

COMMUNITY CHOICE AGGREGATION

IMPLEMENTATION PLAN UPDATE

SUSTAINABLE WESTCHESTER, INC.
JULY 2018

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INTRODUCTION

Sustainable Westchester, Inc. (“Sustainable Westchester” or “SW”) was granted permission by the New York State Public Service Commission (“PSC”) to create and administer New York’s first Community Choice Aggregation (“CCA”) program with the issuance of the *Order Granting Petition in Part* (Case 14-M-0564, Petition of Sustainable Westchester for Expedited Approval for the Implementation of a Pilot Community Choice Aggregation Program within the County of Westchester) (“CCA Pilot Order”) on February 26, 2015. The pilot program, entitled Westchester Power, was launched in April 2016 and has approximately 100,000 customers as of this writing. The *Order Authorizing Framework for Community Choice Aggregation Opt-Out Program* (Case 14-M-0224, Proceeding on Motion Confirm program customer participation number of the Commission to Enable Community Choice Aggregation) (“CCA Framework Order”) became effective that same month, and extended CCA eligibility to the rest of New York State (NYS). The CCA Framework Order now governs Westchester Power.

Westchester Power (“CCA Program” or “Program”) was created in order to aid the fulfillment of the goals set out in New York State’s Reforming Energy Vision (REV), including but not limited to, the reduction of greenhouse gas emissions, a decline in energy usage in buildings, and an increase in electricity sourcing from renewable resources. While supporting these REV goals, the structure of the CCA Program allows energy sourcing transitions to be easy, affordable, and accessible for its participants.

The contracts for the pilot CCA Program are distinguished by utility territories. The 2016 contracts for municipalities in Con Edison utility territory expires December 31, 2018 and the 2016 NYSEG territory contracts will expire April 30, 2019. Westchester Power has begun the process of preparing its municipalities to participate in the solicitation for the supplier for the 2019 Con Ed territory contracts and planning the forthcoming 2019 NYSEG territory contracts (together, “2019 Contracts”).

Pursuant to the governing orders, this Implementation Plan captures the current state of operations and lays out the approach for new community onboarding for the CCA Program, including its goals and plans for value-added services, a plan for public outreach, a list of municipal contacts, and examples of the mailings sent out to the participants of the CCA. Westchester Power will file its updated Data Protection Plan and certification of local approvals separately.

PROGRAM OVERVIEW

Sustainable Westchester acts as both the Program Organizer and the CCA Administrator, and as such, is tasked with recruiting eligible municipalities, conducting outreach, and overseeing the administration of the CCA, including the obtainment and continued management of a contract with an external energy services company (“ESCO”).

Program Organizer/CCA Administrator:	Sustainable Westchester
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Point of Contact:	Dan Welsh
Title:	Program Director, Westchester Power
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Sustainable Westchester also acts as the CCA Liaison on behalf of the municipal members of the CCA Program and is available to respond to questions and comments by residents. In addition, municipal contacts have been established for each of the communities in the CCA Program (See Appendix A).

Communities Served

Pursuant to the CCA Pilot Order, Westchester Power was permitted to serve residential and small commercial accounts in municipalities in Westchester County that received PSC authorization for CCA. This includes municipalities in both Con Ed and NYSEG utility territories.

The subsequent CCA Framework Order expanded the eligibility standards, so that any village, town, or city “at the lowest level of the village/town/city hierarchy of municipal government in an area” within New York State (“Eligible Municipality”) is now eligible to participate in a CCA once approved by the PSC.

The immediate goal of Westchester Power is to secure full membership from the municipalities in Westchester County, New York. As of July 2018, there are 21 municipalities currently participating in the Program (“Participating Municipalities”), 3 municipalities that have received PSC approval to participate in the Program (“Approved Municipalities”), and an additional 20 Eligible Municipalities that are situated within Westchester County (“Prospective Municipalities”).

Participating Municipalities

Currently, there are 21 municipalities participating in the CCA Program, 17 of which are in Con Ed territory and 4 of which are in NYSEG territory. These municipalities are listed below:

City of New Rochelle	Town of North Salem	Village of Mamaroneck
City of White Plains	Town of Ossining	Village of Mount Kisco
Town of Bedford	Town of Somers	Village of Ossining
Town of Greenburgh	Village of Croton-on-Hudson	Village of Pelham
Town of Lewisboro	Village of Hastings-on-Hudson	Village of Pleasantville
Town of Mamaroneck	Village of Irvington	Village of Rye Brook
Town of New Castle	Village of Larchmont	Village of Tarrytown

Approved Municipalities

As of July 2018, there are 3 additional municipalities within Westchester County that have been approved, but are not yet enrolled in the Program, two of which are in Con Ed territory and one in NYSEG territory. These municipalities are:

Town of Pound Ridge	Village of Ardsley	Village of Sleepy Hollow
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Prospective Municipalities

There are 20 additional municipalities within Westchester County that are eligible to join the Program once they complete the requirements set forth in the CCA Framework Order and receive PSC approval on their Local Authorization Package. These municipalities are listed below:

City of Mount Vernon	Town of North Castle	Village of Elmsford
City of Peekskill	Town of Rye	Village of Harrison
City of Rye	Town of Yorktown	Village of Pelham Manor
City of Yonkers	Village of Briarcliff Manor	Village of Port Chester
Town of Cortlandt	Village of Bronxville	Village of Scarsdale
Town of Eastchester*	Village of Buchanan	Village of Tuckahoe*
Town of Mount Pleasant	Village of Dobbs Ferry	

*passed the enabling law

Electricity Supply

The Program has two options for a municipality's default electricity supply.

1. A standard grid supply with mixed energy sourcing that is largely non-renewable (“Basic Supply”).
2. A green option of supply matched 100% with Green-e National Wind Renewable Energy Certificates (“Green Supply”).

In the 2016 contracts, 6 municipalities chose the Basic Supply and 15 municipalities chose the Green Supply. Either supply option is subject to the same terms, namely, a fixed rate for the length of the contract.

The 2019 contracts will again have standard and renewable offerings. The consensus of our membership is that we will migrate to NYS-qualified Renewable Energy Certificates (“RECs”) for the renewable option.

Program Operations

Staff and Operations

The Sustainable Westchester office is located in Mount Kisco and has four full-time and three part-time staff. Office hours are 9am - 5pm. In addition, we utilize contractors for select program management.

CCA customer service calls average 10-15 per week, but this typically increases to 15-30 when additional enrollments are sent out on a quarterly basis (“Customer Refresh”) or when a Program mailing is sent out. These calls are recorded in a digital customer relationship management (“CRM”) system to track the types of inquiries that are received.

Data Security & Technology Infrastructure

Westchester Power data security requirements are determined primarily in the CCA Framework Order and the data security agreements (DSAs) with Con Ed and NYSEG. Sustainable Westchester’s systems and policies have been established to ensure the secure maintenance of utility data. We anticipate that with the new contracts the existing data security agreement may be replaced with the updated Joint Utility Data Security Agreement model. In order to prepare for this, we are entering into a contract with the consulting firm NYSTEC to perform vulnerability testing, gap analyses, and develop prescriptions for any upgrades suggested by this review.

While the CCA data security requirements are limited to data obtained from the utilities, Sustainable Westchester’s policy is to subject all personal identifiable information to the same rigorous level of care regardless of the source.

Going forward, Sustainable Westchester will be migrating the storage and handling of utility data to a leading technology firm, Ampion. This will provide for an enhanced level of security in storage, access, and transmission. Access to the data for customer service purposes will be controlled through a dedicated interface with role-based authentication. Once constructed, the same system will enable the presentation of municipal aggregate performance figures without having to manually manipulate spreadsheets - a highly anticipated boost to efficiency as well as a security upgrade. The aggregate figures will be served up in individual dashboards for each Participating Municipality (as well as a program-wide version), the first iteration of which is expected in the third quarter of 2018.

Walking the Talk - Green Business Certification

Sustainable Westchester has achieved Certified Green Business status under the Business Council of Westchester's Westchester Green Business Challenge program (recently renamed the "Green Business Partnership"). All program operations undertaken by staff must adhere to comprehensive environmental policies that are designed to minimize the environmental impact of the organization. The consistency of internal operations with external mission helps to reinforce Sustainable Westchester outreach work.

