

AGENDA
Village of Mamaroneck • Committee for the Environment
January 17, 2023 @7:30 p.m., Village Courthouse

Approval of Minutes of December 2022 Meeting

Tim Whitney Resignation; Possible Successors

Clean Energy Communities/Climate Smart Communities

- Update on progress since last meeting (Ellen Silver)
- Recommendation re solar panels on VoM buildings

Other Updates

- Resolutions from prior meetings
 - Junior committee member
 - Leave the leaves
 - Update sanitation brochure
- Proposed gas-powered leaf blower buyback
- Campaign for EnergySmart homes
- Rockland Pocket Park
- Mayor's Monarch Pledge
- Comprehensive Plan
- Taylors Lane
- DEC Food Scrap Grant
- New Signage for Food Scrap Program
- Short Street Bridge

Establish Dates for Public Events (Mandy and Christi)

Subcommittee Strategic Plans

- Taylors Lane (Lindsay)
- Ecologically Sound Open Spaces (Kate)
- Composting/Healthy Yard (Jen)
- Comprehensive Plan (David)
- Public Education (Mandy and Christi)

New York State Green Purchasing Communities Program

Otter Creek Preserve (John Zeiger, Westchester Land Trust)

Public Comment: At the end of each meeting. 10-minute limit per person, unless otherwise permitted by CFTE.

Village of Mamaroneck • Committee for the Environment Minutes of December 19, 2022 Meeting

Members Present: In Person: David Freeman (Chair), Lou Young (Village Trustee), Katherine Dehais, Debbie Sullivan, Mandy Forlenza Sticos, Lindsay Reitzes, Jen LeClair: Via Zoom: Tim Whitney, Renee Crabtree, Christi Young, Dan Kushnick. **Members Absent:** Liam Robb O'Hagan.

The meeting was held in person at The VOM Courthouse. Called to order at 7:52 pm.

Introductions: New Members: Jen LeClair and Lindsay Reitzes; New Chair: David Freeman.

Minutes of the November 15, 2022 Meeting were approved.

Meeting Schedule for 2023

David proposes that we decide on priorities for the committee to focus on for 2023. He has asked for and was promised that a Village employee be assigned to the Committee, to be our regular contact point with the Village, to follow up on our agenda items, and to attend our meetings at least quarterly.

Updates

Per Lou, the following will be discussed at the January 9th BOT Work Session:

- **Junior committee member**
- **Leave the leaves**
- **Update sanitation brochure**
- **Proposed gas-powered leaf blower buyback**
- **Rockland Pocket Park.** Lou states that the Village attorney and the Parks Department have to be consulted regarding designating the area as a park. Kate reports that Jerry has put money in the budget for plants. The DEC has a program to get plugs; requests need to be put in in January. Weeding at Rockland Pocket as well as the pollinator gardens in Columbus Park and Harbor Island will need to be the responsibility of the CftE. Kate has reached out to the Bronx River-Sound Shore Audubon Society to partner in developing the Rockland Thruway Pocket which is on the other side of the river from the Rockland Pocket. They will be doing a walk through of the area on Wednesday at 2 pm. Kate feels that a priority for the Committee should be protecting native species and access to open spaces.

Stretch Code: the presentation needs to be rescheduled for another BOT meeting.

Taylor's Lane: Per Lou, the Village is still waiting for DEC approvals. Property lines need to be clarified with a contiguous property that belongs to Rye. The plan for a solar array at the site is still a viable option. David would like Taylor's Lane to be one of our priorities for 2023.

Comprehensive Plan: Neil Desai has the survey results and will be reaching out to the

committees. Lou brought up a proposal to rezone the area around the Village hall as a commercial area (currently zoned as residential); the CftE may want to have input into environmental considerations.

Mayor's Monarch Pledge: Mandy reports that we got a badge from the National Wildlife Federation; we completed 14 actions. She will reach out to Robert Ingenito to share this in the Newsletter. She has asked the Mayor to pledge again for 2023.

Clean Energy Communities/Climate Smart Communities Task Force

Update: Ellen Silver is following up with Jerry and Dan on actions that we have already taken toward bronze or even silver designation. The January deadline is not within reach, but hopefully we will be able to submit for April. The Task Force will be meeting again on January 11.

Campaign for EnergySmart Homes: Debbie has sent the Scoping Document for the Campaign to Jerry and is waiting for his approval before submitting it. The campaign is to educate residents on energy efficiency, with CEC/CSC credit for installation of insulation or heat pumps.

Environmental Fair: Dan mentioned that this was brought up in the last Task Force meeting. Discussion centered combining it with the Clean and Green; reimagining the Clean and Green, combining forces with Towns of Rye and Mamaroneck.

Food Scrap Recycling

DEC Food Scrap grant: David will follow up with Ellen Silver on this.

New signage indicating pickup service needed. Discussion focused on how to move forward with the program.

Short Street Bridge

A motion was unanimously passed authorizing David to sign a letter of support for the Short Street Culvert Rehabilitation Project.

Priorities for 2023

The Committee decided on the following priorities with chairs for each subcommittee:

- Taylors Lane. Bringing back this resource to productive use: Lindsay
- Ecologically sound and accessible open spaces, including Rockland Preserve: Kate
- Climate Smart Communities Task Force, achieving Bronze (or Silver) certification: David as liaison
- Composting/Healthy Yards, including food scraps, leave the leaves: Jen
- Comprehensive Plan to be finalized in 2023.

