

## City of Rochester Outreach Activities

The 60-day outreach and education period for Rochester Community Power began on November 10, 2020 and ended on January 8, 2021. Additional outreach occurred in the second half of May, 2021 with specific focus on printed educational materials as the City began to open-up after Covid-19.

Rochester held 4 public information meetings in November and December to explain the upcoming CCA program. The 4 public Community Choice Aggregation meetings used a slide show to explain how CCA programs work, program benefits and goals. Every meeting was held via Zoom, with Facebook Live at the same time, and Facebook continuing to present the recordings. All meetings had sign language interpretation, and two meetings had Spanish interpretation interspersed. The CCA program and associated meetings have been promoted by the City of Rochester, through the Rochester Community Power website and FaceBook, via local print and digital news stories and ads and on local television.

Details of the meetings and other types of outreach and education are outlined in the tables below. Visual examples of outreach and education material can be found below the tables.

## CCA Liaison

The CCA Liaison identified for the City of Rochester is:  
 Shalini Beath, Office of Energy and Sustainability  
 (585) 428-6939  
[shalini.beath@cityofrochester.gov](mailto:shalini.beath@cityofrochester.gov)

## CCA Public Information Meetings

Date	On-line Platforms	On-line Attendees	Interpreted	Link to recording of Zoom meeting
11/19/20 at 5:00 PM	Zoom, RCP fb	15	ASL	<a href="https://www.youtube.com/watch?v=8VZgelZXbdc">https://www.youtube.com/watch?v=8VZgelZXbdc</a>
11/30/20 at 7:00 PM	Zoom, RCP fb	24	ASL, Spanish	<a href="https://www.youtube.com/watch?v=d_8rukVsrl">https://www.youtube.com/watch?v=d_8rukVsrl</a>
12/9/20 at 7:00 PM	Zoom, RCP fb	19	ASL	<a href="https://www.youtube.com/watch?v=r6BTabPqV5A">https://www.youtube.com/watch?v=r6BTabPqV5A</a>
12/10/20 at 7:00 PM	Zoom, RCP fb	10	ASL, Spanish	<a href="https://www.youtube.com/watch?v=7kYGscmMets&amp;feature=emb_logo">https://www.youtube.com/watch?v=7kYGscmMets&amp;feature=emb_logo</a>