Goals and Value-added Services

The goals of the CCA Program are centered on three core ideals:

1. Advancing REV goals
2. Achieving and/or increasing cost savings
3. Increasing access and participation in energy sourcing decision-making

In the first 27 months of operation, Westchester Power has demonstrated that the structure of CCA serves as an excellent vehicle for achieving these goals. Westchester Power has been able to engage roughly 100,000 customers that would have otherwise been enrolled with the utility, approximately 70,000 of which are enrolled in the Green Supply option. As of June 30, 2018, the Green-E RECs purchased for the Green Supply customers represent over 300,000 metric tons of CO₂ avoided, and across all participating customers in both utility territories, Westchester Power has saved over \$12 million dollars in total.

In addition, we have successfully demonstrated the value of the CCA platform for promoting REV-related initiatives. It is our intent to deepen and expand these positive environmental and economic impacts via the following strategies.

Advancing REV

CCA programs rely largely on the procurement of renewable energy to fulfill their mandate to promote the NYS REV goals, however, these programs are also encouraged to find other creative ways to advance REV. Key strategies for this purpose are:

Through the supply contract:

- Promote opting up to the green option
- Incorporate NYS RECs

Through outreach and education:

- Use public outreach to decrease energy consumption in households

Through opt-in enhancements:

- Community Solar
- Demand Response
- Solar + Battery Storage

Through Sustainable Westchester program synergies:

- Clean Transportation Program
- Solarize and Community Solar
- HeatSmart

Promote opting up to the green option

Throughout 2018, Westchester Power has worked to increase the number of individual residential and small commercial customers that opt into the Green Supply through public outreach. In municipalities with the Basic Supply, the public outreach efforts highlight the benefits of renewable energy, and the relative ease and low marginal cost of switching.

We believe the stability and success of the CCA so far may entice more municipalities to switch to the green option in the 2019 Contracts.

Incorporate NYS RECs

In the interest of supporting local renewable energy, Westchester Power will modify its green power supply to utilize NYS RECs for the 2019 Contracts.

Use public outreach to decrease energy consumption in households

Westchester Power, through its parent organization, Sustainable Westchester, will continue to contribute to lessening energy consumption in households through its public outreach campaign and through partnerships with community organizations addressing residential energy efficiency. In doing so, the Program's outreach efforts will emphasize the importance and benefits of household energy efficiency upgrades and energy reduction measures to consumers across Westchester County, whether or not they are in the CCA Program. It is important for outreach efforts to encourage both large-scale home improvements and quick, affordable first steps for

homeowners. The CCA Program is able to use this education and outreach to further connect consumers to organizations that can help complete medium and large-scale energy efficiency upgrades, such as Energize New York.

Incorporate distributed energy resource (DER) options

DER initiatives – such as community solar, demand response, smart thermostats, and battery storage - have immediate potential to bring economic benefits and localized environmental benefits to participating residents and small businesses. All of these options must be promoted through opt-in mechanisms that essentially utilize the CCA as a marketing platform, but result in separate contracts and billing for the account-holder. In the case of thermostats and batteries, the initiative involves a physical installation, another obstacle to a seamless integration into the CCA Program.

Community Solar

Community solar is widely recognized as a key tool to meet climate and energy goals, and especially so in Westchester, where wind power is not feasible and individual residential rooftops are not sufficient to meet the demand. Sustainable Westchester has partnered with Ampion, which provides comprehensive project support to community solar developers. The first project to avail itself of these services has completed construction in Montrose, NY and been fully subscribed by Sustainable Westchester.

Although not “integrated” into CCA Program in the sense of being a part of the supply contract, the subscription opportunity is presented as one of the Westchester Power opt-in options. When selected, the subscriber is guided through the subscription signup process, and completion results in a separate CDG subscription contract with the project. The subscriber receives a monetary credit for the value of the solar allocation, but remains a Program participant.

Westchester Power remains interested in the possibility of opt-out community solar, however we are still exploring several apparent obstacles and there are no plans to incorporate this in the 2019 Con Ed territory contracts at this time. If we choose to pursue opt-out community solar at a future date, Sustainable Westchester would submit an updated Implementation Plan.

Sustainable Westchester will continue to promote community solar as an opt-in option, work to educate customers and potential hosts, and facilitate project development with our service offerings, thereby expanding the opportunity for participation and the utilization of this powerful tool in the promotion of REV goals.

Demand Response

Sustainable Westchester will continue to explore the possibilities of demand response (“DR”) as a way to lower energy usage during peak times and to provide an income-generating opportunity

for customers. Although in the exploratory stage, there have been promising discussions with vendors to find a suitable platform for this program.

Two primary DR methods are being considered as an opt-in enhancement for individual Program participants: smart thermostats and batteries. Customers who choose to opt-in to the demand response program would use Wi-Fi-operated smart thermostats that allow their energy usage to be minimized when demand is too high, or alternatively, install a battery and volunteer a percentage of their battery capacity during critical loads. This type of program would monetarily reward participants who choose to limit, or contribute to, electricity outputs when needed, thereby making it an environmentally and economically beneficial program for all.

Sustainable Westchester is currently scoping out a battery-oriented DR program with Tesla Corporation, whereby Powerwall home storage battery products could be aggregated into a “Virtual Power Plant,” which could initiate larger-scale DR as an aggregation when necessary. In addition to the monetary benefits for participants, the installation of battery storage products in homes across Westchester would enhance local resilience to extreme weather events and subsequent service disruptions.

Solar + Battery Storage

It is now consensus in the renewable energy sector that future progress will lean heavily on the expansion of storage technology. The New York State Energy Research and Development Authority (“NYSERDA”) and the New York State Department of Public Service (“DPS”), with significant engagement and input from stakeholders has released the New York Energy Storage Roadmap. The Roadmap charts the path to achieving Governor Cuomo’s target of 1,500 MW of storage deployed on New York’s electric grid by 2025 and forms the basis for the PSC to adopt a more aggressive 2030 storage target before the end of the year.

Sustainable Westchester is working to promote this REV goal by collaborating with its members to develop projects that will combine both community solar and battery storage elements to optimize the project economics. To this end, we have submitted a project concept to NYSERDA under a Program Opportunity Notice which they have accepted. This project, sited at a Westchester County school district, is designed to exploit multiple value stack elements, reduce demand charges and provide the local community with access to solar PV energy generation. Sustainable Westchester, acting as an agent for the school, issued the Request for Qualifications on behalf of the school district and will be managing the Community Distributed Generation for the developer through the aforementioned Ampion platform. The replication of this model will provide much more local renewable capacity to be incorporated into opt-up offerings.

Leverage synergies between Sustainable Westchester programs

Sustainable Westchester has found that the synergies between its programs have been very helpful in advancing sustainability goals. For example, the CCA Program has significantly increased the market clout of Sustainable Westchester and its initiatives, including the Clean Transportation Program, which provides aggregated discounts on electric vehicles (EVs).

Integrated marketing between the CTP and Westchester Power has provided two-way value. On one hand, the EV discounts appeal to a wider audience, which magnifies and diversifies circles of engagement with participating and prospective customers of the CCA Program; and on the other, Westchester Power is able to pass on information about EV discounts to its customers, which benefits the CTP. In both instances, the unification of messaging promotes electrification as a necessary strategy in transitioning away from fossil fuels. To further increase the reach, the CTP is actively engaged with partners such as Westchester County and the League of Conservation voters to broaden the installment and uptake of EV charging strategies. We will continue to look to exploit the CCA education function in support of the expansion of EVs.

Since the CCA Program is currently limited to electricity, Sustainable Westchester has launched “Heat Smart Westchester,” a public outreach campaign to increase public knowledge and usage of geothermal energy as an alternative heating source to traditional fossil fuels. Additionally, SW has partnered with Dandelion, a manufacturing company for geothermal heating and cooling technology, to allow residents in any of Sustainable Westchester’s 43 member municipalities to easily, efficiently, and affordably make the switch to geothermal heating.

Sustainable Westchester’s popular Solarize program is another notable example of the synergies that exist between SW programs and their subsequent marketing, participation and growth. Solarize provides an important channel for introducing subscribers to SW’s opt-in community solar projects; many homeowners find that solar installation is unfeasible once reviewed by the campaign installer, and therefore they become natural prospects for community solar. In addition, the subscribers get coaching through the contracting period by a trusted entity – the same organization that brought them the Community Choice Aggregation Program – Solarize Westchester.

Cost Savings

Modest, but important

Westchester Power and most other CCAs that we have encountered are primarily driven by the aspiration for environmental improvements, program economics are still crucial to its long-term viability. The concept of savings is muddled by the fact that we are often comparing a green product with RECs to utility power, but even so, the program has demonstrated that aggregated supply bidding can successfully achieve cost savings. These savings have been modest on a per account basis, but important, as they open the door to the other benefits that the Program brings.

