

Outreach Report & Next Steps Hudson Valley Community Power

25 February 2019





Key Message: CCA is...

A **simple shift in authority** from state to municipal level that adds a choice of energy provider

Community benefit – savings, clean energy, local economic growth

Optional – residents can easily opt-out





MEASURING OUTREACH SUCCESS

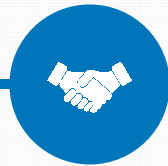
Mission: Disseminate concept of CCA in digestible fashion, show how CCA works, the timeline, where to get more information, who are the partnering municipalities.



ATTENDANCE OF
RESIDENTS AT
COMMUNITY
EVENTS

GOAL:
400

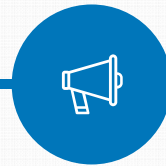
**TARGET
MET**



PERCENTAGE OF
CITY COUNCIL
MEMBERS
ENGAGED

GOAL:
75%

TARGET MET



NUMBER OF
COMMUNITY
EVENTS

GOAL:
35

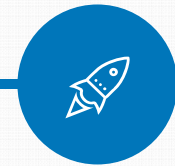
**TARGET
EXCEEDED**



NUMBER OF
MENTIONS IN
LOCAL PRESS

GOAL:
25

ON TRACK



PERCENTAGE OF
HUDSON VALLEY
RESIDENTS
REACHED

GOAL:
35%

TARGET MET

Community Events and Attendance

Feb 2018- Feb 2019



**TARGETS : 35 COMMUNITY EVENTS and
400 ATTENDEES**

Highlights:

- ✓ **55 Public Events in Hudson Valley**
- ✓ **800+ Attendees at Local Events**
- ✓ **Additional planned events upcoming**
- ✓ **Weekly hosted “Community Office Hours”
in Poughkeepsie, Beacon, and Cold Spring**
- ✓ **3000+ People reached through mailing to
Hudson Valley Green Drinks subscribers**

COMMUNITY EVENTS 2018-2019

- March 10th, Open House, Family Partnership Center
- June 23rd, Open House, Howland Public Library
- June 26th, Open House, St. Mary's Parish Hall
- June 28th, Open House, Vassar Temple, Poughkeepsie
- Sept, Town of Clinton, Public Education event
- Sept, Hudson Valley Green Drinks
- Sept 28th, Vassar College – Lifelong Learning Institute
- Oct 29th, Open House, Fishkill Recreation Center
- Nov 7th, Open House, Fishkill Recreation Center
- Nov 10th, Open House, Main St., Beacon
- Nov 11th, stand at Beacon Farmers Market
- Nov 17th, Open House, Main St., Beacon
- Nov 19th, Open House, Fishkill Recreation Center
- Nov 20th, Open House, Desmond-Fish Library, Garrison
- Dec 8th, Open House, Family Partnership Center, Poughkeepsie
- Dec 9th, Open House, 199 Main St., Beacon
- Dec 12th, Open House, Fishkill Recreation Center
- Dec 15th, Open House, Desmond-Fish Library, Garrison
- Dec, Beacon Interfaith Alliance, Pastor Ben Larson-Wolbrink, 1st Presbyterian Church Beacon and co-leader of the Beacon Interfaith Alliance
- Dec 15th 2018, Open House, Desmnd-Fish Library, Garrison
- Dec 19th 2018, Open House, Family Partnership Center, Poughkeepsie
- Jan 1st, Hudson Valley Regional Council, NYSERDA Climate Action Planning Institute
- Jan 15th, Kingston Interfaith Council
- Jan 30th, Open House, Fishkill Recreation Center
- Jan 31st, Hudson Valley Green Drinks, Mill House Brewery, Poughkeepsie
- Feb 2nd, Open House, Howland Public Library, Beacon
- Feb 2nd, Open House, Marbletown, Rondout Municipal Center
- Feb 3rd, Desmond-Fish Library, Garrison
- Feb 7th, Adriance Memorial Library, Poughkeepsie
- Feb 14th, Howland Public Library, Beacon
- Feb 21st, Open House, Marbletown, Rondout Municipal Center
- Feb 27th Open House, Blodget Memorial Library, Fishkill
- March 27th, Dutchess County EMC