Additional CCA Outreach and Education

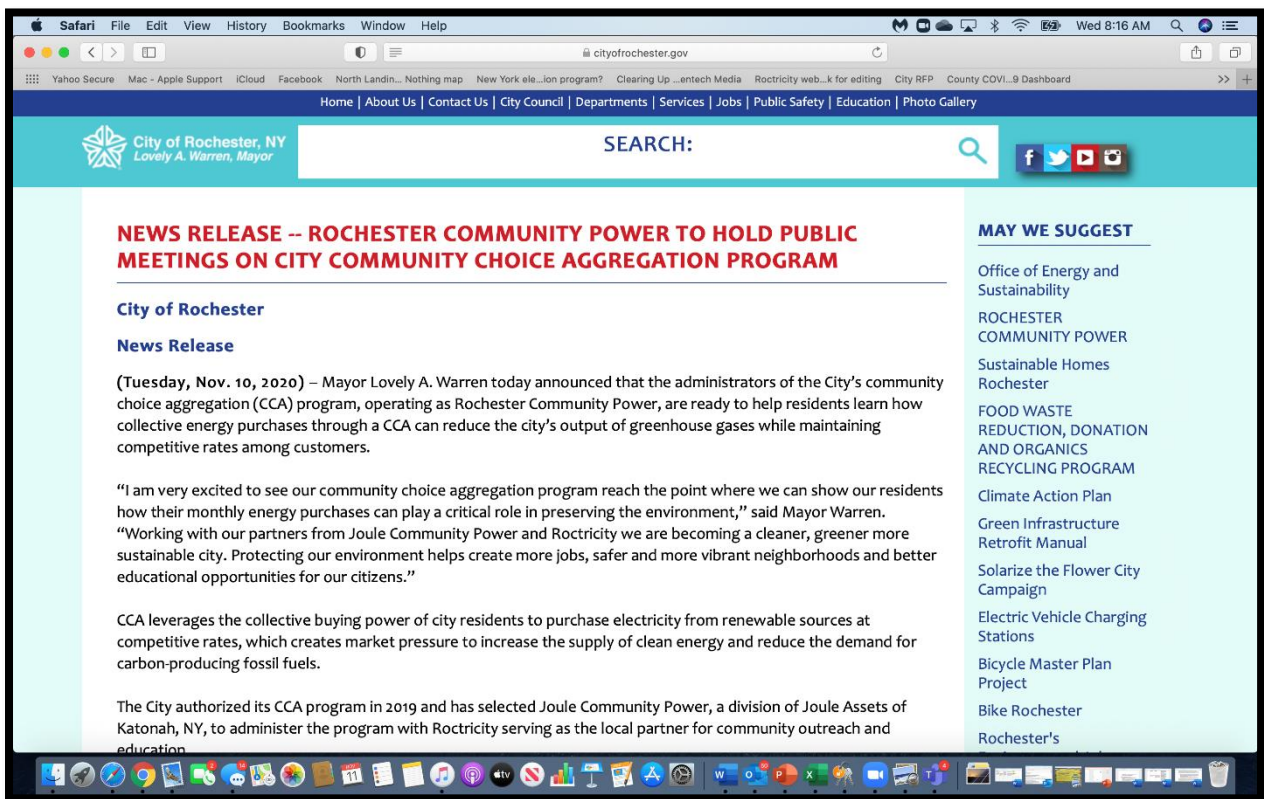
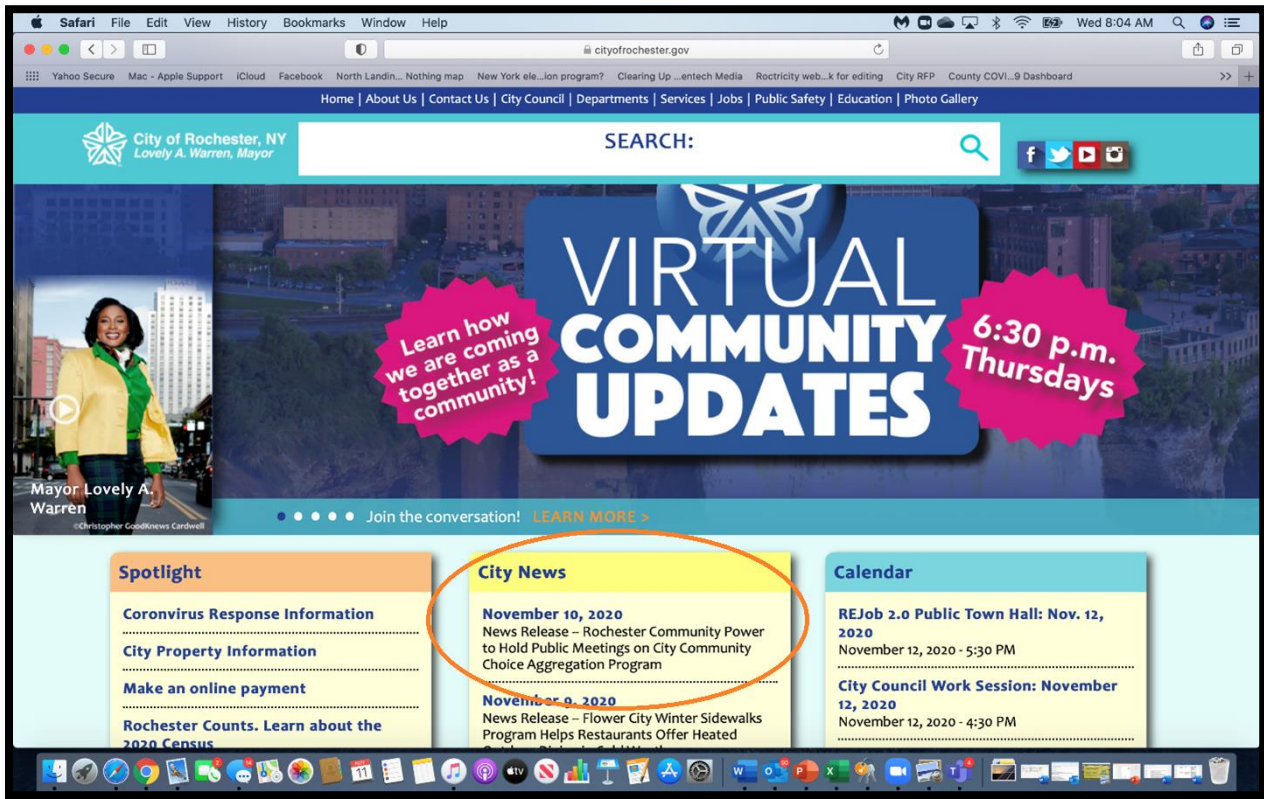
Type of Outreach	Outreach Channel	Date of Outreach	Content of Outreach	Links
Print & Digital Ads	LaVoz Newspaper (Spanish Language)	November Issue	General info, promote 11/19, 11/30, 12/9, 12/10 events	<a href="http://rochesterlavoz.com/wp-content/uploads/2020/11/Lavoz_Noviembre.pdf">http://rochesterlavoz.com/wp-content/uploads/2020/11/Lavoz_Noviembre.pdf</a>
	Democrat & Cornicle Newspaper	11/22	General info, promote 11/30, 12/9, 12/10 events	
	Democrat & Cornicle Newspaper	12/6	General info, promote 12/9, 12/10 events (see below)	
	City News	12/2, 12/9	General info, promote 12/9, 12/10 events (see below)	
Posters	Posted at 4 Neighborhood Centers	11/11	General info (English & Spanish), promote 11/19, 11/30, 12/9, 12/10 events	<a href="https://www.cityofrochester.gov/article.aspx?id=8589936730">https://www.cityofrochester.gov/article.aspx?id=8589936730</a>
	Posted at 3 Neighborhood Centers (one center still closed for Covid-19)	5/18	General program info (poster below, English & Spanish)	Neighborhood Center locations: <a href="https://www.cityofrochester.gov/article.aspx?id=8589936730">https://www.cityofrochester.gov/article.aspx?id=8589936730</a>
	Posted at 10 City Library locations	5/18	General program info (poster below, English & Spanish)	Library locations: <a href="https://www.cityofrochester.gov/article.aspx?id=8589936581">https://www.cityofrochester.gov/article.aspx?id=8589936581</a>
	Posted at 9 Rec Center locations	5/18	General program info (poster below, English & Spanish)	Rec Center locations: <a href="https://www.cityofrochester.gov/recreation/">https://www.cityofrochester.gov/recreation/</a>
	Posted at 12 laundromats & 1 food pantry	5/18	General program info (poster below, English & Spanish, list of locations below)	
Print Flyers	Distributed by 4 Neighborhood Centers	11/11	General info (English & Spanish), promote 11/19, 11/30, 12/9, 12/10 events	<a href="https://www.cityofrochester.gov/article.aspx?id=8589936730">https://www.cityofrochester.gov/article.aspx?id=8589936730</a>
	Flyers available at 3 Neighborhood Centers (one center still closed for Covid-19)	5/18	General program info (poster below, English & Spanish)	Neighborhood Center locations: <a href="https://www.cityofrochester.gov/article.aspx?id=8589936730">https://www.cityofrochester.gov/article.aspx?id=8589936730</a>
	Flyers available at 10 City Library locations	5/18	General program info (poster below, English & Spanish)	Library locations: <a href="https://www.cityofrochester.gov/article.aspx?id=8589936581">https://www.cityofrochester.gov/article.aspx?id=8589936581</a>
	Flyers available at 9 Rec Center locations	5/18	General program info (poster below, English & Spanish)	Rec Center locations: <a href="https://www.cityofrochester.gov/recreation/">https://www.cityofrochester.gov/recreation/</a>
Local Newspaper Articles	Minority Reporter	11/11	General info, promote 11/19 event	<a href="http://minorityreporter.net/learn-how-city-plans-to-make-it-easier-for-residents-to-be-green/">http://minorityreporter.net/learn-how-city-plans-to-make-it-easier-for-residents-to-be-green/</a>
	City News	11/11	General info, promote 11/19 event	<a href="https://www.rochestercitynewspaper.com/rochester/informational-meetings-set-for-city-clean-power-program/Content?oid=12484655">https://www.rochestercitynewspaper.com/rochester/informational-meetings-set-for-city-clean-power-program/Content?oid=12484655</a>
	Democrat & Cornicle Newspaper	11/20	General info, promote 11/19 event (see below)	
Website Postings	City of Rochester: flyer on website	11/10	Benefits of CCA, promote 11/19, 11/30, 12/9 & 12/10 events	<a href="https://www.cityofrochester.gov/RCP/">https://www.cityofrochester.gov/RCP/</a>
	City of Rochester: Press release on website	11/10	General info, promote 11/19 event	<a href="https://www.cityofrochester.gov/article.aspx?id=21474845714">https://www.cityofrochester.gov/article.aspx?id=21474845714</a>