Energy procurement cost savings

While the market largely dictates whether cost savings can be achieved through energy procurement, setting target “not to exceed” pricing (the 12-month trailing average for the utility in the original RFP) may have helped to ensure that the bids were competitive. We will keep this constraint in place for the next solicitation.

Having a healthy set of qualified and interested bidders is perhaps even more important. To this end we have been surveying and corresponding with firms on the NYS-qualified ESCO list and will issue a Request for Information (RFI) from Suppliers in August 2018 to further stimulate interest.

There has been much discussion of what might be the minimum size of a CCA bid to ensure good pricing. At our current size, we don’t have this issue, but neither do we anticipate significant additional price reductions to come from expansion of the membership in the county. There is value in such expansion however in that the additional administrative fees can help support additional promotion of money-saving DER options.

Savings through DER initiatives

Opt-in DER initiatives, such as battery storage, smart thermostats, and demand response, will allow access to additional income streams from the utilities and NYISO, which will flow through to the participants. Sustainable Westchester has also achieved some initial success in Community Solar, as noted above in “Advancing REV.” Those customers are now enjoying a 10% discount on their community solar credits, thereby reducing their monthly energy bill. We will be working to bring together developers and hosts to create more community solar projects, providing additional opportunities for cost savings to our customers.

Leveraging regulatory mechanisms

Sustainable Westchester continues to research and pursue opportunities that may arise with new regulatory constructs and rules in order to save CCA participants money. For example, the recent *Order Adopting Low-Income Community Distributed Generation Initiatives* (“Low Income Order”) on July 12, 2018 is offering cost reductions through NYS programmatic support, which would be channeled to CDG projects that facilitate the participation of low-income participants specifically. SW will take advantage of any regulatory mechanisms that can enhance cost savings for participants, especially those who qualify as low-to-moderate income.

Other value creation

With the maturing of the program, we find that, whether through our outreach and education activity, or the general societal trend, there is greater understanding and support for the non-cash value created by the program. There seems to be a significant appreciation for the price stabilization that the fixed price format brings and the economic benefit of large-scale carbon

mitigation through aggregated purchasing of green power, even if it does not evidence itself in bill reductions. As we move towards the localization of renewables, the health benefits of a greener grid will be even more tangible and will result in real cost savings, though again, not accounted for on the bill.

Increase Access and Participation in Energy Sourcing Decisions

CCAs were designed to provide a simple, reliable, and cost-effective means for individuals to participate in the deregulated energy market. Despite the ability for individuals to privately contract with an ESCO for their electricity supply, many people do not take advantage of this opportunity. The municipally-vetted CCA Program provides a safe avenue for market participation, protecting consumers from ESCO solicitations. The opt-out format is necessary to provide sufficient customer base for the CCA and makes participation easy. Residents receive communications through multiple mediums, which explains the program details in order for them to make an informed decision. Participants retain full freedom of choice and can switch among options or opt out at any time for no cost.

Consult with Participating Municipalities prior to new contracts

Westchester Power is committed to engaging with its Participating Municipalities and their residents to ensure that their interests are being heard and represented. Sustainable Westchester brought together municipal leaders from Participating Municipalities and Approved Municipalities in Con Ed territory for in-person group meetings to consider environmental and cost characteristics associated with the MOU criteria and energy sourcing options for the 2019 Con Ed territory contracts. Similar meetings will take place in Quarter 4 of 2018 for the Participating Municipalities and Approved Municipalities in NYSEG territory leading up to the solicitation for the 2019 NYSEG Contracts supplier.

Serve low-to-moderate income (LMI) customers/Assistance Program Participants (APPs) through opt-in community solar

DPS Staff have clarified that CCAs may only serve low-income customers (defined as those coded in the utility data as participating in energy assistance programs) if they are guaranteed savings over the utility rate on an annualized basis. At this time, Sustainable Westchester has not yet determined the feasibility or likelihood of obtaining supply under such a constraint. While we will continue to explore this, we will not seek data for APPs for new municipal entrants or contract renewals until such time as we are able to offer a guaranteed savings product. It is understood that any APPs that are currently enrolled in the program need not be dropped.

Although APPs are not permitted to participate in the CCA Program, the successful launch of the first Sustainable Westchester community solar project has demonstrated that such projects can yield a guaranteed savings against utility rates. Sustainable Westchester hopes to replicate this model and make community solar available to low-to-moderate income communities, with the

intent of reaching the APPs that are no longer eligible for the CCA Program. The key challenge to this goal is perceived risk and willingness of developers to participate in these projects. SW has active discussions with municipal housing authorities, the LMI Working Group, financing organizations, and other public sector entities to generate solutions to these challenges.

Sustainable Westchester was pleased to learn of the new support structures offered through the promulgation of the Low Income Order and seeks to take advantage of these structures to expedite our LMI initiatives.

Provide comprehensive translation services to potential and participating limited English proficiency (LEP) customers

In order to ensure access and participation in energy sourcing decision making for all Westchester residents, special care must be taken in order to include community members with limited English proficiency. Pursuant to the CCA Framework Order, “all communications with customers must be provided in the individual customer’s native language to the extent that such information is available from the utility or in municipal records.” Currently, there is no comprehensive database with this information, however, when LEP customers inquire about the Program, translation services are offered through the current supplier, Constellation New Energy, Inc. (“Constellation”).

Identified LEP Populations

At least 95% of LEP customers that reach out to Sustainable Westchester for translation services are Spanish-speaking.

Telephone Communications

Currently, when LEP customers call the Sustainable Westchester office, they are redirected to Constellation for translation services. In the upcoming RFPs for the 2019 Contracts, Westchester Power will request that suppliers demonstrate translation capabilities. If these capabilities do not exist, Westchester Power will add bilingual staff or engage a consulting service.

Written Communications

Sustainable Westchester will request information from Participating Municipalities and utilities regarding the presence of limited English proficiency residents. Based on the records provided, notification letters to prospective LEP customers will be provided in their native language. Since the vast majority of LEP Program participants have been identified as Spanish-speaking, Westchester Power has produced a Spanish version of the notification letter to send out when applicable. This will be filed with the PSC, along with the English version, at least 5 business days prior to the notification letters being mailed out.

TIMELINES

2019 Con Ed Contract Timeline

The current Con Ed territory contracts expire December 31, 2018. The following timelines set out the steps for Prospective Municipalities to qualify to participate in the solicitation for the 2019 Con Ed territory contract (Table 1) and Participating and Approved Municipalities to participate in the new contract solicitation and execution (Table 2).

Table 1. Timeline for Prospective Municipalities - Con Ed Territory

Task	Date Completed
CCA Enabling Law Passed	January 2018 - June 2018
Outreach Period	January 2018 - June 2018
Local Authorization Package Submitted to PSC	By end of June 2018
Approval of Local Authorization Package Returned by PSC	July 2018
Utility Data Request(s) for Approved Municipalities	July 2018

Table 2. Timeline for Participating Municipalities and Approved Municipalities - Con Ed Territory

Task	Date Completed
Updated Implementation Plan Filed with PSC	July 2018
Updated Data Protection Plan Filed with PSC	Early August 2018
Request for Information (RFI) for Supplier Issued	Early August 2018
MOUs/IMAs Approved	Late August 2018

Request for Proposals (RFP) for Supplier Filed with PSC	August 2018
Request for Proposals (RFP) for Supplier Issued	September 2018
Contract Award	September 2018
Additional Outreach Meeting	October 2018
Notification Letter Filed to DPS At Least 5 Days Prior to Mailing	Early November 2018
Notification Letter Mailed	Mid November 2018
30-Day Opt Out Period	Mid-November 2018 to Mid-December 2018
Enrollments Sent	Late December 2019
CCA Service Begins	After first meter read date in January 2019

2019 NYSEG CCA Timeline

The current NYSEG contracts expire April 30, 2019. The following timelines set out the steps for Prospective Municipalities to qualify to participate in the solicitation for the 2019 NYSEG territory contract (Table 3) and Participating and Approved Municipalities to participate in the new contract solicitation and execution (Table 4).