Public Education, which includes planned events and Clean and Green, will be underlying all the

priorities. Mandy will lead these efforts.

The meeting was adjourned at 9:35

Respectfully submitted,

Debbie Sullivan

Community Campaigns - Scoping Document

Version 1

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.

- **X 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?

EnergySmart Homes Westchester County - Clean Heating and Cooling 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?*

This clean heating and cooling campaign (CH&C) will be administered in and serve the residents in the Village of Mamaroneck . The objective of EnergySmart Homes is to significantly ramp up the rate of CH&C system adoption and energy efficiency by creating and servicing a demand for clean energy options in home heating and cooling. This will yield a host of related benefits, including decreasing heating fuel bills for residents and businesses, lowering greenhouse gas emissions and particulate pollution, creating new jobs, providing cost-effective alternatives to new natural gas expansion, and supporting economic growth. We will promote EnergySmart Homes by hosting and organizing webinar events, encouraging public and positive conversations and sharing homeowner testimonials to demonstrate CH&C success stories.

The intended participants are homeowners looking to make their buildings more energy efficient via their utility's Clean Heat Program or NYSEDA's program offerings, including Comfort Home, Assisted Home Performance and income qualified renters or apartment dwellers who could benefit from the Empower Program.

Who is the project manager for your campaign?

This person serves as the primary contact and is the liaison between NYSEDA and the core team for the duration of the campaign. All communication between NYSEDA 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: Debbie

Last Name: Sullivan

E-mail: dsullivan@vomny.net

Phone Number: 917-675-0610

Title / Position: Member, Village of Mamaroneck (VOM), Committee for the Environment (CftE).

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: Village of Mamaroneck

Mailing Address: 123 Mamaroneck Avenue, Mamaroneck, NY 10543

The Lead Organization is a: Local Government

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.

Listed below are the core team members. Volunteer recruitment is ongoing throughout the campaign.

The Village of Mamaroneck:

- Jerry Barberio, Village Manager (Providing Campaign Guidance)

- Daniel Sarnoff, Assistant Village Manager (Providing Campaign Guidance)

- Robert Ingenito, Public Information Officer (Publicizing Campaign)

Committee for the Environment (CFTE) and the Climate Smart Community Taskforce (CSCT):

- Debbie Sullivan (Administering the Campaign and Coordinating Outreach & Marketing Efforts),
- David Freeman (CFTE Chair)
- Liam O'Hagan

Partner Organization: Sustainable Westchester

Mailing Address: 40 Green Street, Mt. Kisco, NY 10549

Contact: Lauren Brois, EnergySmart Homes Director (914) 242-4725 x122

Lauren@SustainableWestchester.org

Sustainable Westchester is a nonprofit consortium of Westchester County local municipalities facilitating effective collaboration resulting in sustainability initiatives and cutting-edge innovation. Our goal is to bring socially responsible, environmentally sound, and economically viable solutions that create resilient, healthy, vibrant, sustainable communities.

Sustainable Westchester's portfolio of energy solutions includes Westchester Power, the first in N.Y. State Community Choice Aggregation program that provides 100% NYS hydropower and fixed electricity supply rates to its customers. Currently, Westchester Power is the default supplier in 27 County municipalities servicing nearly 1/3 of Westchester County customers. To date, the Westchester Power Program has made a significant environmental impact eliminating over 660,000 metric tons of CO₂. Community Solar and its precursor Solarize Westchester is responsible for driving renewable energy and solar adoption to thousands of Westchester residents and includes a municipal solar integration partnership with NYPA bringing solar benefits to municipalities across the county. EnergySmart HOMES and Commercial Clean Heating & Cooling, an energy efficiency, clean heating and cooling solution, provides home and commercial buildings options through geothermal or air source heat pumps. Both programs offer a valuable solution for all Westchester residents and businesses and, importantly, those in current gas constricted areas.

At the forefront of innovation and always looking for and developing the next generation of solutions, Sustainable Westchester is working with NYSERDA in the development of direct supply and energy storage and is in development of a Sunshine to EV model for adoption in member municipalities. In the summer of 2020, Sustainable Westchester launched in partnership with Logical Buildings, the first-of-its-kind Demand Response program for residential accounts. Sustainable Westchester understands that transportation is a critical component of the energy discussion, and its Clean Transportation Project includes the facilitation of municipal fleet conversion and the infrastructure for charging stations. Included in its focus, Sustainable Westchester facilitates a zero waste initiative anchored by app technology for municipal recycling solutions (Recycle Right!). Other areas of focus include land use and complete streets.

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 of Organization (Specify if Primary or Secondary)	Outreach / Support Offered / Notes
– Primary: Village of Mamaroneck	Village website, weekly newsletter
- Primary: Village of Mamaroneck Committee for the Environment -Village of Mamaroneck CEC/CSC Taskforce	Facebook and Instagram accounts, table at VOM events
Secondary Lions' Club Peggy Jackson at Compass Shore Acres Homeowners' Association Orienta Homeowners' Association Larchmont/Mamaroneck Hunger Taskforce Community Resource Center	Publicity/community education/events

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?

Number of Owner-Occupied Residences: The Village of Mamaroneck is a strong match for the ESH campaign because much of the housing stock is single family homes, many of the homes are older, heating with oil and can benefit from energy efficiency upgrades and clean heating and cooling. The Village of Mamaroneck is also under the Con Ed gas constraints, so homeowners are looking for a new solution to heat and cool their homes without gas.