COMMUNITY HOSTED WEEKLY OFFICE HOURS

- **Tuesdays** Poughkeepsie City Hall
- **Wednesdays** Beacon Recreation Centre
- **Thursdays** Cold Spring Village Hall



Leadership Engagement

100+ community leaders from 20+ communities Dutchess Co. engaged*

Date	Location	Event	Leaders Present
2/20/2018	Beacon	Meeting w/ Dutchess Co. Legislators	3
2/26/2018	Poughkeepsie	Meeting w/ City Administrator, City Councilperson, Counsel	3
3/26/2018	Fishkill	Progress update with Supervisor and Board member	2
4/12/2018	Cold Spring	Progress update with Mayor and Board member	2
4/17/2018	Kingston	Presentation at Ulster Co. Assoc. of Mayors and Supervisors meeting	18
4/30/2018	Poughkeepsie	Presentation at Conservation Action Committee meeting	8
5/14/2018	Beacon	Progress update with Mayor and City Administrator	2
9/18/2018	Progress Report	Email update to community leaders	15
9/27/2018	Leadership Webinar #1	Process update and next steps	6
10/2/2018	Marbletown	Meeting with Environmental Conservation Committee	2
10/11/2018	Leadership Webinar #2	Supply Contract and MOU	5
10/23/2018	Update call	Cold Spring Board member	1
10/31/2018	Conference Call	MOU and Outreach Plan	8
11/8/2019	Poughkeepsie	Meeting with City Administrator, City Councilperson, Counsel	3
11/5/2018	Beacon	Meeting with City Councilpersons	3
11/20/2018	Beacon	Meeting at Beacon Interfaith Alliance	1
11/28/2018	Fishkill	Meeting with Supervisor and Communications Director	2
1/9/2019	Kingston	Presentation to Hudson Valley Regional Council	15
2/10/2019	Beacon	Meeting with City Councilperson	1
2/19/2019	Poughkeepsie	Meeting with Dutchess County Legislators, Town Board member	4
20 Events		Number of Community Leaders Reached:	104



Local Print and Digital Media Outreach

Potential Reach online monthly - 523,100 in Hudson Valley

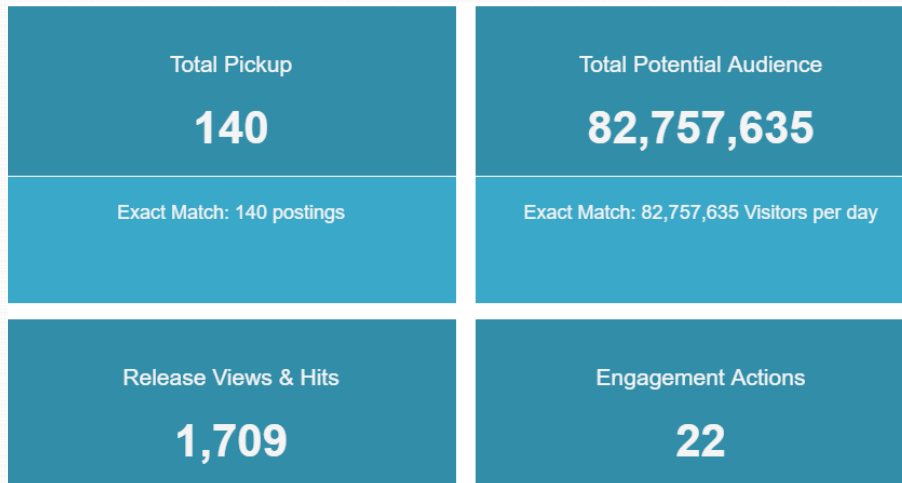
Publication	Type	Date	Description
National Geographic	Unpaid article	2/14/19	"3 Tests the Green New Deal must pass to work" by Andrew Revkin
Greentech Media	Unpaid article	2/7/19	"A small New York town plans a profitable, 100% renewable energy future" by Tom Konrad
Chronogram	Ad	Spring 19	Upcoming Clean Power Guide insert
Putnam Co News Recorder	Ads	Nov/Dec 18	1/4 page ad
Highlands Current	Unpaid coverage	1/23/16 - 12/21/18	10 distinct mentions
The Daily Freeman	Unpaid articles	5/17/18, 11/25/2018	Two articles about CCA exploration in Marletown
Poughkeepsie Journal	Unpaid article	11/28/18	"Yes, local communities can act to combat impacts of Climate Change" by Sarah Salem, Poughkeepsie Council person
Beacon Free Press	Unpaid letter	1/30/2019	Letter to editor by Jeffrey Domanski
Pawling Public Radio	Unpaid interviews	4/9/2018, 6/26/18	Interviews with Jeff Domanski, and Mike Gordon & Charlotte Binns



