

# Community Campaigns - Scoping Document

Version 1

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## 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 Ulysses Community Solar Campaign

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

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

Geographic region: The Town of Ulysses, which includes the Village of Trumansburg

Intended participants: Town of Ulysses residents, businesses, and not-for-profit organizations.

We note that Ulysses municipal facilities, the Trumansburg Central School, and the Ulysses Philomathic Library currently have rooftop solar panels.

### Who is the project manager for you 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: Mary

Last Name: Bouchard

E-mail: [bouchard@ulysses.ny.us](mailto:bouchard@ulysses.ny.us)

Phone Number: (607) 592- 0373

Title/Position: Ulysses Town Board member

### 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 Ulysses

Mailing Address: 10 Elm Street, Trumansburg, NY 14886

The Lead Organization is a: government organization (Town municipality)

The Town Conservation and Sustainability Advisory Council will manage and coordinate the campaign for the Town of Ulysses.

## 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.*

Name: Mary Bouchard, Ulysses Town Board member, liaison to the Town of Ulysses Conservation and Sustainability Advisory Council (CSAC), member of Trumansburg Rotary  
[bouchard@ulysses.ny.us](mailto:bouchard@ulysses.ny.us)

Role: Project manager and primary contact and liaison with NYSERDA for the campaign; liaison to Village of Trumansburg (partner municipal organization) and the CSAC; will assist in creating a resolution for the Town to pursue a Community Solar Campaign; will assist with outreach to local businesses and groups

Name: Roxanne Marino, Chairperson Town of Ulysses CSAC and Climate Smart Communities Taskforce, Trustee of Ulysses Philomathic Library [roxanne.m.marino@gmail.com](mailto:roxanne.m.marino@gmail.com)

Role: Responsible for campaign organization and developing community outreach, along with the other members of the CSAC who have a variety of organizational and communication skills (Andrew Hillman, Don Ellis, Bara Hotchkiss, Robert Oswald, Marc Devokatis, Terrance Carroll). The CSAC is designated as the Town of Ulysses Climate Smart Communities Taskforce, and is an integral part of the Core Team.

Name: Carissa Parlato, Ulysses Town Clerk, [clerk@ulysses.ny.us](mailto:clerk@ulysses.ny.us)

Role: maintains the Town listserv to residents, which includes a weekly update with items of interest and opportunities for local residents, the Town website and social media; will assist with community outreach through Town media including mailings.

Name: Terrance Carroll, Southern Tier Clean Energy Communities Coordinator, Cornell Cooperative Extension, [tc629@cornell.edu](mailto:tc629@cornell.edu), member of Town of Ulysses CSAC

Role: Technical assistance and advice to the Community Solar Campaign.

Name: Ben Carver (?), Village of Trumansburg Trustee *if Village wants to partner, MB will check*

Role: Responsible for community outreach and promotion of campaign activities by the Village of Trumansburg and coordination with the Town of Ulysses. *Ben or whoever, please edit as you wish*

**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.*

Name: Town of Ulysses, 10 Elm St, Trumansburg NY 14886, <https://www.ulysses.ny.us/>

Role: Lead organization for the Community Solar Campaign to make residents and businesses aware of the support and resources available to subscribe to Community Solar in our utility area (NYSEG); responsible for community outreach via Town website, listserv, social media, and mailings, and local media contact.

Name: Village of Trumansburg, 56 E. Main St. Trumansburg, NY 14886 *proposed, MB will check*

Role: Partner municipal organization; assist with community outreach to Village residents via Village website, mailings, and social media.

Name: Cornell Cooperative Extension-Tompkins County, 615 Willow Ave, Ithaca NY 14850, <http://ccetompkins.org/energy>

Role: Technical assistance on launching a successful community energy campaign within the guidelines of the NYSERDA program (Terrance Carroll, Southern Tier Clean Energy Communities Coordinator; Guillermo Metz, Energy Team Leader)

Role: Assistance with education and advising on Community Solar, and community outreach (Energy Navigators program, Gerri Wiley; Get your GreenBack Tompkins, Karim Beers coordinator, <https://www.getyourgreenbacktompkins.org/> )

Name: Ulysses Philomathic Library, 74 E. Main St. Trumansburg, NY 14886

Role: Assist with information and outreach via their Sustainability Committee activities and community calendar (core team member R. Marino is the chairperson of this committee). The library is currently working on a Sustainability Certification through the New York Libraries program with the Green Building Partnership, which includes sharing information with the community on all aspects of energy efficiency.

