

## APPENDIX C: DETAILS OF THE CITY OF ALBANY EDUCATION AND OUTREACH

The goal of the initial CCA Education and Outreach is to ensure that residents in your community understand the CCA process and benefits of the CCA Program with specific focus on their opportunity to opt-out of the CCA Program. The fundamental goal of CCA education and outreach is to enable residents to make informed choices about their energy supply options. A minimum of one informational community meeting is required, this meeting can occur in association with a formal public hearing.

In consideration of the different constituencies within the community (e.g. seniors, young families) we plan to undertake the following actions, with the support of MEGA, over a minimum of two months, to raise awareness and educate on CCA:

□ **Informational Community Meeting (Public Hearing REQUIRED)**

	Date/Time of Meeting	Meeting Location	Attendance
Meeting One	January 30 <sup>th</sup> 2020 6:30-8pm	First Unitarian Universalist Society of Albany	9
Meeting Two	February 6 <sup>th</sup> 2020 5:30pm	Albany Sustainability Advisory Committee (City Hall)	12
Meeting Three	February 6 <sup>th</sup> 2020 6:30-7:30pm	Albany Public Library (Washington Ave, Auditorium)	7
Meeting Four	February 13 <sup>th</sup> 2020 7pm	Delaware Area Neighborhood Association Meeting, 331 Delaware Ave	30
Meeting Five	February 19 <sup>th</sup> 2020 7pm	Hudson/Park Neighborhood Association, 381 Hamilton St.	14
Meeting Six	February 20 <sup>th</sup> 2020 7pm	Pine Hills Neighborhood Association Meeting, LaSalle School	16
Meeting Seven	February 20 <sup>th</sup> 2020 5:30pm	Arbor Hill Neighborhood Association Meeting, 42 N. Swan Street	14
Meeting Eight	February 26 <sup>th</sup> 2020 7pm	Upper Washington Ave Neighborhood Association, Montessori School	
Meeting Nine	March 18 <sup>th</sup> 2020 7pm	Helderberg Neighborhood Association, 405 Quail Street	
Meeting Ten	March 24 <sup>th</sup> 2020 6:30pm	Eagle Hill Neighborhood Association, 916 Western Ave	
Meeting Eleven	March 24 <sup>th</sup> 2020 6:30pm	Normanskill Neighborhood Association	
Meeting Twelve	March 25 <sup>th</sup> 2020 7pm	Park South Neighborhood Association, 139 Knox Street	
Local Law Vote	March 2 <sup>nd</sup> 2020	City Hall	

□ **Printed Materials**

	Date	Item Type	Notes
Item One	Jan/Feb 2020	CCA posters displayed at all Albany Public Library branches <ul style="list-style-type: none"> <li>• Arbor Hill/West Hill Branch</li> <li>• Bach Branch</li> <li>• Delaware Branch</li> <li>• Howe Branch</li> <li>• North Albany Branch</li> <li>• Pine Hills Branch</li> <li>• Washington Avenue Branch</li> </ul>	16"x16" posters placed on display. Some branches chose to use an 8.5"x11" flier on their information board.
Item Two	February 2020	"How CCA Works" document provided at all Neighborhood Association Meetings	
Item Three	January 2020	CCA FAQ documents provided to City Hall	
Item Four	February 2020	<i>Community Choice Aggregation in the Capital Region</i> postcard distributed at meetings and left behind for distribution in community spaces	

□ **Web-based Education**

□ *Materials Posted on Municipal and/or Community Websites*

	Date	Item	Website URL	Notes
Site One	1/27/20	CCA info on municipal website	<a href="https://www.albanyny.gov/Government/Departments/PlanningandDevelopment/CommunityChoiceAggregation.aspx">https://www.albanyny.gov/Government/Departments/PlanningandDevelopment/CommunityChoiceAggregation.aspx</a>	Includes CCA Intro YouTube Video
Site Two		Advertise CCA Sessions on community calendars	<a href="https://www.wamc.org/community-calendar/">https://www.wamc.org/community-calendar/</a> ; <a href="http://events.timesunion.com/home/">http://events.timesunion.com/home/</a> ; <a href="https://www.albany.com/events/">https://www.albany.com/events/</a>	WAMC Community Calendar; Times Union Community Calendar, and Albany.com
Site Three	1/20/2020	Facebook Event for 1/30/2020 education session + paid promotion	<a href="https://www.facebook.com/events/2576367095977301/">https://www.facebook.com/events/2576367095977301/</a>	
Site Four	1/29/2020	Facebook Event for 2/6/2020 education session + paid promotion	<a href="https://www.facebook.com/events/1568920256579031/">https://www.facebook.com/events/1568920256579031/</a>	
Site Five	2/6/2020	Facebook Event for 2/13/2020 education session	<a href="https://www.facebook.com/events/3055221417823815/">https://www.facebook.com/events/3055221417823815/</a>	
Site Six	2/6/2020	Facebook Event for 2/19/2020 education session + paid promotion	<a href="https://www.facebook.com/events/185756096195158/">https://www.facebook.com/events/185756096195158/</a>	
Site Seven	Ongoing	Sessions posted on MEGA	<a href="http://megacca.org/events/">http://megacca.org/events/</a>	