Table 3. Timeline for Prospective Municipalities - NYSEG Territory

Task	Date Completed
CCA Enabling Law Passed	August 2018 - November 2018
Outreach Period	August 2018 - November 2018
Local Authorization Package Submitted to PSC	By the end of November 2018

Approval of Local Authorization Package Returned by PSC	December 2018
Utility Data Request(s) for Approved Municipalities	December 2018

Table 4. *Timeline for Participating Municipalities and Approved Municipalities - NYSEG Territory*

Task	Date Completed
Updated Implementation Plan Filed with PSC	October 2018
Updated Data Protection Plan Filed with PSC	October 2018
MOUs/IMAs Approved	December 2018
Request for Proposals (RFP) for Supplier Filed with PSC	January 2019
Request for Proposals (RFP) for Supplier Issued	January 2019
Contract Award	January/February 2019
Additional Outreach Meeting	February 2019
Notification Letter Filed to DPS At Least 5 Days Prior to Mailing	Early March 2019
Notification Letter Mailed	Mid-March 2019
30-Day Opt Out Period	Mid-March 2019 to Mid-April 2019
Enrollments Sent	Late April 2019
CCA Service Begins	After first meter read date in May 2016

PUBLIC OUTREACH PLAN

Westchester Power has engaged in comprehensive community outreach since the inception of the CCA Program, however, targeted outreach activities have been undergone since Fall 2017 to prepare Participating Municipalities for the new contracts. In the following sections, the general structure of Westchester Power's Public Outreach Plan is described. See Appendices B-E for detailed records of the Fall 2017 - Summer 2018 outreach activities ahead of the September 2018 RFP process.

Purpose

The purpose of the Public Outreach Plan is to ensure that residents and small businesses in Westchester County are adequately educated about the features and benefits of the CCA Program. When performing ongoing outreach in Participating Municipalities, communications are focused on providing updates on the progress of the CCA Program to its participants. Prior to the renewal of a Participating Municipality or a new municipality's enrollment, Westchester Power launches a two-month educational program in order to empower potential customers to make an informed decision about their participation in the CCA Program. This requires providing prospective participants with information on the following:

- The importance and benefits of renewable energy;
- The ways in which CCA advances REV and benefits participants;
- What the contract terms are, including what type of energy supply options are available and what the rates are;
- How the enrollment process is structured, with an emphasis on the opt-out nature of the program;
- How to change your energy supply by opting up or down, or how to opt-out of the program altogether; and
- How to reach Westchester Power for any assistance or customer service needs.

In order to disseminate program information to diverse individuals across Westchester County, a variety of outreach tactics are used. These fall within four overarching categories:

1. Written Correspondence (Appendix B)
2. Online Presence (Appendix C)
3. Events (Appendix D)
4. Media Coverage (Appendix E)

Written Correspondence

Mailings

As mandated by the PSC in the CCA Framework Order, the CCA Program sends out a notification letter, which is pre-approved by the Department of Public Service (See Appendix F for the current notification letter; see Appendix G for the Spanish-translated notification letter). In order to receive approval, notification letters will be filed with the PSC at least 5 business days prior to being mailed out. Additional mailings are used to circulate important program information, and have proven effective at communicating with participants; once a mailing is sent out, the number of customer service calls typically doubles for approximately two weeks.

E-Newsletters

Online newsletters have been used to disseminate general information to customers about the Program in its earliest stages. In addition to a Program-specific newsletter in the past, currently and moving forward, Sustainable Westchester distributes a quarterly newsletter that provides information and updates on the CCA Program, as well as incorporating REV-related topics that the CCA Program supports.

Online Presence

Social Media

Social media has proved to be a critical medium in publicizing information on the CCA Program, and particularly, in regards to increasing public turnout at the events that Westchester Power hosts, sponsors, and attends. Additionally, Sustainable Westchester staff coordinates with community organizations to publicize local events via their email distribution lists, social media outlets, etc. This has proven to be a significant contributor to greater communications reach.

Websites

It is important for Participating Municipalities to provide information on their municipal websites about the Program in order to separate Westchester Power from other ESCOs and direct eligible customers to the website for more information about the Program. Some towns and non-profit partners provide information on their websites about the Program and Sustainable Westchester will continue to develop materials and postings, and urge our municipal members to make these available on their websites.

Events

Meetings with Municipal Boards, Board Members, Staff

Sustainable Westchester staff regularly attends municipal board meetings and meets with board members and staff in order to update Participating Municipalities on the progress of the Program.

Additionally, representatives visit the Boards of Prospective Municipalities that are not yet enrolled in the Program to explain CCA, provide updates, and inform the Boards on the process to join the Program if they are interested in doing so.

Sustainability, Energy, or Conservation Committees/Advisory Councils

Meeting with the environmentally-focused Advisory Councils and/or Committees has proven to be an important tool in providing information on the CCA Program, which the committee members can then circulate further within their own community groups. Additionally, it allows Sustainable Westchester to learn about the sustainability efforts of various groups and support these groups in initiatives that enhance REV goals.

Community Events

Community events are the most hands-on way to reach community members and explain the CCA Program. Sustainable Westchester participates in community events in municipalities that are already enrolled in the CCA, as well as municipalities that are not yet in the Program. Often times, municipal governments want to ensure that their residents are aware and willing to join the CCA Program prior to passing a resolution. To enhance communications, Sustainable Westchester can provide outreach at community events in any Prospective Municipality.

Media Presence

Press Releases

Westchester Power has increased its media presence by publishing several press releases in regards to program enhancements and REV-related initiatives.

Press Coverage

Third-party press coverage has proven to be extremely effective in publicizing the CCA Program to eligible and prospective customers and differentiating the Program from ESCOs. There are two types of media coverage that the Westchester Power CCA usually receives: 1) targeted coverage of the Program, including general information on the program structure, goals, and benefits, and 2) REV-related CCA coverage, which focuses on a topic, initiative, or event that enhances REV goals and is also related to the CCA.

APPENDIX A - Municipal Contacts

NAME & CONTACT INFORMATION FOR CHIEF ELECTEDS, MANAGERS AND ADMINISTRATORS - CON EDISON TERRITORY					
First Name	Last Name	Position	Municipality	Email	Phone #
Nancy	Kaboolian	Mayor	Village of Ardsley	nkaboolian@ardsleyvillage.com	914-693-1550
Meredith	Robson	Village Manager	Village of Ardsley	mrobson@ardsleyvillage.com	914-693-1550
Chris	Burdick	Supervisor	Town of Bedford	supervisor@bedfordny.gov	914-666-6530
Janine	King	Village Manager	Village of Croton-on-Hudson	jking@crotononhudson-ny.gov	914-271-4848
Bryan	Healy	Secretary to Village Manager	Village of Croton-on-Hudson	bhealy@crotononhudson-ny.gov	914-271-4848
Brian	Pugh	Mayor	Village of Croton-on-Hudson	bpugh@crotononhudson-ny.gov	914-271-4848
Paul	Feiner	Supervisor	Town of Greenburgh	pfeiner@greenburghny.com	914-989-1540
Francis	Frobel	Village Manager	Village of Hastings-on-Hudson	villagemanager@hastingsgov.org	914-478-3400
Peter	Swiderski	Mayor	Village of Hastings-on-Hudson	mayor@hastingsgov.org	914-478-3400
Brian C.	Smith	Mayor	Village of Irvington-on-Hudson	bsmith@irvingtonny.gov	914-591-7070
Lawrence	Schopfer	Village Administrator	Village of Irvington-on-Hudson	lschopfer@irvingtonny.gov	914-591-4358
Lorraine	Walsh	Mayor	Village of Larchmont	mayor@villageoflarchmont.org	914-834-6230

Justin	Datino	Administrator/ Clerk	Village of Larchmont	administrator@villageoflarchmont.org	914-834-6230
Nancy	Seligson	Supervisor	Town of Mamaroneck	supervisor@townofmamaroneckny.org	914-381-7805
Robert	Yamuder	Village Manager	Village of Mamaroneck	ryamuder@vomny.org	914-777-7703
Thomas	Murphy	Mayor	Village of Mamaroneck	tmurphy@vomny.org	914-777-7722
Stephen	Altieri	Town Administrator	Town of Mamaroneck	saltieri@townofmamaroneckny.org	914-381-7810
Edward	Brancati	Village Manager	Village of Mount Kisco	ebrancati@mountkisco.ny.gov	914-864-0001
Gina	Picinich	Mayor	Village of Mount Kisco	mayorinapicinich@mountkisco.ny.gov	914-241-0500
Robert	Greenstein	Town Supervisor	Town of New Castle	rgreenstein@mynewcastle.org	914-238-4771
Jill	Shapiro	Town Administrator	Town of New Castle	jshapiro@mynewcastle.org	914-238-4742
Noam	Bramson	Mayor	City of New Rochelle	nbramson@newrochelleny.com	914-654-2150
Charles	Strome	City Manager	City of New Rochelle	cstrome@newrochelleny.com	914-654-2140
Victoria	Gearity	Mayor	Village of Ossining	gearity@villageofossining.org	914-941-3554
Dana	Levenberg	Supervisor	Town of Ossining	dlevenberg@townofossining.com	914-762-6001
Debbie	McDonnell	Village Manager	Village of Ossining	dmcdonnell@villageofossining.org	914-941-3554
Michael	Volpe	Mayor	Village of Pelham	michael.volpe@pelhamgov.com	914-738-2015
John	Gallagher	Village Administrator	Village of Pelham	administrator@pelhamgov.com	914-231-3318
Patricia	Dwyer	Village Administrator	Village of Pleasantville	pdwyer@pleasantville-ny.gov	914-769-1940
Peter	Scherer	Mayor	Village of Pleasantville	pscherer@pleasantville-ny.gov	914-769-1975

