trees in the foreground. The image is divided into three vertical panels with different background colors: orange on the left, grey in the middle, and white on the right.

**WE ARE  
PARTNERS**

**AND  
INDUSTRY  
ADVOCATES**

**IN EVERY  
RESPECT.**

***NYSEIA is your direct line to New York decision makers. We represent your interests and face down threats that companies aren't equipped to handle alone.***

- We foster strong working relationships with key decision-makers so we can communicate effectively on behalf of our members. NYSEIA engages with the Governor's Office, the NYS Legislature, the Public Service Commission, the NYC Mayor's Office, and agencies including NYSERDA and the Department of Environmental Conservation.
- We build coalition by establishing dialogue and identifying common cause with organizations that represent interests such as renewable energy, economic development, organized labor, environmental protection, agricultural preservation, and local government.
- We develop policy priorities in consultation with our members through our active committees, member surveys and our democratically elected board of directors.
- We draft legislation to accelerate solar + storage deployment and work with allies in the legislature to introduce and advance impactful policy.
- We petition the New York Public Service Commission, lead industry-utility working groups, and file comments in response to regulatory proceedings relating to solar + storage siting, incentives and rate design, and interconnection.
- If your company is facing a challenge in New York, we are in your corner. We regularly meet with members regarding interconnection, utility billing & crediting, NYSERDA programs, and more. We can't solve your problems, but we can provide information and guidance to help you develop a winning strategy.
- NYSEIA Solar PAC is our political action committee that allows us to make campaign contributions to help pro solar candidates gain and retain elected office in New York. NYSEIA Solar PAC builds political power for our industry, ensuring you have a strong voice in Albany.





***Exclusive Access to Industry Events and Opportunities. Programs and meetings around the state addressing professional development, government affairs, networking and more.***



Discounted registration at our annual solar summit and other partner events including RE+



Exhibit Booth and other sponsorship opportunities at conferences and virtual seminars



Professional networking with peers and potential clients. Network directly with representatives of state agencies, policymakers and more



Hear from subject matter experts on a variety of panels at events



Thought leadership opportunities via panels and presentations



**Unparalleled  
Networking**



**Marketing  
Opportunities**



**Exclusive  
Discounts**


A circular inset image showing a close-up of hands working on solar panels, with one hand holding a tool and the other steadying a panel.

**Is your business facing challenges in New York?**




## Ask NYSEIA

*Schedule a call with our team about the challenges your company is facing. We will provide information and connect you with state agencies or other applicable resources to assist.*

A yellow icon consisting of two parallel chevron arrows pointing to the right.

NYSEIA Staff have deep expertise on diverse topics impacting New York's distributed solar + storage industry. From interconnection and siting to incentives and rate design, we've got our eye on the ball and we're ready to assist.

A yellow icon consisting of two parallel chevron arrows pointing to the right.

Contact us today to set up a call with one of our Industry Experts.

**CONTACT US:**

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# POLICY COMMITTEES



*As a member of the NYSEIA, you have the unique opportunity to actively shape the solar industry's landscape in New York State by participating in our specialized committees. Engaging with these committees allows you to collaborate with industry peers, contribute your expertise, and advocate for policies that are important to your sectors.*

## **Commercial & Industrial (C&I) Policy Committee**

This committee focuses on policies that accelerate New York's commercial and industrial solar development. Members work to enhance solar compensation structures, streamline interconnection processes, simplify permitting requirements, and improving billing and crediting for CDG projects.

## **Residential Policy Committee**

Dedicated to growing residential solar across New York, this group focuses on creating fair rate designs, strengthening state-specific solar incentives and integrating energy storage solutions.

## **New York City Committee**

Tailored to the unique needs of New York City, this committee tackles urban solar challenges with a focus on city-specific incentives, addressing permitting and zoning hurdles, and improving CDG billing and crediting under Con Edison.

## **Long Island Solar & Storage Alliance**

This alliance drives the expansion of solar and storage on Long Island with a focus on streamlining permitting processes, leading regional advocacy efforts, and collaborating with the Long Island Power Authority (LIPA).

## **Community Solar Billing & Crediting Committee**

This is NYSEIA's standing committee that focuses on improving utility crediting for solar + storage. Committee focus areas include net crediting, utility performance metrics/accountability, and incremental improvements to host statements, customer bills and more.

## **Interconnection Policy Working Group (IPWG) Interconnection Technical Working Group (ITWG)**

These groups tackle grid integration from complementary angles. The ITWG focuses on CESIR and study screening, technical requirements, cost estimation, self-performance, and data availability, while the IPWG concentrates on policy, the SIR process, cost-sharing, payment alternatives, and flexible interconnection.



## Industry Wide Priorities

- ✓ **Raise New York's Distributed Solar Goal** to 20 gigawatts by 2035 ([www.nysolarroadmap.org](http://www.nysolarroadmap.org)).
- ✓ **Protect the Federal Investment Tax Credit** by assisting SEIA to engage federal legislators in New York.

