

Invoice Period: January 1st- January 31st - Reflections

Abstract:

Sustainable Westchester has renewed its contract with the City of New Rochelle and continues its outreach campaign into the new year.

Overview of programs available to New Rochelle residents:

- A. **GridRewards:** Currently available to all ConEd customers
- B. **Westchester Power:** New Rochelle residents are participating in Westchester Power. Constellation New Energy is the supplier for the current contract, which is in effect from the first meter reads in November of 2022 to first meter reads of November 2024
- C. **Community Solar:** Enrollment queue available for future capacity.
- D. **Westchester Power Enhanced Community Solar:** New Rochelle was the first municipality to adopt the updated CCA Enabling law, which includes new product offerings such as opt-out Community Distributed Generation under Community Choice Aggregation (CCA). Waiting for the PSC to release its CCA Framework Order to begin outreach and customer enrollment. Over 2,800 customers enrolled in the Utility's Assistance Program are eligible to receive solar credits.

Staff Details

- A. Outreach Coordinator for New Rochelle: Lauren Brois, Director of EnergySmart Homes
- B. Support: Lauren Kroell, Community Energy Advisor
- C. Currently hiring a [Clean Energy Associate for the City of New Rochelle](#). Job description is available on our website and has been circulated on LinkedIn.

Community Engagement Activities:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.:
 - a. Religious institutions and organizations
 - i. Sustainable Westchester has published its first ad on GridRewards in the Holy Family Church's Weekly Bulletin.
- B. Created community visibility and awareness through established New Rochelle community events:
 - a. New Rochelle Community Network, January 3, 2023

- i. Sustainable Westchester attended this month's New Rochelle Community Network meeting.
- b. Sustainable Westchester featured on WVOX on Tuesday January 24, 2023
 - i. SW was invited to attend the Chamber show with Matthew Ricker, host of the New Rochelle Chamber of Commerce Show. Discussed SW programs and ways NR residents can get involved.
- c. New Rochelle Chamber of Commerce Networking Night, January 25

Supporting Milestones:

- A. Created New Rochelle materials, information sessions presentation, collateral/flyers and social media messaging. We have also made our marketing materials available to Spanish speaking residents.
 - a. Social Media
 - i. Search for Sustainability Stories

Please check our Community Engagement Appendix to view pictures taken at events and snapshots of social media posts.

Outcome:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.
 - a. Enrollment Data:
 - i. GridRewards: 6 new sign-ups
 - ii. EnergySmart Homes Leads sent to ACE: 1
 - iii. Westchester Power Customers: 14,224

Outreach and Marketing Examples:



Share Your Sustainability Story!

Are you eco-conscious? Connect with Sustainable Westchester!



We're looking for New Rochelle residents who try to be environmentally-friendly. If you love to:

- Recycle or Compost
- Power your home with clean energy
- Donate items for reuse
- Drive an electric vehicle
- Use a smart thermostat
- Participate in GridRewards
- Garden or plant for pollinators
- Go Green in other ways!

Email energysmarthomes@sustainablewestchester.org or call (914) 242-4725 ext. 122

For every story shared, you will be entered in a raffle for \$100 to a local New Rochelle restaurant!



January 13, 2023 IG post

Invoice Period: February 1st- February 28th - Reflections

Overview of programs available to New Rochelle residents:

- A. **GridRewards:** Currently available to all ConEd customers.
- B. **Westchester Power:** New Rochelle residents are participating in Westchester Power. Constellation New Energy is the supplier for the current contract, which is in effect from the first meter reads in November of 2022 to first meter reads of November 2024.
- C. **Community Solar:** Enrollment queue available for future capacity.
- D. **Westchester Power Enhanced Community Solar:** New Rochelle was the first municipality to adopt the updated CCA Enabling law, which includes new product offerings such as opt-out Community Distributed Generation under Community Choice Aggregation (CCA). Waiting for the PSC to release its CCA Framework Order to begin outreach and customer enrollment. Over 2,800 customers enrolled in the Utility's Assistance Program are eligible to receive solar credits. eligible to receive solar credits.

