



VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES AGENDA

MEETING DATE: MARCH 23, 2021
AGENDA ITEM SECTION: MATTERS REQUIRING ACTION
AGENDA ITEM NO. : 3
AGENDA ITEM: CONSIDER A MOTION TO APPROVE TWO COMMUNITY CAMPAIGNS IN PARTNERSHIP WITH SUSTAINABLE WESTCHESTER: DEMAND RESPONSE AND COMMUNITY SOLAR
ITEM BACKUP DOCUMENTATION: <ul style="list-style-type: none">1. COMMUNITY CAMPAIGNS SCOPING DOCUMENT: DEMAND RESPONSE2. COMMUNITY CAMPAIGNS SCOPING DOCUMENT: COMMUNITY SOLAR

Community Campaigns --- Scoping Document

Version 1

Purpose

This scoping document is intended for use by local government officials seeking to earn credit for the Community Campaigns High-Impact Action under NYSERDA's Clean Energy Communities Program. The purpose is to help municipal officials, campaign teams, and NYSERDA clearly understand the individual jurisdiction's goals and objectives, milestones, and deliverables, as well as the roles and responsibilities of project partners, to help ensure the success of the campaign.

Introduction

Community-scale campaigns can be an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while advancing New York's clean energy goals. The goal is for local residents and businesses to gain increased access to clean energy. Community Campaigns are generally short-term efforts that identify potential customers through widespread outreach and education.

What is the focus of your Campaign? (Check all that apply)

☐ Community Solar

The intent of the campaign is to encourage residential and/or commercial customers to participate in the following solar opportunities (Check all that apply):

- ☐ Community Solar
- ☐ Solar-For-All

☐ Electric Vehicles

The intent is for the local government along with partner organizations and volunteers to initiate and develop partnerships with car dealerships, platform providers, and/or other EV industry partners to offer local residents and businesses a variety of makes and models of electric vehicles. The offer may be promoted through ride and drive events and other outreach efforts.

☐ Clean Heating and Cooling and Energy Efficiency

The intent is for the local government to develop partnerships with NYSERDA-approved Clean Heating and Cooling Community Campaigns if they are available in the area. The local government along with partner organizations and volunteers organize a structured campaign to encourage the adoption of clean heating and cooling technologies (e.g., ground- and air- source heat pump systems and heat pump water heaters) as well as energy efficiency retrofits to homes, businesses, and community institutions.

☒ Demand Response

Demand response is important because the actions of individual customers can be aggregated in ways that deliver significant value to the grid. Local governments are uniquely positioned to help customers benefit directly from this opportunity. The local government should consider developing partnerships with providers of demand response products and services, like smart thermostat deployments, battery energy storage, and peak saver campaigns. The objective is to increase resilience and leverage capacity markets for the benefit of participating customers.

Part 1: Project Overview, Primary Contact, and Lead Organization

What is the name of the campaign?

Rivertown's GridRewards™ – Dobbs Ferry

What community/communities will be served, and who are the intended participants?

Specify the geographic area that your campaign falls within i.e., village, town, city, or county? Who are the intended participants?

The GridRewards™ Demand Response Campaign will be administered in, and serve the eligible residents of the Villages of Dobbs Ferry, Hastings-on-Hudson, Ardsley, and Irvington. This Demand Response Campaign, through an outreach and community education effort led by the Mayors of each of the participating municipalities, will strive to educate all interested residents about the benefits of the GridRewards™ program. It will include homeowners, renters, and other eligible entities.

The campaign seeks to encourage residents to sign up for GridRewards™ to help them lower their carbon footprint, reduce their energy usage and earn cash rewards. A specific intended outcome of the campaign is to lower the energy burden for low- to moderate-income (LMI) residents that enroll in GridRewards™.

Who is the project manager for your campaign?

This person serves as the primary contact and is the liaison between NYSERDA and the core team for the duration of the campaign. All communication between NYSERDA and the campaign will go through this individual. This person can be a volunteer, official, or staff member of the local government or lead organization. The project manager may not have financial relationships with vendors that may apply to participate in the campaign. The project manager should expect to make a significant time commitment to the campaign.

First Name: Alissa

Last Name: Fasman

E-mail: afasman@dobbsferry.com

Phone Number: 914-231-8512

Title/Position: Assistant to the Village Administrator

Who is the lead organization?

The lead organization must be a local government, school district, or nonprofit organization (Partnerships are strongly encouraged). The lead organization is responsible for coordinating with NYSERDA and among the other partners.

Name of Lead Organization: The Village of Dobbs Ferry

Mailing Address: 112 Main Street, Dobbs Ferry, NY 10522

The Lead Organization is a: Municipality

Part 2: Partners and Core Team

Provide the names of all members of your Core Team.

The Core Team may consist of volunteers from the community, officials, and/or staff members of the local government, or other partners. At least one official and/or staff member from the applying jurisdiction shall be a member of the Core Team and identified below. Include each Core Team member's role along with any specialty i.e., marketing, social media, specific software such as MS Excel, community outreach, etc. Core

Team members may not have financial relationships with vendors that may apply to participate in the campaign. Core Team members should expect to make a significant time commitment to the campaign.

The Core Team is comprised of individuals from the Villages Hastings-on-Hudson, Ardsley, Irvington and Dobbs Ferry and Sustainable Westchester.

