



Sustainable Westchester
An Environmental Community Education and Outreach Proposal Addressed to
The City of New Rochelle

Introduction

Sustainable Westchester is a nonprofit consortium of Westchester County local municipalities facilitating effective collaboration resulting in sustainability initiatives and cutting-edge innovation. Sustainable Westchester's goal is to ensure that solutions and programs are socially responsible, environmentally sound, and economically viable in order to create resilient, healthy, vibrant, sustainable communities. Sustainable Westchester plays a significant role in helping municipalities achieve New York State's robust climate goals, along with meeting their individual climate action goals and furthering their sustainability priorities.

New Rochelle has been a member of Sustainable Westchester since the organization's founding and has been able to offer Sustainable Westchester's first-to-market, best practices solutions that are designed to make a measurable impact at scale (including the Westchester Power program, Community Solar and GridRewards).

Background

From 2018-2021, the City of New Rochelle supported Energize New Rochelle, a home energy efficiency outreach program operated by the Energy Improvement Corporation and then as EnergySmart Homes by Sustainable Westchester in 2020-2021. Over the years, this program was supported by the NR Energy Conservation Committee and helped many homeowners and city residents learn about opportunities for energy savings, reduce their energy bills, and live more comfortably while improving residential air quality and delivering healthful benefits. Recently, NYSERDA awarded Comrie Enterprises a clean heating and cooling grant to operate a residential and commercial clean heating and cooling and energy efficiency campaign in the City of New Rochelle.

Proposal

With this change, Sustainable Westchester proposes using the City funding to increase energy education, energy literacy, encourage an appetite for action, provide access to renewable, clean energy programs through Sustainable Westchester's portfolio of programs as detailed below (with the exception of residential and commercial clean heating and cooling).

Sustainable Westchester's portfolio of energy solutions includes Westchester Power, the N.Y. State model for Community Choice Aggregation that provides 100% NYS hydropower and fixed electricity supply rates to its residents and small businesses; Community Solar; and GridRewards™ a demand response program for residential/small commercial accounts.

Sustainable Westchester programs are focused on making energy saving and carbon reduction opportunities more accessible to residents across the County. Currently, we are proposing services to be provided to the City during calendar year 2022.

The City of New Rochelle can expect Sustainable Westchester to provide a robust level of programming reflective of the funding, which includes a dedicated allotment of weekly hours (10) for a New Rochelle outreach coordinator supported by other Sustainable Westchester staff.

Outcome

- A. substantially increase the number of Community Solar, GridRewards enrollees
- B. provide education and outreach about benefits of SW programs to support the continued increase in adoption of energy savings measures in New Rochelle.

Program Details

- a. Engage an Outreach Coordinator for New Rochelle
- b. Create an umbrella theme/campaign to generate awareness, visibility and ongoing resident and small business engagement and connection to the City's clean energy goals.
- c. Create Sustainable Westchester Community events (virtual and in person) such as: Community Energy information sessions, LED light bulb giveaways & literature drops, a school initiative that could include a contest & prize stipend
 - a. Create Sustainable Westchester four (4) community events (one per Quarter) on environmental literacy, in collaboration with a key constituency group within the city. Events will provide education on: *the reality of climate change, local impact and health implications along with what is clean energy? how to read your bill? and energy savings tips and accessing clean renewable energy programs.*
 - b. Collaborative constituent groups include: City Housing/Affordable Housing entities, Schools (youths/parents), Community Centers & Organizations, Health Centers, Senior Organizations/Centers, Realtors, HOAs, Condo/Coop Boards
- d. Create Community Visibility and Awareness through Established New Rochelle Community Events
 - a. Live and virtual outreach connection for a total of eight (8) events annually to be determined based on target audience attendance and organic fit for the clean energy messaging – tabling, promotion tie-ins, community partner collaboration (as appropriate)
 - b. Amplify New Rochelle's clean energy, environmental and sustainability efforts, events and accomplishments (as appropriate) through Sustainable Westchester's social media channels.
- e. Provide support to the City's sustainability efforts, GreeNR and the Ecology and Natural Resources Advisory Committee in the following ways:
 - i. Attend City Council meetings based on appropriate/complement agenda items
 - ii. Community networking/training via attendance two (2) committee meetings per Quarter

- iii. Program materials may include: a) social media b) collateral education materials for distribution at key high traffic community venues (e.g. City Hall, local library or community centers)
- iv. Provide dual language materials to serve a broad resident population

Quarterly Milestones: First Quarter

January- February- March 2022

- Identify, hire and train dedicated New Rochelle Outreach Coordinator
- Execute a kick-off meeting with key municipal and community stakeholders to identify key goals, priority constituent segments, community partners, promotional extension opportunities, New Rochelle complement/appropriate events
- Provide press releases and content to hyperlocal media outlets and social media groups to establish communication and opportunities for messaging amplification (such as energy submission content)
- Design an annual outreach plan for 2022
- Create a campaign theme and Tier 1 materials, information sessions presentation, collateral/flyers and social media messaging
- Begin campaign execution with broad messaging in the municipality and via appropriate channels
- Create and execute the first (1 of 4 annually) specific Energy Literacy event opportunity
- Attend two (2) specific New Rochelle established or designed event (of total of 8 annually)
- Increase priority of messaging for GridRewards (through collateral, press) based on enrollment timing of April 1.
- Attend two (2) Sustainability Committee meetings
- Attend one (1) City Council meeting (as appropriate)

Quarterly Contract Fee: \$10,000

Quarterly Milestones: Second Quarter

- Amplify messaging and promotion opportunities with a additional support during April in recognition of Earth Month maximize partnerships or program opportunities
- Increase local presence through on site opportunities, media outlets and promotional partners
- Design the second (2 of 4 annually) specific Energy Literacy event opportunity
- Attend two (2) specific New Rochelle established or designed event (of total of 8 annually)
- Continue work/coordination with key stakeholders as appropriate
- Attend two (2) Sustainability Committee meetings
- Attend one (1) City Council meeting (as appropriate)

Quarterly Contract Fee: \$8,000

Quarterly Milestones: Third Quarter

- Increase market visibility maximizing seasonal opportunities that may exist
- Design the third (3 of 4 annually) specific Energy Literacy event opportunity
- Attend two (2) specific New Rochelle established or designed event (of total of 8 annually)
- Continue work/coordination with key stakeholders as appropriate
- Attend two (2) Sustainability Committee meetings
- Attend one (1) City Council meeting (as appropriate)

Quarterly Contract Fee: \$6,000

Quarterly Milestones: Third Quarter

- Increase market visibility in recognition of October Energy Awareness month
- Maximize seasonal opportunities
- Design the third 4 of 4 annually) specific Energy Literacy event opportunity
- Attend two (2) specific New Rochelle established or designed event (of total of 8 annually)
- Continue work/coordination with key stakeholders as appropriate
- Attend two (2) Sustainability Committee meetings
- Attend one (1) City Council meeting (as appropriate)

Quarterly Contract Fee: \$6,000

Total Contract Fee for 2022 - \$30,000