Christopher	Bradbury	Village Clerk/ Administrator	Village of Rye Brook	cbradbury@ryebrook.org	914-939-1121
Paul S.	Rosenberg	Mayor	Village of Rye Brook	mayor@ryebrook.org	914-939-1121
Kenneth	Wray	Mayor	Village of Sleepy Hollow	kwrap@sleepyhollow.org	914-366-5100
Anthony	Giaccio	Village Administrator	Village of Sleepy Hollow	agiaccio@sleepyhollow.org	914-366-5105
Richard	Slingerland	Village Administrator	Village of Tarrytown	rslingerland@tarrytowngov.com	914-631-1785
Drew	Fixell	Mayor	Village of Tarrytown	dfixell@tarrytowngov.com	914-631-1785
Thomas	Roach	Mayor	City of White Plains	troach@whiteplainsny.gov	914-422-1411
Karen	Pasquale	Chief of Staff	City of White Plains	kpasquale@whiteplainsny.gov	914-422-1411
Mariam	Elgueta	Office of the Mayor	City of White Plains	melgueta@whiteplainsny.gov	914-422-1412

NAME & CONTACT INFORMATION FOR CHIEF ELECTEDS - NYSEG TERRITORY

First Name	Last Name	Position	Municipality	Email	Phone #
Chris	Burdick	Supervisor	Town of Bedford	supervisor@bedfordny.gov	914-666-6530
Peter	Parsons	Supervisor	Town of Lewisboro	supervisor@lewisborogov.com	914-763-3151
Warren	Lucas	Supervisor	Town of North Salem	wlucas@northsalemny.org	914-669-5110
Kevin	Hansan	Supervisor	Town of Pound Ridge	supervisor@townofpoundridge.com	914-764-3985
Rick	Morrissey	Supervisor	Town of Somers	supervisor@somersny.com	914-277-3323

APPENDIX B - Mailings

Type	Date
Opt Out Mailings	April 2016 and on a rolling basis thereafter
Wind Power Benefit Report	August 2017 and annually thereafter for Con Edison customers
Historic Content Label	August 2017 and annually thereafter for NYSEG customers
Contract Non-Termination Letter	November 2017 informing Con Edison customers of the eight (8) month contract extension

APPENDIX C - Online Presence

E-NEWSLETTERS			
Title	Date	Content	URL
Westchester Power Newsletter	November 2016	Introduction to the Westchester Power CCA	https://community.westchesterpower.org/civicrm/mailing/view?id=4&reset=1
Westchester Power Newsletter	December 2017	Update on Westchester Power CCA	https://community.westchesterpower.org/civicrm/mailing/view?id=154&reset=1
Sustainable Westchester Newsletter	Spring 2018	What's New In the News Focus Areas & Initiatives	http://sustainablewestchester.org/wp-content/uploads/2018/07/2018-SpringNewsletter.pdf

SOCIAL MEDIA		
Account Type	Dates Active	Types of Posts
CCA Facebook	April 2016 - Present	CCA updates, events, relevant energy articles
CCA Twitter	April 2016 - Present	CCA updates, events, relevant energy articles
CCA Instagram	April 2016 - Present	CCA updates, events, relevant energy articles

WEBSITES	
Municipality	URL
Bedford 2020	http://bedford2020.org/cca/
Town of Bedford	http://www.bedfordny.gov/westchester-power-program/
Village of Pelham	https://www.pelhamgov.com/sites/pelhamny/files/uploads/cca_explainer_010317.pdf https://www.pelhamgov.com/sites/pelhamny/files/uploads/westchester_power_program_update.pdf
City of White Plains	http://www.cityofwhiteplains.com/index.aspx?nid=628

Village of Croton-on-Hudson	http://www.crotononhudson-ny.gov/public_documents/crotonhudsonny_webdocs/cca/WestPowerFA
Village of Hastings-on-Hudson	https://www.hastingsgov.org/sites/hastingsonhudsonny/files/uploads/cca_update.pdf
Village of Irvington	http://www.irvingtonny.gov/index.aspx?nid=447
Town of Lewisboro	https://www.lewisborogov.com/townclerk/page/westchester-power-program-constellation
Town of Mamaroneck	http://www.townofmamaroneckny.org/DocumentCenter/View/886/CCA-Westchester-Power-February-2017-Rate-Update-and-Graph?bidId= http://www.townofmamaroneckny.org/DocumentCenter/View/255/CCA-Resident-Letter-Final-PDF?bidId=
Town of New Castle	http://mynewcastle.org/quick-instructions-for-westchester-power-signup-and-opt-out/ http://mynewcastle.org/westchester-power-our-community-our-choice/ http://mynewcastle.org/community-choice-aggregation-frequently-asked-questions/
City of New Rochelle	https://www.newrochelleny.com/1397/Community-Choice-Aggregation
Town of Ossining	https://www.townofossining.com/cms/news/community-choice-aggregation-cca-powerpoint?highlight=WyJjb21tdW5pdHkiLCJjb21tdW5pdHkncyIsImNob2ljZSIsImFnZ3JlZ2F
Town of Somers	http://somersny.com/Pages/SomersNY_Events/ccaqa.pd http://www.somersny.com/Pages/SomersNY_Events/ccaletter4816.pdf
Village of Rye Brook	http://www.ryebrook.org/Cit-e-Access/webpage.cfm?TID=31&TPID=7271
Village of Tarrytown	http://www.tarrytowngov.com/home/news/community-choice-aggregation-32116

APPENDIX D - Events

MUNICIPAL BOARD MEETINGS	
Town	Date
Ardsley	6/19/2017, 3/6/2018
Bedford	6/20/2017, 7/17/2018
Briarcliff Manor	12/7/2016
Croton-on-Hudson	5/22/2017
Elmsford	8/7/2017
Greenburgh	3/7/2017
Harrison	9/19/2017, 3/1/2018
Hastings-on-Hudson	8/22/2017
Irvington-on-Hudson	8/21/2017
Larchmont	8/21/2017
Mamaroneck Town	8/23/2017
Mamaroneck Village	8/14/2017
Mount Kisco	9/5/2017
Mount Pleasant	8/8/2017
New Castle	9/26/2017
New Rochelle	9/19/2017
Ossining Town	7/18/2017
Ossining Village	7/5/2017
Peekskill	9/18/2017, 6/4/2018
Pelham Village	9/12/2017
Pleasantville	8/28/2017
Pound Ridge	2/8/2018
Rye Brook	8/22/2017
Rye City	9/13/2017
Sleepy Hollow	2/21/2017, 1/9/2018
Tarrytown	9/5/2017
Tuckahoe	7/10/2017

MEETINGS WITH MUNICIPAL BOARD MEMBERS AND/OR STAFF		
Town	Who	Date
<u>Ardsley</u>	Confidential Secretary to Mayor	7/12/2018
<u>Bedford</u>	Supervisor	7/12/2018; 7/18/2018
<u>Croton</u>	Mayor	7/18/2018
<u>Harrison</u>	Mayor	7/5/2017
<u>Hastings-on-Hudson</u>	Trustee	7/12/2018
<u>Irvington</u>	Village Administrator	7/12/2018
<u>Larchmont</u>	Mayor	7/12/2018
<u>Mamaroneck Town</u>	Supervisor	7/12/2018
<u>Mamaroneck Village</u>	Assistant Village Manager	7/12/2018
<u>Mount Kisco</u>	Mayor	7/23/2018
<u>New Rochelle</u>	Sustainability Coordinator	7/12/2018
<u>Ossining</u>	Supervisor	7/18/2018
<u>Rye Brook</u>	Village Administrator	7/12/2018
<u>Tarrytown</u>	Village Administrator	7/18/2018

