

The Energy Reduction Campaign Guidance Document below is taken from the Montour Falls Sustainability Committee Green SPACE Plan, which can be found at

villageofmontourfalls.com/sustainablemontourfalls

3.1 Energy Reduction Campaign

3.1.1 Overview

The Energy Reduction Campaign is focused on informing residents of the many ways in which they can lower their energy bills and reduce their Greenhouse Gas emissions by conserving power, by upgrading their heating and cooling systems, and undertaking renovations.

The Energy Reduction Campaign is being developed through collaboration with the NYSERDA regional Community Energy Engagement Program (CEEP) Community Energy Advisor Phil Cherry, of Cooperative Extension of Schuyler County. The CEEP contractor has access to a large number of educational resources, is an experienced professional, and is the lead contact for the campaign.

The Village of Montour Falls has chosen to engage in this campaign in order to help its residents save money on energy bills and reduce their overall energy usage, thereby promoting a more sustainable future. Montour Falls has already signed on to a CCA with MEGA in 2018 in order to lower costs to residents, and has taken several actions to reduce energy use associated with government operations, including a comprehensive energy audit of its Village Hall.

3.1.2 Goals

1. Residents see savings on their energy bills by conserving power, investing in upgrades for their apartment, house, or renter-occupied dwelling, or even investing in projects such as Solar Sell Back.
2. Residents of the Village of Montour Falls reduce their GHG emissions, either by reducing their overall energy usage, converting to lower-emitting energy sources [or via another method].
3. The Village of Montour Falls sees more participation from its residents in public and community-minded events, campaigns, and processes.

3.1.3 Strategies

Sustainable Montour Falls, in collaboration with CEEP Community Energy Advisor Phil Cherry, will engage the public in the following ways:

1. Holding a public meeting dedicated specifically to energy reduction and energy efficiency topics. This meeting will occur outside of the normal Sustainability Committee meetings, and will serve as a campaign kick-off. This meeting will

allow residents to share stories, tips, tricks, as well as identify barriers to campaign participation, and they can meet Mr. Cherry.

2. Mr. Cherry will procure and distribute resources such as brochures and pamphlets related to Smart Energy Choices and other programs, which can be distributed at meetings, displayed at the Village Hall, and distributed to participating¹ businesses.
3. As part of the CEEP contract, Mr. Cherry can connect individually with residents who attend the public meetings and engage with them directly about the options for reducing their energy bills and usage.
4. By hosting a table at the local Montour Falls Farmers Market, Sustainable Montour Falls can both promote locally sourced goods as a means of reducing lifetime emissions from products, and can also provide on-site demonstrations using practical educational materials and dioramas.
 - a. This tabling opportunity can also be extended to the CCE Schuyler Food Recycling Educator so as to make the most effective use of space.
5. By engaging the Village social media and online resources, Montour Falls can host relevant links, connect residents and businesses with CEEP virtually, and share useful resources online.²

In addition, the Energy Reduction Campaign will inevitably cross over with some of the other campaigns listed here. While the Energy Reduction Campaign is being undertaken as a distinct campaign in collaboration with the Regional Community Energy Advisor, Sustainable Montour Falls is engaging on several topics related to sustainability. Crossover between campaigns is an effective way to leverage existing State resources in the best interests of the Village, and its residents and businesses.

¹ Business and Local Involvement are covered in Section 3.4.

² The Social Media and Online Engagement Strategies are covered in more depth in Section 4.