



Ithaca 2030 District Public Outreach Strategy

CGC 43425. Task 2.0

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Overview

The purpose of this report is to outline the public outreach strategy for establishing the Ithaca 2030 District (CGC 43425). It describes how the Contractor Team will conduct public outreach and engagement activities in the City of Ithaca to inform the public and gather feedback regarding the development of the 2030 District and to provide educational outreach to District Partners.

Section 1

A description of the Steering Committee formed to guide initial planning of the 2030 District, including Steering Committee purpose, anticipated number of District Partners to be included, the process for selecting Steering Committee members, purpose of each planned Steering Committee meeting and tentative schedule of meetings.

The Steering Committee will oversee the planning necessary to ensure the Ithaca 2030 District that it will operate effectively once it is up and running. The committee will be chaired by the lead consultant on the project, Peter Bardaglio of Seneca Strategies, and will include representatives from six District Partners: Tompkins County, the City of Ithaca, Cornell Cooperative Extension Tompkins County (CCETC), HOLT Architects, Taitem Engineering, and the GreenStar Co-Op. In addition, the executive director of the Building Performance Contractors Association of NY (BPCANY) will serve on the steering committee. The lead consultant from Seneca Strategies put the Steering Committee together with the goal of creating significant overlap with the project team to promote more effective communication and planning and to include representatives from the two key levels of local government: the City of Ithaca and Tompkins County.

The Steering Committee will meet on the third Thursday of each month from noon to 1:30 pm in the Taitem Engineering conference room. Project team members will meet in between in smaller groups to carry out the planning tasks as outlined in the Statement of Work.

The purpose of the monthly meetings includes the following:

1. Nurture and strengthen the public-private partnership essential to the success of the Ithaca 2030 District.
2. Ensure alignment with the mission of the Ithaca 2030 District.
3. Provide guidance and support for the selection of other Partners and assist with their onboarding.
4. Monitor the progress of the project and ensure that it stays on schedule and within the budget.
5. Share questions, information, opportunities, and challenges that emerge during the planning stage of the 2030 District.

Deliverables:

- Attendance lists
- Meeting minutes
- List of potential District Partners
- District Boundary Map

Section 2

A description of planned meetings with potential District Partners to gauge their interest in becoming District Partners and conduct an assessment of properties they own or manage, including meeting purpose and objectives, format, and recording method.

One-on-one and small group meetings will be held with potential District Partners to explain the 2030 District and judge the interest level of potential participants in being a 2030 District Partner.

1. We will reach out to local organizations and individuals to identify a list of building owners / building managers that could be potential candidates.
2. We will reach out individually to potential candidates via email, and follow-up with phone calls to establish an initial meeting.
3. Initial meetings will be face-to-face and will include a slide deck outlining the goals and purpose of the 2030 District and other related items

Meeting Agenda

- Meeting purpose
 - A 2030 District is being established, and organizers are looking for building owners and managers that will make a commitment to perform energy efficiency measures on their properties, and then adhere to some basic reporting requirements
- Discuss the 2030 District
 - Potential benefits vs. potential costs
 - Requirements of being an active participant
- Conduct a brief assessment
 - Make a list of properties owned and/or managed.
 - If managed, who is the owner?
- Suggestions for other building owner / managers that might be interested in participating
 - Collect names, phone numbers, and introductions whenever possible for other potential candidates

Deliverables:

- Attendance list with contact information
- Meeting minutes and observations for each meeting held
- List of buildings owned or managed to be included in the District as well as relevant data such as addresses; square feet of each building; building use; year built; and occupants
- Signed letter of commitment

Section 3

A description of the Advisory Board (“Advisory Board”) required by Architecture 2030, formed during establishment of the District Management Entity, that will guide development and management of the 2030 District, including a description of the Advisory Board purpose, anticipated number of District Partners to be included, the selection process for Advisory Board members, purpose of each planned meeting and tentative schedule of meetings.

Advisory Board members will be expected to contribute their expertise and thinking to the current and future work of the Ithaca 2030 District. The Advisory Board will be a multidisciplinary team of business, professional, and community leaders representing a variety of building sectors (retail, office, multifamily residential, professional services, food services, etc.), the public sector, and community groups who meet monthly to guide the overall direction of the District. A series of technical subcommittees will be formed to address specific market needs, including data collection and reporting, business engagement, and program development. The Steering Committee will select the members of the Advisory Board, which will consist of eight to ten members; at least six of these must be District Partners.

The Advisory Board will oversee the development and management of the 2030 District, replacing the Steering Committee once the District Management Entity, its sponsor organization, has been

established. The Advisory Board will advance the mission of the 2030 Districts initiative, which aims to partner public and private sector companies alongside architects, owners of property, managers, and stakeholders within communities to introduce new ways to make the core of our cities more sustainable. In addition, it will be responsible for keeping the District Management Entity's Board of Directors informed about the progress, activities, and financial status of the Ithaca 2030 District.

The Advisory Board meetings will have many of the same goals as the Steering Committee, including:

1. Nurturing and strengthening the public-private partnership essential to the success of the Ithaca 2030 District.
2. Ensure alignment with the mission of the Ithaca 2030 District.
3. Providing guidance and support for the selection of other Partners and assist with their onboarding.
4. Monitoring the progress of the project and ensuring that it stays on schedule and within the budget.
5. Sharing questions, information, opportunities, and challenges that emerge during the planning stage of the 2030 District.

Deliverables:

- Meeting minutes
- Attendance lists

Section 4

A schedule and description of public workshops open to the general public where the 2030 District concept, benefits, and District Partner recruitment will be the focus of discussion, including meeting format, purpose and objectives, anticipated locations, advertising strategy, materials to be prepared by the Contractor prior to each meeting, and tentative workshop dates.

