

# CROTON CLIMATE ACTION NEXT STEPS

October 24, 2019 | Croton Public Library | [croton100.org](http://croton100.org)



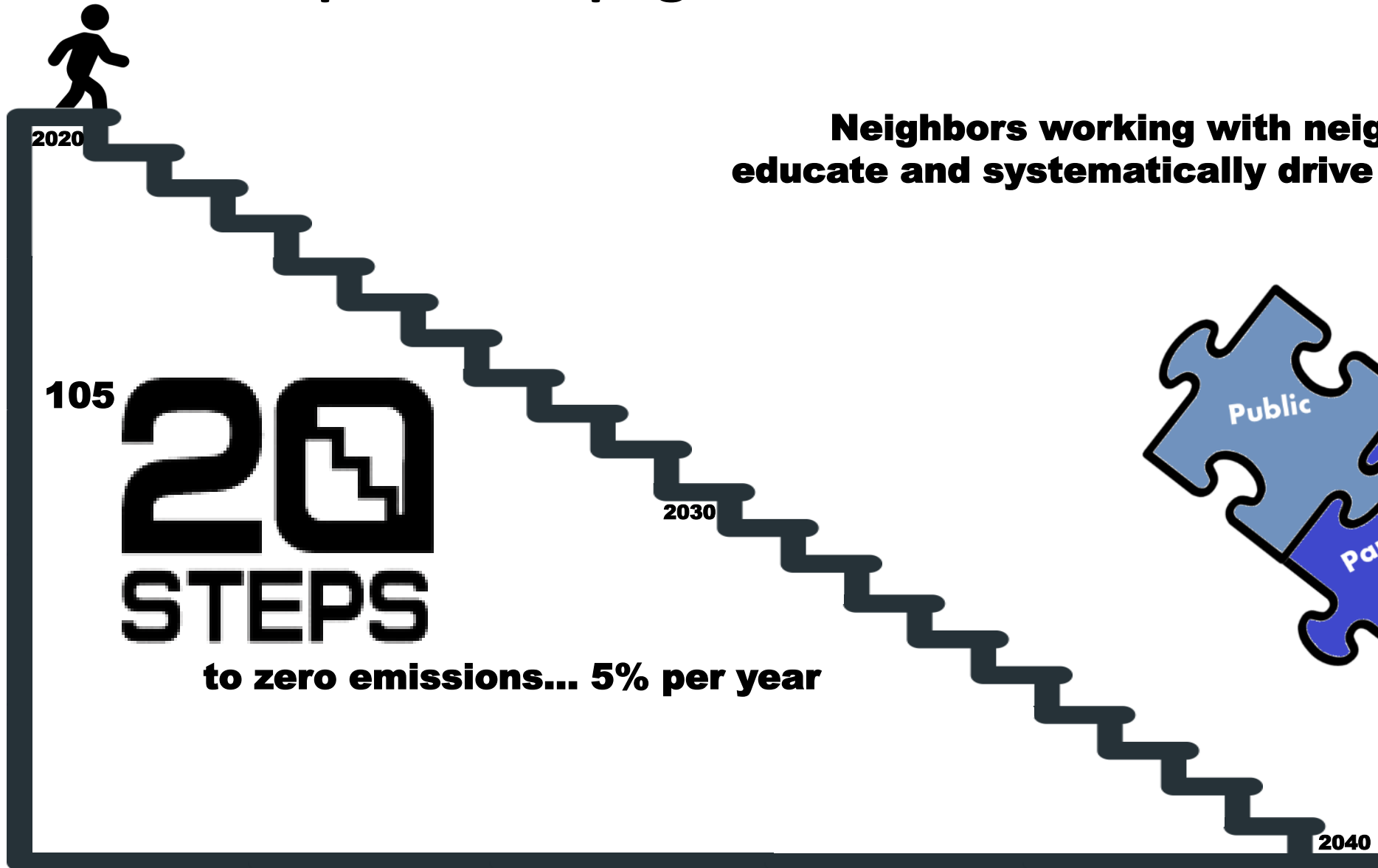
*“Limiting global warming to 1.5°C would require rapid, far-reaching and unprecedented changes in all aspects of society.”*

- IPCC Summary for Policymakers, October 8, 2018

*“The climate and the biosphere don’t care about our politics and our empty words for a single second.”*

- Greta Thunberg, Climate Activist

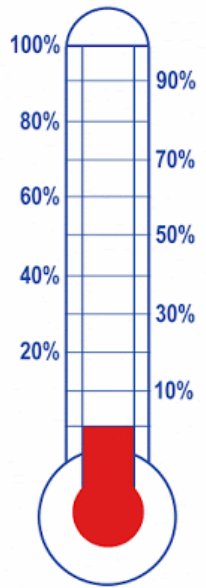
# Croton100 plan on a page



**Neighbors working with neighbors to inform, educate and systematically drive down emissions**

# Overall goal

- Draw down net greenhouse gas emissions to **ZERO** in the twenty-year period from 2020 to 2040
  - Note that Croton is more wasteful than the national average of emissions per household
  - Every day of inaction means another 700+ tons of Croton emissions in the atmosphere
- In keeping with the UN's IPCC report
- Scope
  - Zip code 10520 (12,810 population, 5,540 housing units)
  - Economy-wide, not just electricity
  - Economy-wide, not just municipal operations
- We will use 2019 as the baseline and reduce by 5% of the baseline every year for 20 years
- We will mimic the private/public partnership idea from Bedford and create a not-for-profit called **Croton100** (web site [Croton100.org](http://Croton100.org))
- We will encourage sharing of costs and best practices with other towns and municipalities
- We want to be the first community to announce an economy-wide zero emission goal by 2040, to be a shining example, to be able to look the young people in the village in the eye and say yes, we did something about that