SUSTAINABILITY, ENERGY, OR CONSERVATION COMMITTEES/ADVISORY COUNCILS		
Town	Committee Type	Date
<u>New Castle</u>	Sustainability Committee	6/29/2017
<u>Croton-on-Hudson</u>	Conservation Advisory Council	7/29/2017
<u>Peekskill</u>	Conservation Advisory Council	7/13/2017
<u>Sleepy Hollow</u>	Environmental Advisory Committee	10/13/2017
<u>Somers</u>	Energy & Environment Committee	10/6/2016, 8/2/2017
<u>Eastchester</u>	Environmental Committee	12/12/2016, 1/29/2018
<u>Pound Ridge</u>	Energy Action Committee	11/20/2017

COMMUNITY EVENTS		
Town	Name	Date
<u>Ardsley</u>	CCA Information Session	4/25/2018
<u>Bedford</u>	Bedford 2020 Food Forum	3/4/2017

Bedford	Bedford 2020 Climate Change Summit	2/6/2018
Cortlandt	Teatown Solar Energy Panel	5/17/2018
Croton-on-Hudson	Mothers out Front Meeting	9/28/2017
Croton-on-Hudson	Clearwater Festival	6/17-6/18/2017
Croton-on-Hudson	CCA Presentation to Community-Library	1/26 & 2/6/2018
Croton-on-Hudson	Teatown Solar Energy Panel	5/17/2018
Dobbs Ferry	Ferry Festa	10/14/2017
Eastchester	Eastchester Green Festival	9/9/2017
Greenburgh	Outreach-Greenburgh Public Library	1/26/2018
Larchmont	Senior Day Event	9/19/2017
Mamaroneck Town	Mamaroneck Senior Event	9/19/2017
Mamaroneck Village	Mamaroneck Senior Event	9/19/2017
Mount Kisco	Mt Kisco Sales Day	9/16-9/17/2017
Mount Pleasant	Mt Pleasant Day	8/20/2017
Mount Pleasant	Mt Pleasant Seniors Livable Community Day	9/19/2017
New Castle	Millwood 200	10/28/2017
New Rochelle	Energize New Rochelle	6/4/2018
Ossining Town	Teatown Solar Energy Panel	5/17/2018
Ossining Village	Teatown Solar Energy Panel	5/17/2018
Peekskill	Outreach-Peekskill Field Library	1/24/2018
Pelham Manor	Pelham Seniors Event	10/2/2017
Pelham Village	Pelham Seniors Event	10/2/2017
Sleepy Hollow	Farmers Market	6/23/2018
Sleepy Hollow	CCA Information Session	6/11/2018
Tarrytown	Farmers Market	6/23/2018
Tuckahoe	Library Presentation	10/19/2017
Yorktown	YSBA Small Business & Employment Opp Fair	5/23/2018
Yorktown	Teatown Solar Energy Panel	5/17/2018

APPENDIX E - Media Coverage

PRESS RELEASES		
Title	Date	URL
Westchester Power Provides Tips on "Downsizing" Energy Bill Costs	7/7/17	http://www.prweb.com/releases/2017/06/prweb14409872.htm
Westchester Power Launches "emPowering Green Energy"	4/3/17	http://www.prweb.com/releases/2017/04/prweb14199968.htm
Westchester Power and Sustainable Westchester Sponsor Carbon Tax Forums	7/18/17	http://www.prweb.com/releases/2017/07/prweb14516149.htm
County Joins Sustainable Westchester Consortium	5/23/17	http://www.westchesterpower.org/wp-content/uploads/2017/06/PR-County-Joins-Sustainable-Westchester-Consortium.pdf
Westchester Power Engages Ampion, Software Leader in Energy Arena	9/11/17	http://www.prweb.com/releases/2017/09/prweb14681394.htm
Sustainable Westchester Launches Community Solar Program in Cooperation with Abundant Efficiency	4/23/18	http://www.westchesterpower.org/sustainable-westchester-launches-community-solar-program/
Sustainable Westchester Launches GeoThermal Heating & Cooling Program, in Partnership with Dandelion	5/30/18	http://sustainablewestchester.org/wp-content/uploads/2018/07/SW-Dandelion-Geothermal-press-release-05-30-18.pdf

PRESS COVERAGE						
Article Title	Date	Publication	Author	URL	CCA Press	REV/ CCA Press
Illuminating Information on Electric Service	2/27/17	Westchester & Fairfield County Business Journal (Vol. 53, No. 9)	N/A	Print.	X	
State Utility Charge Irks Local Officials	4/7/17	The Bedford/Pound Ridge Record Review (Vol. 22, No. 21)	Jane K. Dove	Print.		X
Westchester Power Begins Consumer Education Campaign	4/12/17	The Gazette (Vol. 34, No. 14)	N/A	Print.	X	
Know Your Neighbor: Dan Welsh, Program Director, Westchester Power	4/24/17	The Examiner News (P. 21)	Martin Wilbur	http://www.theexaminernews.com/know-your-neighbor-dan-welsh-program-director-westchester-power/	X	
Westchester Power Helps the County Go Green with Expansive Program	4/25/17	Westchester Magazine	Paul Adler	http://www.westchestermagazine.com/Blogs/914INC-Incoming/April-2017/Westchester-Power-Expansive-Program/	X	
Westchester Joins Energy Alliance	6/5/17	Westchester County Business Journal	Ryan Deffenbaugh	https://westfaironline.com/89687/westchester-county-joins-sustainable-westchester-consortium/	X	
One Year In, Westchester Power Pushes a New Era of Clean Energy	6/9/17	Westchester County Business Journal	Ryan Deffenbaugh	https://westfaironline.com/90137/one-year-in-westchester-power-pushes-a-new-era-of-clean-energy/	X	

Downsize' Your Energy Bills	7/7/17	Westchester Rising (Vol. 14, No. 26-27); Chappaqua Patch (online)	N/A	https://patch.com/new-york/chappaqua/westchester-power-provides-tips-downsizing-energy-bill-costs	X
Westchester Power and Sustainable Westchester Sponsor Carbon Tax Forums	7/17/17	American Towns	N/A	http://www.american towns.com/ny/katonah/news/westchester-power-and-sustainable-westchester-sponsor-carbon-tax-forums-28781180	X
Nearby Events: A Panel Discussion on Carbon Tax	7/20/17	Westmore News (online)	(Compiled by) Marian Kromberg	http://www.westmorenews.com/Content/Calendars/Calendars-subsection-/Article/Nearby-Events/39/144/33173	X
Westchester Power and Sustainable Westchester Sponsor Carbon Tax Forums	7/20/17	New York State Association of Counties (online)	Westchester Power	http://www.nysac.org/blog_home.asp?Display=451	X
Forum Seeks to Foster Dialogue on Carbon Tax	7/21/17	The Bedford/Pound Ridge Record Review (Vol. 22, No. 36)	N/A	Print.	X
Talk of the Town	7/21/17	The Bedford/Pound Ridge Record Review (Vol 22., No. 36)	Nancy Dexter	Print.	X
Microgrid Incentives: What's Needed to Spur More Microgrids?	7/31/17	Microgrid News (online)	Lisa Cohn	http://microgridknowledge.com/microgrid-incentives/	X
New Rochelle Hosts Forum to Spotlight Issue of Carbon Tax	8/2/17	Talk of the Sound (online)	City of New Rochelle	http://www.newrochelletal k.com/content/new-rochelle-hosts-forum-spotlight-issue-carbon-tax	X

Mayor Roach Announces Support for 100% Clean Energy	8/2/17	Hudson Valley News Network (online)	N/A	http://hudsonvalleynewsnetwork.com/2017/08/02/mayor-roach-announces-support-100-clean-energy/		X
White Plains Targets 100 percent Clean Energy by 2035	8/3/17	Westfair (online)	Ryan Deffenbaugh	https://westfaironline.com/92206/white-plains-targets-100-percent-clean-energy-by-2035/		X
Power Play: Sustainable Westchester Offers Discount on All-Electric Leafs	8/10/17	The Journal News	Michael P. McKinney	http://www.lohud.com/story/news/2017/07/27/sustainable-westchester-offers-discount-program-electric-nissan-leafs/501083001/		X
Tips for Keeping Energy Bills Down this Summer	8/11/17	The Bedford/Pound Ridge Record Review (Vol. 22, No. 39)	N/A	Print.		X
Dan Welsh, Westchester Power Program Director radio interview	9/11/17	“Westchester Means Business”	Marsha Gordon, President & CEO Business Council of Westchester	Recorded	X	X
Local Organizations Participate in Eastchester Green Festival	9/12/17	LoHud	Michelle Almonte	Print.	X	
Sustainable Westchester Hosts Zero Emissions Summit	9/27/17	Chappaqua Patch	Patch Staff	https://patch.com/new-york/chappaqua/sustainable-westchester-hosts-zero-emissions-summit		X
Village Solicits Input on Energy Options (Ardsley)	3/16/18	The Rivertowns Enterprise	Kris DiLorenzo	Print	X	

Town Will Join Energy Buying Program (Pound Ridge)	5/11/18	Record Review	Victoria Sheridan	http://www.westchesterpower.org/wp-content/uploads/2018/06/Pound-Ridge-20180511-RR-CCA-article.pdf	X	
Dan Welsh, Westchester Power Program Director TV Interview	4/7/18	White Plains Community Media	John Bailey	http://www.wpcommunitymedia.org/people-to-be-heard/05032018-954	X	X
Sleepy Hollow Looks to Join Westchester Power	6/12/18	News 12	Samantha Crawford	http://www.westchesterpower.org/press-coverage/	X	

APPENDIX F - Notification Letter



Municipality's
Logo

[Date]

Welcome to Westchester Power!

