**Local Government Solar Project Press Release Template**

This document provides examples of press release templates to help municipalities announce their efforts to develop solar projects. All municipalities who participate in a renewable energy project should publicize their actions and clearly communicate what they did to support the renewable energy market.

It is important to note that the renewable energy use claims a municipality can make vary depending on whether the municipality retains/buys the Renewable Electricity Certificates (RECs) from the project or not. Each template serves as an example for the types of claims that municipalities can credibly and accurately make depending on their situation.

Knowledge of your REC ownership (or lack thereof) is key to credible and accurate communications. If you are unsure on the status of the RECs from your solar project, talk to your local energy/facilities manager, or to the person who negotiated the project contract.

For more information about the types of credible claims that organizations can make, see EPA’s [Guide to Making Claims About Your Solar Power Use](https://www.epa.gov/greenpower/guide-making-claims-about-your-solar-power-use). EPA’s [Green Power Partnership website](https://www.epa.gov/greenpower) had additional [resources](https://www.epa.gov/greenpower/procurement-tools-resources) such as a short video on the value of RECs, [RECs: Making Green Power Possible](https://www.youtube.com/watch?v=_12VYXms6-c) as well as a guidance document on [REC arbitrage](https://www.epa.gov/greenpower/renewable-energy-certificate-rec-arbitrage).

Use the decision tree below to determine which template is right for your municipality.

**1. Template for Municipalities That Do Not Own RECs**

**Note:** If you do not own the RECs, you cannot make claims associated with the renewable electricity that generated the RECs (e.g., using or being supplied with a MWh of renewable electricity, reducing the carbon footprint associated with electricity use). You can find more information about Solar Power Use Claims [here](https://www.epa.gov/greenpower/solar-power-use-claims).

For More Information

**Town/City of <<Municipality>>**

Name: <<Public Relations Contact>>

Phone Number: <<Phone Number>>

Email: <<Email Address>>

For Immediate Release

Sample Headline Options

**Town of <<Municipality>> Supports new on-site Solar installation**

 **New solar power installation on <<Municipality’s>> <<Building Name>>**

Sample Sub Headline Options

**Project is part of a growing wave of Local government solar projects**

**The Town Partnered with EPA and Doe to advance the project**

<<City, State, Date>> - The Town of <<Municipality>> announced that it is constructing a new solar array on municipal property, to be completed in <<date>>. The project will produce an estimated <<number>> kilowatt-hours (kWh) of green power annually. The Town signed a… <<Description of the type of supply option used (20-year PPA, on-site installation, etc.), including the provider name.>> Through this agreement, the Town of <<Municipality>> is advancing the local solar power market and helping to green the grid.

<<Add more information about the project location and any notable project specifics here. How many jobs did the project support? Did the town take on any unusual risks, or add any innovative contract provisions? Were any barriers or challenges overcome creatively?>> The Town of <<Municipality>> utilized guidance and accessed resources from the U.S. Environmental Protection Agency’s (EPA) [Local Government Solar Project Portal](http://www.epa.gov/repowertoolbox/localgovernmentsolarprojectportal) as it worked through the different stages of the project, and recommends that other municipalities do the same. The Town is also a part of <<Description of any other relevant coalitions or groups, such as the Green Power Partnership, RE100, Mayors’ Climate Protection Agreement, etc.>>

**Sample Official Quote**

“We are very excited about this project, and proud to have worked with the EPA for advice on how to get it done,” said <<Official Name>> <<Official Title>>. “Fostering a solar power installation is a smart choice that helps our community lower energy costs, while adding renewable energy to the grid and sending a message to others across the country that renewable energy is an increasingly accessible choice.”

According to the U.S. EPA, the panel’s solar production of <<number>> kWh is equivalent to the electricity use of more than <<number>> average American homes annually [Check out EPA’s Green Power Equivalency Calculator to calculate this amount: https://www.epa.gov/greenpower/green-power-equivalency-calculator].

**Additional Sustainability Information**: Discuss your municipality’s other sustainability activities including any goals set on renewable energy use/generation.

**About the Town of <<Municipality>>**

Add your boilerplate statement here.

**About <<Your Provider>>**

Contact your supplier about adding their boilerplate here.

**Additional Component**

***IF you are also a Green Power Partner:***

-You can add a mention of the Partnership in the second paragraph. Example: “<<Municipality>> has also been an EPA Green Power Partner since <<year>>, and currently uses <<number>> percent renewable energy overall. For more information about the Partnership, see below.”

