

Community Campaigns - Scoping Document

Version 2

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?

Town of Gallatin - Clean Heating, Cooling, and Energy Efficiency Campaign

Please describe the campaign. What are the goals and objectives? How will these goals and objectives be achieved?

Partnering with Columbia County -Campaign is to vet NYSERDA approved Clean Heating and Cooling companies that are available in the area.

Goals and objectives are to encourage the installation and replacement of clean heating and cooling technologies.

These goals and objectives will be achieved through partnership with Columbia County and neighboring towns. Utilizing expertise within the Heat Smart Capital Region campaign through the Capital District Community Energy.

Does the campaign include a focus on Disadvantaged Communities? If so, please describe. The campaign will have a specific focus on disadvantaged communities within the County, specifically the City of Hudson, and the town of Gallatin.

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: Carol

Last Name: Smillie

E-mail: carolsmillie1@gmail.com

Phone Number: 917-880-7626

Title/Position: Gallatin Climate Smart Community Task Force Chairman

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: Town of Gallatin

Mailing Address:P.O. Box 67 Ancram, NY 12502

The Lead Organization is:

- Municipality
- Non-Profit
- Private Company
- Other

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.*

Christina Bohnsack
Capital District Community Energy
Manage campaign and promotions and marketing

Wendy Madsen
Coordinator
CC Climate Smart Communities Task Force
Campaign liaison

Carol Smillie
Chairman/Project Manager
Gallatin Climate Smart Community Task Force

Tim McHenry
Member
Gallatin Climate Smart Community Task Force

Pat Odell
Town Board Liaison
Gallatin Climate Smart Community Task Force

Nancy Kuster
Member
Gallatin Climate Smart Community Task Force

Leah Cadwallader
Secretary/Member
Gallatin Climate Smart Community Task Force

Tara Silberberg
Member
Gallatin Climate Smart Community Task Force

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.

If a partner is responsible for any aspect of the campaign's implementation, they must be listed here.

- Columbia County Town Libraries – webinars and outreach
- Columbia County Town Climate Smart Communities TF: Towns such as Germantown, and others, will initiate a campaign in conjunction with the county campaign
- Columbia Land Conservancy – promote events to members and county residents
- Hudson Valley Climate Action Network
- Gallatin CAC
- Gallatin Residents Association

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

What is the name of the vendor(s)/partner(s) that is providing the clean energy product or service?

Working with Columbia County Climate Smart task Force and the Heat Smart Capital Region Campaign.

Describe how vendor(s)/partner(s) was selected.

Vetted through NYSERDA

Campaign Goals

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

Number of Subscriptions/ Installations/Purchases:	Minimum: 5 Goal: 10+
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Other goals:

We want to educate the Gallatin residents about ways to reduce the energy consumption and cost of heating and cooling. By offering them various ways to improve efficiency, we hope that residents will choose the best solution for their building. We also want to provide them with contractors that have been vetted and approved by NYSERDA, to take the stress out of finding a reputable contractor.

Describe the campaign's approach to tracking participation. How will tracking be accomplished? Who will be responsible for tracking participation? How will that information be communicated to the municipality so they can complete the Customer List?

Christina Bohnsack of Capital District Community Energy will be tracking the campaign. She will work with

the County and the providers and relay information accordingly.

Tim McHenry will be collecting the data from Christina Bohnsack, ensuring that all Gallatin residents that participate are counted.

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
	<i>Launch Event, at Gallatin town Hall in conjunction with Town Meeting</i>	<i>within 2 months/TBD</i>	<i>20</i>		<i>representative(s) from company and CSCTF members will be present</i>
	<i>Meeting at Lake Taconic State Park Pavilion</i>	<i>Late Spring/Summer TBD</i>	<i>20</i>		<i>representative(s) from company and CSCTF members will be present</i>
	<i>Event at a residence in Gallatin with a show and tell of an installed Heat Pump.</i>	<i>Late Spring/Summer TBD</i>	<i>20</i>		<i>CSC TF members present, in-person Q&A</i>

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
	Chamber of Commerce	TBD			Installer informational, Q&A, sign-up opportunities
	Hudson Farmers Market	TBD			TBD
	Chatham Farmers Market	TBD			TBD
	Hillsdale Farmers Market	TBD			TBD

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
Columbia Land Conservancy	Throughout campaign	Email database and social media	Terence Duval; terence.duvall@clctrust.org	www.facebook.com/ColumbiaLandConservancy/
Columbia County CSC's and CAC's	Throughout campaign	Email database and social media	TBD	TBD
Partners for Climate Change Hudson Valley	Throughout campaign		Matt Stinchcomb	www.climateactionhv.org/
Hudson Valley Climate Action Network	Throughout campaign	Email database and social media		https://hvcan.org/events

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
Columbia Land Conservancy	TBD	Email database and social media	Terence Duvall
Gallatin CAC Newsletter	TBD	Email database and social media	Eli Arnow
Gallatin Residents Association	TBD	Email database and social media	Tim McHenry

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
Register Star	TBD	Launch	TBD

Websites

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

Name	Date	Item	Who
County Website		https://www.columbiacountyny.com/	Wendy Madsen

Columbia Land Conservancy		http://www.clctrust.org	Terence Duvall
Gallatin Town Website		https://gallatin.yourtownhub.com/	Lisa DeLeeuw
Heat Smart Capital Region		https://heatsmartcapitalregion.com	Info provided by the CDCE, via Christina Bohnsack

Social Media

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

Site	Dates	Who/What Posted	Completed?
Columbia County Facebook page		CC MIS/launch	
CC CSC Facebook		CSC towns/launch	
Gallatin CAC Instagram		@Gallatincac	
Gallatin NY Neighbors Facebook			
Gallatin Nextdoor Community			

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	Post offices throughout County	TBD	CCCSTF members
Mail inserts	Possible billings	TBD	Capital Region Campaign Assistance

Tabling

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

What	Where	When	Who is Responsible?
Gallatin Transfer Station	Gallatin NY	TBD	TF members/volunteers
Farmer’s Markets	Kinderhook, Chatham, Hudson	TBD	TBD

Estimated Budget for Campaign Marketing and Outreach

Expense	Estimated Cost \$
Possible printing of flyers	\$150.00

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.