Press Releases

Sent to ALL Hudson Valley local news channels

Dec 7th, 2018 – “City of Poughkeepsie N.Y., Selects JouleCommunity as Administrator to Drive Cost-Savings and Local Clean Energy Development on an Historic Scale”

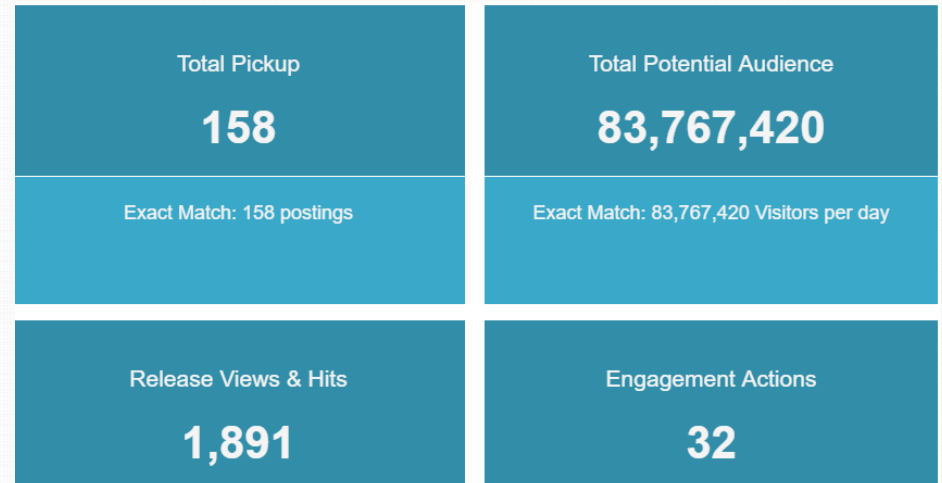


<https://finance.yahoo.com/news/city-poughkeepsie-n-y-selects-112900574.html>

<https://www.thestreet.com/press-releases/city-of-poughkeepsie-n-y-selects-joulecommunity-as-administrator-to-drive-cost-savings-and-local-clean-energy-development-on-an-historic-scale-14803873>

https://www.bizjournals.com/albany/prnewswire/press_releases/NewYork/2018/12/07/NY95608?ana=prnews

Jan 16th, 2019 – “Hudson Valley Community Power Launched to Develop Clean, Local Energy for Six Communities in the Hudson Valley”



<https://finance.yahoo.com/news/hudson-valley-community-power-launched-165400135.html>

<https://markets.businessinsider.com/news/stocks/hudson-valley-community-power-launched-to-develop-clean-local-energy-for-six-communities-in-the-hudson-valley-1027873799>

https://www.bizjournals.com/albany/prnewswire/press_releases/NewYork/2019/01/16/NY25857?ana=prnews

Launch of Hudson Valley Community Power



Website Launch Jan 28th
HudsonValleyCommunityPower.com



Social media
Social media accounts
and campaigns launched



Program Identity Created



Standard visuals and
language defined to keep
clear, consistent messaging

Hudson Valley Community Power

RENEWABLE HIGHLANDS



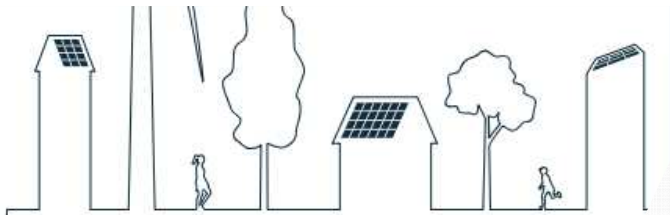
Content production
2 educational blog posts since
website launch