The Village of Mamaroneck is primarily a residential community with a population of about almost 20K per 2021 Census. There were 7,353 housing units at an average density of 2.274 per

square mile. Approximately 60.5% of all housing units in the Village of Mamaroneck are owner-occupied, per 2021 US Census. The Village is in southern Westchester County on the Long Island Sound with a major inland harbor. The main commercial district is located along Mamaroneck Avenue and Boston Post Road and has many retail shops and restaurants. A light industrial area is located along Fenimore Road. The Village comprises 6.7 square miles of area of which 3.5 miles are lands under water, approximately 9 miles of coastline, and 55 miles of roads (including State and County Roads). The Village contains portions of two public school districts, the Mamaroneck Union Free School District and the Rye Neck Union Free School District. There are also two private schools, the French-American School and the Westchester Day School. The Village is located along the i-95 corridor and has a Metro North train stop.

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 Village of Mamaroneck is registered with both New York State programs. In 2021, the Village of Mamaroneck (VOM) established a CSC/CEC task force and appointed Ellen Silver as coordinator. The VOM have completed the Community Campaigns for Grid Rewards and Community Solar. Some grant money from the campaigns has been used to supply LED light bulbs to low-income residents through the Larchmont/Mamaroneck Hunger Task Force. We have a food scrap recycling program that provides compost to residents. In 2022, we successfully instituted a food scrap pickup pilot program that has been permanently adopted with over 300 households currently participating. The village is currently working towards bronze/silver certification. We currently have 2 EV charging stations and are in the process of contracting for additional units. The Village has installed Cobra and decorative LED street lights, is working on finalizing a Comprehensive Plan, has completed a Governmental Energy Audit, is working toward Unified Solar Permitting and Energy Stretch Code passage, have received grant money to improve bike lanes and sidewalks, has traffic calming/safe routes for schools in place, participates in a flood rating system, and will be performing a fleet inventory and a greenhouse gas inventory. INSERT
DETAIL ON MUNICIPALITY'S PREVIOUS SUSTAINABILITY EFFORTS]

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

Westchester County has worked closely with Sustainable Westchester to develop the EnergySmart Homes campaign. The team bypassed the need to issue an RFP by relying on Sustainable Westchester's ESH Contractor/ Installer Partner List.

**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.**

The EnergySmart Homes Installer Partner List is a specially selected group of contractors who meet the service and performance standards established by NYSERDA. These companies are accredited and in good standing with both NYSERDA (New York State Energy Research and Development Authority) and Con Edison. The installers became involved with the campaign by responding to a Request for Information (RFI) issued by Sustainable Westchester. They were competitively selected to participate in the community campaigns by the volunteer selection committee, which received support from technical experts.

Contractor Name	Work Performed
 <p>Bell Heating & Air Conditioning</p>	<ul style="list-style-type: none"> • Air Source Heat Pump • Ground Source Heat Pump • Heat Pump Hot Water Heater
 <p>BlocPower</p>	<ul style="list-style-type: none"> • Air Source Heat Pump • Ground Source Heat Pump • Heat Pump Hot Water Heater • Energy Efficiency
 <p>Bruni & Campisi</p>	<ul style="list-style-type: none"> • Air Source Heat Pump • Ground Source Heat Pump • Heat Pump Hot Water Heater • Energy Efficiency

 <p>Centsible House, Inc.</p>	<ul style="list-style-type: none"> • Air Source Heat Pump • Heat Pump Hot Water Heater • Energy Efficiency
 <p>COUNTY COMFORT <i>Home Solutions</i></p> <p>County Comfort Home Solutions</p>	<ul style="list-style-type: none"> • Air Source Heat Pump • Heat Pump Hot Water Heater • Energy Efficiency
 <p>DANDELION Dandelion Energy</p>	<ul style="list-style-type: none"> • Ground Source Heat Pump
 <p>EMS ENERGY MANAGEMENT SOLUTIONS</p> <p>Energy Management Solutions</p>	<ul style="list-style-type: none"> • Energy Efficiency
 <p>geothermal works</p> <p>Geothermal Works</p>	<ul style="list-style-type: none"> • Ground Source Heat Pump



Healthy Home
 Energy & Consulting, Inc. **Healthy Home**
Energy HYPERLINK

"<https://sustainablewestchester.org/healthly-home-energy-consulting/>" HYPERLINK
"<https://sustainablewestchester.org/healthly-home-energy-consulting/>" HYPERLINK
"<https://sustainablewestchester.org/healthly-home-energy-consulting/>" HYPERLINK

- Air Source Heat Pump
- Heat Pump Hot Water Heater
- Energy Efficiency



Phoenix Mechanical

- Air Source Heat Pump



Robison

- Air Source Heat Pump

Sealed

Sealed

- Air Source Heat Pump
- Heat Pump Hot Water Heater
- Energy Efficiency

 <p style="text-align: center;">Skilled Mechanical</p>	<ul style="list-style-type: none"> • Air Source Heat Pump
<p style="text-align: center;">Technique Heating & Cooling</p> 	<ul style="list-style-type: none"> • Air Source Heat Pump

The team will also focus on serving the LMI population with the Empower program.

EmPower New York provides no-cost energy efficiency solutions to income-eligible New Yorkers. The EnergySmart Homes campaign will serve residents, including homeowners, renters and apartment dwellers. The home energy assessment will be the resident’s first step to identify areas of possible energy improvements. Typical improvements include:

- Tips on how to save energy
- Installation of high-efficiency lighting
- Attic and wall insulation
- Replacement of old, inefficient refrigerators and freezers
- Water-saving showerheads

Sample Information that will be provided to residents:

NYSERDA’s contractors take a “whole house” approach: they look at how your house is heated, how well it keeps the heat in, how electricity is used, and your daily in-home activity. The assessment generally lasts one to three hours and identifies areas where energy efficiency, comfort and safety upgrades can be made.