Staff Details:

- A. Outreach Coordinator for New Rochelle: Lauren Brois, Director of EnergySmart Homes
- B. Support: Lauren Kroell, Clean Energy Advisor
- C. Currently hiring a Clean Energy Associate for the City of New Rochelle. Job description is available on our website and has been circulated on LinkedIn.

Community Engagement Activities:

- A. Created community visibility and awareness through established New Rochelle community events:
 - a. New Rochelle Community Network, February 7 2023
 - b. New Rochelle Chamber of Commerce Networking Night, February 22
 - c. Attended and tabled the Job Fair at New Rochelle Library on Feb 24, organized by WestHab.
- B. Provided support to the City's sustainability efforts, and the Ecology and Natural Resources Advisory Committee in the following ways:
 - a. Ecology and Natural Resources Advisory Committee (ENRAC)
 - i. Attended meeting on February 27. 2023

Supporting Milestones:

- A. Created New Rochelle materials, information sessions presentation, collateral/flyers and social media messaging. We have also made our marketing materials available to Spanish speaking residents.
 - a. Social Media
 - i. Instagram, Facebook, Twitter: Call for Sustainability Stories, seeking testimonials to share video examples of New Rochelle residents going green. See sample posts in the “Community Engagement Examples” below.
- B. Meeting with City of New Rochelle staff, February, 16 2023
 - a. Discussion on plans for the year, Green Schools Committee potential collaboration,
- C. Meeting and discussion around internship with CHOICE NY and First Source, February 22, 2023
 - a. Making connections between these two organizations and the Sustainable Westchester Contractor Partners

Please check our Community Engagement Appendix to view pictures taken at events and snapshots of social media posts.

Outcome:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.
 - a. Enrollment Data:
 - i. GridRewards: 5 new sign-ups
 - i. EnergySmart Homes Leads sent to ACE: 3
 - ii. Westchester Power Customers: 14,977

Community Engagement Examples:

SHARE YOUR SUSTAINABILITY STORY!
Sustainable Westchester wants to hear what you're doing to live environmentally-friendly!

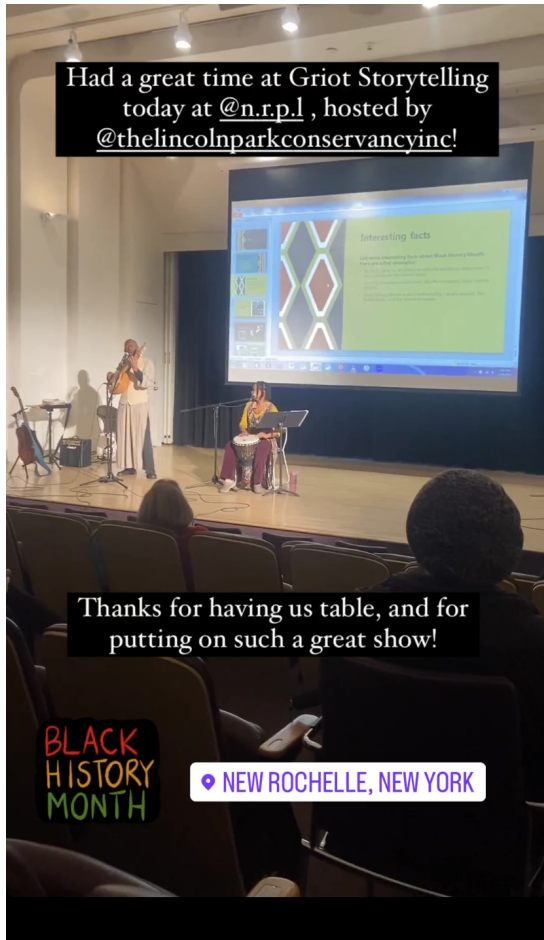
We're looking for New Rochelle residents who:

- Recycle or Compost
- Power your home with clean energy
- Use a smart thermostat or participate in GridRewards
- Drive an electric vehicle
- Donate items for reuse
- Garden or plant for pollinators
- Go Green in other ways!