	Rochester Community Power: Events page	12/7	General info, promote 12/9, 12/10 events	<a href="https://www.rochestercommunitypower.com/events">https://www.rochestercommunitypower.com/events</a>
Television	WHAM TV 13	11/13	General info, promote 11/19, 11/30, 12/9, 12/10 events (see below)	

Type of Outreach	Outreach Channel	Date of Outreach	Content of Outreach	Links
	Climate Solutions Accelerator for Genesee Finger Lakes	11/12	General info, promote 11/19 event	<a href="https://www.facebook.com/ClimateSolutionsAccelerator">https://www.facebook.com/ClimateSolutionsAccelerator</a>
	City Councilman Gruber	11/12	General info, promote 11/19 event	<a href="https://www.facebook.com/MitchGruberforCityCouncil">https://www.facebook.com/MitchGruberforCityCouncil</a>
	Climate Solutions Accelerator for Genesee Finger Lakes	11/24	General info, promote 11/30 event	<a href="https://www.facebook.com/ClimateSolutionsAccelerator">https://www.facebook.com/ClimateSolutionsAccelerator</a>
	Rochester Community Power	5/24	General program info (post below)	<a href="https://www.facebook.com/RochesterCommunityPower/posts/244937567387134">https://www.facebook.com/RochesterCommunityPower/posts/244937567387134</a>
Emails	From City of Rochester to Staff	11/10	General info, promote 11/19, 11/30, 12/9, 12/10 events (see below)	
	Local neighborhood groups	5/20	General program info (email & list below)	
	Local community groups	5/20	General program info (email & list below)	

## Examples of City of Rochester Outreach & Education

### City of Rochester Website



City of Rochester Website

Home | About Us | Contact Us | City Council | Departments | Services | Jobs | Public Safety | Education | Photo Gallery

City of Rochester, NY  
Lovely A. Warren, Mayor

SEARCH: [magnifying glass icon]

f [Facebook icon] [Twitter icon] [YouTube icon] [Instagram icon]

### ROCHESTER COMMUNITY POWER

The City of Rochester has authorized Rochester Community Power (RCP), a local Community Choice Aggregation (CCA) program that will leverage the collective purchasing power of city residents to negotiate better terms for energy supply contracts and purchase 100% renewable electricity for residents and small businesses. The City has selected Joule Community Power (CCA Program Administrator) and Roctricity (local outreach partner) to implement Rochester Community Power. This program will be launched in early 2021.


#### Public Information Meetings

Attend a Public Information Zoom Meeting to learn more about CCA and Rochester Community Power.

**Update: November 19 at 5:00 p.m.** Zoom online meeting link: [us02web.zoom.us/j/82425391440](https://us02web.zoom.us/j/82425391440)  
To join by telephone: dial 646 876 9923 or 301 715 8592 and enter Webinar ID: 824 2539 1440.


See flyer below and visit [rochestercommunitypower.com/events](https://rochestercommunitypower.com/events) for more information about joining these virtual Zoom meetings via computer or phone.

## Public Information Meetings



Meet the folks behind Rochester Community Power, Rochester's new clean energy program, during a **Zoom Q&A meeting!**  
**Learn how you can lower your utility bill and increase Rochester's supply of renewable electricity at the same time.**


Thursday	<b>November 19</b>	5-6pm
Monday	<b>November 30*</b>	7-8pm
Wednesday	<b>December 9</b>	7-8pm
Thursday	<b>December 10</b>	7-8pm

 All presentations to have **ASL interpreter**  
\*Nov. 30th presentation to have **Spanish interpreter**

See [rochestercommunitypower.com/events](https://rochestercommunitypower.com/events) for information about joining these virtual Zoom meetings via computer or phone.

**Help us reduce greenhouse gas emissions and preserve our environment for future generations.**

Community choice electricity supply programs empower municipalities to select 100% renewable electricity for their residents and small businesses at a fixed and lower price than they would otherwise pay.

To learn more visit: [rochestercommunitypower.com](https://rochestercommunitypower.com)  **JOULE** COMMUNITY POWER

Events to be hosted by City of Rochester, Joule Community Power (Program Administrator)

Consult your tax advisor about deductibility of interest.

MEMBER FDIC LENDER

# Reunión de Información Pública



Conozca a la gente detrás de Rochester Community Power, ¡El nuevo programa de energía limpia de Rochester, en **una sesión de preguntas y respuestas de Zoom!**  
Descubra cómo puede reducir su factura de servicios públicos y aumentar el suministro de electricidad renovable de Rochester al mismo tiempo.

Jueves	<b>Noviembre 19</b>	5-6pm
Lunes	<b>Noviembre 30*</b>	7-8pm
Miércoles	<b>Diciembre 9</b>	7-8pm
Jueves	<b>Diciembre 10</b>	7-8pm

 Todas las presentaciones tendrán **interpretes de LSE**

\*Nov. 30th presentaciones tendrá **interprete en Español**

Visite **rochestercommunitypower.com/events** para obtener información sobre cómo unirse a estas reuniones virtuales de Zoom a través de una computadora o por teléfono (llamada gratuita)



**Ayúdanos a reducir las emisiones de gases de efecto invernadero y preservar nuestro medio ambiente para las futuras generaciones.**

Programas de suministro de electricidad de elección comunitaria permite a los municipios seleccionar electricidad 100% renovable para sus residentes y pequeñas empresas a un precio fijo y bajo de lo que pagarían de otro modo.

Para más información, visite:  
**rochestercommunitypower.com**  
O llame al: (585) 244-0244



Los eventos serán organizados por la ciudad de Rochester, Joule Community Power (Administrador del programa) y Roctricity (Administrador del programa local).





## Public Information Meetings



Meet the folks behind Rochester Community Power, Rochester's new clean energy program, during a **Zoom Q&A meeting!**

Learn how you can lower your utility bill and increase Rochester's supply of renewable electricity at the same time.