During the initial visit, your EmPower New York contractor will evaluate your electricity use and cost, and may provide some minor improvements at no cost. Examples include:

- Install high efficiency lighting as needed
- Review and adjust your thermostat setting for maximum comfort and savings
- Check and adjust your hot water temperature
- Evaluate the need for high efficiency showerheads and aerators, and install if needed
- Measure the energy use of your refrigerators and freezers. These may be replaced with new ENERGY STAR models, at no cost to you, if your old appliances use a lot of energy
- Check for carbon monoxide and evaluate the need for CO and smoke detectors

Depending on your energy use, your EmPower New York contractor may also evaluate the need for additional measures to reduce your heating cost. Examples include:

- Evaluate your heating system and conduct a combustion efficiency test
- Inspect the heating distribution system: the ducts or pipes that bring you heat.
- Assess the insulation levels in the home, which usually involves probing the walls for insulation, inspecting the attic or roof insulation, measuring the home, and ensuring that insulation is in all the right places
- Measure the air leakage in the home, using a “blower door”. This device helps us determine if the house is drafty, find the leaks, and make sure that the home still has sufficient fresh air after the work is done.
- Check for gas leaks if natural gas or propane are in use at the dwelling

On the basis of this energy assessment, your EmPower New York contractor may recommend energy efficiency measures to NYSEERDA. If the services are approved, the contractor will return to install them at no cost to you.

Once all of the work has been completed, your EmPower New York contractor will perform final tests to ensure that the energy efficiency measures are performing exactly as they should.

Before, during or after the work, you may be contacted by NYSEERDA's Quality Assurance and Quality Control inspectors. These teams work independently from participating contractors to ensure that the measures are installed correctly.

EmPower New York Eligibility Guidelines

Homeowners and renters must meet income requirements to qualify for EmPower New York. You may be eligible if you can answer “yes” to these statements:

- I live in a home or building with 100 units or fewer
- My household income is below 60 percent of the state median income (same eligibility as regular HEAP benefits; see the chart below to see if your income fits EmPower New York Guidelines)
OR
I participate in a utility payment assistance program
- I am an electricity customer of Central Hudson, Con Edison, National Grid, NYSEG, Orange and Rockland, Rochester Gas & Electric and pay SBC
OR
heat with oil, propane, or kerosene
- I am responsible for paying utility bills

EmPower New York Income Eligibility Guidelines 2021-2022

Household Size	Maximum Gross Monthly Income	Maximum Gross Annual Income
1	\$2,729	\$32,748
2	\$3,569	\$42,828
3	\$4,409	\$52,908
4	\$5,249	\$62,988

5	\$6,088	\$73,056
6	\$6,928	\$83,136
7	\$7,086	\$85,032
8	\$7,243	\$86,916
9	\$7,975	\$95,700
10	\$8,712	\$104,540

The current income guidelines for EmPower New York are set at 60% of the state median income.

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: CLEAN HEATING AND COOLING	5 + (By 12/31/23, with more projects completed throughout the year)
Number of Subscriptions/ Installations/Purchases: HOME ENERGY EFFICIENCY	5+ (By 12/31/23 with more projects completed throughout the year) 2+ Empower jobs

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	Soft Launch Date = January 2023 Date for Launch: January 2023
Public Outreach & Education Events	Date: January 2023-December 2023
Participant Sign-Up Deadline	Date: 12/31/2023
Participant Contracting Deadline	Date: 12/31/2023

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.

Objective: Educate the communities about the opportunity to install clean heating & cooling and generate inquiries for the selected EnergySmart Homes installer(s).

Before and after the initial kickoff event for ESH Village of Mamaroneck, the Village will publicize on their respective websites, Facebook pages, by email and/or newsletters to Village residents. The local village government, sustainability group, and other community partners will publicize on Facebook, Instagram, their respective websites, and to their email lists.

ESH events and campaign information will be publicized through the community calendar Burbio, the Westchester County Examiner online newspaper, the Journal News, Black Westchester, Westchester County Patch, and the Westchester County Post and more local papers.

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
	<i>EnergySmart Homes Westchester Community Website hosted by Sustainable Westchester</i>	<i>Fall 2022</i>	Customer Intake via phone, email and website sign up form. Estimate 20+		Sustainable Westchester manages webpage. Our community team links and shares out from the page.

	Empower outreach efforts: Training with PULP. Work with LMHF and CRC on events/educational information .	To be determined		Larchmont/Mamaroneck Hunger Taskforce: weekly food distribution. Community Resource Center: newsletter	<i>Based off of feedback from local food pantries, municipalities interest and access to a special letter of homeowner with enhanced star property tax exemption. Etc.</i>
	Soft Launch and Initial Community Engagement and Training and Rollout	January 2023	TBD – volunteers and team members to be trained		<i>For the Duration of the campaign volunteers will use the information shared at the training to improve and advertise the campaign.</i>
	Webinar I	January 2023			All relevant community partners Promo for New Year + Inflation Reduction Tax Credits
	Webinar II – Cosponsored by local community teams	March X, 2023		Equipment Replacements & Planning for the Future	
	Webinar III - Induction stoves, what's cooking in the kitchen	March 17th			

	Presentations at other group community group meetings	Duration of Campaign			
	Newspaper Advertisements	Duration of Campaign			
	Westchester EnergySmart Homes Virtual House Tour	April			Could be in-person if COVID is not a barrier. Otherwise the house tour will be virtual.