		CCA education calendar	
Site Eight		Sessions posted on MEGA's Twitter feed	<a href="https://twitter.com/MegaEnergyNY/status/1225458167485784074">https://twitter.com/MegaEnergyNY/status/1225458167485784074</a>  <a href="https://twitter.com/MegaEnergyNY/status/1224701824764170240">https://twitter.com/MegaEnergyNY/status/1224701824764170240</a>  <a href="https://twitter.com/MegaEnergyNY/status/1222889705106288644">https://twitter.com/MegaEnergyNY/status/1222889705106288644</a> <a href="https://twitter.com/MegaEnergyNY/status/1221889055199309825">https://twitter.com/MegaEnergyNY/status/1221889055199309825</a>  <a href="https://twitter.com/MegaEnergyNY/status/1226865581258944513">https://twitter.com/MegaEnergyNY/status/1226865581258944513</a>

□ **Press**

□ *Local Newspaper Articles/Press Coverage*

	Date	Press Name	Topic	Notes
One		Press Conference		Considering tri-city
Two		Times Union		Sent press release, have followed up with 4 city desk reporters
Three		The Collaborative		Sent press release
Four		CivMix (blog)		Reached out 2x
Five		Albany Business Review		Sent press release
Six		CBS/WRGB		Sent press release
Seven		NBC/WNYT		Sent press release
Eight		ABC/WTEN		Sent press release
Nine		Spectrum		Sent press release
Ten	2/13/2020	WAMC	CCA in Albany, including interview with Council member Fahey	<a href="https://www.wamc.org/post/albany-common-council-caucus-community-choice-aggregation">https://www.wamc.org/post/albany-common-council-caucus-community-choice-aggregation</a>
Eleven	2/10/2020	Public Power Association	Three N.Y. cities explore community choice aggregation	<a href="https://www.publicpower.org/periodical/article/three-ny-cities-explore-community-choice-aggregation">https://www.publicpower.org/periodical/article/three-ny-cities-explore-community-choice-aggregation</a>
Twelve	1/22/2020	Hudson Mohawk Magazine (radio program)	Katy Vescio interview on CCA in the Capital Region	<a href="https://soundcloud.com/mediasanctuary/mega-energy-cca-program-012221">https://soundcloud.com/mediasanctuary/mega-energy-cca-program-012221</a>
Thirteen	2/20/2020	WTEN	Energy purchase agreement between	<a href="https://www.news10.com/news/energy-purchase-agreement-between-">https://www.news10.com/news/energy-purchase-agreement-between-</a>

			municipalities, residents and small businesses being explored by local governments in the Capital Region	<a href="#">municipalities-residents-and-small-businesses-being-explored-by-local-governments-in-the-capital-region/</a>
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□ **Other**

	Date	Description
One	1/20-2/14/2020 & 10/30-11/26/2019	Radio advertisements on PYX 106.5 and WRVE 99.5 daily during 6am-10am morning drive for 4 weeks
Two	2/7/2020	Channel Albany; Education Session recorded at Public Library on 2/6/2020, aired on Spectrum 1301, 1302 and 1303
Three	11/16/2020	½ page ad in Renewable Energy & Sustainability Fair Program at Sage College
Four	January – February 2020	YouTube videos – informational videos on CCA basics, renewables, how CCA and community solar work together – shared via Facebook and Twitter <a href="https://www.youtube.com/channel/UCMHypvnfI5vIvqyspaC1MIA">https://www.youtube.com/channel/UCMHypvnfI5vIvqyspaC1MIA</a>

Review of all materials will be the responsibility of our municipal CCA Liaison:

Chris Spencer  
 Chief Building Official  
 518.434.5262  
 cspencer@albanyny.gov