

ATTACHMENT B

Solarize Westchester Community Information Form

Please refer to the Scoring of Key Criteria listed in the RFI that suggests specific information to include in your application.

- I. Marketing and Outreach Ideas:** *Provide a description of marketing ideas that may be available in the community (such as possible email outreach, ideas for exhibiting or promoting the Solarize program at upcoming local events such as farmers markets or fairs, etc. - list events and timeframe; opportunities for local media outreach and social media communication, ability to include flyers in community tax bills or other mailings; including a program link on the community website; ability to host events at municipal buildings, etc.). Inclusion of a full plan is not necessary, as Solarize Westchester will work with communities to tailor a plan for your community, but this section can be used to identify creativity of the community and willingness to explore varied outreach strategies. If applicable, list these for each community in the coalition. This information will be shared with the applying installers. Response to this question may be up to one page.*

Before and after initial kickoff event for Solarize Pelham, Village and Town of Pelham will publicize Solarize Pelham on their respective webpages, Facebook pages, by email and/or newsletters to Village and Town Residents. Village and Town will provide meeting space in their facilities for Solarize community education and information sessions. Town of Pelham Library meeting space will most likely also be available.

Community groups such as EcoPel, Progressive Women of Pelham, Mount Vernon Pelham Indivisible, Pelham Democratic Club, Pelham Chamber of Commerce, and others will distribute information through their Facebook pages and email distribution lists. EcoPel publishes a monthly column in the News of Pelham, with the goal of informing Pelham residents about environmental issues and local environmental initiatives.

Will host membership meetings open to the community to learn about Solarize. Information will also be posted on Moms of Pelham, Dads of Pelham, and Parents of Pelham Facebook pages. We anticipate that other community organizations such as Pelham Civics, the Manor Club, Pelham Picture House, Pelham Art Center, Junior League, Preservation and Garden Society, Board of Education, PTAs, and local churches, will also participate in this effort. Pelham Memorial High School Environmental Club will also be engaged. We will encourage local businesses to post information on premises and leverage the Chamber of Commerce contact list to possibly host an event tailored to businesses.

Solarize Pelham will be publicized through community calendar Burbio, the Pelhams-Plus electronic newspaper, the News of Pelham, and the Pelham Post.

The core team intends to explore the possibility of making PACE financing and other solar financing techniques available in Pelham.

II. Partner Organizations: Please list the organizations that have agreed support and promote Solarize through their communication channels and that have agreed to be included in this proposal. Add more lines if necessary.

Note: as indicated below, numerous approaches have been made, but the organizations have not yet agreed to support.

Name	Outreach/support offered / Notes
Environmental Coalition of the Pelhams (Ecopel) is a not-for-profit 501c3, established in 2013. Ecopel's goal is to educate the community through print and sponsored local events such as environmental film screenings, solstice yoga and town clean-up projects. Ecopel is committed to supporting the Solarize program by allowing speakers and materials to be distributed at each of their events, as well as through the website and Ecowise column.	Publicity/community education/events – committed to support
Progressive Women of Pelham	Publicity/community outreach/events – committed to support
Pelham Picture House	Use of venue for presentations/films/events – committed to support
Pelham Chamber of Commerce	Will support by using communication channels to spread the word to its members – committed to support
Community Church of the Pelhams	Approached not yet committed
Huguenot Church	Approached not yet committed
Huguenot Nursery School	Approached not yet committed
Junior League of Pelham	Approached not yet committed – will present at 11/7 board meeting
Pelham Civics	Approached not yet committed
Pelham Town Library	Approached not yet committed – may want to do a solar/renewables educational workshop
Pelham Jewish Center	Approached not yet committed
Pelham Preservation and Garden Society	Approached not yet committed
Pelham Art Center	Approached not yet committed
Hutchinson Elementary School	Approached not yet committed
Pelham High School Environmental Club	Approached not yet committed

III. Media/Communication Outlets: Please list local newspapers, media outlets and communication networks (e.g., newspapers, newsletters, radio stations, television stations, municipal Cable TV stations, and email lists, etc.):

Name	Notes
Pelhams Plus	Local online newspaper, successor to Pelham Weekly

Pelham Post	Local news, mailed to Pelham residents weekly
News of Pelham	Distributed weekly via subscription and local businesses such as DiCiccios Supermarket
Journal News/Lohud.com	
Public Access: Channel 75--Cablevision Channel 43--Verizon FIOS	
Westchester.news12.com	
Burbio Community Calendar	
Moms of Pelham, Dads of Pelham, Parents of Pelham FB groups/email lists	
Progressive Women of Pelham email lists	
Pelham Democratic Club email list	
Mount Vernon Pelham Indivisible FB/email list	

IV. Solar Permitting and Zoning

Detail the local policies for solar installations in all the jurisdictions that will be served by the campaign.

Outline the permitting process for solar electric projects in all communities participating in Solarize. Identify submittals required for a permit (e.g. approval by Board of Architectural Review), to which departments (or individuals) the permit request must be submitted, the approval process, and any associated fees, and typical timeframe for approval. Identify whether the jurisdictions served by the campaign have adopted the New York State Unified Solar Permit or have another expedited process in place. The local building inspector (or equivalent official) is likely to be the best source for this information.

Village of Pelham and Village of Pelham Manor

At the time of this application, the solar permitting process of both Village of Pelham and Village of Pelham Manor includes only those requirements of New York State: a building permit and electrical permit. There is no Architectural Review Board requirement.

According to <https://nysolarmap.com/> there are 31 completed solar installations in Pelham, NY and 6 additional installations in progress.

IV. Special Requests for Installers:

Note below (in bulleted form) any special requests you may want to ask of installers bidding to support Solarize in your community or share any information you may feel is particularly relevant. Special requests or community preferences may include, but are not limited to:

- Types of financing (e.g. preference for both lease and purchase options).
- Certain installer characteristics (e.g. indicating preference for installer's proximity to your town, level of experience or focus on aesthetics).
- Preference for tiered pricing or other community incentive (e.g. for a single-municipality campaign, a small PV system for a community facility installed at no cost if 50 contracts are signed).

Note: responding installers may not be able to offer each community's preference and some special requests may limit the number of installers who respond. Please contact the Program Manager to discuss and ensure that your stated requests/preferences are supportive of your community's planned Solarize campaign.

Our community preferences include:

- While options for leasing and purchase are preferred, the installer should be able to explain the benefits of homeowner purchase (vs lease) and exhibit a track record of substantial residential contracts for purchase (rather than lease).
- Financing options are required. Detailed financing information must be provided as well as information on tax incentives and rebates. For commercial installers, power purchasing agreements should be available.
- Local installers are preferred and all contractors must describe how they will effectively service the Pelham community based on their location.
- Good with aesthetics. There are numerous high-end homes in our community and these residents will likely prefer "nicer-looking" systems.
- A tiered pricing scheme.
- We would like to make the Solarize program available to employees of Pelham businesses. Please indicate your willingness to extend the program in this way as well as any limitations (e.g. geographic limits) or price adjustments (e.g. if someone lives in a jurisdiction with a more costly permitting process).
- Willingness to help with solar education efforts.
- Willingness to discuss additional benefit if top tier minimum is materially exceeded.
- Willingness to provide career information on solar industry to Pelham students.