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
	N/A	March			

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
Sustainable Westchester	Throughout campaign	Campaign Partner	Lauren Brois, Lauren@SustainableWestchester.org EnergySmart Homes Director	@sustainablewestchester
Mamaroneck Public Library	TBD	Webinar, other event; TBD	Jennifer O'Neill	
Community Resource Center	TBD	Webinar, other event, TBD	Jirandy Martinex	JMARTINEZ@CRCNY.ORG

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?
Village of Mamaroneck	Throughout campaign	weekly newsletter, website	Robert Ingenito ringenito@vomny.net	
SW Newsletter				
[Peggy Jackson at Compass]	TBD	newsletter	Peggy Jackson	

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?
The Westchester County Examiner online newspaper	2-3 weeks before launch	Press Release of Campaign		
LMC TV	TBD		Matt Sullivan msullivan@lmcmedia.org 914-381-2002	
Rise Up with Jim Killoran: WVOX;	TBD		Jim Killoran, WVOX	
Tough Times with Lou Young WRCR;	TBD		Lou Young	
The Patch	TBD			
Mamaroneck Review				
The Loop				

Websites

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

Name	Date	Item	Who	Completed?
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Village of Mamaroneck Website	<i>Posted for duration of campaign</i>	Information on Clean Heating and Cooling Campaign		
Sustainable Westchester Website				
[Village of Mamaroneck Committee for the Environment Instagram, Facebook]	Posted for duration of campaign	Information on Clean Heating and Cooling Campaign		

The EnergySmart Homes Westchester County website is hosted on the Sustainable Westchester website and features a large collection of local images, case studies, videos, event information and in-depth information about each technology.

The website currently features the most important aspects of the campaign:

- EnergySmart Homes Westchester County Landing Page
- Technology pages: Home Energy Efficiency, ASHP, GSHP, Heat Pump Hot Water Heater
- Incentives and Financing: Split by technology and then by utility.
- What can we do: Residents: Landing page with links to sign up form, explainer on the process, technologies and links to community campaigns, contractor lists.
- What can we do: Municipalities: Page hosts the RFI information when relevant, collaboration potential for municipalities looking to get involved in a smaller way, sign-up form to be alerted to the next RFI.
- Community Pages: Volunteer Profiles, Contractors Selected, Case Studies from local community, upcoming events,
- Contractor Index and pop up profile pages

Each page has a footer with contact information.

Social Media

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

Site	Dates	Who/What Posted	Completed?
Facebook Groups: VOM, CFTE; Rye Neck Moms, Mamaroneck/Larchmont Moms and Dads.			X
SW Westchester FB and Instagram			

NextDoor: Rye Neck and Mamaroneck groups			
Peggy Jackson at Compass			

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?
Flyers	Mamaroneck Public Library; Laundramats; Village hall, at public events	Throughout campaign	SW generated Flyer, VOM and VOM CftE to distribute
Municipal Water or Tax Bill? (to include information about community solar for campaign)	To be included in the Water or Tax Bill		Village of Mamaroneck
Letter to Residents	Letter to Residents of Village of Mamaroneck		Village of Mamaroneck with assistance from SW

Tabling

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

What	Where	When	Who is Responsible?
Clean and Green Event	Harbor Island	Spring 2023	VOM CftE

Estimated Budget for Campaign Marketing and Outreach

The Energy Smart Homes Campaign plans to take advantage of the NYSERDA Cost Share.

Item	Estimated Cost \$ (All costs)

	covered by SW)
Vinyl Banners	\$100
500 copies of the brochure	\$50
500 of each 2-Sided Color Flyers - Westchester County	\$100

If you have any questions or require additional information, please send an email to cec@nyserda.ny.gov and someone will get back to you.

Begin forwarded message:

From: Kate Dehais <kdehais@vomny.net>
Subject: Fw: Formalizing "Rockland Pocket Preserve" as a village park
Date: January 6, 2023 at 5:42:14 PM EST
To: Lou Young <young@vomny.org>, Sally Roberts <sroberts@vomny.org>
Cc: "Freeman, David" <DFreeman@vomny.net>

Dear Lou and Sally,

Formalizing the 'Rockland Pocket Preserve' as a village park was originally on the BOT Work-Session Agenda for 11/27/22. Prior to that meeting, I sent the attached letter and supporting materials which I saw were attached to the agenda then.

I am resending them for your convenience as the village manager mentioned that this matter would now be addressed at Monday night's work session, 1/9/23.

In addition, I am attaching an updated Site Plan which incorporates changes that have taken place since the project was begun--the layout of paths, trees that the village will be installing, and so forth.

I plan to attend Monday night's work-session and can bring hard copies of the new site plan for the convenience of Trustees should that be helpful.