Dobbs Ferry:

- Alissa Fasman, Assistant to the Village Administrator
- Padriac Steinschneider, lead volunteer for Dobbs Ferry
- Jennifer Murphy, volunteer, Sustainability Task Force
- Linda Stutz, volunteer, Sustainability Task Force
- Rob Baron, volunteer, Sustainability Task Force

Villages:

- Nicola Armacost – Mayor and Project Lead, Hastings-on-Hudson
- Nancy Kaboolian – Mayor and Project Lead, Ardsley
- Brian Smith – Mayor and Project Lead, Irvington
- Vincent Rossillo – Mayor, Dobbs Ferry

Sustainable Westchester:

- Michel Delafontaine - Director DER & Business Development - Advisor
- Maria Genovesi - Director, Marketing, Outreach, and Communications - Marketing

List the names of all local partner organizations.

Local partners may be community groups, local businesses, local governments, school districts, etc. These partners should contribute to the overall success of the campaign. Describe the role each organization will play in the campaign. It is strongly encouraged that the local government(s) be either the lead entity or a partner. It is encouraged that the campaign obtains a letter of commitment from the jurisdiction's chief elected official describing their level of assistance and/or a local resolution expressing support of the campaign.

1. Villages

The Mayors of the Villages of Dobbs Ferry, Hastings-on-Hudson, Ardsley, and Irvington will be leading the campaign and strongly support the goals of the campaign. They will tap a number of local organizations to publicize the campaign including the following: the Hastings-on-Hudson, Conservation Commissions, the Dobbs Ferry Sustainability Task Force, the Ardsley CEAC, Irvington Green Policy Task Force, the Climate Smart Communities Task Forces, Affordable Housing Commissions, Senior Councils, Youth Councils, School Districts, American Legions, VFWs, the Rivertowns Chamber of Commerce and others as appropriate.

2. Dobbs Ferry Sustainability Task Force

The Dobbs Ferry Sustainability Task Force will be the lead volunteer organization supporting outreach efforts for the campaign. The Task Force has partnered with the Village on numerous other sustainability initiatives and has led two successful community campaigns: Solarize Hastings Dobbs Ferry and HeatSmart Dobbs Ferry Hastings. In both cases, the Task Force successfully collaborated with our neighboring community to expand the reach of the initiatives. The Task Force is well respected for its work both in the community and by the Village administration, and has a proven track record of success on sustainability initiatives.

3. Sustainable Westchester

Sustainable Westchester is a nonprofit consortium of Westchester County local municipalities facilitating effective collaboration resulting in sustainability initiatives and cutting-edge innovation. Its goal is to bring socially responsible, environmentally sound, and economically viable solutions that create resilient, healthy, vibrant, sustainable communities.

Sustainable Westchester's portfolio of energy solutions includes Westchester Power, the first in N.Y. State Community Choice Aggregation program that provides 100% NYS hydropower and fixed electricity supply rates to its customers. Currently, Westchester Power is the default supplier in 27 County municipalities servicing nearly 1/3 of Westchester County customers. To date, the Westchester Power Program has made a significant environmental impact eliminating over 660,000 metric tons of CO₂. Community Solar and its precursor, Solarize Westchester, is responsible for driving renewable energy and solar adoption to thousands of Westchester residents and includes a municipal solar integration partnership with NYPA, bringing solar benefits to municipalities across the county. EnergySmart HOMES and Commercial Clean Heating & Cooling, energy efficiency, clean heating and cooling solutions, provides home and commercial buildings options through geothermal or air source heat pumps. Both programs offer a valuable solution for all Westchester residents and businesses and, importantly, those in current gas constricted areas.

At the forefront of innovation and always looking for, and developing the next generation of solutions, Sustainable Westchester is working with NYSERDA in the development of direct supply and energy storage and is in development of a Sunshine to EV model for adoption in member municipalities. In the summer of 2020, Sustainable Westchester launched, in partnership with Logical Buildings, the first-of-its-kind Demand Response program for residential accounts.

Sustainable Westchester understands that transportation is a critical component of the energy discussion, and its Clean Transportation Project includes the facilitation of municipal fleet conversion and the infrastructure for charging stations. Included in its focus, Sustainable Westchester facilitates a zero waste initiative anchored by app technology for municipal recycling solutions (Recycle Right!).

Part 3: Community Profile and Preparation

Describe the community served by the campaign.

Include population and number of owner-occupied residences. Include any information that would be relevant to the scheduling of a seasonal campaign. For example, is your community a vacation destination, college town, consisting largely of renters, etc?

Dobbs Ferry: The Village of Dobbs Ferry is located about 24 miles north of mid-town Manhattan. It is situated on the banks of Hudson River to the west and the Saw Mill River to the east. According to the US Census, as of July 2019 the population of the Village was about 11,027 people, the median household income was \$143,462 and about 3.4% of the population were designated as “persons in poverty”. According to the [2020 Westchester Housing Needs Assessment](#), the Village has 3,679 occupied units, with 2,231 owner-occupied units (61%) and 1,448 rental units (39%).

Hastings-on-Hudson: The Village of Hastings-on-Hudson is located about 20 miles north of mid-town Manhattan. It is situated on the banks of Hudson River to the west and the Saw Mill River to the east. According to the US Census, as of July 2019 the population of the Village was about 7,853 people, the median household income was \$139,879 and about 2.5% of the population were designated as “persons in poverty”. According to the [2020 Westchester Housing Needs Assessment](#), the Village has 2,914 occupied units, with 2,151 owner-occupied units (73.8%) and 763 rental units (26.2%).

