

Advancing Solar and Storage in New York



Join us **today!**

Protecting and promoting the interests of the solar and storage 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 distributed solar and energy storage deployment in New York.

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

WHAT WE DO

- Educate the public, legislators, policymakers, and regulators on the environmental, economic development, and energy-supply benefits of solar and energy storage.
- Participate in public policy and regulatory proceedings affecting the industry.
- Engage and educate the New York State Assembly, Senate, Public Service Commission, Governor, City of New York, Utilities, and other relevant agencies.
- Collaborate with renewable energy, environmental, and economic development groups to expand solar and energy storage deployment in New York State.
- Organize conferences, trade shows, and networking events.
- Provide expert speakers and presentations for general, technical and business audiences regarding New York's distributed solar and storage market.
- Offer training workshops and courses for code officials, installers, and other solar energy professionals.
- Support the solar and storage workforce through NYSEIA's job board and strategic partnerships.
- Serve as a trusted source for those seeking information on solar energy and energy storage.

Meet the Team



Noah Ginsburg

Executive Director

noah@nyseia.org

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

Jonathan Cohen

Policy Director

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Policy Initiatives, Research and Analysis, and Stakeholder Engagement.



Dhruv Patel

Policy Manager, Interconnection

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

Suzanne Erb

Director of Operations and Events

sue@nyseia.org

Member Services, Accounting, Events, and Advertising.



Sumyia Belal

Policy Analyst

sumyia@nyseia.org

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

Will Stein

Director of Industry Engagement

will@nyseia.org

Membership, events, and strategic partnerships.



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



General Membership and above includes full access to all NYSEIA Committees and Working Groups: Commercial & Industrial (C&I), Interconnection, Residential, New York City, Long Island, C&I Battery Energy Storage Systems, and Opt-in Community Distributed Generation.

Voting Rights



Voting rights for NYSEIA board of directors.

Board of Directors



Eligibility to serve on the NYSEIA Board of Directors.

A photograph of the New York State Capitol building in Albany, New York, with a red-tiled roof and classical architectural details. The image is overlaid with semi-transparent colored boxes containing text.

**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 + storage 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**



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.



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.



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

CONTACT US:

518-288-5250



info@nyseia.org



www.nyseia.org



POLICY COMMITTEES



As a member of the NYSEIA, you have the unique opportunity to actively shape the distributed solar and energy storage policy landscape in New York State by participating in our 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. (not available for Basic members)

Commercial & Industrial (C&I) Policy Committee

This committee focuses on addressing emergent issues facing community solar and rooftop C&I solar development in New York. This committee focuses on topics such as solar and storage compensation (VDER), interconnection improvements, restrictive zoning ordinances and land use regulations, and NYSERDA programs for C&I solar and storage.

Residential Policy Committee

Dedicated to growing residential solar across New York, this group focuses on addressing issues facing the residential solar industry, and advocating for the protection and expansion of favorable rate design, incentive programs, 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 hurdles, and Con Edison billing & crediting and interconnection.

Long Island Solar & Storage Alliance

This alliance drives the expansion of solar and storage on Long Island. Focuses include permitting, consumer protections, and collaborating with the Long Island Power Authority (LIPA) to advance solar and storage through rate design, interconnection reform, and more.

Opt-in Community Distributed Generation Working Group

This is NYSEIA's standing committee that focuses on advancing policies and practices to support opt-in community solar in New York State. Topics include NYSERDA incentive program design, timely and accurate utility crediting for solar + storage, counteracting rising utility billing & crediting fees, and continuous improvements to opt-in CDG customer experience.

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.

C&I Battery Energy Storage System Working Group

This is NYSEIA's standing committee that seeks to support commercial and industrial (C&I) battery energy storage systems (BESS) development in New York State. Topics for discussion in this committee include: BESS charging windows and BESS-specific utility interconnection practices, VDER rate design and NYSERDA incentives, siting and permitting, and broader market challenges facing New York's rapidly expanding C&I BESS market.

Industry Wide Priorities

- Deliver on the Governor's Affordability Agenda and lower electricity rates by \$1 billion per year by scaling up distributed solar and storage deployment over the next decade.
- **Advance the Accelerate Solar for Affordable Power (ASAP) Act** (S.6570 | A.8758), legislation to raise New York's distributed solar goal to 20 gigawatts by 2035, drive down costs for community solar and energy storage through interconnection reforms, and continue the NYSERDA NY-Sun program.

Commercial & Industrial Priorities

- **Improve VDER Compensation:** Secure improved compensation for distributed solar and energy storage systems by modernizing the Value of Distributed Energy Resources (VDER) tariff to account for increased utility costs to construct traditional transmission and distribution upgrades.
- **Interconnection Reform:** Establish cost-certainty with a hard cap on utility cost overruns, counteract rising costs with increased transparency, expand the use of flexible interconnection, unlock low-cost hosting capacity, and enable self-performance of distribution upgrades. Modernize BESS charging and discharging schedules. Expedite interconnection timelines to support ITC compliance and develop a temporary conditional interconnection (aka "bridge-to-wires") program.
- **Community Solar Siting Reform:** Address moratoria and restrictive local laws by advancing the Community SOLAR Act (S.8119A | A.9087), legislation that creates statewide zoning guidelines for distributed solar + storage while keeping project-level zoning decisions at the local level.
- **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:** Support the launch of retail BESS incentives on Long Island, and advocate for New York State to make BESS exempt from sales tax (S.1527 | A.313).
- **Support Rooftop C&I Solar and Agrivoltaics:** Advocate for New York to strengthen incentives for solar projects that minimize land use impacts, including solar on commercial rooftops and agrivoltaics.
- **Protect Competitive Markets:** 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 DER hosting capacity.

Residential Priorities

- **Strengthen Performance-Based Compensation for Residential Energy Storage:** Advocate for New York utilities to offer adequate compensation to residential BESS under existing Virtual Power Plant (VPP) programs, such as the Dynamic Load Management and Dynamic Load Control programs.
- **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 Mayor's Office, the FDNY, and manufacturers.
- **Enable Lower-Cost Interconnection through Meter Socket Adaptors on Long Island and Statewide.** Lower Soft Costs via Automated Permitting: Advance legislation (S.5781 | A.6270) requiring municipalities to automate solar + storage permitting, shortening timelines and reducing costs.
- **Improve the GJGNY Loan Program:** Support legislation to raise the per household cap on the loan amount from \$25,000 to \$50,000.
- **Leverage Residential Solar for LL97 Compliance:** Advocate the NYC Department of Buildings to clarify that Covered Buildings can leverage in-City residential solar for LL97 compliance.
- **Protect 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.

A background image showing a person's hands clasped over a desk with various business documents, including a pie chart, bar graphs, and a tablet. The image is overlaid with a semi-transparent blue filter.

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 and in our monthly e-newsletters.
- ◆◆ 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

Full Benefits + Enhanced PAC
and Policy Briefing

\$7500
Per Year

Supporting

51 - 150
Employees

Full Benefits + Enhanced PAC
and Policy Briefing

\$5000
Per Year

Sustaining

21 - 50
Employees

Full Benefits

\$4200
Per Year

General

6 - 20
Employees

Full Benefits

\$2400
Per Year

Basic

1 - 5
Employees

No Policy Committee Access

\$1000
Per Year

Nonprofit/ Educational

N/A

Full Benefits

\$1000
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 25% 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.

PAC Contributions

10% of membership dues will be allocated to the NYSEIA PAC unless opted out. This contribution is not applicable to non-profits.