Best,
Kate Dehais

From: Kate Dehais <kdehais@vomny.net>
Sent: Sunday, November 27, 2022 10:48 PM
To: Lou Young <young@vomny.org>; Mayor and Board <MayorandBoard@vomny.org>
Cc: Committee for the Enviroment <cfte@vomny.org>; TreeCom <TreeCom@vomny.org>; James Barney <jbarney@vomny.org>; Jeff Ahne <jahne@vomny.org>; Jason Pinto <jpinto@vomny.org>
Subject: Formalizing "Rockland Pocket Preserve" as a village park

Dear Lou and members of the Board of Trustees,

As you know, the CFTE in concert with the Tree Committee has been working to restore a section of land at the south-west edge of the industrial area bounded by the Sheldrake River, and Rockland and Fayette Avenues as a nature preserve. The purpose of the preserve is to create a refuge of native plants, trees, and shrubs to support birds, butterflies, and other pollinating insects near a water source, and to provide pathways and benches for residents to relax and enjoy nature alongside the Sheldrake River. CFTE voted unanimously at the 11/15 meeting to ask the village to formally name the site as the 'Rockland Pocket Preserve' and to designate the area as a village park. A site plan from Nov. 1 is attached, and this website shows some of the work that has been done to turn this rough land into a preserve.

<https://rocklandpocket.wixsite.com/home>

Clearing of the site was done over 2 weekends in October, five sessions of 3 hours each when over 80 volunteers cleared away many decades worth of invasive plants, followed by many smaller sessions of root clearing, and path and planting bed preparation. DPW foreman James Barney helped in having parking blocked off on those weekends and for mountains of invasive weeds and roots to be disposed of.

In several additional sessions, volunteers planted over 600 native plants and many pounds of native seeds, all donated. The village planted 2 oak trees and 2 spice bushes, and in the spring will plant the balance of the trees allocated by the Tree Committee: 2 American cherries, 4 native willows, and 2 additional spice bushes. In the spring, CFTE will also plant another 600 or so plants on the balance of the cleared land. The committee will also put together a maintenance plan: the majority of the work will be weeding to be done by volunteers but we will ask the village to mow at specific intervals as part of invasive plant control.

On 11/9, the village manager met us at the site. He identified certain existing trees to be trimmed (since completed), asked James Barney to have wood chips for paths delivered, and for erosion control material to be provided. Barney had a section of guardrail taken down to accommodate the work. The siting of future benches and a garbage can was discussed with Parks foreman Jeff Ahne, and the design of a future sign was discussed with Jason Pinto.

The Rockland Pocket Preserve site is comprised of 3 tax map locations (see attached): 8-99-1C, 4,828 sq. ft, listed as Village of Mamaroneck property; 8-99-2A, the corner 2,045 sq. ft. which is shown as State of New York but according to the LWRP is village property; and part of 8-91-1, Village of Mamaroneck property, which is the shore of the Sheldrake adjacent to the Rockland Pocket Preserve but also continuing along Fayette Ave. totaling 21,549 sq. ft. Eventually we hope to restore this longer section as a river walk, but the portion of the lot adjacent to the other lots is estimated at 2,500 sq. ft., thus, the entire Rockland Pocket Preserve would total ~9,373 , 6,873 of which is being replanted with natives, the balance being steeper slope along the river which is existing trees but which the CFTE has cleared of invasive plants, garbage, and debris and is an integral part of the preserve.

[Home | Rockland Pocket](#)

It all started more than 130 milkweed plants spotted on . June 7, 2022. The Village of Mamaroneck Tree Committee and Committee for the Environment has since started clearing decades worth of invasive plants. rocklandpocket.wixsite.com

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For additional background to support the park designation, I will note that the Rockland Pocket Preserve and adjacent areas is named in Mamaroneck's Local Waterfront Protection Plan (pp 30-31) as "Conservation and Open Space Areas which provide habitats for abundant and diverse wildlife,

"...Rockland Avenue Thruway Pocket (Low-lying vegetated area adjacent to Sheldrake River; flood buffer; waterfowl habitat)"

This area along the Sheldrake, including the area we are calling The Rockland Pocket Preserve, is also mentioned on page 94:

- v. *Sheldrake Riverfront along Fayette Avenue. As discussed in Section II, there is currently very limited access by the public to Mamaroneck's rivers. In particular, access by the public to the Sheldrake River is largely confined to the walking trail in Bub Walker Park. However, there are several key opportunities to expand this access using Village property. According to tax maps, the Village owns a parcel of land bound by the Sheldrake River and Fayette, Concord, Center and Rockland Avenues, in the industrial area. This parcel, which is vacant, could provide a key gateway to the Sheldrake River for the neighborhood, which currently has no direct access to any Village park, from the key arterial of Rockland Avenue.*

Thank you Lou for your support of the Rockland Project Preserve. I would like to note that in addition to the tangible benefits to nature and to neighborhood residents that this park will provide, the CFTE itself is acquiring experience and expertise in the managing of invasive plants, knowledge that that can assist the village in future restoration work it may undertake.

Sincerely,
Kate Dehais
Volunteer, Committee for the Environment

0 FAYETTE AVE
Town Id: 8-29-200
Village Id: 8-91-1
Owner Name: Village Of Mamaroneck
Square Footage: 21,549

[Village Property Card](#) [Assessment Data](#)
[Town of Mamaroneck](#) [Town of Rye](#)

[Click Here for Zoning Information](#)