The [municipality] has joined with [number] other municipalities in a bulk-purchasing program for electricity known as Westchester Power. We provide [number] Westchester residents and small businesses with low-cost, fixed rates for electricity supply.

[Supplier] was the lowest bidder for our bulk purchase, and they will now be your supplier. The power lines that deliver your electricity remain the responsibility of [Utility], and they will continue to bill you in the exact same way. You will continue to contact [Utility] in the event of any problem with your electricity service.

For translation services please call our office at (914) 242-4725.

Para acceder a nuestros servicios de traducción, llame a nuestras oficinas, al (914) 242-4725.

For more information on the Westchester Power program, please see the enclosed FAQ or call the office at (914) 242-4725.

Enrollment

[Municipality] residents and small businesses who currently receive their supply from [Utility] are automatically enrolled, **unless you choose to opt out within 30 days of receiving this letter.** If you would like to stay with us, you will be seamlessly enrolled after the 30-day opt-out period, but you still have the ability to opt out at any time thereafter with no penalty.

To opt out, you can:

Return the enclosed opt out postcard, OR call the Westchester Power office at (914) 242-4725, OR go to www.westchesterpower.org and submit the Opt Out Form under "Energy Choices."

Supply Options

There are two supply options under our program: basic and green.

- Green Option: Your electricity supply is [Green Supply Option]
- Basic Option: Your electricity supply is a [Basic Supply Option]

[Municipality] has chosen [Supply type] as the default in which you will be enrolled; however, you have the ability to switch to [Other supply type].

To switch between supply choices: Visit our website www.westchesterpower.org and click on "Energy Choices" for the appropriate form, or call our office at (914) 242-4725.

Rate Class	Green Supply*	Basic Supply
Residential (EL1)	[Insert Price]	[Insert Price]
Small Commercial (EL2)	[Insert Price]	[Insert Price]

*Electricity Supply backed by [REC Type]

Note: Above rates may be subject to a municipal Gross Receipt Tax (GRT).

What we've accomplished as of [Month] 2018 ...



...thanks to our participating municipalities!

City of New Rochelle
 City of White Plains
 Town of Bedford
 Town of Greenburgh
 Town of Lewisboro
 Town of Mamaroneck
 Town of New Castle
 Town of North Salem
 Town of Ossining
 Town of Somers
 Village of Croton-on-Hudson
 Village of Hastings-on-Hudson
 Village of Irvington
 Village of Larchmont
 Village of Mamaroneck
 Village of Ossining
 Village of Mount Kisco
 Village of Pelham
 Village of Pleasantville
 Village of Rye Brook
 Village of Tarrytown

Additional Questions?

Give our office a call at (914) 242-4725.



Municipality's Logo



Frequently Asked Questions

Q: What is Westchester Power?

A: Westchester Power is a program that enables participating Westchester communities to join together and purchase electricity supply in bulk. Aggregating consumers on a large scale creates the buying power necessary to dictate the terms of our energy purchasing. Westchester Power has secured low fixed electric supply rates for [Insert Number] Westchester municipalities, representing about [Insert Number] households and small businesses.

Q: Who administers Westchester Power?

A: Westchester Power is a partnership program of Sustainable Westchester and participating Westchester County municipalities. Sustainable Westchester is a non-profit 501 (c) (3) consortium of Westchester County local governments - in effect, owned by you. Sustainable Westchester has been authorized by the New York State Public Service Commission to act as the manager, coordinator, and administrator of Westchester Power on behalf of any of its member municipalities.

Q: Does Westchester Power replace my utility?

A: No. Your existing utility (Con Edison or New York State Electric & Gas, depending on where you live) will continue to deliver reliable power, maintain power lines, and respond to service outages. They will still provide the same customer service to all residents regardless of whether they are in the program. They are required by law to do so. Customers will still receive only one bill each month and it will still come directly from your utility. The new bill will reflect the change in supplier and new supply rate.

Q: How does Westchester Power procure power?

A: Westchester Power administered a competitive bidding process, soliciting responses from all registered New York suppliers. [Insert Supplier] is the supplier under the current contract.

Q: How can I be sure Westchester Power will provide energy consistently?

A: Electricity is a highly regulated industry and there are many safeguards against service interruption from supplier error. There is a "grid operator" (called the NYISO) that monitors the grid at the high-voltage level to ensure the proper power is flowing at all times. In addition, the utility remains the "provider of last resort," which means they are obligated to serve any customers whose supplier has failed to buy the requisite power for those customers.

Q: Will I save money by participating in Westchester Power?

A: Westchester Power rates are fixed at a price lower than the average utility rate between [Insert pricing target depending on utility zone]. Over the first 2 years of the program, Westchester Power's rates have outperformed the utility and saved customers money. While our large customer base assures us of attracting competitive bids from suppliers, it is the nature of a fixed price contract that there is no guarantee that Westchester Power rates will be lower in any given month, or save money through the end of the contract period.

Q: How does the enrollment process work?

A: Residential and small commercial (those not charged for their peak demand) customers that currently receive electric supply from the utility are automatically enrolled. Residents or small businesses that are presently under contract with a third party electricity supply company (ESCO) are not enrolled. If you are already signed up with an ESCo, but want to switch to Westchester Power, look at the terms of your existing contract to see when it expires and what (if any) penalties apply for early termination. If you choose to terminate your contract with the ESCo, you can then Opt-In to join the program.

Q: What if I don't want to participate?

A: It is absolutely your choice. Every household and small business that currently receives its energy supply from the utility can opt out at any time by filling out an online form at www.westchesterpower.org under "Energy Choices," or by calling Westchester Power directly at 914-242-4725. They will ask you for the same information seen on that form: name of your utility, name on the account, account number, email, phone, service address, and your city, state, and zip code.

Q: Is there a fee for opting out of Westchester Power?

A: No, there is never a fee or penalty for opting out.

Q: If I opt out after the contract has taken effect, how will that affect my service?

A: Service will not be interrupted whatsoever. The account will be transferred back to the utility at the end of the following billing period.

Q: Does Westchester Power supply "green" power?

A: Yes. In fact, [Number] of the [Number] participating municipalities have set [Green Supply Offering] as the default option for their residents and small businesses. Your municipality choose either standard power or green power as the default supply, but residents/small businesses can freely choose to switch supply options at any time.

Q: What is the 100% Renewable Energy Option?

A: The Westchester Power renewable energy option is currently [Green Supply Option]. No coal. No gas. No oil. No nuclear. It is clean energy, plain and simple. No fossil fuels. As a consequence, greenhouse gas emissions are dramatically reduced. We can celebrate our contribution to cleaner air and cleaner water. It is the right choice for our planet, for future generations, for all who care about climate change.

***For additional information,
email info@westchesterpower.org or call (914) 242-4725.***



APPENDIX G - Notification Letter in Spanish



Municipality's
Logo

[Date]

¡Bienvenido a Westchester Power!

La [municipality] se ha unido con [number] municipalidades en un programa para comprar grandes cantidades de energía eléctrica denominado Westchester Power. Ofrecemos a los [number] residentes y pequeñas empresas de Westchester tarifas fijas y de bajo costo para el suministro eléctrico.

[Supplier] fue la empresa que ofertó el menor precio para nuestra compra de grandes cantidades de electricidad, por lo cual, ahora, será su proveedor. La red eléctrica que entrega la electricidad sigue siendo responsabilidad de [Utility] quienes continuarán facturándole de la misma manera. Asimismo, en caso de que tenga algún problema con el servicio de electricidad, deberá contactar a [Utility].

Para más información sobre el programa de Electricidad de Westchester, consulte las Preguntas Frecuentes adjuntas o llame a la oficina al (914) 242-4725.