NEW ROCHELLE **SUSTAINABLE WESTCHESTER**

If you have a story to share, email energysmarthomes@sustainablewestchester.org or call (914) 242-4725 ext. 122.

For every story shared, you will be entered in a raffle for \$100 to a local New Rochelle restaurant!



Instagram Stories at Griot Storytelling and the New Rochelle Job Fair

Invoice Period: March 1st-March 31st - Reflections

Overview of programs available to New Rochelle residents:

- A. **GridRewards:** Currently available to all ConEd customers. In March and April we are trying to sign up as many residents by Earth Day for the Earth Day Challenge.
- B. **Westchester Power:** New Rochelle residents are participating in Westchester Power. Constellation New Energy is the supplier for the current contract, which is in effect from the first meter reads in November of 2022 to first meter reads of November 2024
- C. **Community Solar:** Enrollment queue available for future capacity.
- D. **Westchester Power Enhanced Community Solar:** New Rochelle was the first municipality to adopt the updated CCA Enabling law, which includes new product offerings such as opt-out Community Distributed Generation under Community Choice Aggregation (CCA). Waiting for the PSC to release its CCA Framework Order to begin outreach and customer enrollment. Over 2,800 customers enrolled in the Utility's Assistance Program are eligible to receive solar credits.

Staff Details:

- A. Outreach Coordinator for New Rochelle: Lauren Brois, Director of EnergySmart Homes
- B. Support: Lauren Kroell, Clean Energy Advisor
- C. Currently hiring a Clean Energy Associate for the City of New Rochelle. Job description is available on our website and has been circulated on LinkedIn.

Community Engagement Activities:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.:
 - a. NRCAN Meeting participation 3/7/2023
 - b. Pub Talk Event hosted in partnership with Federated Conservationists of Westchester County at 18th Ward Brewing 3/16/2023
 - i. Join Sustainable Westchester and our partners, FCWC, Healthy Yards New Rochelle, and GREENR (ENRAC) for our Pub Talk. If you have not attended a Pub Talk, imagine a casual evening with community members discussing and learning about environmental sustainability topics over a beer or your beverage of choice. We'll have snacks and plenty of time for Q&A, so don't miss out at 18th Ward Brewing co. Register in advance here: bit.ly/newro-pubtalk.
 - ii. We had about 40 attendees. Presentations from SW, FCWC, City of NR and Logical Presentations. Key Speakers: Kevin Kain, Rand Manasse, Paul Presendieu, Darrell Patterson.

- c. Senator Mayer Utility Webinar 3/16/23
 - i. Dealing with high home energy bills? Join State Senator Shelley Mayer, Sustainable Westchester, and the Public Utility Law Project on Thursday, March 16th at 5 pm to learn what we can do about it! We will discuss legislative and policy efforts to bring down high utility costs, as well as home energy savings from energy efficiency measures and new technologies, and financial assistance available to New Yorkers who need help paying their utility bills. Find out more about tax credits and rebates for energy upgrade projects. Register at bit.ly/MayerUtilityWebinar
- B. Created community visibility and awareness through established New Rochelle community events:
 - a. New Rochelle Community Network, March 7 2023
 - b. New Rochelle Chamber of Commerce Networking Night, March 22
 - i. Catherine, Chamber Executive Director, shouts out SW/GridRewards, “save the date” for April 12th/13th SW webinar on GR with the Chamber cohosting
 - ii. ~50 attendees
 - iii. Key attendees: Terry Clemenets, Martha Lopez, George Latimer, Catherine White (Executive Director of New Rochelle Chamber of Commerce)
 - c. IRA Town Hall with Representative Bowman
 - i. SW was a cosponsor of NYLCV IRA Event with Congressman Jamaal Bowman. Tabled with information and shoutout to GridRewards during the presentation.
 - ii. Tabled and received 4 signups
- C. Provided support to the City’s sustainability efforts, and the Ecology and Natural Resources Advisory Committee in the following ways:
 - a. Ecology and Natural Resources Advisory Committee (ENRAC)
 - i. March 27th, 2023 Meeting
 - ii. Also supporting the Lincoln Park Conservancy Earth Day Planning attended March 15, 2023
 - iii.
 - b. New Rochelle Marketing Department
 - i. GridRewards Marketing Toolkit sent on March 22