-You can also add a link to your Partner profile if desired: https://www.epa.gov/greenpower/green-power-partner-list#PartnerName

-Then add this paragraph after the About Your Provider section:

**About EPA’s Green Power Partnership**

The Green Power Partnership is a voluntary program that helps increase green power use among U.S. organizations to advance the American market for green power and development of those sources as a way to reduce air pollution and other environmental impacts associated with electricity use. The Partnership currently has more than 1,600 Partners voluntarily using more than 50 billion kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500® companies; small and medium sized businesses; local, state, and federal governments; and colleges and universities. For additional information, please visit [www.epa.gov/greenpower](http://www.epa.gov/greenpower).

**2. Template for Municipalities That Do Not Own the Project RECs, but Purchased Replacement RECs from Another Project (i.e., REC arbitrage)**

**Note:** If you are conducting REC arbitrage to purchase RECs from a different project,you must clearly describe your green power use according to the attributes of the arbitraged RECs, not the project RECs—e.g., “nationally-sourced wind power,” rather than “local solar power.” Clearly and transparently explain the REC arbitrage process to stakeholders. You can find more information about REC arbitrage [here](https://www.epa.gov/greenpower/renewable-energy-certificate-rec-arbitrage) and additional EPA guidance about Solar Power Use Claims [here](https://www.epa.gov/greenpower/solar-power-use-claims).

For More Information

**Town/City of <<Municipality>>**

Name: <<Public Relations Contact>>

Phone Number: <<Phone Number>>

Email: <<Email Address>>

For Immediate Release

Sample Headline Options

**Town of <<Municipality>> Supports new on-site Solar installation**

 **New solar power installation on <<Municipality’s>> <<Building Name>>**

Sample Sub Headline Options

**Project Helps Advance Green Power Market**

**Project is part of a growing wave of Renewable Energy use by Local governments**

**The Town Partnered with EPA and Doe to advance the project**

<<City, State, Date>> - The Town of <<Municipality>> announced that it is constructing a new solar array on municipal property, to be completed in <<date>>. The project will produce an estimated <<number>> kilowatt-hours (kWh) of green power annually. <<Municipality>> is selling the Renewable Electricity Certificates (RECs) from this project into the local solar compliance market and is buying replacement RECs from <<source (i.e. national wind RECs, project name, etc.)>>, equivalent to powering <<number>> percent of the municipality's electricity use with renewable energy. The Town signed a… <<Description of the type of supply option used (20-year PPA, on-site installation, etc.), including the provider name>> with a REC arbitrage agreement. Through this innovative arrangement, the Town of <<Municipality>> is helping advance the development of renewable energy sources.

<<Add more information about the project location and any notable project specifics here. How many jobs did the project support? Why did the town decide to support this particular project? Were any barriers or challenges overcome creatively?>> The Town of <<Municipality>> utilized guidance and accessed resources from the U.S. Environmental Protection Agency’s [Local Government Solar Project Portal](http://www.epa.gov/repowertoolbox/localgovernmentsolarprojectportal) as they worked through the different stages of the project, and would recommend that other municipalities do the same. Interested parties can also learn more about REC arbitrage with this [EPA guidance document](https://www.epa.gov/greenpower/renewable-energy-certificate-rec-arbitrage). Additionally, the Town is a part of <<Description of any other relevant coalitions or groups, such as the Green Power Partnership, RE100, Mayors’ Climate Protection Agreement, etc.>>

**Sample Official Quote**

“We are very excited about this project, and proud to have worked with the EPA for advice on how to get it done,” said <<Official Name>> <<Official Title>>. “Installing solar power is a smart choice that helps our community lower energy costs, while also advancing the green power market and sending a message to others across the country that green power is an affordable, accessible choice.”

By moving the needle in the U.S. green power market, the Town of <<Municipality>> is helping to reduce the negative health impacts of air emissions including those related to ozone, fine particles, acid rain, and regional haze. According to the U.S. EPA, the solar panel’s production of <<number>> kWh is equivalent to the electricity use of more than <<number>> average American homes annually [Check out EPA’s Green Power Equivalency Calculator to calculate this amount: https://www.epa.gov/greenpower/green-power-equivalency-calculator].