Material design
Standard design, FAQ
brochure, Event/about
Community Choice posters

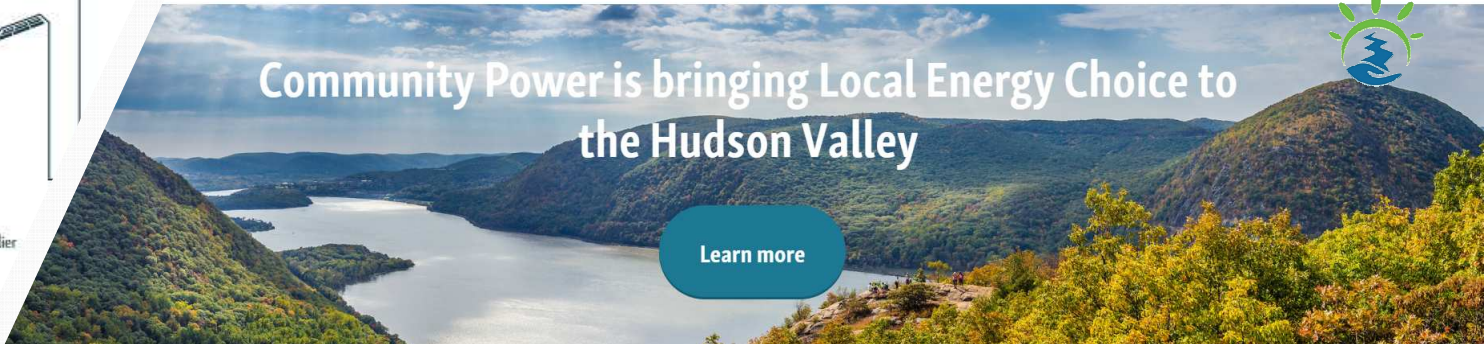


LET'S CREATE CHANGE TOGETHER



Based on a NYS law, Community Choice is:

- A simple shift in authority from state to municipal level that adds a choice of energy supplier
- A program offering a host of benefits including long-term guaranteed energy savings, greener and locally sourced energy, and economic growth for communities
- Optional – residents can opt-out of the program with no strings attached



Community Power is bringing Local Energy Choice to the Hudson Valley

[Learn more](#)

Defining Community Power



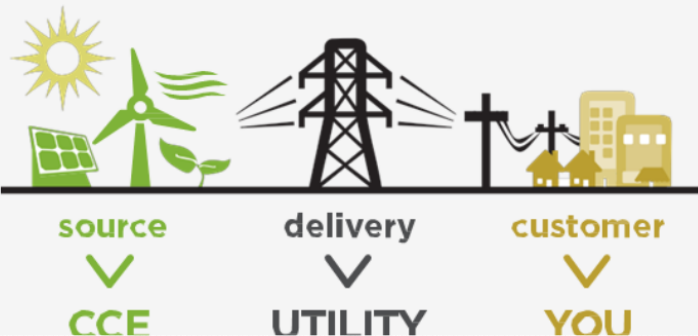
LET'S CREATE CHANGE TOGETHER

Hudson Valley Community Power



RENEWABLE HIGHLANDS

How Community Choice Energy Works



What is Community Choice?

Based on NYS regulation, Community Choice (technically termed as Community Choice Aggregation, or CCA) is an energy procurement program that enables cities, towns, and villages to buy energy on behalf of their residents and businesses, aggregating the buying power of individual customers within defined jurisdiction. The aim of this strategy is a more democratized energy system.

With Community Choice, the default supplier is ch



What is Hudson Valley Community Power?

Hudson Valley Community Power is a partnership between the Towns of Beacon, Cold Spring, Marletown, Philipstown, the Town of Poughkeepsie, and the City of Poughkeepsie, who have teamed with JouleCommunity Power Administrator and Hudson Valley Energy (as Local Organizational Administrator) to provide the potential of participating in a Community Choice energy program in the Hudson Valley.