Wednesday	December 9	7-8pm
Thursday	December 10*	7-8pm

**Big** Both presentations to have **ASL interpreter**

\*Dec. 10<sup>th</sup> presentation to have **Spanish interpreter**

See [rochestercommunitypower.com/events](http://rochestercommunitypower.com/events) for information about joining these virtual Zoom meetings via computer or phone

**Help us reduce greenhouse gas emissions and preserve our environment for future generations.**

Community choice electricity supply programs empower municipalities to select 100% renewable electricity for their residents and small businesses at a fixed and lower price than they would otherwise pay.

10B | SUNDAY, DECEMBER 6, 2020 | ROCHESTER DEMOCRAT & CHRONICLE

# US adds Chinese

## US adds Chinese firms to blacklist





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the remaining balance.<sup>2</sup>

-or-

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<sup>1</sup>Not valid on prior sales. May not be combined with any other promotional offer. Offer subject to change. Products not available in all areas. Trade licenses for Transform SR Home Improvement Products LLC. (In certain states 4b's Sears Home Improvement Products) at [www.searshomeservices.com/learn](http://www.searshomeservices.com/learn). Offer subject to change without notice. Offer expires 1/31/2021.  
<sup>2</sup>10% discount offer is applied before taxes and after all other discounts and must be made in a single transaction. Not valid on prior sales. May not be combined with any other promotional offer. Offer subject to change. Products not available in all areas. Trade licenses for Transform SR Home Improvement Products LLC. (In certain states 4b's Sears Home Improvement Products) at [www.searshomeservices.com/learn](http://www.searshomeservices.com/learn). Offer subject to change without notice. Offer expires 1/31/2021.  
<sup>3</sup>Set up to 18 months no interest financing available on Heating & Cooling Replacement, Kitchen Renovation, Siding, Windows and Flooring home improvement purchases over \$1,500. Offer good through 1/31/2021. Interest Financing - No interest if paid in full within the promotional period. Interest will be charged to your account from the purchase date if the purchase balance is not paid in full within the promotional period. With credit approval, for qualifying purchases made on a Sears or Shop Your Way credit card (Sears Commercial One® accounts excluded). Sears Home Improvement Account® valid on installed sales only. Offer valid for consumer accounts in good standing and is subject to change without notice. May not be combined with any other promotional offer. Sears and Shop Your Way credit cards: As of 6/15/2020 APR for purchases: Variable 12.9% - 25.24% or non-variable 1.00% - 25.49%. Minimum interest charge: up to \$2. See card agreement for details, including the APB and fees applicable to you. \*Sears cards are issued by Citibank, N.A. Products not available in all areas. Trade licenses for Transform SR Home Improvement Products LLC. (In certain states 4b's Sears Home Improvement Products) at [www.searshomeservices.com/learn](http://www.searshomeservices.com/learn). Offer subject to change without notice. Offer expires 1/31/2021.  
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To learn more visit:  
[rochestercommunitypower.com](http://rochestercommunitypower.com)  
Or call us: (585) 244-0244




Events to be hosted by City of Rochester, Joule Community Power (Program Administrator) and Rectricity (Local Program Manager).



City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

Advertisement: City News (four changing panels of 3 seconds each)

<p><b>Public Information Meetings</b> </p> <p>Meet the folks behind Rochester Community Power, Rochester's new clean energy program, during a <b>Zoom Q&amp;A meeting!</b></p> <p>Learn how you can help reduce Rochester's greenhouse gas emissions.</p>	<p>Community choice electricity supply programs empower municipalities to select <b>100% renewable</b> electricity for their residents and small businesses.</p>
<p>All presentations to have <b>ASL interpreter</b> Dec. 10th presentation to have <b>Spanish Interpreter</b></p> <p> <b>Wednesday, December 9th</b> 7-8pm <b>Thursday, December 10th</b> 7-8pm</p> <p>See <a href="https://rochestercommunitypower.com/events">rochestercommunitypower.com/events</a> for information about joining these virtual Zoom meetings via computer or phone</p>	<p>Help us <b>reduce</b> greenhouse gas emissions and <b>preserve</b> our environment for future generations. </p> <p>To learn more visit: <a href="https://rochestercommunitypower.com">rochestercommunitypower.com</a> Or call us: (585) 244 - 0244</p> <p>Events to be hosted by City of Rochester, Joule Community Power (Program Administrator) and Roctricity (Local Program Manager).</p> <p> City of Rochester, NY Lovely A. Warner, Mayor Rochester City Council</p> <p> <b>JOULE</b> COMMUNITY POWER a division of Joule Assets</p>



Advertisement: City News

Date: Wed, Dec 9, 2020 at 11:15 AM  
Subject: CITY's Wednesday Newsletter: December 9, 2020  
To: <dwhite@rochester-citynews.com>

[View this email in your browser](#)

# CITY'S WEDNESDAY NEWSLETTER

Good morning, reader, and thank you for subscribing. We're firmly in "winter wonderland" territory, it seems. Frozen fingers and nice, powdery snow outside. Not too shabby. We have a lot to get through today, though, so let's jump in.

tunes on fiddle and Swedish nyckelharpa in a virtual concert this weekend.



### Children's Detention Center to stop accepting youths after COVID-19 spike

The Monroe County Children's Detention Center will not be accepting new youths after 15 people there were infected with the coronavirus.

Help us reduce greenhouse gas emissions and preserve our environment for future generations.



To learn more visit:  
[rochestercommunitypower.com](http://rochestercommunitypower.com)  
Or call us: (585) 244 - 0244

Events to be hosted by City of Rochester, Joule Community Power (Program Administrator) and Rectricty (Local Program Manager).



City of Rochester, NY  
Liberty & Warren, Mayor  
Rochester City Council


JOULE  
COMMUNITY POWER  
a division of Joule Assets

ADVERTISEMENT




**Flyers Posted at & Distributed by Neighborhood Centers: (English & Spanish)**

## Public Information Meetings




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To learn more visit:  
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 Or call us: (585) 244-0244



**JOULE**  
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 a division of Joule Assets

Events to be hosted by City of Rochester, Joule Community Power (Program Administrator) and Ractricity (Local Program Manager).





## Reunión de Información Pública



Conozca a la gente detrás de Rochester Community Power, ¡El nuevo programa de energía limpia de Rochester, en **una sesión de preguntas y respuestas de Zoom!** Descubra cómo puede reducir su factura de servicios públicos y aumentar el suministro de electricidad renovable de Rochester al mismo tiempo.