**Additional Sustainability Information**: Discuss your municipality’s other environmental activities.

**About the Town of <<Municipality>>**

Add your boilerplate statement here.

**About <<Your Provider>>**

Contact your supplier about adding their boilerplate here.

**Additional Component**

***IF you are also a Green Power Partner:***

-You can add a mention of the Partnership in the second paragraph. Example: “<<Municipality>> has also been an EPA Green Power Partner since <<year>>, and currently uses <<number>> percent renewable energy overall. For more information about the Partnership, see below.”

-You can also add a link to your Partner profile if desired: https://www.epa.gov/greenpower/green-power-partner-list#PartnerName

-Then add this paragraph after the About Your Provider section:

**About EPA’s Green Power Partnership**

The Green Power Partnership is a voluntary program that helps increase green power use among U.S. organizations to advance the American market for green power and development of those sources as a way to reduce air pollution and other environmental impacts associated with electricity use. The Partnership currently has more than 1,600 Partners voluntarily using more than 50 billion kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500® companies; small and medium sized businesses; local, state, and federal governments; and colleges and universities. For additional information, please visit [www.epa.gov/greenpower](http://www.epa.gov/greenpower).

**3. Template for Municipalities That Own the Project RECs**

For More Information

**Town/City of <<Municipality>>**

Name: <<Public Relations Contact>>

Phone Number: <<Phone Number>>

Email: <<Email Address>>

For Immediate Release

Sample Headline Options

**Town of <<Municipality>> Announces new on-site Solar installation**

 **<<municipality>> Uses Local solar For <<Building Name>>**

Sample Sub Headline Options

**Project Helps Advance Local solar Market**

**Project is part of a growing wave of Local government solar use**

**The Town Partnered with EPA and Doe to advance the project**

<<City, State, Date>> - The Town of <<Municipality>> announced that it is constructing a new solar array on municipal property, to be completed in <<date>>. The project will produce an estimated <<number>> kilowatt-hours (kWh) of green power annually, powering <<number>> percent of the municipality's facilities with local solar power. The Town signed a… <<Description of the type of supply option used (20-year PPA, on-site installation, etc.), including the provider name.>> By doing so, the Town of <<Municipality>> is helping advance the local solar power market and development of those sources.

<<Add more information about the project location and any notable project specifics here. How many jobs did the project support? Why was the town motivated to install solar? Were any barriers or challenges overcome creatively?>> The Town of <<Municipality>> utilized guidance and accessed resources from the U.S. Environmental Protection Agency’s [Local Government Solar Project Portal](http://www.epa.gov/repowertoolbox/localgovernmentsolarprojectportal) as they worked through the different stages of the project, and would recommend that other municipalities do the same. The Town is also a part of <<Description of any other relevant coalitions or groups, such as the Green Power Partnership, RE100, Mayors’ Climate Protection Agreement, etc.>>

**Sample Official Quote**

“We are very excited about this project, and proud to have worked with the EPA for advice on how to get it done,” said <<Official Name>> <<Official Title>>. “Using solar power is a smart choice that helps our community lower energy costs, while also advancing the green power market and sending a message to others across the country that green power is an affordable, accessible choice.”

By moving the needle in the U.S. solar power market, the Town of <<Municipality>> is helping to reduce the negative health impacts of air emissions including those related to ozone, fine particles, acid rain, and regional haze. According to the U.S. EPA, the panel’s solar production of <<number>> kWh is equivalent to the electricity use of more than <<number>> average American homes annually [Check out EPA’s Green Power Equivalency Calculator to calculate this amount: https://www.epa.gov/greenpower/green-power-equivalency-calculator].

**Additional Sustainability Information**: Discuss your municipality’s other environmental activities.

**About the Town of <<Municipality>>**

Add your boilerplate statement here.

**About <<Your Provider>>**

Contact your supplier about adding their boilerplate here.

**Additional Component**

***IF you are also a Green Power Partner:***

-You can add a mention of the Partnership in the second paragraph. Example: “<<Municipality>> has also been an EPA Green Power Partner since <<year>>, and currently uses <<number>> percent renewable energy overall. For more information about the Partnership, see below.”

-You can also add a link to your Partner profile if desired: https://www.epa.gov/greenpower/green-power-partner-list#PartnerName

-Then add this paragraph after the About Your Provider section:

**About EPA’s Green Power Partnership**

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