Supporting Milestones:

- A. Created New Rochelle materials, information sessions presentation, collateral/flyers and social media messaging. We have also made our marketing materials available to Spanish speaking residents.
 - a. Social Media
 - i. Instagram, Facebook, Twitter: Pub Talk shared into local facebook groups
- B. New Rochelle Youth Bureau Internship Conversation
- C. GridRewards: Explored enrolling the City of New Rochelle School District in Logical Building’s GridRewards with Keith W. Watkins, Director of Facilities for the City School District of New Rochelle
 - a. Meetings on March 27, 2023
- D. Planning Pub Talk

Please check our Community Engagement Appendix to view pictures taken at events and snapshots of social media posts.

Outcome:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.
 - a. Enrollment Data:
 - i. GridRewards: 13 new sign-ups
 - i. EnergySmart Homes Leads sent to ACE: 4
 - i. Westchester Power Customers: 16,957



Community Engagement Examples:





Sustainable Westchester is at 18th Ward Brewing New Rochelle.

Published by Lauren Brois · March 7 · New Rochelle ·



Are you a New Rochelle resident interested in getting paid to save energy? If so, join us at [18th Ward Brewing](#) next Thursday March 16th, on the eve of St. Patrick's Day for a night of education and fun! Presentations from the [City of New Rochelle, NY](#), [GridRewards by Logical Buildings](#), [Federated Conservationists](#).

Register here: Bit.ly/newro-pubtalk

FCWC PUB TALK

WHAT'S ON TAP?
THE ECO-FRIENDLY POT
OF GOLD:

GridRewards

AT

**18TH
WARD**

BREWING

THURSDAY, MARCH 16TH
FROM 6PM TO 8PM

40 DIVISION STREET,
NEW ROCHELLE NY 10801

Register: Bit.ly/newro-pubtalk

21+



FCWC
Federated Conservationists
of Westchester County



**SUSTAINABLE
WESTCHESTER**

IRA CELEBRATION TOWN HALL WITH NY LCV EDUCATION FUND MARCH 15, 6:30PM

RECEPTION STARTING AT 5:30 IN THE CAFETERIA

WITH

CONGRESSMAN BOWMAN

New Rochelle High School Theater
265 Clove Road

Join us to discuss investing in our
community. Register at
bit.ly/LCVBowmanTownHall and submit a
question in advance
bowmantownhall@mail.house.gov



Sustainable Westchester
Published by Lauren Brois · March 16 ·

Are you an eco-conscious New Rochelle resident? Share your sustainability story with us! Every story shared will be entered in a raffle for the chance to win \$100 to a local New Rochelle restaurant.

Message us or email energysmarthomes@sustainablewestchester.org to share your story today!

¡COMPARTES TU HISTORIA DE SOSTENIBILIDAD!
¡Sustainable Westchester quiere saber lo que haces por la Tierra!

¿Eres un residente de New Rochelle que? :

- Recicla o composte
- Usa energía renovable
- Usa un termostato eficiente o GridRewards
- Conduce un coche eléctrico
- Dona artículos para su reutilizar
- Mantiene un jardín
- ¡Y más!