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 O llame al: (585) 244-0244



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Los eventos serán organizados por la ciudad de Rochester, Joule Community Power (Administrador del programa) y Ractricity (Administrador del programa local).






## Introducing Renewable Energy at a Fixed and Competitive Price!

The City of Rochester's new **Community Choice Aggregation (CCA)** supply program (working with Joule Community Power and Roctricity) enables municipalities to pool local electricity demand in order to negotiate competitive rates and better terms. This will increase the supply of renewable electricity and reduce greenhouse gas emissions. CCA offers:



- **GREATER CHOICE:** Energy suppliers are chosen locally which allows a mix of renewable versus standard supply.
- **COMPETITIVE RATES** are negotiated through competitive bids with energy suppliers.
- **PRICE STABILITY** means NO monthly price fluctuations.

Learn more! Visit [rochestercommunitypower.com](http://rochestercommunitypower.com)  
Or call (585) 244-0244

**B**elieve.

 City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council



## Presentamos energía renovable ¡A un precio fijo y competitivo!

El nuevo suministro de **Community Choice Aggregation (CCA)** de el programa de la ciudad de Rochester (trabajando con Joule Community Power and Roctricity) le permite a los municipios agrupar electricidad de demanda local con el fin de negociar tarifas y mejores condiciones. Esto aumentará la oferta de electricidad renovable y reducirá las emisiones de gases de efecto invernadero. CCA ofrece:



- **ELECCIÓN MAYOR:** Los proveedores de energía se eligen localmente lo que permite una combinación de suministro renovable versus energía estándar.
- **TARIFAS COMPETITIVAS** se negocian a través de ofertas competitivas con proveedores de energía.
- **ESTABILIDAD DE PRECIO** significa que NO hay fluctuaciones de precios mensuales.

¡Aprenda más! Visite [rochestercommunitypower.com](http://rochestercommunitypower.com)  
O llame al (585) 244-0244

**B**lieve.

 City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

**Laundromat & Food Pantry Poster Locations (English & Spanish)**

<b>#</b>	<b>Location Name</b>	<b>Location Address</b>
1	Red Dog	1700 Clifford Ave
2	Marketview	234 Central Park
3	N. Winton Village	2032 East Main
4	Humboldt St	397 Humboldt St
5	Prestoe	1771 East Ave
6	Park Ave	636 Park Ave
7	Mt. Hope Cleaners	1665 Mount Hope Ave
8	Lilac Coin Laundry	469 Monroe Ave
9	Fluffs	705 South Ave
10	Coin op	509 Chili Ave
11	Laundry on Arnett	362 Arnett Blvd
12	Brooks Landing	703 Genesee Street
13	Food Cupboard at St. Marks and St Johns	1245 Culver Rd

Local News: Minority Reporter, November 11

The screenshot shows the homepage of the Minority Reporter website. At the top, there is a navigation bar with links for Classifieds, Home, Local News, Editorial, State/National News, World News, Police Reports, Business, and Education. A prominent banner for ROC COVID-19 is visible, with the text 'PROTECT YOU & YOURS' and 'SignUpRocCovid.org'. Below the navigation bar, a featured article is displayed with the headline 'Learn How City Plans to Make it Easier for Residents to Be 'Green''. The article is dated Nov 11, 2020, and is categorized under Business, Featured News, and Local News. The author is identified as Staff reports. The article text discusses the City of Rochester's commitment to buying electricity through renewable sources and holding virtual public hearings. It mentions that Rochester Community Power will host sessions about community choice aggregation, which allows municipalities to pool electricity demand. The article also notes that the program allows local governments to buy power from alternate suppliers, particularly those specializing in green or renewable energy. Enrollment is automatic, but residents can opt out. The existing utility provider, Rochester Gas & Electric, will continue to deliver electricity and send bills.

**Learn How City Plans to Make it Easier for Residents to Be 'Green'**

Nov 11, 2020 Business, Featured News, Local News Comments Off on Learn How City Plans to Make it Easier for Residents to Be 'Green'

Staff reports



The city is committing to buying electricity through renewable sources and will hold virtual public hearings to explain what that means for residents.

Rochester Community Power will host the sessions about community choice aggregation, which lets municipalities pool the demand for electricity from residents and businesses. That collective demand can get a more favorable rate on renewable, or green, energy, than an individual could negotiate.

The one-hour sessions are scheduled for 5 p.m., Nov.19; and at 7 p.m. on Nov. 30, Dec.9 and Dec. 10. All meetings will have ASL interpreters and the Nov. 30 meeting will have a Spanish-language interpreter. More information is at [www.rochestercommunitypower.com/events](http://www.rochestercommunitypower.com/events)

New York is one of seven states that allow community choice aggregation. The arrangement is designed to give communities more control over the source of their electricity, which usually means the community wants a more sustainable source. Bringing customers together – the aggregation – improves the buying power rather than have individual customers seek a green source on their own.

There is no guarantee of lower rates but the expectation is that they will be competitive and fixed for two years. The aggregation increases market pressure to increase the supply of clean energy and reduce demand for carbon-producing fossil fuels.

The city authorized CCA in 2019. The program allows local governments to buy power on behalf residents, businesses and municipal accounts from an alternate supplier – particularly one that specializes in green, or renewable energy. The existing utility provider still delivers the electricity.

Enrollment is automatic, but residents can opt out of the program. Regardless of participation, Rochester Gas & Electric will deliver the electricity and send the bills.

**Sign-up Form**

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La Voz - Bilingual Newspaper

Local News: City News, November 11

The screenshot shows a web browser displaying a news article on the City News website. The page has a red header with the text 'CITY NEWS. ARTS. LIFE.' and a navigation menu with links for HOME, NEWS, A & E, MUSIC, RESTAURANTS, EVENTS, GUIDES, CLASSIFIEDS, ABOUT, and WXXI. The article is dated November 11, 2020, and is titled 'Informational meetings set for city clean power program' by Jeremy Moule. The article text discusses the Rochester Community Power initiative, the role of Joule Community Power and Roctricity, and the schedule for informational meetings. A sidebar on the right contains sections for 'BROWSE LIST', 'UPCOMING EVENTS', and 'TWEETS @ROC'. The article concludes with a bio for Jeremy Moule and a 'Tags: News' label.