Ardsey: The Village of Ardsley is located about 22 miles north of mid-town Manhattan. It is situated on the banks of Hudson River to the west and the Saw Mill River to the east. According to the US Census, as of July 2019 the population of the Village was about 4,534 people, the median household income was \$105,293 and about 1.3% of the population were designated as “persons in poverty”. According to the [2020 Westchester Housing Needs Assessment](#), the Village has 1,619 occupied units, with 1,325 owner-occupied units (81%) and 304 rental units (19%).

Irvington: The Village of Irvington is located about 27 miles north of mid-town Manhattan. It is situated on the banks of Hudson River to the west and the Saw Mill River to the east. According to the US Census, as of July 2019 the population of the Village was about 6,473 people, the median household income was \$139,917 and about 6% of the population were designated as “persons in poverty”. According to the [2020 Westchester Housing Needs Assessment](#), the Village has 2,327 occupied units, with 1,895 owner-occupied units (81%) and 432 rental units (19%).

The Demand Response Rivertown’s GridRewards™ Campaign is distinct from other types of Community Campaigns that are targeted at home-owners and, in effect, exclude those who do not own their own home. Instead, it is available to all residents including renters. The Villages have a particular interest in ensuring that low- to moderate-income (LMI) residents have the opportunity to benefit from GridRewards™.

Describe your community’s participation in local sustainability and clean energy initiatives.

Describe your community’s participation in Clean Energy Communities and Climate Smart Communities. Has your community been in contact with a former Solarize campaign? Do you have plans to coordinate with another campaign?

The elected officials in the Villages of Hastings-on-Hudson, Ardsley, Irvington, and Dobbs Ferry are all committed to sustainability. In September 2020, Hastings-on-Hudson was designated as a Silver-certified Climate Smart Community (one of only 7 in New York State), and Dobbs Ferry and Irvington were designated Bronze-certified Climate Smart Communities in 2020 and 2021 respectively. Hastings-on-Hudson is also currently the highest-ranking Clean Energy Community (CEC) in New York State and Dobbs Ferry is also high on the leaderboard.

Hastings-on-Hudson and Dobbs Ferry ran a successful Solarize campaign from 2015 to 2016, under the auspices of Sustainable Westchester, in which a total of 85 residents installed high-quality solar units and benefited from cost savings, adding nearly 500 KW of solar power generating potential. During the campaign more than 475 homeowners requested information about the opportunity to install solar, and installers conducted more than 200 site visits to evaluate homes’ solar potential. The two villages also ran a HeatSmart campaign from 2019 to 2020, under the auspices of Sustainable Westchester, in which a total of 7 residents installed air source or heat source pumps.

Dobbs Ferry has a long, successful track record of implementing clean energy solutions in the Village. Most recently, with assistance from both the Climate Smart Communities grant program and the Clean Energy Communities grant program, the Village renovated the Embassy Community Center to include a new energy efficient HVAC system, Smart controls for the HVAC and lighting, new insulation, energy efficient appliances in the kitchen, a back-up generator to serve as a heating and cooling center for the community, and LED lighting throughout the facility. Previously, Dobbs Ferry was one of the first communities to install LED street lighting, a now common practice in Westchester County. The Village Library is powered by solar panels. We have electric vehicle charging stations behind our Village Hall, and we contract with Dude Solutions to track our energy usage in all of our municipal buildings.

Part 4: Campaign Goals, Vendor Selection, and Preliminary Marketing and Outreach Plan.

If applicable, describe how vendors have been selected to participate in the campaign. If applicable, please submit your Campaign’s Vendor Request for Proposal (RFP) for NYSERDA Review and Approval.

The GridRewards™ program in Westchester County is promoted and administered by nonprofit, Sustainable Westchester, one of the partner entities. The app technology was developed and is powered by Logical Buildings, a Con Edison registered energy aggregator and software developer and winner of the 2021 world-renowned CES Energy Efficiency Product of the Year. To participate, consumers must download the GridRewards™ app and follow the instructions given. GridRewards is currently the first-of-its-kind residential demand response program. Traditionally, these programs are offered to large commercial and industrial electricity accounts. However, due to the nearly 100% penetration of Con Edison’s Smart Meter (AMI) program in Westchester they are able to offer this to residential and small business customers.

Campaign Goals

State your goals for the number of installations that will result from your campaign within the applying jurisdiction’s municipal boundaries:

Number of Subscriptions/ Installations/Purchases:	Our goal would be to sign up at least 50 households per municipality, as Demand Response Peak Savers with GridRewards™
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Other goals:

Campaign Milestones

Fill out these dates to the best of your ability. Dates are estimates and are subject to change.

RFP Released, if applicable	Date: N/A
RFP Questions Due, if applicable	Date: N/A
RFP Question Responses Released, if applicable	Date: N/A

RFP: Proposals Due, if applicable	Date: N/A
Interviews, if applicable	Date: N/A
Installer(s)/Vendors selected	Date: N/A: Logical Buildings already selected by Sustainable Westchester

Launch Event	Date: March 23, 2021 - official launch of campaign or per NYSERDA approval date.
Public Outreach & Education Events	Date: Various (see below)
Participant Sign-Up Deadline	Date: May 15 2021 or per NYSERDA approval date.
Participant Contracting Deadline	Date: N/A
Installations	Date: N/A

Marketing and outreach plan

Provide a detailed marketing and outreach plan for your campaign by filling in the following tables. Describe potential outreach activities, venues, and partnerships, as well as the campaign's timeline. Examples are provided in the tables. Fill in the preliminary budget table to estimate project expenses.