Name: HeatSmart Tompkins, <https://www.solartompkins.org/>, [lisa@HeatSmartTompkins.org](mailto:lisa@HeatSmartTompkins.org) (Lisa Marshall, Director)

Role: Partner with the Town of Ulysses on a concurrent campaign for Clean Heating and Cooling, provides resource information on Community Solar subscription plans on their website.

### **Part 3: Community Profile and Preparation**

#### **Describe the community served by the campaign.**

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

The Town of Ulysses is located in the heart of the Finger Lakes region, in the northwest corner of Tompkins County. As of the 2019 US Census American Community Survey, there were 4,856 residents, with an estimated 2,200 housing units of which 73% were owner-occupied. The Town of Ulysses includes the Village of Trumansburg, with a population of 1,717 residents (35% of the total Town population).

The Town's population is fairly stable throughout the seasons but is busier during the late spring and summer due to the proximity of Cayuga Lake, Taughannock Falls State Park, and nearby wineries. Outdoor opportunities for gatherings and demonstrations at venues the Trumansburg weekly Farmers Market make spring through fall an excellent time for a community campaign, although fall into winter brings the opportunity for bringing more focus to reducing energy bills. With the necessary development of webinar and virtual meeting platforms due to the pandemic, outreach via these tools is easy to implement and equally effective during any season.

We plan to disseminate campaign information to property owners and rental tenants in multiple ways, to reach as many potential subscribers as possible.

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

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

The Town of Ulysses was an early participant in both the Clean Energy Communities and Climate Smart Communities programs. Ulysses was designated a Bronze-certified Climate Smart Community in 2018 and was the first Town in the Southern Tier to achieve Clean Energy Community status in 2017. The Town received a \$100,000 grant from NYSERDA as a CEC, and used the funds to convert the Town Hall to a heat pump and energy recovery ventilation system. The Town installed solar panels on both its municipal buildings in early 2013, taking advantage of a municipal leasing program through Solar Liberty.

The Town of Ulysses was a participant in the Solar Tompkins campaigns started in 2014, holding community meetings at multiple venues and doing outreach via its website and newsletters. One of the core team for the proposed Community Solar Campaign (R. Marino) was a founding member of the Solar Tompkins Board, and then following the conclusion of that program, the HeatSmart Tompkins program in 2016, to promote clean heating and cooling and energy efficiency in Tompkins by doing education and outreach and connecting interested residential and business customers with vetted local installers.

The Town has participated in several Tompkins County-wide HeatSmart (solartompkins.org) campaigns, organizing local community meetings and home tours. The Town of Ulysses team maintains strong connections with this very successful non-profit, community focused organization, and has two residents on its current Board of Directors, including a core team member for this Community Solar campaign (Terrance Carroll).

In a separate application, the Town of Ulysses is planning to partner with HeatSmart Tompkins on a community campaign for clean heating and cooling, which will complement this community solar campaign by giving residents and businesses affordable options for building heating and cooling and hot water heating that can be fueled by 100% renewable electricity provided with a community solar subscription.

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

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

Rather than select one or more vendors, the Town of Ulysses has chosen to do a Campaign for Community Solar that broadly educates and informs residents and businesses on the support resources and options for subscribing to Community Solar in our utility area (NYSEG). There are three companies providing subscription options: Solar Farms, NY, Delaware River Solar, and Nexamp. The Town will reach out to each of these vendors and make them aware of our campaign and work with them to develop informational materials and track successful subscriptions that result from it.