**CITY NEWS. ARTS. LIFE.**

HOME NEWS A & E MUSIC RESTAURANTS EVENTS GUIDES CLASSIFIEDS ABOUT WXXI

NEWS & OPINION » NEWS November 11, 2020

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## Informational meetings set for city clean power program

By Jeremy Moule @jfmoule

The administrators for a new city of Rochester clean energy initiative, known as Rochester Community Power, will hold virtual informational hearings on the program over the next few weeks.

Rochester Community Power is the city's community choice aggregation program. Under community choice aggregation, local governments procure power on behalf of residents, certain businesses, and municipal customers from a supplier while the utility company — Rochester Gas & Electric in the city's case — continues to provide transmission and distribution services. The individual customers remain responsible for their own bills.

By aggregating electricity demand across several sectors, communities gain leverage to negotiate better rates with competitive suppliers and to gain access to more renewable power sources.

Joule Community Power, a firm from Westchester County, is the city's community choice aggregation program and local organization Roctricity is handling community outreach and education for the initiative. The organizations and the city will hold informational meetings about the community choice aggregation program at 5 p.m. on Nov. 19 and at 7 p.m. on Nov. 30, Dec. 9, and Dec. 10. They'll all take place on Zoom and will have ASL interpreters. The Nov. 30 meeting will have a Spanish interpreter

Details for the meetings can be found on Rochester Community Power's website at [rochestercommunitypower.com/events](http://rochestercommunitypower.com/events).

"Roctricity is proud to help our city move us closer to a carbon-free future by flooding the grid clean, renewable energy," Melissa Carlson of Roctricity said in a new release about the sessions. "We are happy to help our friends and neighbors learn they can buy clean energy at a competitive rate while also doing their part to preserve our environment for future generations."

The city and its administrators are in the 60-day community outreach phase of the program. After that the administrators will work on procuring the power supply and providing utilities customers with rate information.

Brighton's community choice aggregation program is set to launch on Jan. 1. It was able to line up a 100 percent renewable power supply, with energy produced in New York, that will cost customers 25 percent less than they'd pay if they chose a similar option on an individual basis, said Sue Hughes-Smith, one of Roctricity's founders. The supply is a fraction of a penny cheaper than the average cost of RG&E's standard electricity product over the last 24 months.

Roctricity and Joule are partnering with several other communities in the Greater Rochester region on community choice aggregation and community solar programs.

They're working with the town of Geneva and villages of Brockport and Lima under the Finger Lakes Community Choice program; Brighton, the town and village of Pittsford, and Irondequoit under the Monroe Community Power Program; and the village of Victor and city of Canandaigua under the Gateway Community Power Program. Like Brighton, the Victor and Canandaigua programs are set to launch January 1.

*Jeremy Moule is CITY's news editor. He can be reached at [jmoule@rochester-citynews.com](mailto:jmoule@rochester-citynews.com).*

Tags: News

**BROWSE LIST**

Events Music

Thursday, Decem

-All Categories-

-All Neighborhood-

Submit an event

**UPCOMING E**

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**TWEETS @ROC**

CITY @roccityne

County Executive A amendments to the pertaining to board ignored by Democr Jackie Ortiz; veto o rochestercitynews



# Cities, towns offering many options for renewable energy

Steve Orr  
Rochester Democrat and Chronicle  
USA TODAY NETWORK

Residents of Brighton, the city of Canandaigua and the village of Victor will soon be lighting their homes with low-cost renewal hydropower, and they won't have to lift a finger to make it happen.

Residents of several other local municipalities, including the city of Rochester, won't be far behind. The towns of Pittsford and Irondequoit are launching something similar.

### INSIDE



## Energy

Continued from Page 1A

Automatically enroll nearly all of the utility's electric customers in the program unless they take steps to opt out.

"We're delivering for communities a product we can't access as an individual," said Susan Hughes-Smith, a long-time climate activist in Rochester who works with Roctricity, a firm that helps municipalities market their CCA programs.

"No one is forced to participate. It's another choice. We hope that people stay in the program, because we think it's good for the environment and to accelerate the transition to renewable energy," she said.

### Price for two years

Brighton, Canandaigua and Victor have accepted a bid for hydropower from upstate New York dams

and marketed by a firm on Long Island. Moehle said the price, fixed for two years, is lower than that of other renewable sources and lower than what RG&E typically charges its customers.

"It met our expectations. I think it meets the expectations of our residents," he said. "I think that people who opt out are going to be missing out on a great opportunity."

The towns of Pittsford and Irondequoit received the same bid but decided to reexamine the marketplace in a few months, Hughes-Smith said.

But they are about to begin offering a different product to their residential and small business customers — community solar generated in the Rochester region that comes with a guaranteed 5% to 10% discount below the price of RG&E's electricity.

Brighton is offering that option to its residents as well. Marketing of the low-cost community solar should begin in December, Hughes-Smith said.

Unlike other CCA programs, the community solar will be a voluntary opt-in program. The discount is made possible

by state financial incentives to community-solar operators.

Rochester's CCA program should go out to bid and then launch in the first part of next year.

"Our plan is 100% renewable. In addition, we want to provide the citizens with a less expensive option if possible — certainly not more expensive," said Anne Spaulding, manager of the city's environmental quality division. "We have a larger aggregate population than these towns. In a lot of ways we're in a better position because we have more bargaining power."

### Optional community solar

Rochester's program, which Spaulding said should include optional community solar as well, will be the largest in New York.

The village of Roadmont and Lima in Livingston County, will become the first municipalities in the nation to offer community solar that residents are enrolled in automatically when they begin that offering next year.

"It's so everybody gets guaranteed savings through community savings through community savings," Smith said.

"That's where we've always wanted to go with this, because it's a no-brainer. I will encourage development of solar fields, which I think is what most people want."

The town of Geneva last year became the first municipality in the Rochester area to launch a CCA program. Pittsford is exploring its options.

All the municipalities in the Rochester area that are pursuing CCA programs chose the same Westchester company, Joule Community Partners, to administer them. Joule is using Roctricity as its local partner.

Other administrators are pursuing CCA elsewhere in the state, including in the Southern Tier, where at least two municipalities, including Elmira and Irondequoit, began offering CCA programs this summer.