Puedes enviar un correo electrónico a energysmarthomes@sustainablewestchester.org o llamar (914) 242-4725 ext. 122.

¡Comparte tu historia para participar en un rifa de \$100 para un restaurante local!

SHARE YOUR SUSTAINABILITY STORY!
Sustainable Westchester wants to hear what you're doing to live environmentally-friendly!

We're looking for New Rochelle residents who:

- Recycle or Compost
- Power your home with clean energy
- Use a smart thermostat or participate in GridRewards
- Drive an electric vehicle
- Donate items for reuse
- Garden or plant for pollinators
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For every story shared, you will be entered in a raffle for \$100 to a local New Rochelle restaurant!

Social Media Post on Facebook - shared into local New Rochelle FB groups.



March 27 ENRAC Meeting

Invoice Period: April 1st-April 30th- Reflections

Overview of programs available to New Rochelle residents:

- A. **GridRewards:** Currently available to all ConEd customers. 2023 Earth Day Promotional campaign throughout Earth Month, before the first signup deadline.
- B. **Westchester Power:** New Rochelle residents are participating in Westchester Power. Constellation New Energy is the supplier for the current contract, which is in effect from the first meter reads in November of 2022 to first meter reads of November 2024
- C. **Community Solar:** Enrollment queue available for future capacity.
- D. **Westchester Power Enhanced Community Solar:** New Rochelle was the first municipality to adopt the updated CCA Enabling law, which includes new product offerings such as opt-out Community Distributed Generation under Community Choice Aggregation (CCA). Waiting for the PSC to release its CCA Framework Order to begin outreach and customer enrollment. Over 2,800 customers enrolled in the Utility's Assistance Program are eligible to receive solar credits.

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- B. Support: Lauren Kroell, Clean Energy Advisor
- C. Currently hiring a Clean Energy Associate for the City of New Rochelle. Job description is available on our website and has been circulated on LinkedIn.

Community Engagement Activities:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.:
 - a. GridRewards for Businesses and Nonprofits: Hosted by the New Rochelle Chamber of Commerce & Nonprofit Westchester 4/12/23
 - i. Join the New Rochelle Chamber of Commerce and Nonprofit Westchester for a 30 minute webinar about GridRewards, a demand response tool that can pay your business or nonprofit to reduce electricity usage at key times. Learn how to enroll your buildings, take advantage of a fundraising component and show the community your business/nonprofit is taking action on Earth Day!
 - ii. Registration Link: <https://bit.ly/GridRewards>
 - b. Westchester County Press Event, April 18, 2023
 - i. In recognition of Earth Day, Westchester County Government put the spotlight on demand response! Westchester residents and businesses can receive cash rewards for lowering their energy consumption this summer by participating in demand response through Con Ed's Smart Usage Rewards.

GridRewards empowers both small and large energy users to get paid to reduce usage during times of peak demand. Westchester County Executive George Latimer, Sustainable Westchester & Local Municipal Leaders Addressed Earth Day and Discussed the GridRewards by Logical Buildings Program. Local speakers discuss how Westchester residents and businesses can receive cash rewards for lowering their energy consumption this summer with demand response. [Alex von Braun](#), Board Member of 175 Huguenot in New Rochelle shared how his 194 unit condominium building earned \$17,000 in GridRewards funds.