Villages of Hastings-on-Hudson, Ardsley, Irvington and Dobbs Ferry take pride in promoting pro-environment initiatives, and believe that once they understand the benefits, residents will embrace the GridRewards™ campaign. We anticipate the campaign will primarily be an email campaign, where we will leverage emails from the Mayors, the Villages, the Schools and specific community groups, to educate residents about the campaign. We also plan to leverage promotional events to explain the concept and transmit the message, including a zoom launch event in March where after learning about the campaign attendees will be invited to sign up during the event itself.

If pandemic precautions allow, we will share material at various events promoted by the Villages, including the Farmers Market. The Core Teams will promote the campaign with a table, flyers and a compelling message during the life of the campaign. The goal will be to try to encourage residents to sign up for the GridRewards™ App at the event themselves.

A large number of organizations have enthusiastically committed their support and communications channels to publicize the campaign. These include the weekly emails sent out by Mayors to all residents who have signed up to receive Village emails. These emails reach about 2,000 people in each of the Villages representing 60-70% of all households. The Mayors will also tap their Board and Commissions, asking them to promote the message to the residents with whom they work.

Special online meetings will be held with groups such as the Affordable Housing Commissions, the Senior Councils, the Youth Councils, the Food Pantries, the American Legions, the VFWs, the Rivertowns Chamber of Commerce, real estate agents, landlord and tenant associations, not-for-profits (such as P-CoC and RISE) and other potential advocates.

The Mayors and their Core Team will use a variety of social media sites to promote the initiative including the Village Facebook pages and Facebook pages run by supportive groups and individuals. The Schools will promote the campaign through their email blasts to parents.

Events – Residential

Consider community calendars; workshops at libraries, lunch & learns, upcoming community events, etc. and

list campaign events

Completed? (X)	Event and Venue (List events)	Date/Time	Result (number of attendees)	Notes	Assign roles
	Launch event at Village BoT Meetings	Various depending on the Village (end March)	100 virtual attendees	Mayors will announce campaign and explain benefits	Villages Mayors and Sustainable Westchester
	Virtual Information Sessions	Various depending on the Village (late March early April)	25 virtual attendees	Mayor will attend Senior Council Meeting and explain campaign	Villages Senior and Youth Council and Affordable Housing Committees
	Virtual Information Session	April 22 (Earth Day)	50 virtual attendees	Campaign will be touted as part of Earth Day initiatives	Villages Mayors and Sustainable Westchester
	Information Session	Various	1,500 attendees	Team will attend various Farmer's Market, set up a table and explain campaign	Farmers Market

Events – Commercial

Consider Lunch & Learns at employers, Green Building Associations or business energy events, Technology councils or Chamber of Businesses and list campaign events.

Completed? (X)	Event and Venue (List events)	Date/Time	Result (# of attendees)	Notes	Assign roles
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The Villages do not intend to host designated events for commercial entities at this time. However, when the Mayors presents to the Rivertowns Chamber of Commerce they will describe the campaign and encourage participation. They will also reach out to the Green Business Partnership as appropriate.

Partner Organization Outreach

Consider which partner organizations will help spread your message i.e. volunteer committee, environmental clubs and organizations, faith communities, Boys/Girls Scouts, Rotary Clubs, schools, etc.

Name	Date	Item	Who/Contact Info	Social Media Addresses
Village of Dobbs Ferry	Throughout campaign	Campaign Partner	Vincent Rossillio, Mayor - mayorrossillio@dobbsferry.com Alissa Fasman, Assistant to the Village Administrator, afasman@dobbsferry.com >	www.dobbsferry.com
Village of Hastings-on-Hudson	Throughout campaign	Campaign Partner	Nicola Armacost, Mayor - mayor@hastingsgov.org Rafael Zaratzian, Village IT Staff - rzaratzian@hastingsgov.org Barbara Prisament, Downtown Advocate – DowntownAdvocate@hastingsgov.org	www.hastingsgov.org
Village of Ardsley	Throughout campaign	Campaign Partner	Nancy Kaboolian, Mayor - nkaboolian@ardsleyvillage.com Merideth Robson, Village Manager - mrobson@ardsleyvillage.com >	www.ardsleyvillage.com
Village of Irvington	Throughout campaign	Campaign Partner	Brian Smith, Mayor - bsmith@irvingtonny.gov Larry Schopfer, Village Manager - lschopfer@irvingtonny.gov	www.irvingtonny.gov
Sustainable Westchester	Throughout Campaign	SW social media	Michel Delafontaine, Michel@SustainableWestchester.org Maria Genovesi, Maria@SustainableWestchester.org	https://www.facebook.com/sustainablewestchester

E—Newsletters

Consider spreading your message through a municipal email newsletter or through email newsletters of a partner organization, homeowner associations, etc.

Name	Date	Item	Who	Completed?
Villages Email Listing	Various	Village wide email blasts	Mayors and Village IT team	
Schools	Various	School email blasts	Superintendent and school IT team	
Various Village Boards and Commissions	Various	Commission email blasts to members and volunteers	Villages' Boards and Commissions	
Sustainable Westchester Email Listing	Various	Sustainable Westchester Eblast	Sustainable Westchester Marketing Team	

Local Media

Consider issuing a press release and conduct outreach to print, radio, online publications and social media; identify local reporters that cover business, neighborhood/community interest, home and garden, and environment.

Outlet	Date	Story	Who	Completed?
Rivertowns Enterprise	March 2021	Press Release Announcing Partnership	Mayors' press team	
Patch	March 2021	Press Release Announcing Partnership	Mayors' press team	
LoHud	March 2021	Press Release Announcing Partnership	Mayors' press team	
Next Door	March 2021	Press Release Announcing Partnership	Mayors' press team	

Websites

Identify websites that will host information about your campaign or events.