For translation services please call our office at (914) 242-4725.

Para acceder a nuestros servicios de traducción, llame a nuestras oficinas, al (914) 242-4725.

Registro

Los residentes y pequeñas empresas de [Municipality] que, actualmente, reciben el suministro eléctrico de [Utility] están registrados automáticamente, **salvo que decida excluirse dentro de los 30 días de haber recibido esta carta**. Si desea permanecer con nosotros, quedará registrado sin inconvenientes, una vez transcurrido el período de exclusión de 30 días, pero aún tiene la posibilidad de excluirse en cualquier momento después de dicho período sin sanción alguna.

Para excluirse, usted puede:

Enviar la tarjeta de exclusión adjunta O llamar a la oficina de Westchester Power, al (914) 242-4725, O visitar www.westchesterpower.org y enviar el Formulario de Exclusión que se encuentra en la sección "Energy Choices" (Opciones de energía).

Opciones de suministro

Existen dos opciones de suministro en nuestro programa: básico y verde.

- Opción verde: Su suministro eléctrico es [Green Supply Option].
- Opción básica: Su suministro eléctrico es [Basic Supply Option].

[Municipality] ha elegido [Supply type] como predeterminado, en el que será registrado; sin embargo, tiene la posibilidad de cambiar a [other supply type].

Para cambiar de opción de suministro: Visite nuestro sitio web www.westchesterpower.org y haga clic en "Energy Choices" para obtener el formulario correspondiente o llame a nuestra oficina al (914) 242-4725.

Clase de tarifa	Suministro verde*	Suministro básico
Residencial (EL1)	[Insert Price]	[Insert Price]
Pequeñas empresas (EL2)	[Insert Price]	[Insert Price]

*Suministro de electricidad respaldado por [REC Type]

Nota: Las tarifas que figuran más arriba podrían estar sujetas al impuesto municipal de ingresos brutos (GRT, por su sigla inglés).

Lo que hemos logrado hasta [Month] de 2018...



... ¡gracias a las municipalidades que participan!

City of New Rochelle
 City of White Plains
 Town of Bedford
 Town of Greenburgh
 Town of Lewisboro
 Town of Mamaroneck
 Town of New Castle
 Town of North Salem
 Town of Ossining
 Town of Somers
 Village of Croton-on-Hudson
 Village of Hastings-on-Hudson
 Village of Irvington
 Village of Larchmont
 Village of Mamaroneck
 Village of Ossining
 Village of Mount Kisco
 Village of Pelham
 Village of Pleasantville
 Village of Rye Brook
 Village of Tarrytown

¿Otras preguntas?

Llame a nuestra oficina al (914) 242-4725.



Municipality's Logo



Preguntas frecuentes

P: ¿Qué es Westchester Power?

R: Westchester Power es un programa que permite a las comunidades participantes de Westchester unirse y comprar suministro de electricidad en grandes cantidades. La cantidad total de consumidores a gran escala crea el poder de compra necesario para dictar los términos de nuestra compra de electricidad. Westchester Power tiene tarifas fijas bajas de suministro eléctrico para [Insert Number] municipalidades de Westchester, lo que representa cerca de [Insert Number] hogares y pequeñas empresas.

P: ¿Quién administra Westchester Power?

R: Westchester Power es un programa de colaboración de Sustainable Westchester y de las municipalidades participantes del condado de Westchester. Sustainable Westchester es un consorcio sin ánimo de lucro de acuerdo con el artículo 501 (c) (3) conformado por los gobiernos locales del condado de Westchester, en efecto, es suyo. Sustainable Westchester ha sido autorizada por la Comisión de Servicio Público del estado de Nueva York para actuar como el gestor, coordinador y administrador de Westchester Power en nombre de cualquiera de las municipalidades miembro.

P: ¿Reemplaza Westchester Power a mi compañía de servicios públicos?

R: No. Su compañía de servicios públicos existente (Con Edison o New York State Electric & Gas, según en dónde viva) continuará entregando electricidad confiable, manteniendo redes eléctricas y responderá ante cortes de energía. Seguirá suministrando el mismo servicio al cliente a todos los residentes independientemente de si forman parte del programa. La ley les exige que lo hagan. Los clientes recibirán una sola factura por mes que provendrá directamente de su compañía de servicios públicos. La nueva factura reflejará el cambio de proveedor y la tarifa nueva de suministro.

P: ¿Cómo obtiene Westchester Power la electricidad?

R: Westchester Power realizó un proceso de licitación competitivo y solicitó respuestas a todos los proveedores registrados de Nueva York. [Insert Supplier] es el proveedor que figura en el contrato actual.

P: ¿Cómo puedo estar seguro de que Westchester Power suministrará la energía de manera constante?

R: El sector de la energía eléctrica está muy regulado, y existen muchas protecciones contra una interrupción del servicio por un error del proveedor. Existe un "operador de red" (denominado NYISO) que controla la red de alto voltaje para garantizar que la electricidad fluya en todo momento. Además, la compañía de servicios públicos continúa siendo el "proveedor de última instancia", lo que significa que están obligados a atender a los clientes cuyo proveedor haya omitido comprar la electricidad necesaria para dichos clientes.

P: ¿Voy a ahorrar dinero al participar en Westchester Power?

R: Las tarifas de Westchester Power son fijas y a un precio más bajo que la tarifa promedio de servicios públicos entre [Insert pricing target depending on utility zone]. Durante los primeros dos años del programa, las tarifas de Westchester Power han superado a las de la compañía de servicios públicos y han hecho ahorrar dinero a los clientes. Si bien nuestra gran base de clientes nos asegura que atraeremos ofertas competitivas de parte de los proveedores, es la naturaleza de un contrato con

precio fijo que no exista garantía de que las tarifas de Westchester Power serán más bajas en un mes dado o que se ahorrará dinero hasta la finalización del plazo del contrato.

P: ¿Cómo funciona el proceso de registro?

R: Están registrados automáticamente los clientes residenciales y las pequeñas empresas (aquellos que no son responsables de la demanda punta) que actualmente reciben el suministro eléctrico de parte de la compañía de servicios públicos. Los residentes o empresas pequeñas que actualmente tienen un contrato con otra compañía de servicios de electricidad (ESCO por su sigla en inglés) no están registrados. Si está registrado en una ESCo, pero desea cambiar a Westchester Power, revise los términos de su contrato actual para verificar cuándo vence y qué sanciones (si las hubiera) se aplican por rescisión anticipada. Si decide rescindir el contrato con la ESCo, usted puede excluirse para unirse al programa.

P: ¿Qué sucedería si no deseo participar?

R: La elección es exclusivamente suya. Cada hogar y pequeña empresa que actualmente recibe su suministro eléctrico de parte de la compañía de servicios públicos puede excluirse en cualquier momento completando un formulario en línea en www.westchesterpower.org en la sección "Energy Choices" [Opciones de energía] o llamando a Westchester Power al 914-242-4725. Le solicitarán la misma información que figura en ese formulario: nombre de la empresa de servicios públicos, nombre la cuenta, número de cuenta, correo electrónico, teléfono, dirección del servicio y la ciudad, estado y código postal.

P: ¿Se cobra algún cargo por excluirse de Westchester Power?

R: No, no se cobra ningún arancel o multa por excluirse.

P: Si me excluyo después de que el contrato está vigente, ¿cómo afectará eso al servicio?

R: El servicio no será interrumpido. La cuenta será transferida de vuelta a la compañía de servicios públicos al finalizar el período de facturación siguiente.

P: ¿Suministra Westchester Power energía "verde"?

R: Sí. De hecho, [Number] de [Number] municipalidades que participan han establecido [Green Supply Offering] como la opción predeterminada para sus residentes y pequeñas empresas. Su municipalidad elegirá la energía estándar o la verde como suministro predeterminado, pero los residentes/pequeñas empresas pueden elegir libremente cambiar las opciones de suministro en cualquier momento.

P: ¿Cuál es la opción de energía 100 % renovable?

R: La opción de energía renovable de Westchester Power actualmente es [Green Supply Option]. Sin carbón. Sin gas. Sin petróleo. No es nuclear. Se trata de energía limpia, pura y simple. Sin combustibles fósiles. En consecuencia, las emisiones de gas de efecto invernadero se reducen en gran medida. Celebramos nuestro aporte a lograr aire y agua más limpios. Es la elección correcta para el planeta, para las generaciones futuras, para a quienes les importa el cambio climático.

***Para mayor información,
envíe un correo electrónico a info@westchesterpower.org
o llame al (914) 242-4725.***

