



## Genesee Finger Lakes Community Power

GFLRPC Spring Workshop  
May 17, 2019

Glenn Weinberg  
Joule Community Power

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### Joule: NYS Leadership and Innovation

**Our Vision:** A people powered, 100% renewable energy future for New York State.

**Our Mission:** We empower communities to access cleaner, lower cost energy on their own terms.

Joule principals piloted *first* NYS CCA in 2016

**Only** state-approved CCA Plan to integrate community solar

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### Community Choice Aggregation (CCA):

**Municipally enabled 100% renewable electricity supply, including local clean energy at ~10% discount for residents.**



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### Community Choice Aggregation Roadmap

Goals	Community Actions	Tools
Divest from fossil fuels	Support renewable resources Access new REV markets Divorce retail market	100% clean energy CCA Direct renewable procurement Dedicated entity for CCA buying
Local clean energy	Partner with developed projects Secure 10% discount for residents Identify municipal project sites	Community solar contracts CCA consolidated billing
Community Reinvestment	Identify projects to be funded Identify project partners	Community clean energy funding
Building efficiency	Endorse, promote campaigns Act as trusted source	Insured financing for EE upgrades Smart home energy mgmt CCA integration with PACE
System/peak efficiency	Support proposals, provide data Finance projects Endorse and promote	Dynamic community response Microgrids Peak Power Hour

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### Key Tool: Community Choice Aggregation

-  **Enabling tool.** Municipal authority to collectively source supply for residents
-  **Community empowerment.** ~5-10% savings on basic supply, dictate terms
-  **Cleaner AND cheaper.** Additional ~10% off utility bill for local renewables
-  **Consumer Protection.** No individual contracts, guaranteed rates, no penalties
-  **Default supply.** Automatic enrollment; free opt-out or cancellation any time
-  **Benefits stay local.** System resilience, economic development, green jobs

Joule is only Administrator in New York State approved to bundle all of these benefits



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### 100% Clean Energy



## 120 Cities

See which cities are already committed to 100%



Map Satellite

Take Action

Cities and communities across the country are ready for a just transition to 100% clean, renewable energy! Tell your mayor and local leaders you're ready for 100% clean energy for all!

[I'm Ready!](#)

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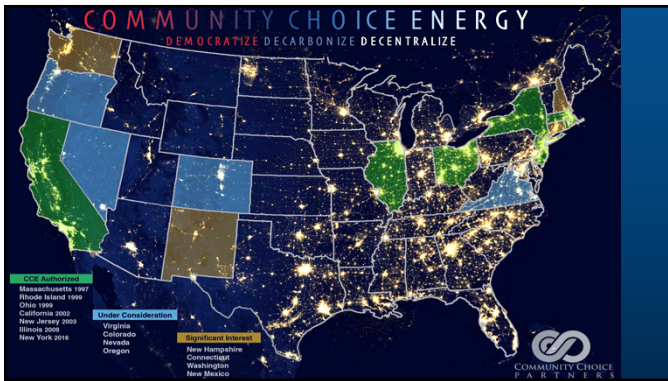
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### Services

- Leveraging collective buying power in clean energy markets
- Extensive community education and outreach
- Giving back to the community through clean energy funding

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### First NY CCA Program

- Launched May 2016 with 100,000+ accts
- \$17+ million in savings
- Largest clean energy buy in NYS history
- 26 of 27 towns 100% clean default

Westchester Power

JOULE

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### Hudson Valley Community Power

Outreach campaign in 7 participating communities

- HudsonValleyCommunityPower.com
- 40 Community Events
- 400+ participants at local events
- Weekly hosted "Community Office Hours"
- 7 appearances in local media, reach of 531,000 residents
- Online Petition: 412 signatures
- 3000 reached through mailing, 8084 reached through Facebook in last 60 days