Zoom to

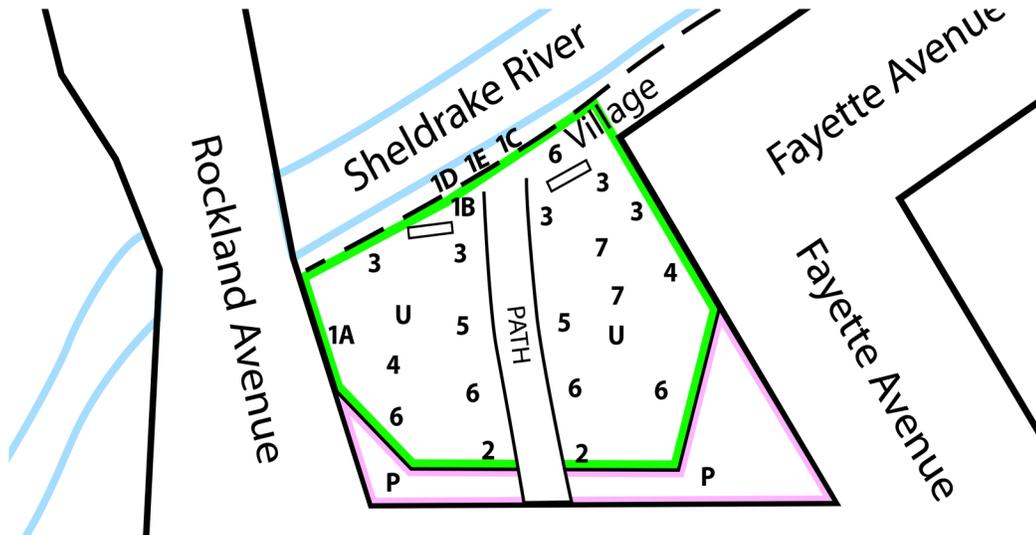
Rockland Pocket bird and butterfly refuge

Existing Trees

- 1a) Norway Maple – 1 large near road, several saplings near water X remove seedlings
- 1b) American Ash – 1 mature, 1 sapling + seedlings
- 1c) American Cherry – 1 medium near water
- 1d) American Sycamore – 1 small near water
- 1e) Bitternut Hickory – 1 sapling near water + seedlings

New Trees

- 2) 2-Oaks – native variety TBD
- 3) 4-Willow – *Salix nigra*
- 4) 2-American Cherry – *Prunus serotina*
- 5) 2-Service Berry -*Amelanchier canadensis*
- 6) 4-Spice Bush – *Lindera benzoin*
- 7) 2 – Swamp Tupelo – *Nyssa biflora*



P Pollinator sunloving plants

U Understory native plants

□ Japanese knotweed area

At the back

Swamp Milkweed *Asclepias incarnata*
 Evening Primrose *Oenothera biennis*
 Beardtongue *Penstemon digitalis*
 New England Aster *Aster novae-angliae*
 Daisy Fleabane *Erigeron strigosus* nts
 Anise Hyssop *Agastache foeniculum*
 Sweet Goldenrod *Solidago odora*
 Wild Bergamot *Monarda fistulosa*
 Cardinal Flower *Lobelia cardinalis*
 Bee Balm *Monarda didyma*
 Euthamia

Middle:

Blazing Star *Liatris spicata*
 Purple Coneflower *Echinacea purpurea*
 Wild Geraniums *Geranium maculatum*
 Wild Columbine *Aquilegia canadensis*
 Little Bluestem *Schizachyrium scoparium*
 Butterfly Weed *Asclepius tuberosa*
 Switchgrass *Panicum virgatum*
 Black Eyed Susan *Rudbeckia hirta*
 Brown Eyed Susan *Rudbeckia triloba*
 False sunflower *Heliopsis helianthoides*

Front

White upland solidago
 Hyssop leaved boneset
 Pearly everlasting
 Wild petunia
 Coreopsis verticillata

Woodland edge/half shade

Mountain Mint *Pycnanthemum*
 Golden Alexander *Zizia aurea*
 Wild geranium
 Golden groundsel *Packera aurea*
 Wild bleeding heart
 Thimble weed,
 Canada anemone
 Agrimonia
 Iris cristata
 woodland and creeping phlox
 Bluestem goldenrod
 Honewort
 Figwort
 Zigzag goldenrod
 Heuchera 'Autumn bride'
 Skullcaps

Full shade

Mayapple
 Bloodroot
 Woodland anemones
 Virginia bluebells
 Lyre leaf sage
 'Woodland asters'
 'woodland ferns'
 'Woodland Sedges'

Competitive species

Mountain Mint *Pycnanthemum muticum*
 Rudbeckia lanciniata
 Woodland sunflower,
 Joe Pyeweed
 Swamp rose
 Virginia rose
 Choke berry
 Elderberry
 Any deer proof shrub
 you can get your hands on!