## Commercial and Industrial Priorities

- ✓ **Community Solar Siting Reform:** Address moratoria and restrictive local laws through legislation, and work with the DEC to develop a General Permit for solar on and adjacent to certain wetlands.
- ✓ **Interconnection Reform:** Establish cost-certainty with a hard cap on utility cost overruns, counteract rising costs with increased transparency, enable flexible interconnection, create hosting capacity by unlocking N-1 transformer capacity, and enable self-construction.
- ✓ **Improve Compensation and Sustain Incentives:** Enhance Value of Distributed Energy Resources (VDER) compensation and sustain NY-Sun funding for rooftop & community solar.
- ✓ **Support Continuous Improvement to Community Solar:** Support the success of Statewide Solar for All while advocating for improvements to opt-in community solar and remote crediting.
- ✓ **Energy Storage Incentives:** Encourage NYSEERDA to implement a robust retail/commercial energy storage incentive program across New York State, including on Long Island.
- ✓ **Protect Competitive Markets:** Advocate for NYPA to use its expanded authority to build and own renewables in a manner that is additive and does not disrupt New York's competitive market for distributed energy resources. Strongly oppose any efforts by investor-owned utilities to build and own generation, especially distributed energy resources.
- ✓ **Proactive Investment in the Distribution System:** Encourage New York utilities and the Department of Public Service to approve proactive investments that expand hosting capacity.

## Residential Priorities

- ✓ **Modernize the Residential Solar Tax Credit:** Raise the per household cap from \$5,000 to \$10,000 to account for inflation and energy storage costs, and enable refundability to expand access to low- to moderate-income families and disadvantaged communities.
- ✓ **Enable Residential Energy Storage in New York City:** Address fire code and permitting barriers to small and medium energy storage through legislation and direct engagement with the FDNY.
- ✓ **Sustain Funding:** Advocate for continued NY-Sun funding for the residential market, including both mass market and low- to moderate-income homeowners.
- ✓ **Energy Storage Incentives:** Advocate for NYSEERDA to implement a robust statewide energy storage incentive program.
- ✓ **Smart Rate Design Evolution:** Advocate for new and enhanced Virtual Power Plant (VPP) programs that adequately compensate dispatchable residential energy storage systems for grid services while protecting net energy metering and the economic value proposition of behind-the-meter solar.
- ✓ **Consumer Protection:** Promote industry best practices, educate lawmakers and advocate for enforcement of existing consumer protection regulations.
- ✓ **Improve the GJGNY Loan Program:** Support legislation to raise the cap on the loan amount.
- ✓ **Enable Low-Cost Interconnection through Meter Socket Adaptors:** Support ConnectDER and Tesla's petition to enable the statewide use of MSAs to lower residential interconnection costs.
- ✓ **Lower Soft Costs via Automated Permitting:** Advance legislation that requires municipalities to automate solar + storage permitting, shortening permitting timelines and reducing costs.





# Elevate Your Business With **NYSEIA**

***We can promote you!*** Whether you've just launched a new product, put out a press release, or are hosting an event, we can help spread the word. Submit your news, press releases, and events to our newsletter and website.

- ◆ Your Company Profile listed on the NYSEIA website (logo, description, contact info, map pin, project photo, job posts, social media exposure).
- ◆ NYSEIA's online member directory connects consumers and other members directly with your company, offering valuable leads and increasing visibility within the solar and storage industry.
- ◆ Digital Marketing Tools—A collection of digital marketing elements your company can use to gain attention, engagement, and impact on social media and digital marketing channels.
- ◆ NYSEIA logo—NYSEIA encourages members to add the Member Company logo to your website, email signature, marketing pieces and more. Proudly display your membership and that you are a NYSEIA member company.
- ◆ NYSEIA Member Company Job Board - list open positions on NYSEIA's website.
- ◆ Amplify your articles, opinion pieces, and projects on NYSEIA's social media and blog.
- ◆ Advertise in NYSEIA's newsletter that reaches key decision-makers in New York's solar + storage industry.



# Membership Pricing Structure

NYSEIA membership dues are paid annually, and memberships expire 12 months from your enrollment date. Member levels are based on the number of your employees working in solar energy and related industries.



## Premier

151 +  
Employees

**\$5775**  
Per Year

## Supporting

51 - 150  
Employees

**\$4125**  
Per Year

## Sustaining

21 - 50  
Employees

**\$3300**  
Per Year

## General

6 - 20  
Employees

**\$1375**  
Per Year

## Basic

1 - 5  
Employees

**\$850**  
Per Year

## Nonprofit/ Educational

N/A

**\$850**  
Per Year

### Minority/Women-owned Business Enterprise Discount

To promote justice, equity, diversity, and inclusion in the New York solar industry, MWBE members receive a 50% discount on their annual dues. When applying for renewal or first-time membership, please submit official New York certification or other documentation attesting to your business status. For more information on the New York MWBE programs, visit the New York City and New York State sites. For any questions regarding this program please contact us.