

**APPENDIX C: DETAILS OF THE CITY OF ALBANY EDUCATION AND OUTREACH PLAN**

The goal of the CCA Education and Outreach Plan 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 (required before passage of a local law)

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> 6:30-8pm	First Unitarian Universalist Society of Albany	
Meeting Two	February 6 <sup>th</sup> 5:30pm	Albany Sustainability Advisory Committee (City Hall)	
Meeting Three	February 6 <sup>th</sup> 6:30-7:30pm	Albany Public Library (Washington Ave, Auditorium)	
Meeting Four			
Public Hearing	February 20 <sup>th</sup>	City Hall	

**Printed Materials**

	Date	Item Type	Notes
Item One		Flyers/small banners at library branches	
Item Two		WATER BILLS (timing TBA)	
Item Three			

**Web-based Education**

*Materials Posted on Municipal and/or Community Websites*

	Date	Item	Website URL	Notes
Site One		CCA info on municipal website		
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/eve">https://www.albany.com/eve</a>	

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Site Three		City Facebook Page		

□ **Press**

□ *Local Newspaper Articles/Press Coverage*

	Date	Press Name	Topic	Notes
One		Press Conference		
Two		Times Union		
Three		The Collaborative		
Four		CivMix (blog)		
Five		Albany Business Review		
Six		CBS/WRGB		
Seven		NBC/WNYT		
Eight		ABC/WTEN		
Nine		Spectrum		
Ten		WAMC		
Eleven		Honest Weight-Slate		
Twelve		WGY-810		
Thirteen		1300 talk radio		

□ **Other**

	Date	Description
One	1/20-2/14 & 10/30-11/26	Radio spots on PYX 106 and 99.5 the River
Two		Channel Albany; Q&A videos and/or PSA
Three	11/16	½ page ad in Renewable Energy & Sustainability Fair Program at Sage College
Four		WAMC-goal is roundtable participation

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

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