**Campaign Goals**

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

Number of Subscriptions/ Installations/Purchases:	15
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Other goals:

**Campaign Milestones**

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

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

RFP: Proposals Due, if applicable	Date: ___ N/A ___
Interviews, if applicable	Date: ___ N/A ___
Installer(s)/Vendors selected	Date: ___ N/A ___
Launch Event	Date: May 2021_
Public Outreach & Education Events	Date: _late spring and early summer 2021___
Participant Sign-Up Deadline	Date: ___ ongoing ___
Participant Contracting Deadline	Date: ___ ongoing ___
Installations	Date: __ N/A (subscriptions ongoing)___

**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
	Webinar presentation for Ulysses (hosted by the Town) on Community Solar resources	Upon approval campaign			Project manager will arrange with Tompkins County CCE Energy Navigators, Guillermo Metz, Gerri Wiley; Get your GreenBack Tompkins, Karim Beers (see Part 2 for all contact information)
	Community workshop (virtual) on Community Solar	TBD after campaign starts			Ulysses Philomathic Library, presented by Energy Navigators, coordinated by UPL Sustainability Committee and library director

\* No other community or in-person events are planned at this time due to the ongoing pandemic and uncertainty with regard to changing protocols for ensuring public safety. Community outreach will be through multiple different media approaches, as described in the following tables, and with occasional in-person events such as tabling, if there is an opportunity to safely do so.

**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

\* As with residential events, none are planned at this time due to the ongoing pandemic and public safety concerns. Businesses and not-for-profits in the Town will be notified of all Events described under Residential.

**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
Conservation and Sustainability Advisory Council (CSAC); Town Board	Upon campaign approval and throughout campaign	Word of mouth outreach using personal email lists and personal social media pages, help post flyers	Various members	personal accounts
Trumansburg Rotary	Same as above	Outreach on listserv and at events, post on webpage	Mary Bouchard <a href="mailto:bouchard@ulysses.ny.us">bouchard@ulysses.ny.us</a> Mary check / edit	

**E-Newsletters**

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

Name	Date	Item	Who	Completed?
Town of Ulysses	Upon campaign approval and weekly during campaign	E-newsletter	Carissa Parlato	No
Village of Trumansburg	Same as above	E-newsletter	? Ben, Village Clerk?	No



**Local Media**

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

Outlet	Date	Story	Who	Completed?
Tompkins Weekly	Start of campaign	Newspaper press release	member of core team	No
Trumansburg Free Press	Start of campaign	Newspaper press release	member of core team	No

**Websites**

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

Name	Date	Item	Who	Completed?
Town of Ulysses	Upon campaign approval and to announce webinars and other events	Post campaign information and events on webpage <a href="https://www.ulysses.ny.us/">https://www.ulysses.ny.us/</a>	Carissa Parlato	No
Village of Trumansburg	same as above	Post campaign information and events on webpage <a href="https://trumansburg-ny.gov/">https://trumansburg-ny.gov/</a>	?? Ben, Village Clerk?	No
Ulysses Philomathic Library	periodically during campaign	post events on the webpage community calendar <a href="https://trumansburglibrary.org/UPL/">https://trumansburglibrary.org/UPL/</a>	Project manager working with library director	No

**Social Media**

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

Site	Dates	Who/What Posted	Completed?
Trumansburg neighborhood list-servs	Upon approval of campaign and periodically during campaign		No
Town of Ulysses social media pages	Same as above		No
Town of Ulysses neighborhood list-servs	Same as above		No

**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?
Postcard <i>needs expenditure approval by TB</i>	mailed to all residences	Late May 2021	CSAC, Town Clerk
Flyers	Posted in municipal buildings, library, post office, supermarket, local businesses and institutions, Farmers Market	Ongoing during campaign	CSAC and other volunteers

**Tabling**

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

What	Where	When	Who is Responsible?
Table	Outdoor at Trumansburg Farmers Market	Mid-May & June 2021 * Event will only be held if the Farmers Market is open and with approved covid-safety protocols in place.	CSAC, Town staff and volunteers

**Estimated Budget for Campaign Marketing and Outreach**

Expense	Estimated Cost \$
Postcard mailing <i>expenditure needs approval by Town Board</i>	\$500 <i>may be possible to get cost share from Rotary?</i>

\* No other costs are projected to be associated with the campaign outside of normal Town operating budget expenditures.

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