Public workshops will be held to generate awareness throughout the community on the formation of the 2030 District and to promote participation by eligible building owners. Ithaca has a number of mission-based organizations that would benefit from their constituents knowing about the 2030 District, and understanding how significant energy efficiency measures can be implemented at reasonable cost. Our marketing strategy will be focused on offering an introduction to the 2030 District at the meetings of interested organizations, and set up individual meetings for interested attendees.

Each workshop will be located in downtown Ithaca, open to the general public, and will follow the meeting agenda below:

Meeting Agenda

- The objectives of this meeting
 - The District is looking for building owners and managers that will make a commitment to perform strategic measures, and adhere to some basic reporting requirements
- Introduction to the 2030 District
 - Goals and objectives of the 2030 District
 - Case studies (from Pittsburgh / Stamford CT / Cleveland, etc.)
 - Benefits vs. requirements, and potential costs of being an active participant
 - Next steps (action items)
- Suggestions for other building owners that might be interested in participating
 - Looking for names, phone numbers, and an introduction if possible

In addition to public venues, the project team will attempt to arrange additional meetings with the following organizations:

- Rotary Club of Ithaca
- Ithaca Landlords Association
- Tompkins County Climate Protection Initiative (TCCPI)
- Downtown Ithaca Alliance
- The Tompkins County Chamber of Commerce

Deliverables

- Attendance lists with contact information
- Meeting minutes and observations for each meeting held
- Slide deck covering critical topics
- Hand-outs with information about the 2030 District, contact information, and next steps
- List of additional potential District Partners.

Tentative workshop dates

- Workshops will be held from March thru August 2016

Section 5

A schedule and description of District Partner meetings open to only District Partners to discuss 2030 District updates, best practices, challenges, and opportunities, including meeting format, purpose and objectives, anticipated locations, advertising strategy, materials to be prepared by the Contractor prior to each meeting, and tentative meeting dates.

District Partner meetings will be held in downtown Ithaca. There are a number of conference rooms where these gatherings can take place, including the TCCPI office, Taitem Engineering, HOLT Architects, and CCETC. These meetings will provide District Partners the opportunity to share insights regarding best practices, lessons learned, and case studies to help raise the level of performance across the District. In general, they will seek to facilitate dialogue, motivate the District Partners, and promote the District's goals and objectives. The meetings will be advertised through individual e-mails, appropriate community listservs, Facebook, and electronic newsletters. The format will involve starting off with a short presentation on different aspects of the 2030 District, followed by discussion. Refreshments will be served and time will be set aside for networking.

We anticipate that District Partners at these quarterly meetings will be especially interested in financing opportunities and learning about offers from Resource Partners for bulk purchases and discounts on energy management services and software. Handouts regarding NYSERDA incentives, tax breaks, and financing options such as PACE (now available in the City of Ithaca) will be provided to District Partners. Resource Partners will also provide brochures, price sheets, and the like regarding their products and services.

Deliverables

- Attendance lists with contact information
- Meeting minutes and observations for each meeting held
- Materials prepared for the District Partner meetings, including any slide decks used

Section 6

A description of training sessions open to District Partners who own and manage property to provide training on implementation and performance tracking tools, including training format, purpose and objectives, anticipated locations, advertising strategy, materials to be prepared by the Contractor prior to each meeting, and tentative training dates.

Training events will be held for eligible building owners (and their designates) that have agreed to participate in the 2030 District. Each event will provide an orientation to the goals and objectives of the 2030 District, as well as an introduction to the applicable physics of building science, and the opportunity for energy savings through implementation of strategic energy efficiency measures. Each training event will also include orientation and access to the Department of Energy's Portfolio Manager, and the 2030 District portal for basic reporting of energy savings.

Each training event will be held at the Tompkins County Community College Computer Center (TC5) on the Ithaca Commons, limited to 12 participants, and will include:

Training Program Agenda

- Learning / performance objectives of this training
 - State goals and objectives of the 2030 District
 - Explain the function of Portfolio Manager in context of the 2030 District
 - Demonstrate logging in to Portfolio Manager
 - Explain the function of the Ithaca 2030 District portal
 - Demonstrate logging in to the Ithaca 2030 District Portal
- Participation in the 2030 District
 - Orientation and expected timeline
 - Introduction to building science
 - Strategic opportunities for energy efficiency measures
 - Basic reporting requirements for the 2030 District
 - List of local energy efficiency contractors certified and available to support energy reduction efforts
- Hands-on exercises for the most critical / complex reporting activities
 - Introduction and use of EPA's Portfolio Manager
 - Introduction and use of the 2030 Districts Portal

Deliverables:

- Attendance list with contract information
- Slide decks used during the training event
- Handouts and short guides for using the different reporting tools after training
- Training evaluation form to be completed by all participants

Tentative training dates:

- Training events will be held from July thru October 2016

Section 7

Government or other approvals that will be included in the 2030 District development process which will also present opportunities for public comment.

- Primarily a private-sector led initiative, the Ithaca 2030 District does not require approval from local government bodies. But meetings will be held with the Planning, Development, and Environmental Quality Committee and the Facilities and Infrastructure Committee of the

Tompkins County Legislature. In addition, a Steering Committee member will attend the session of the full Tompkins County Legislature at which the County's participation will be endorsed.

- A similar process will be conducted with the City of Ithaca Mayor.

Section 8

Any other means used to solicit or gather public input and comment, to be identified by the Contractor and approved by the NYSERDA Project Manager.

- There are several local talk shows on the community radio station and we will attempt to get the word out and seek public comment by arranging for interviews on these shows.
- In addition, we will establish a Facebook page and advertise our events there.
- District Partners will be asked to reach out to their constituents.