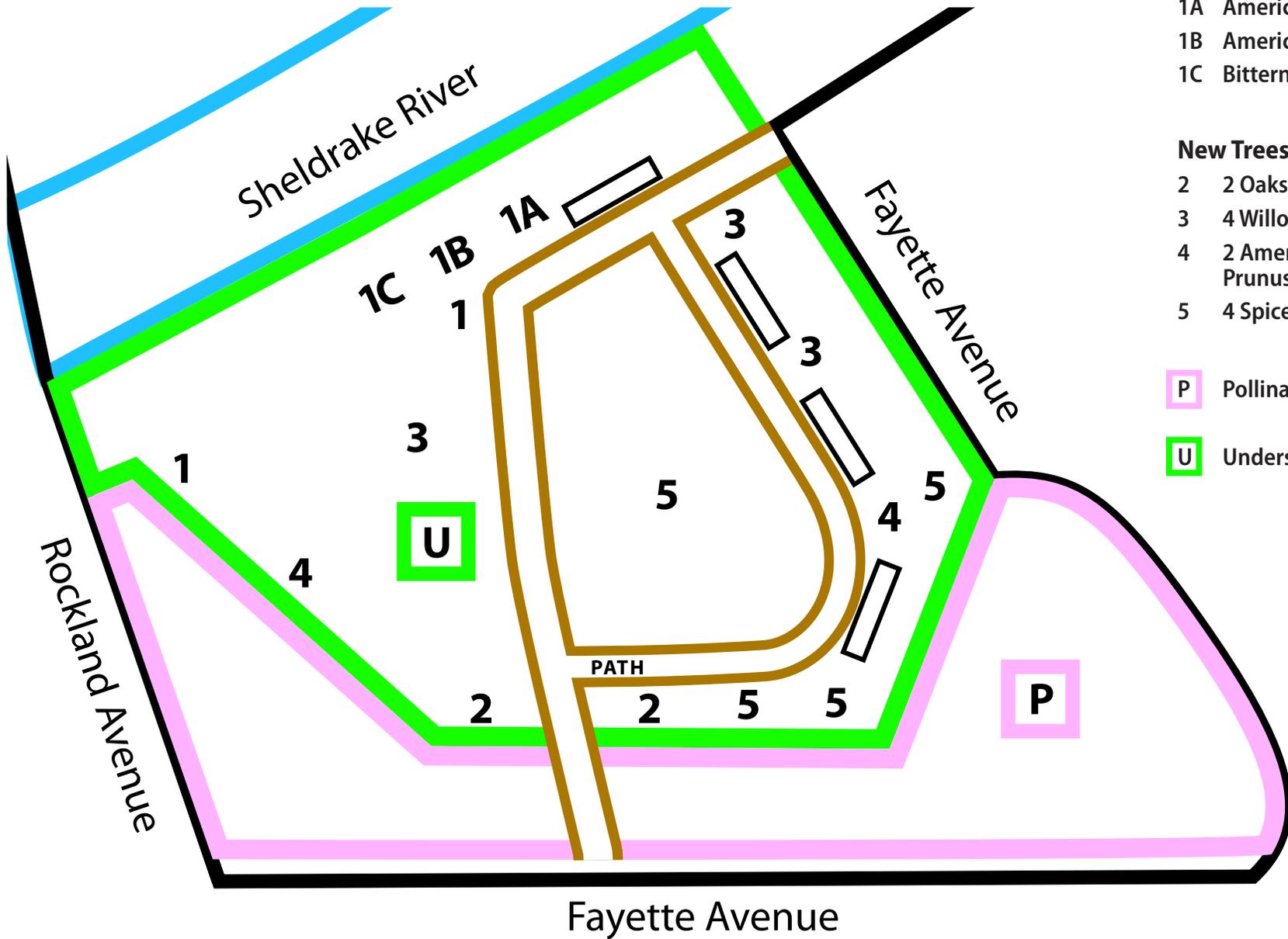
In orange: consider buying as plugs (we can order them for you for wholesale prices)

In black: Most of these species can be gathered as seeds or as baby plants from 'neighbors'

In blue: Use subsidized Saratoga Spring nursery in the winter to order

Rockland Pocket Preserve

Updated Plan — Jan. 2023



Existing Trees

- 1 Norway Maples
- 1A American Cherry
- 1B American Sycamore
- 1C Bitternut Hickory

New Trees

- 2 2 Oaks, planted fall '22
- 3 4 Willows – *Salix nigra*
- 4 2 American Cherry – *Prunus serotina*
- 5 4 Spice Bush

P Pollinator sunloving plants

U Understory native plants

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New York State Launches New Green Purchasing Communities Program

Program Helps Local Governments Make Purchases with Lower Environmental Impact

Good news for local governments! Governor Hochul recently announced the new Green Purchasing Communities Program, a first in the nation program that makes it easy for local governments to ensure that the products they are purchasing have a lower environmental impact. In addition, local governments that participate will receive recognition for their commitment to purchasing green products and services.

[Learn more at the Green Purchasing Communities Program website.](#)

[Read the full press release.](#)

Benefits to local governments of becoming a Green Purchasing Community:

- Adopting a simple-to-administer green purchasing program.
- Moving the market in a more sustainable direction.
- Being recognized for their commitment to the environment.
- Getting points towards [Climate Smart Communities Certification](#).

Local governments that become a green purchasing community commit to following the [GreenNY purchasing specifications](#) that New York State government uses. By making this simple change, local governments can work towards purchasing products and services that are better for our public health and environment. With over 75 different GreenNY purchasing specifications covering office and building management supplies, electronic equipment and appliances, food service items, and transportation items, there are specifications to follow for a wide variety of items frequently purchased by local governments. In addition, GreenNY is constantly working to update existing specifications and create new ones, meaning that Green Purchasing Communities will automatically be following the latest green purchasing specifications.

Applying and becoming a Green Purchasing Community is as easy as 1, 2... that's it!

1. Add [model language](#) that states the local government will follow GreenNY specifications to the government's purchasing policy. This is passed by the local government's legislative body or other body that handles procurement policy.
2. Submit the application, along with the resolution approving the addition of the model language, and a copy of the new purchasing policy to GPC@dec.ny.gov.

[Learn more about becoming a Green Purchasing Community.](#)

The Department of Environmental Conservation and the Office of General Services are hosting a **webinar on January 17, 2023**, for potential applicants. The webinar will provide an overview of the new Green Purchasing Communities Program and how local governments can participate. Those interested can [register for the webinar](#).

Additional information is available on the [Green Purchasing Communities program website](#) or by contacting GPC@dec.ny.gov.

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Basil Seggos, Commissioner