- c. Tabling in the lobby of the 387 Huguenot Street Building on Friday, April 20th, 2023.
 - i. Facilitated by building manager Ciro Chechile. Tabling by Darrell Patterson
 - d. Tabling in the lobby of the 387 Huguenot Street Building on Friday, April 28, 2023.
 - i. Facilitated by building manager Ciro Chechile. Tabling by Kristen Dillard
- B. Created community visibility and awareness through established New Rochelle community events:
- a. New Rochelle Community Network, April 4 2023
 - b. NRCAN Meeting - participation on zoom, April 4 2023
 - c. YMCA Healthy Families/Kids Day, April 29, 2023
 - i. Gina Fedele, the Director of Community Engagement at YMCA helped facilitate SW participation in this free event open to the community! Part of the Y's national mission to provide families and kids with the building blocks for healthy habits: Healthy eating – Taste tests for kids and Cooking Classes, Physical activities – Yoga class, Obstacle Course; Dance It Off!; Karate Lesson, Social and emotional well-being – Targeted readings and face painting, Get outdoors – Our very own outdoorsman and fitness guru, Offutt Porter, will preview. Kristen Dillard tabled at this event and we provided coloring kits and lightbulbs.
 - d. New Rochelle Earth Day, April 22, 2023
 - i. Tabled at the first NR Earth Day Event.
 - ii. Earth Day Planning Meeting, April 4, 2023
- C. Provided support to the City's sustainability efforts, and the Ecology and Natural Resources Advisory Committee in the following ways:
- a. New Rochelle Marketing Department
 - i. Shared GridRewards Marketing Content - <https://docs.google.com/document/d/1tsjfO-oFXIWwxxAi7TnBa6wTKCj74UxfKf9OLxE38F8/edit>

Supporting Milestones:

- A. Created New Rochelle materials, information sessions presentation, collateral/flyers and social media messaging. We have also made our marketing materials available to Spanish speaking residents.
 - a. Social Media
 - i. SW Earth Day Calendar that featured the New Rochelle Earth Day was posted across the SW social media platforms, printed and distributed around Westchester, hosted on the SW website and reshared by many groups and individuals.
- B. Explored enrolling the City of New Rochelle School District in Logical Building's GridRewards with meetings on April 14, 2023. Keith W. Watkins, Director of Facilities for the City School District of New Rochelle is considering participating this summer in demand response.

Please check our Community Engagement Appendix to view pictures taken at events and snapshots of social media posts.

Outcome:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.
 - a. Enrollment Data:
 - i. GridRewards: 12 new sign-ups
 - i. EnergySmart Homes Leads sent to ACE: 4
 - ii. Westchester Power Customers: 16,711

Community Engagement Examples:



April 28, 2023 Tabling at the 60 unit building with maybe 100 tenants 387 Huguenot street

EARTH MONTH 2023

EVENTS AROUND WESTCHESTER

SATURDAY, APRIL 15

- Town of Mamaroneck Spring Cleanup | 10-12
- Tarrytown Repair Cafe | 10-2

SUNDAY, APRIL 16

- Tarrytown (TEAC) Lakes Clean-up | 10-2

THURSDAY, APRIL 20

- Bedford Farmers Club: Invasives to Natives Panel | 7:00 PM
- Westchester County Eco Awards | 3:00 PM

SATURDAY, APRIL 22

- Briarcliff Manor Earth Day 2023 | 10-2
- Hastings-On-Hudson Weekend Cleanup | 9-4
- Katonah: TreeFest at Lasdon | 10-12
- Larchmont-Mamaroneck Earth Day Celebration | 1-4
- Mount Vernon Earth Day at City Hall Plaza | 11:00-2:00
- New Rochelle Earth Day Festival | 12-4
- Ossining: Green Ossining 13th Annual Earth Day Festival | 10-5
- Pleasantville: Rockefeller State Park Preserve Earth Day Celebration | 10-3
- Pound Ridge: Every Day Earthday Festival | 11-3
- Sleepy Hollow Earth Day Litter Cleanup | 10-12
- Celebration | 12-2
- Tarrytown Bird Walk | 8:30-10
- Village Clean-ups | 10-3
- Yorktown (FDR Park): Household Recycling Day | 9-3
- Yonkers: Blessing of the Hudson River | 7:30 AM
- Westchester (Multiple Locations): Pitch in for Parks | 10-2
- Westchester (Multiple Locations): Great Saw Mill River Cleanup | 10-1