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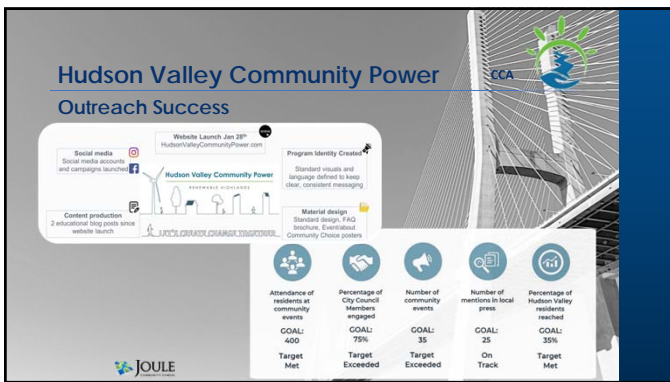
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### Hudson Valley Community Power

Outreach Success



Attendance of residents at community events	Percentage of City Council Members engaged	Number of community events	Number of mentions in local press	Percentage of Hudson Valley residents reached
GOAL: 400	GOAL: 75%	GOAL: 35	GOAL: 35	GOAL: 35%
Target Met	Target Exceeded	Target Exceeded	On Track	Target Met

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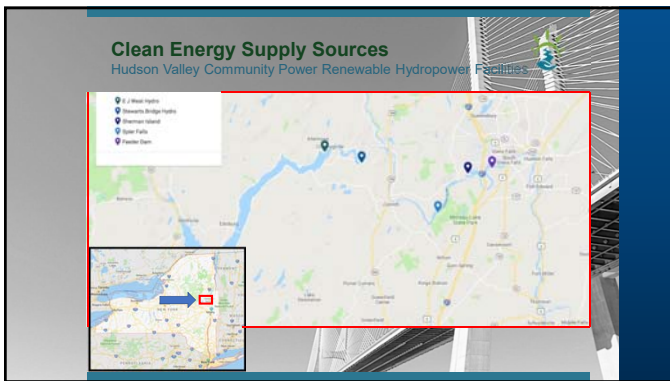
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### Clean Energy Supply Sources

Hudson Valley Community Power Renewable Hydropower Facilities



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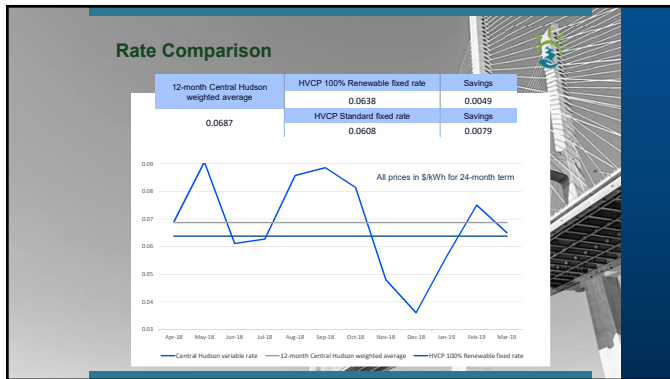
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### Geneva Community Power - Pilot

Purpose: Enable 10% discount for Town residents on local solar

- Total enrollment goals: 400 subscribers
- April 2019 enrollment goal: 175
- Enrollment as of 4/30/2019: 239

Status: On Track

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### Geneva Community Power

- ~10% discount on utility bill for subscribers
- Local Clean Energy Funding – Town receives \$25,000 to fund watershed protection project
- Empowering local action
  - Program poll - residents voiced their opinion on how to use the funding
  - Referral Program – encourages subscribers to invite their friends
  - Ambassador Program gives residents tools to spread the word

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Next Steps



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
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Approve CCA Local Law

- ❖ Enabling legislation (rests on home rule authority)
- ❖ Establishes desired outcomes w/ flexibility in implementation

Select CCA Administrator

- ❖ Represents municipality in implementation process
- ❖ Collects per kWh administrative fee; paid by energy suppliers



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**Contact Us**

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