Name	Date	Item	Who	Completed?
Villages' Websites	Various	Webpage	Mayors and Village IT teams	
Sustainable Westchester Website	Various	Webpage	Sustainable Westchester & Marketing Team	

Social Media

Identify social media to post information about your campaign or events.

Site	Dates	Who / What Posted	Completed?
Villages' Facebook Page	Throughout the campaign	Village IT team	
Sustainable Westchester Facebook and Instagram	Throughout the campaign	Sustainable Westchester & Marketing Team	

Flyers/Banners/Mailings (only if allowable during the pandemic)

Identify opportunities to use Flyers/Banners/Mailings to spread the word about your campaign or events.

What	Where Placed	When	Who is Responsible?
Flyers (5 x 7 mailer)	Farmer's Market	Throughout campaign	SW generated Flyer, Villages to distribute
Letter to Residents (Optional)	Letter to Residents of Villages	Once during March	SW generated Flyer, Villages to distribute

Tabling (only if allowable during the pandemic)

Identify opportunities to use tabling to spread the word about your campaign or events.

What	Where	When	Who is Responsible?
Farmers Markets	In the Villages that have one	Spring 2021 when open to community vendors (post-COVID)	Campaign team
Earth Day Celebrations	Various	Spring 2021 when open to community vendors (post-COVID)	Campaign team

Estimated Budget for Campaign Marketing and Outreach

Expense	Estimated Cost \$
Marketing Flyer	Adaptation of existing Sustainable Westchester brochures to Rivertowns context, Sustainable Westchester will cover the cost.
Letter to Residents (Optional)	Sustainable Westchester will cover the cost of this mailing.
Staff Hours	To be covered by municipality, or each participating organization, respectively.

If you have any questions or require additional information, please send an email [to cec@nyserda.ny.gov](mailto:cec@nyserda.ny.gov) and someone will get back to you.

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Purpose

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Introduction

Community-scale campaigns can be an effective way to encourage adoption of new, innovative technologies to generate value and savings for consumers while advancing New York's clean energy goals. The goal is for local residents and businesses to gain increased access to clean energy. Community Campaigns are generally short-term efforts that identify potential customers through widespread outreach and education.

What is the focus of your Campaign? (Check all that apply)

☐ **✓ Community Solar**

The intent of the campaign is to encourage residential and / or commercial customers to participate in the following solar opportunities (Check all that apply):

- ☐ **✓ Community Solar**
- ☐ Solar-For-All

☐ **Electric Vehicles**

The intent is for the local government along with partner organizations and volunteers to initiate and develop partnerships with car dealerships, platform providers, and / or other EV industry partners to offer local residents and businesses a variety of makes and models of electric vehicles. The offer may be promoted through ride and drive events and other outreach efforts.

☐ **Clean Heating and Cooling and Energy Efficiency**

The intent is for the local government to develop partnerships with NYSERDA-approved Clean Heating and Cooling Community Campaigns if they are available in the area. The local government along with partner organizations and volunteers organize a structured campaign to encourage the adoption of clean heating and cooling technologies (e.g., ground- and air- source heat pump systems and heat pump water heaters) as well as energy efficiency retrofits to homes, businesses, and community institutions.

☐ **Demand Response**

Demand response is important because the actions of individual customers can be aggregated in ways that deliver significant value to the grid. Local governments are uniquely positioned to help customers benefit directly from this opportunity. The local government should consider developing partnerships with providers of demand response products and services, like smart thermostat deployments, battery energy storage, and peak saver campaigns. The objective is to increase resilience and leverage capacity markets for the benefit of participating customers.

Part 1: Project Overview, Primary Contact, and Lead Organization

What is the name of the campaign?

Community Solar Campaign - Village of Dobbs Ferry

What community / communities will be served, and who are the intended participants?

Specify the geographic area that your campaign falls within i.e., village, town, city, or county? Who are the intended participants?

This community solar campaign will be administered in, and serve the residents and eligible community solar participants in the Village of Dobbs Ferry. Community Solar broadens accessibility of renewable energy beyond the scope of homeowners and property owners. This campaign, through an outreach and community education effort led by municipal and other community leaders, will strive to make the community solar opportunity available to all interested residents - renters and homeowners - and other eligible subscribers - including many houses of worship and certain small businesses, social service organizations, nonprofits, etc.

This campaign seeks to widen the reach of community solar to provide consistent cost savings on energy bills to those that join community solar as a result of the campaign, and contribute to driving solar development locally and lowering the energy burden for LMI residents that enroll in Sustainable Westchester's Community Solar Program.

The Village of Dobbs Ferry is organizing to administer multiple complementary Community Campaigns towards NYSERDA's Clean Energy Communities Program and will leverage the success and momentum of each campaign to support the collective efforts of all campaigns.

Who is the project manager for your campaign?

This person serves as the primary contact and is the liaison between NYSERDA and the core team for the duration of the campaign. All communication between NYSERDA and the campaign will go through this individual. This person can be a volunteer, official, or staff member of the local government or lead organization. The project manager may not have financial relationships with vendors that may apply to participate in the campaign. The project manager should expect to make a significant time commitment to the campaign.

First Name:

Last Name:

E-mail:

Phone Number:

Title / Position:

Who is the lead organization?

The lead organization must be a local government, school district, or nonprofit organization (Partnerships are strongly encouraged). The lead organization is responsible for coordinating with NYSERDA and among the other partners.