Contact watchdog reporter at sorr@democratandchronicle.com (585) 258-2386. Follow him on Twitter at @SORR1



**Website: Rochester Community Power**

The screenshot shows the website for Rochester Community Power. At the top, there is a navigation menu with links for HOME, ABOUT, CCA, FAQ, EVENTS, and PRESS. The main heading is "Community Events". Below this, there is a section for a "Public Information Meeting: Rochester's New Clean Energy Program" scheduled for Monday, November 30th, from 7:00pm to 8:00pm. The event is an online Zoom session. A summary box highlights that the meeting is for those who want to lower their utility bills and increase the supply of renewable electricity. It lists dates and times: Thursday, November 19 (5-6pm), Monday, November 30\* (7-8pm), Wednesday, December 9 (7-8pm), and Thursday, December 10 (7-8pm). A note indicates that all presentations will have an ASL interpreter and that a Spanish interpreter will be available on Nov. 30th. The website also provides a Zoom link (https://us02web.zoom.us/j/82031505756) and a telephone dial-in number (646 876 9923 or 301 715 8592) with Webinar ID 820 3150 5756. At the bottom, there is a Spanish version of the announcement titled "Reunión de Información Pública". Logos for Joule, Believe, and the City of Rochester are also visible.

**Local TV: WHAM TV 13, November 13**

The screenshot shows a news article on the WHAM website. The article title is "Rochester to hold public hearings about community choice aggregation". It is dated Thursday, November 12th, 2020. The main image is a photograph of utility poles and power lines against a clear blue sky. Below the image, there are social media sharing icons for Facebook, Twitter, and Email. The article text discusses the scheduling of public hearings for a new energy supply program in Rochester, the role of administrators of Rochester Community Power, and the benefits of CCA programs. It also mentions that residents would remain customers of RG&E but the energy source would change. A quote from Mayor Lovely Warren is included, expressing excitement about the program. The article references a similar program in Monroe, New York, and lists the dates for virtual public hearings: Nov. 19 at 5 p.m., Nov. 30 at 7 p.m., Dec. 9 at 7 p.m., and Dec. 10 at 7 p.m.

**Rochester to hold public hearings about community choice aggregation**

by WHAM | Thursday, November 12th 2020

(WLOS file photo)

(WHAM) - Public hearings are scheduled to be held over the next few weeks about a new energy supply program to be offered in Rochester.

The hearings are being run by administrators of Rochester Community Power, a community choice aggregation (CCA) program. CCA programs use collective buying power of hundreds or even thousands of homeowners and tenants in a community to purchase energy from green sources.

Through the CCA program, residents would remain customers of RG&E; however the source of the energy supply would change. The goal is to reduce greenhouse gases and fossil fuel usage while still providing energy at competitive utility prices to customers. People can choose to opt out of the program as desired.

"I am very excited to see our community choice aggregation program reach the point where we can show our residents how their monthly energy purchases can play a critical role in preserving the environment," said Mayor Lovely Warren in an emailed statement.

In 2019, Brighton, Irondequoit and the town and village of Pittsford partnered together to create their own CCA program called Monroe Community Power. The program is administered through Joule Community Power, a division of Joule Assets of Katonah outside of New York City.

Rochester chose the same company for its CCA program. It will be overseen by Roctricity, the same partner which oversees Monroe Community Power.

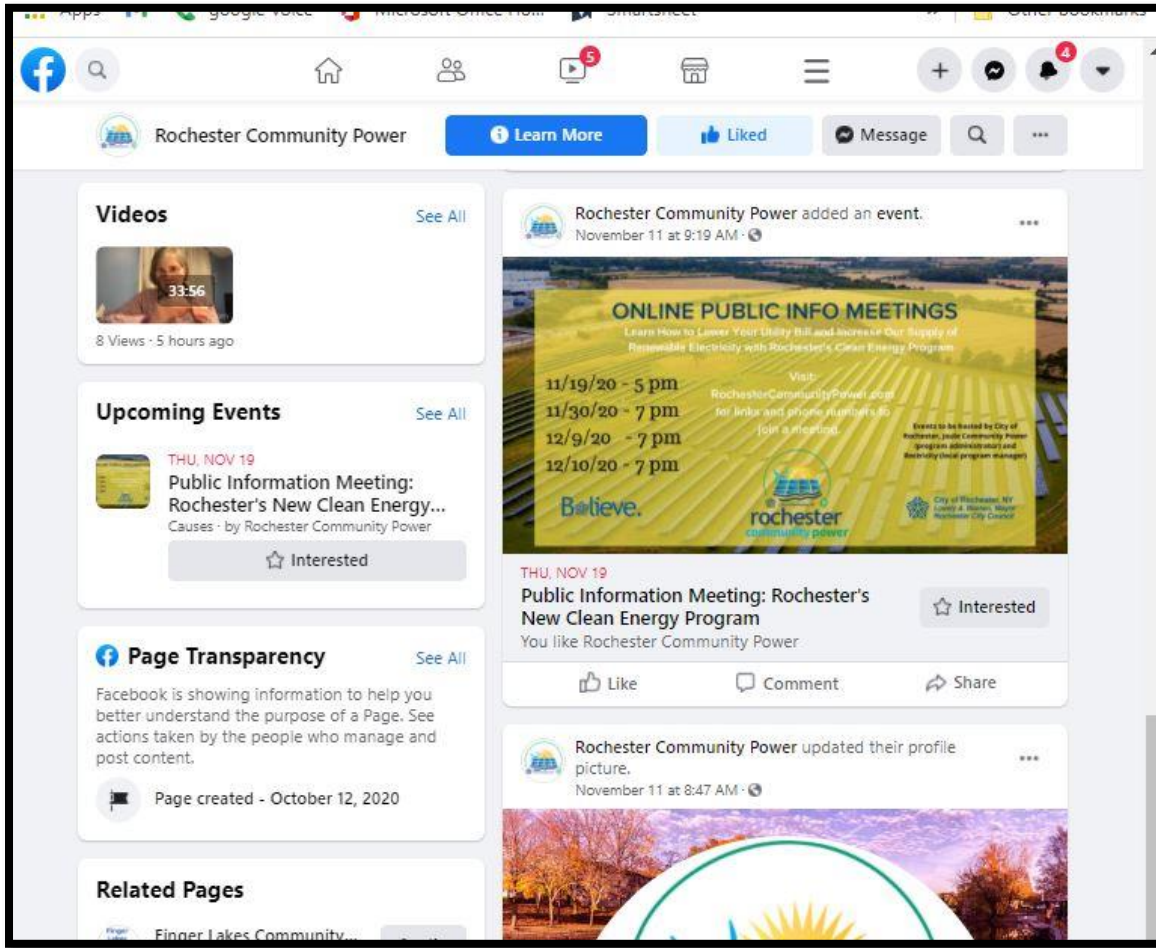
The four communities mentioned above are still deciding which energy source they will use for the program. No businesses or residences have enrolled in Monroe Community Power program yet, according to Roctricity officials.