SUNDAY, APRIL 23

- Hastings-On-Hudson Get Your Green On | 12PM
- Mt. Kisco Earth Day Celebration | 12-4
- Valhalla: CompostED | 10-3:15

SATURDAY, APRIL 29

- Bronxville, Eastchester, Tuckahoe Electric Vehicle Event | 10-12
- Croton Earth Day Celebration | 10-4
- Sustainable Dobbs Dirt Fest | 3-5
- Native Plant Sale at Westchester Community College | 10-1

MAY DATES

- Riverkeeper Sweep | May 6 | 9-12
- Bedford 2030 & Healthy Yards Earth Day Festival | May 7 | 12-3
- Net Zero Cities Conference | May 13 | 10-3
- White Plains Earth Day | May 13 | 11:30-2:30

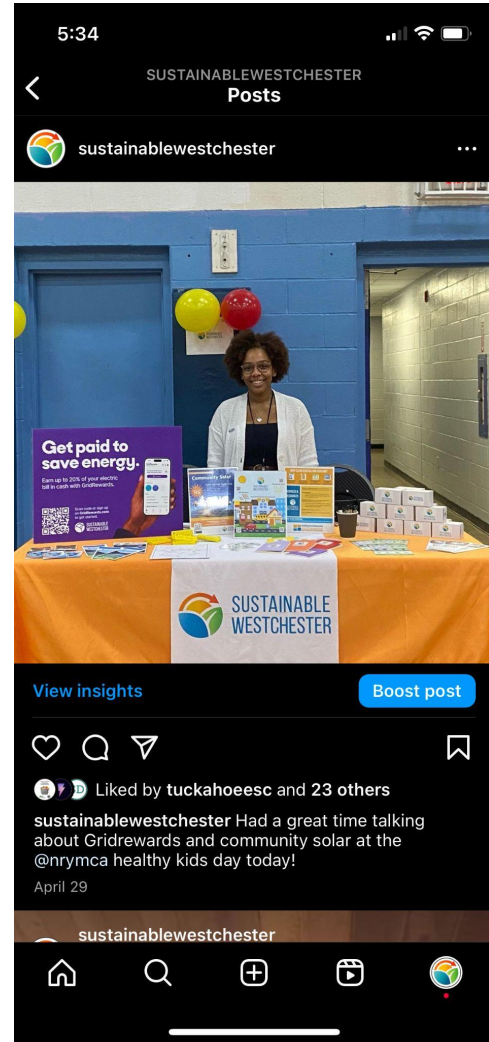
- KEY
- Celebration
 - Cleanup
 - Nature/Tour
 - Repair Cafe



SustainableWestchester.org/EarthDay2023



Scan for details



Earth Day Calendar



Westchester County Press Conference for GridRewards



Earth Day Tabling

Get paid to save energy.

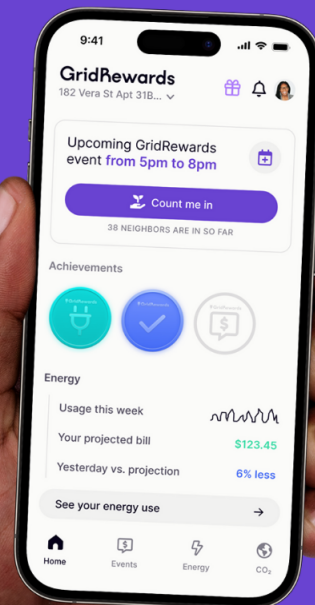
Businesses, nonprofits, campuses and houses of worship paying a ConEd utility bill can participate!