Name of Lead Organization: Village of Dobbs Ferry

Mailing Address: [INSERT]

The Lead Organization is a: Local Government

Part 2: Partners and Core Team

Provide the names of all members of your Core Team.

The Core Team may consist of volunteers from the community, officials, and / or staff members of the local government, or other partners. At least one official and / or staff member from the applying jurisdiction shall be a member of the Core Team and identified below. Include each Core Team member's role along with any specialty i.e., marketing, social media, specific software such as MS Excel, community outreach, etc. Core Team members may not have financial relationships with vendors that may apply to participate in the campaign. Core Team members should expect to make a significant time commitment to the campaign.

The Core Team is comprised of individuals from:

Village of Dobbs Ferry:

- Vincent Rossillo, Mayor, Village of Dobbs Ferry
- Alissa Fasman, Assistant to the Village Administrator
- Padriac Steinschneider, lead volunteer for Dobbs Ferry, Sustainability Task Force
- Jennifer Murphy, volunteer, Sustainability Task Force
- Linda Stutz, volunteer, Sustainability Task Force
- Rob Baron, volunteer, Sustainability Task Force

Sustainable Westchester:

- Nina Orville - Executive Director and Interim Director, Solar Programs (Providing Campaign Guidance)
- Claire Kokoska, Manager, Community Solar Program (Administering the Campaign and Coordinating Outreach & Marketing Efforts)
- Carmen Santos - Manager, Solar Programs (Administering the Campaign and Coordinating Outreach & Marketing Efforts)
- Maria Genovesi - Director, Marketing, Outreach, and Communications (Marketing)

List the names of all local partner organizations.

Local partners may be community groups, local businesses, local governments, school districts, etc. These partners should contribute to the overall success of the campaign. Describe the role each organization will play in the campaign. It is strongly encouraged that the local government(s) be either the lead entity or a partner. It is encouraged that the campaign obtains a letter of commitment from the jurisdiction's chief elected official describing their level of assistance and / or a local resolution expressing support of the campaign.

1. Village of Dobbs Ferry

The Mayor and Board of Trustees are firmly behind the Community Solar campaign. They will tap a number of local organizations to publicize the campaign including the following: the Dobbs Ferry Sustainability Task Force, Affordable Housing Commissions, Senior Councils, Youth Councils, School Districts, the Rivertowns Chamber of Commerce and others as appropriate.

2. Dobbs Ferry Sustainability Task Force

The Dobbs Ferry Sustainability Task Force will be the lead volunteer organization supporting outreach efforts for the campaign. The Task Force has partnered with the Village on numerous other sustainability initiatives and has led two successful community campaigns: Solarize Hastings Dobbs Ferry and HeatSmart Dobbs Ferry Hastings. In both cases, the Task Force successfully collaborated with our neighboring community to expand the reach of the initiatives. The Task Force is well respected for its

work both in the community and by the Village administration, and has a proven track record of success on sustainability initiatives.

3. Sustainable Westchester

Sustainable Westchester is a nonprofit consortium of Westchester County local municipalities facilitating effective collaboration resulting in sustainability initiatives and cutting-edge innovation. Our goal is to bring socially responsible, environmentally sound, and economically viable solutions that create resilient, healthy, vibrant, sustainable communities.

Sustainable Westchester's portfolio of energy solutions includes Westchester Power, the first in N.Y. State Community Choice Aggregation program that provides 100% NYS hydropower and fixed electricity supply rates to its customers. Currently, Westchester Power is the default supplier in 27 County municipalities servicing nearly 1/3 of Westchester County customers. To date, the Westchester Power Program has made a significant environmental impact eliminating over 660,000 metric tons of CO₂. Community Solar and its precursor Solarize Westchester is responsible for driving renewable energy and solar adoption to thousands of Westchester residents and includes a municipal solar integration partnership with NYPA bringing solar benefits to municipalities across the county. EnergySmart HOMES and Commercial Clean Heating & Cooling, an energy efficiency, clean heating and cooling solution, provides home and commercial buildings options through geothermal or air source heat pumps. Both programs offer a valuable solution for all Westchester residents and businesses and, importantly, those in current gas constricted areas.

At the forefront of innovation and always looking for and developing the next generation of solutions, Sustainable Westchester is working with NYSERDA in the development of direct supply and energy storage and is in development of a Sunshine to EV model for adoption in member municipalities. In the summer of 2020, Sustainable Westchester launched in partnership with Logical Buildings, the first-of-its-kind Demand Response program for residential accounts. Sustainable Westchester understands that transportation is a critical component of the energy discussion, and its Clean Transportation Project includes the facilitation of municipal fleet conversion and the infrastructure for charging stations. Included in its focus, Sustainable Westchester facilitates a zero waste initiative anchored by app technology for municipal recycling solutions (Recycle Right!). Other areas of focus include land use and complete streets.

Part 3: Community Profile and Preparation

Describe the community served by the campaign.

Include population and number of owner-occupied residences. Include any information that would be relevant to the scheduling of a seasonal campaign. For example, is your community a vacation destination, college town, consisting largely of renters, etc.?

Dobbs Ferry: The Village of Dobbs Ferry is located about 24 miles north of mid-town Manhattan. It is situated on the banks of Hudson River to the west and the Saw Mill River to the east. According to the US Census, as of July 2019 the population of the Village was about 11,027 people, the median household income was \$143,462 and about 3.4% of the population were designated as "persons in poverty". According to the [2020 Westchester Housing Needs Assessment](#), the Village has 3,679 occupied units, with 2,231 owner-occupied units (61%) and 1,448 rental units (39%).

