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| **ATTACHMENT B** |

**HeatSmart Westchester Community Information Form**

*Please refer to the Scoring of Key Criteria listed in the RFI (pg. 18) that suggests specific information to include in your application.*

1. **Marketing and Outreach Ideas**: Provide a description of marketing ideas that may be available in the community (such as possible email outreach, ideas for exhibiting or promoting the HeatSmart Westchester program at upcoming local events/webinars such as farmers markets or fairs, etc. - list events and timeframe; opportunities for local media outreach and social media communication, ability to include flyers in community tax bills or other mailings; including a program link on the community website; ability to host events at municipal buildings, etc.). Please provide a description of online and socially distant marketing ideas, considering the impact of work-from-home orders and decreased in-person events.

Inclusion of a full plan is not necessary, as Sustainable Westchester will work with communities to tailor a plan for your community, but this section can be used to leverage the creativity of the Core Team of community volunteers and explore varied outreach strategies. If applicable, list these for each community in the coalition. Response to this question may be up to two pages.

1. **Partner Organizations**: Please list the organizations that have agreedto support and promote the HeatSmart Westchester program through their communication channels and those that have agreed to be included in this proposal. Add more lines if necessary. You may distinguish between key and secondary partner organizations.

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| **Name of Organization (Specify if Primary or Secondary)** | **Outreach / Support Offered / Notes** |
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1. **Solarize Program Success:** Indicate below how many projects were completed in association with the Solarize program in your community. Please also share any key lessons learned from the Solarize experience that may inform your plans for HeatSmart Westchester if selected.
2. **Energize Program Success:** Indicate below how many projects were completed in association with the Energize program in your community. Please also share any key lessons learned from the Energize experience that may inform your plans for HeatSmart Westchester if selected.
3. **Other Sustainability-Focused Campaign Success:** If your community has not participated in an Energize or Solarize campaign, provide a description below of your community’s most successful sustainability-focused campaign. Include a program summary and results. Please also share any key lessons learned from the campaign experience that may inform your plans for HeatSmart Westchester if selected.
4. **Media / Communication Outlets:** Please list local newspapers, media outlets and communication networks (e.g., newspapers, newsletters, radio stations, television stations, municipal Cable TV stations, email lists, etc.):

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| Name | Notes |
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