WEBINAR

Wednesday, April 12 • 12:00-12:30

RSVP: bit.ly/GridRewards

 **GridRewards**



*Chamber
of
Commerce*
Celebrating a Century of Service



[Sustainable Westchester.org](https://SustainableWestchester.org) • (914) 242-4725 x122

Invoice Period: May 1st-May 31st- Reflections

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Staff Details

- A. Outreach Coordinator for New Rochelle: Lauren Brois, Director of EnergySmart Homes
- B. Support: Lauren Kroell, Clean Energy Advisor
- C. The Clean Energy Associate for the City of New Rochelle position has been adapted to merge into the responsibilities of Development and Outreach Associate. This position was filled in May by Gramal Ralph!

Community Engagement Activities:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.:
 - a. New Rochelle Community Network Call 5/2/2023
 - i. Connected w/ local groups about partnership opportunities: GirlsInc interested in some kind of energy education workshop for young girls interested in the field→ Krista Creacy, Director of Programs
kcreacy1@girlsincwestchester.org
- B. Created community visibility and awareness through established New Rochelle community events:
 - a. New Rochelle Community Network 5/2/2023
 - b. New Rochelle Tag Sale, 5/6/2023
 - i. Jim Kuster and Trey Davis attended the New Rochelle Tag Sale
 - ii. GridRewards by Logical Buildings also sent their employee Darrell Patterson to table alongside SW and offered GridRewards swag.
 - c. New Rochelle School District 5/17/23

- i. On Wednesday, May 17th from 4-6 pm at New Rochelle High School, students (green teams) from each building in the district will present their findings from a green audit.
 - d. 5/24/23-5/25/23- City Eats and Info- (4 signups)
 - i. “City Eats and Info” was hosted by Volunteer NY in New Rochelle that gave an opportunity for residents and visitors to learn about various aspects of New Rochelle while enjoying local food. The event aimed to inform attendees about the city's institutions and community organizations, giving them the opportunity to engage with local businesses, community organizations, and even city representatives who provided valuable information on the city's amenities, development plans/projects, and upcoming events.

Supporting Milestones:

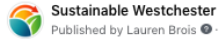
- A. Created New Rochelle materials, information sessions presentation, collateral/flyers and social media messaging. We have also made our marketing materials available to Spanish speaking residents.
 - a. Social Media
 - i. Instagram, Facebook, Twitter: I
- B. GridRewards for the New Rochelle School District !
 - a. The School District is signed up and ready to participate in demand response this season! On we had a training for school facilities staff on how to participate in demand response events.

Please check our Community Engagement Appendix to view pictures taken at events and snapshots of social media posts.

Outcome:

- A. Provided education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.
 - a. Enrollment Data:
 - i. GridRewards: 2 new sign-ups
 - ii. EnergySmart Homes Leads sent to ACE: 1
 - iii. Westchester Power Information not yet available

Community Engagement Examples:
New Rochelle Tag Sale:



Published by Lauren Brois · May 6 at 10:54 AM ·

Stop by the Tag Sale today in New Rochelle to find some treasures. We're giving away free lightbulbs with [GridRewards by Logical Buildings](#) at the Sustainable Westchester table. The tag sale fun continues with [Green Ossining's](#) Townwide Tag Sale also happening today! 47 homes are participating! And we can't forget about the Rummage Sale in Katonah and the [Bedford Village Chowder & Marching](#) Dump Day.



City of New Rochelle, NY · May 6 at 10:45 AM ·





Tag Sale Tabling

City Eats Tabling →






 sustainablewestchester
Abby Posner • Paint Me Happy

 sustainablewestchester Congratulations to the @csd_new_rochelle for hosting the inaugural Green Schools Event! Students from every school in the district gathered together to present the findings from energy audits of their schools. Students from grade 2 to 12 shared their suggestions for building a greener school community and celebrated accomplishments such as pilot composting in classrooms, increased recycling, beekeeping at the high school, walking to school, composting in cafeterias and so much more. These future leaders are laying the path for a greener future.
2w

Boost post



 Liked by croton_100 and 7 others
MAY 18

Instagram Reel created as a remix from the New Rochelle School District