Community Solar Campaigns are distinct from other types of Community Campaigns that exclude those who do not own their own home. Community Solar, arguably, best serves those who are renters or do not have a viable rooftop for solar because they do not have the option to install solar panels and benefit from solar in that way.

The Village of Dobbs Ferry is partnering with Sustainable Westchester on the community solar campaign. The campaign will encourage people to enroll in community solar through Sustainable Westchester, as the Village is already in the process of doing for its municipal electricity accounts.

Sustainable Westchester has a successful history of partnering with numerous, vetted and established solar developers to make well over two dozen community solar projects available to interested subscribers across Westchester County since the program began in 2018. Sustainable Westchester ensures that each solar developer it partners with has successfully built, managed, and operated past solar projects and is willing to offer the most advantageous terms for subscribers including no cost to join or cancel anytime and 10% savings on solar credits. There are currently 1600+ subscribers enrolled in over 22 MW of community solar and Sustainable Westchester has community solar projects available for both ConEd and NYSEG customers. The organization and the Village have a particular interest in ensuring that low- to moderate-income (LMI) residents have the opportunity to benefit from community solar savings.

Describe your community's participation in local sustainability and clean energy initiatives.

Describe your community's participation in Clean Energy Communities and Climate Smart Communities. Has your community been in contact with a former Solarize campaign? Do you have plans to coordinate with another campaign?

Dobbs Ferry has a long, successful track record of implementing clean energy solutions in the Village. Most recently, with assistance from both the Climate Smart Communities grant program and the Clean Energy Communities grant program, the Village renovated the Embassy Community Center to include a new energy efficient HVAC system, Smart controls for the HVAC and lighting, new insulation, energy efficient appliances in the kitchen, a back-up generator to serve as a heating and cooling center for the community, and LED lighting throughout the facility. Previously, Dobbs Ferry was one of the first communities to install LED street lighting, a now common practice in Westchester County. The Village Library is powered by solar panels. We have electric vehicle charging stations behind our Village Hall, and we contract with Dude Solutions to track our energy usage in all of our municipal buildings.

The Village will be partnering with Hastings on Hudson, Ardsley, and Irvington on the Community Solar campaign in an effort to broaden the reach of the campaign throughout the Rivertowns. The previous two community campaigns we have conducted, HeatSmart and Solarize, were conducted in collaboration with Hastings on Hudson and we have found this to be a helpful and efficient model to make the best use of the educational opportunities that come with these campaigns.

Part 4: Campaign Goals, Vendor Selection, and Preliminary Marketing and Outreach Plan.

If applicable, describe how vendors have been selected to participate in the campaign. If applicable, please submit your Campaign's Vendor Request for Proposal (RFP) for NYSERDA Review and Approval.

The Village of Dobbs Ferry has chosen to collaborate with Sustainable Westchester to assist in outreach and enrolling community members to Sustainable Westchester's Community Solar Program.

Sustainable Westchester teams with various community partners (social service groups, nonprofits, some small businesses, sustainability committees, environmental committees, volunteer teams, municipal leaders) to assist in the

outreach effort as well as let community members know how community solar works, its environmental and financial benefits, and how to sign up for those that are interested. Sustainable Westchester has run other successful community campaigns in Bedford, Yorktown, Lewisboro, and Somers. These community solar campaigns have led to over 750 community solar enrollments to date.

The Village of Dobbs Ferry is partnering with Sustainable Westchester on this Community Solar Campaign. The Campaign will encourage residents and eligible organizations to enroll in community solar through Sustainable Westchester, as the Village is already in the process of doing for its municipal electricity accounts.

Sustainable Westchester has a successful history of partnering with numerous, vetted and established solar developers to make over two dozen community solar projects available to interested subscribers across Westchester County since the program's launch in 2018. Sustainable Westchester ensures that each solar developer it partners with has successfully built, managed, and operated past solar projects and is willing to offer the most advantageous terms for subscribers including no cost to join or cancel anytime and 10% savings on solar credits. There are currently 1600+ subscribers enrolled in over 22 MW of community solar under Sustainable Westchester's program, with community solar projects available for both ConEd and NYSEG customers.

Campaign Goals

State your goals for the number of installations that will result from your campaign within the applying jurisdiction's municipal boundaries:

Number of Subscriptions / Installations / Purchases:	40+
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Other Goals: The intention is to support community solar enrollments for its environmental benefits, the savings to our community members that enroll, and also for future sustainability efforts in the Village of Dobbs Ferry.

Campaign Milestones

Fill out these dates to the best of your ability. Dates are estimates and are subject to change.

RFP Released, if applicable	Date: N/A
RFP Questions Due, if applicable	Date: N/A
RFP Question Responses Released, if applicable	Date: N/A
RFP: Proposals Due, if applicable	Date: N/A
Interviews, if applicable	Date: N/A
Installer(s)/Vendors selected	Date: Sustainable Westchester
Launch Event	Date: N/A

Public Outreach & Education Events	Date: multiple, beginning March 23, 2021
Participant Sign-Up Deadline	Date: June 31, 2021 or the date at which consolidated billing for community solar goes into effect.
Participant Contracting Deadline	Date: N/A
Installations	Date: N/A

Marketing and Outreach Plan

Provide a detailed marketing and outreach plan for your campaign by filling in the following tables. Describe potential outreach activities, venues, and partnerships, as well as the campaign's timeline. Examples are provided in the tables. Fill in the preliminary budget table to estimate project expenses.