[Learn more](#)



Facebook: 50k+ Hudson Valley Residents Reached

144 Page Followers

Total Reach: 52,156 touches in Hudson Valley

Audience: Residents located in Town of Fishkill, City of Poughkeepsie, Marbletown, Philipstown, Beacon, Cold Spring, Red Hook, Clinton)

Potential Reach: 1,800,000

Average 3,893 impressions/touches per week.

Daily Reach Jan 24 - Feb 5



141 Page Likes - Feb 6

Total Page Likes as of Today: 140



Page Likes

January 9 - February 5

130

Page Likes ▲ 6400%



Post Reach

January 9 - February 5

52,156

People Reached ▲ 4239%

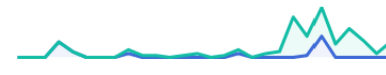


Page Followers

January 9 - February 5

131

Page Followers ▲ 4267%



Instagram and Website Traffic Since January



Instagram

Account launched end December – activity started second week January

88 Followers

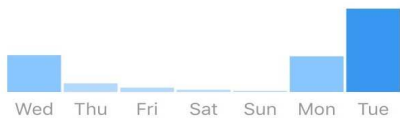
224 Likes on sponsored post linking to Press Release on Hudson Valley Community Power



Discovery ⓘ

117

Accounts reached from 30 January – 5 February



Reach

+9 vs. 23 January - 29 January

117

Impressions

-10 vs. 23 January - 29 January

238

Notable followers/reshares:

- Town of Marbletown, NY
- Mill House Brewery – 4,956 followers
- Runwithsaalem (Sarah Salem) - 650 followers
- Poughtential – 2,831 followers
- HVDistruptors – 1,684 followers
- East Fishkill Library – 1,203 followers
- Hudsonvalleyconnect – 1,864 followers
- Newburgh Restoration – 4,653 followers
- Beacon transplant – 7,252 followers
- A Little Beacon Blog – 3,181 followers

Website

hudsonvalleycommunitypower.com launched publicly Jan 28th 2019

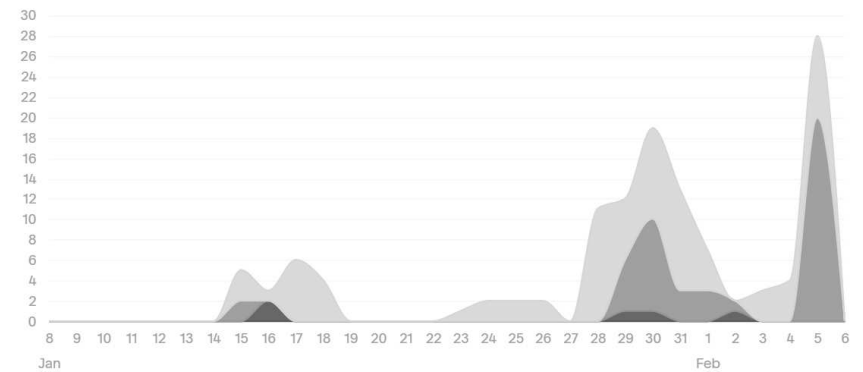
To date:
137 Unique Visitors
320 Page Views
124 Visits