Virtual public hearings about the Rochester program will be held on four dates:

- Nov. 19 at 5 p.m. (ASL Interpreter)
- Nov. 30 at 7 p.m. (ASL Interpreter)
- Dec. 9 at 7 p.m. (ASL Interpreter)
- Dec. 10 at 7 p.m. (ASL and Spanish interpreters)

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**FaceBook: Rochester Community Power**



**FaceBook: Rochester Community Power**

The City of Rochester's new Community Choice Aggregation (CCA) supply program enables municipalities to pool local electricity demand in order to negotiate competitive rates and better terms. This will increase the supply of renewable electricity and reduce greenhouse gas emissions.

CCA offers:


- **GREATER CHOICE:** Energy suppliers are chosen locally which allows a mix of renewable versus standard supply.
- **COMPETITIVE RATES** are negotiated through competitive bids with energy suppliers.
- **PRICE STABILITY** means NO monthly price fluctuations.

Learn more! Visit [rochestercommunitypower.com](http://rochestercommunitypower.com), or call (585) 244-0244.  
More program details coming your way in June, 2021.

**Introducing Renewable Energy at a Fixed and Competitive Price!**

[E-mail to City of Rochester Staff](#)

Re: City of Rochester News Release -- Rochester Community Power to Hold Public Meeting...

 Sieber, Elizabeth <Elizabeth.Sieber@CityofRochester.Gov>  
To:  Melissa Carlson

Thu 11/12/2020 11:35 AM

-----Original message-----  
From: Flanigan, Patrick J. <Patrick.Flanigan@CityofRochester.Gov>  
Sent: Tuesday, November 10, 2020 5:38 PM  
Subject: City of Rochester News Release -- Rochester Community Power to Hold Public Meetings on City Community Choice Aggregation Program

City of Rochester

News Release

Rochester Community Power to Hold Public Meetings on City Community Choice Aggregation Program

(Tuesday, Nov. 10, 2020) - Mayor Lovely A. Warren today announced that the administrators of the City's community choice aggregation (CCA) program, operating as Rochester Community Power, are ready to help residents learn how collective energy purchases through a CCA can reduce the city's output of greenhouse gases while maintaining competitive rates among customers.

"I am very excited to see our community choice aggregation program reach the point where we can show our residents how their monthly energy purchases can play a critical role in preserving the environment," said Mayor Warren. "Working with our partners from Joule Community Power and Roctricity we are becoming a cleaner, greener more sustainable city. Protecting our environment helps create more jobs, safer and more vibrant neighborhoods and better educational opportunities for our citizens."

CCA leverages the collective buying power of city residents to purchase electricity from renewable sources at competitive rates,

[E-mail sent to Neighborhood & Community Groups](#)

Hello Community and Neighborhood groups, May 20, 2021

The City of Rochester is launching a clean electricity supply program this summer for all eligible city residents and small businesses: [Rochester Community Power](#). The program will replace RGE as the default electric supply with 100% renewable supply. Nothing else on the RGE bill or the method or timing of the bill will change. This is an automatic enrollment program, and eligible customers are those who have RGE as their default supplier, do not have a block on the account, and are not getting bill pay assistance. There will be easy opt out for anyone, and there will be more information about detailed pricing in early June.

Informational flyers are attached, which have a link to the program website for further information and FAQ's. We would appreciate it if you could distribute this to your network, neighbors, or members of your group.

We will be sending you more detailed information when we have it in June.

Thank you!



## Introducing Renewable Energy at a Fixed and Competitive Price!

The City of Rochester's new **Community Choice Aggregation (CCA)** supply program (working with Joule Community Power and Roctricity) enables municipalities to pool local electricity demand in order to negotiate competitive rates and better terms. This will increase the supply of renewable electricity and reduce greenhouse gas emissions. CCA offers:



- **GREATER CHOICE:** Energy suppliers are chosen locally which allows a mix of renewable versus standard supply.
- **COMPETITIVE RATES** are negotiated through competitive bids with energy suppliers.
- **PRICE STABILITY** means NO monthly price fluctuations.

Learn more! Visit [rochestercommunitypower.com](http://rochestercommunitypower.com)  
Or call (585) 244-0244

**B**lieve.

 City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council

**List of Neighborhood and Community Groups e-mailed**

Neighborhood Groups	Community Groups
19 <sup>th</sup> Ward Community Association	Accelerator
Corn Hill Neighborhood Association	Urban League
PLEX	Neighborworks Community Partners
Charlotte Community Association	OACES
Maplewood Neighborhood Association	540 West Main
Browncroft	City Roots Land Trust
NOTA	Ibero
Upper Monroe	Community Foundation
Connected Communities	SEAC
Beechwood Neighborhood Coalition	Gandhi Institute
Little Flower ROC	Greentopia
	St Marks and St Johns
	Community Design Center
	Abundance Coop Grocery Store
	Foodlink

**Presentations & Recordings via Facebook Live & Zoom**

The screenshot shows a Facebook Live interface. The main content is a presentation slide titled "Traditional Electricity Mix for Greater Rochester". The slide features four categories of energy sources with arrows pointing to a central box:
 

- Fossil Fuel: 30%
- Nuclear: 31%
- Hydroelectric: 32%
- Other Renewables: 7%


 The source is cited as EPA - <https://www.epa.gov/energy/power-Profiler>. A Zoom logo is visible in the bottom right corner of the slide. The Facebook interface includes a video player with a "LIVE" indicator, a user profile for "Rochester Community Power", and a post title "Public Info Meeting: Rochester's New Clean Energy Program".

Zoom Webinar


Recording **LIVE** on Facebook

# COMMUNITY CHOICE AGGREGATION


CITY OF ROCHESTER



rochester  
community power



Joule  
COMMUNITY POWER



Roctricity

Sue Hughes-Smith

Hannah Holland

7:01 PM  
12/10/2020