Events – Residential

Consider community calendars; workshops at libraries, lunch & learns, upcoming community events, etc. and list campaign events

Completed? (X)	Event and Venue (List events)	Date / Time	Result (number of attendees)	Notes	Assign roles
	Virtual Community Solar Information Session	TBD			Village of Dobbs Ferry and Sustainable Westchester

Events – Commercial

Consider Lunch & Learns at employers, Green Building Associations or business energy events, Technology councils or Chamber of Businesses and list campaign events.

Completed? (X)	Event and Venue (List events)	Date / Time	Result (# of attendees)	Notes	Assign roles
The Village of Dobbs Ferry does not intend to host designated events for commercial entities at this time. All community solar events, and most community solar communications will note that religious institutions are eligible and that nonprofits, social service organizations, and small businesses may be deemed eligible after a review of the respective entity's utility bills.					

Partner Organization Outreach

Consider which partner organizations will help spread your message i.e. volunteer committee, environmental clubs and organizations, faith communities, Boys / Girls Scouts, Rotary Clubs, schools, etc.

Name	Date	Item	Who / Contact Info	Social Media Addresses
Sustainability Task Force	Throughout campaign	Campaign Partner	Volunteer advisory Task Force for the Board of Trustees with strong history of sustainability communications: Padriac Steinschneider, lead volunteer	@SustainableDobbs
Sustainable Westchester	Throughout campaign	Campaign Partner	Nina Orville, Director of Solar Programs (incoming Executive Director) nina@sustainablewestchester.org Carmen Santos, Manager, Solar Programs carmen@sustainablewestchester.org Claire Kokoska, Community Solar Manager claire@sustainablewestchester.org	@sustainablewestchester
Conservation Advisory Board			Sue Galloway, suegalloway@gmail.com	
South Presbyterian Church			Drew Paton, aispaton@gmail.com	
Dobbs Ferry School District			Lisa Brady bradyl@dfsd.org	
Greenburgh Hebrew Center			Rabbi Stein, RabbiStein@g-h-c.org	

E-Newsletters

Consider spreading your message through a municipal email newsletter or through email newsletters of a partner organization, homeowner associations, etc.

Name	Date	Item	Who	Completed?
Village of Dobbs Ferry Village Newsletter	April 1, April 15, April 29, May 13, May 27		Alissa Fasman, Assistant to the Village Administrator	
Sustainable Dobbs Newsletter	TBD		Jenn Murphy, Communications volunteer	
Sustainable Westchester Email Listing	TBD		Claire Kokoska	
Dobbs Ferry School District	TBD		Lisa Brady, School District Superintendent	
Dobbs Ferry PTSA	TBD		Sara Selitti	

Local Media

Consider issuing a press release and conducting outreach to print, radio, online publications and social media; identify

local reporters that cover business, neighborhood / community interest, home and garden, and environment.

Outlet	Date	Story	Who	Completed?
Rivertowns Enterprise	April 2021	Press Release Announcing Partnership	Mayors' press team	
Patch	April 2021	Press Release Announcing Partnership	Mayors' press team	
LoHud	April 2021	Press Release Announcing Partnership	Mayors' press team	
Next Door	April 2021	Press Release Announcing Partnership	Mayors' press team	

Websites

Identify websites that will host information about your campaign or events.

Name	Date	Item	Who	Completed?
Village of Dobbs Ferry Website	TBD	Dobbsferry.com	Alissa Fasman	
Sustainable Westchester Website	TBD	https://sustainablewestchester.org/	Maria Genovesi	
Sustainable Dobbs	TBD	https://www.sustainabledobbs.com/	Jenn Murphy	

Social Media

Identify social media to post information about your campaign or events.

Site	Dates	Who / What Posted	Completed?
Village of Dobbs Ferry Facebook Page	Throughout the campaign	Alissa Fasman	
Sustainable Westchester Facebook and Instagram	Throughout the campaign	Maria Genovesi	
Sustainable Dobbs	Throughout the campaign	Jenn Murphy	

Flyers / Banners / Mailings

Identify opportunities to use Flyers / Banners / Mailings to spread the word about your campaign or events.

What	Where Placed	When	Who is Responsible?
Flyers		Throughout campaign	SW generated Flyer, Village of Dobbs Ferry to distribute
Municipal Water or Tax Bill? (to include information about community solar for campaign)	To be included in the Water or Tax Bill		Village of Dobbs Ferry
Letter to Residents	Letter to Residents of Village of Dobbs Ferry		Village of Dobbs Ferry with assistance from SW
Senior lunch flyer distribution	Dobbs Ferry Recreation Department		SW generated Flyer, Village of Dobbs Ferry to distribute

Tabling

Identify opportunities to use tabling to spread the word about your campaign or events.

What	Where	When	Who is Responsible?
Farmers Markets	99 Cedar Street	Spring 2021 when open to community vendors again (post-COVID)	Padriac Steinschneider
Earth Day Celebrations		April 2021	Padriac Steinschneider

Estimated Budget for Campaign Marketing and Outreach

Expense	Estimated Cost \$
Marketing Flyer	Printing costs covered by Sustainability funds designated by Village ~\$500 - \$1000.
Village of Dobbs Ferry Letter to Residents	Sustainable Westchester will cover the cost of this mailing.
Staff Hours	To be covered by municipality, or each participating organization, respectively.

If you have any questions or require additional information, please send an email to cec@nyserda.ny.gov and someone will get back to you.