Traffic Sources

Tue, Jan 8 – Wed, Feb 6, 2019

Jan 8 – Feb 6, 2019



● Direct ● Social ● Search

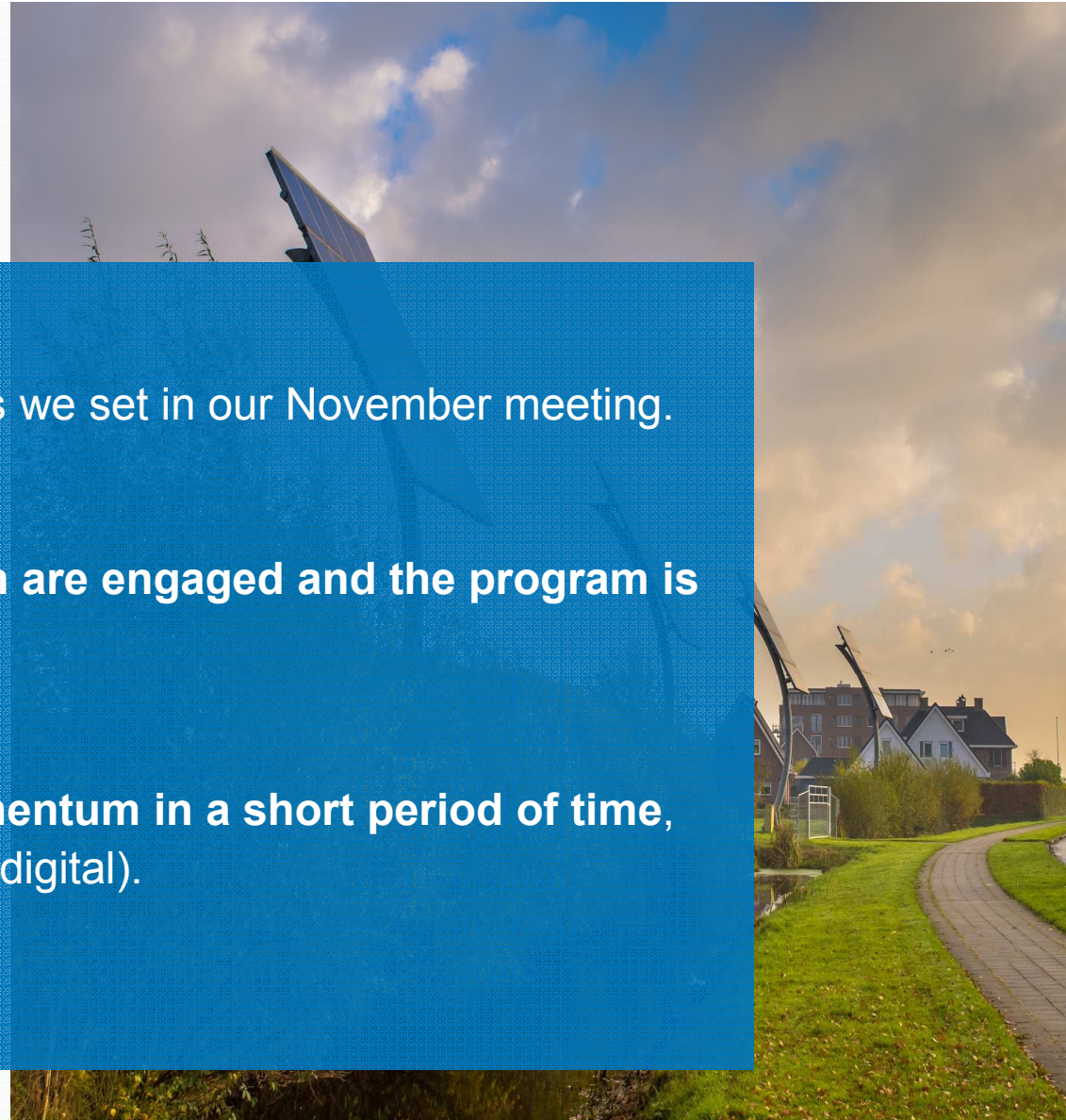


Conclusions...

YES - We have successfully met the targets we set in our November meeting.

Council members from across the region are engaged and the program is progressing to launch this Spring.

The numbers demonstrate substantial momentum in a short period of time, with both social media and press (print and digital).





NEXT STEPS: APPROVE MOU

Energy procurement process





Appendix: Westchester Power Performance Data

5/2016 – 10/2018*

Utility	\$ Savings	MWh	CO2 Avoided (tons)
ConEd	\$14,129,152	1,280,824	339,524
NYSEG	\$2,909,140	356,770	43,509
Totals	\$17,038,292	1,637,594	383,033

* Savings calculated by comparing what CCA customers would've paid (i.e. published monthly ConEd retail rate, residential or small commercial), to applicable fixed CCA rate (100% clean or basic option). Savings include relief from bill issuance charges and sales tax.

Thank you!

Glenn Weinberg
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