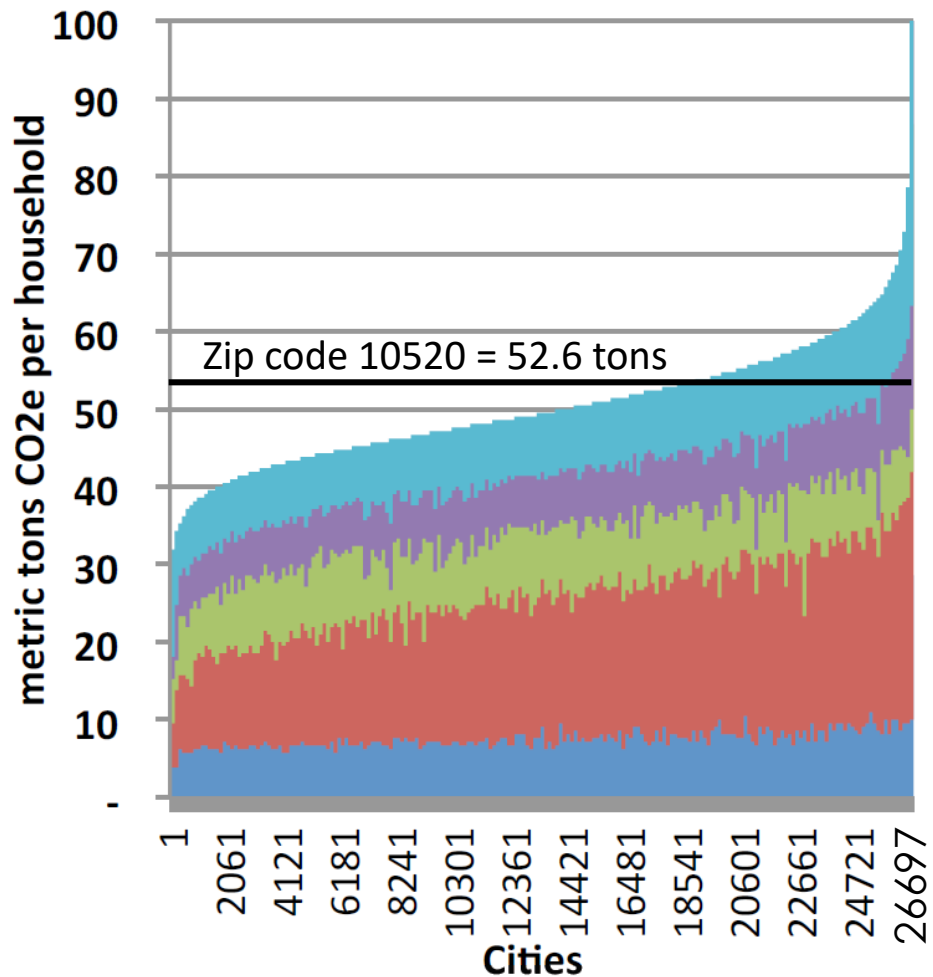


Public “draw down” display

# Student Presentations

# Hand over to Chandu

# Emissions goals

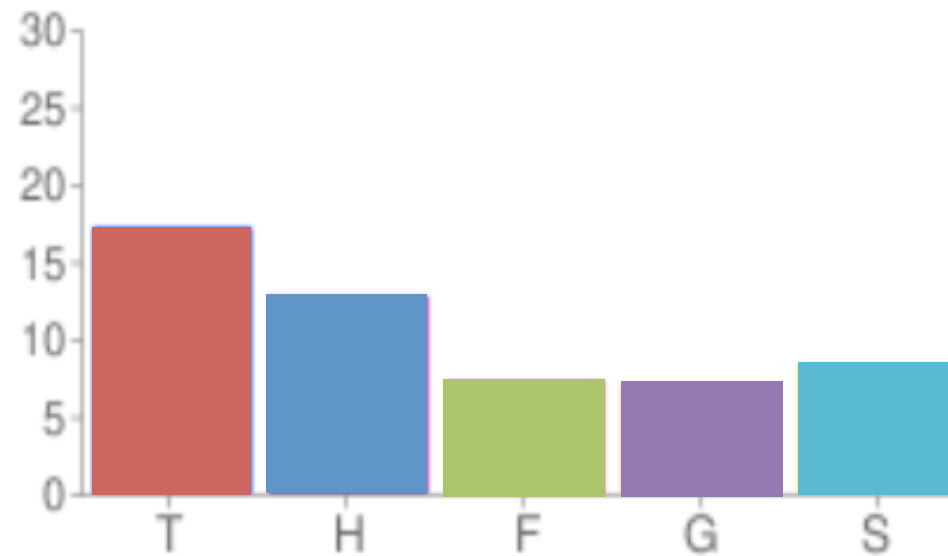


■ Housing 
 ■ Trans 
 ■ Food 
 ■ Goods 
 ■ Services

[Christopher M. Jones](#) and [Daniel M. Kammen](#), [Spatial Distribution of U.S. Household Carbon Footprints Reveals Suburbanization Undermines Greenhouse Gas Benefits of Urban Population Density](#). *Environ. Sci. Technol.*, 2013, [dx.doi.org/10.1021/es4034364](https://doi.org/10.1021/es4034364)

# 52.6

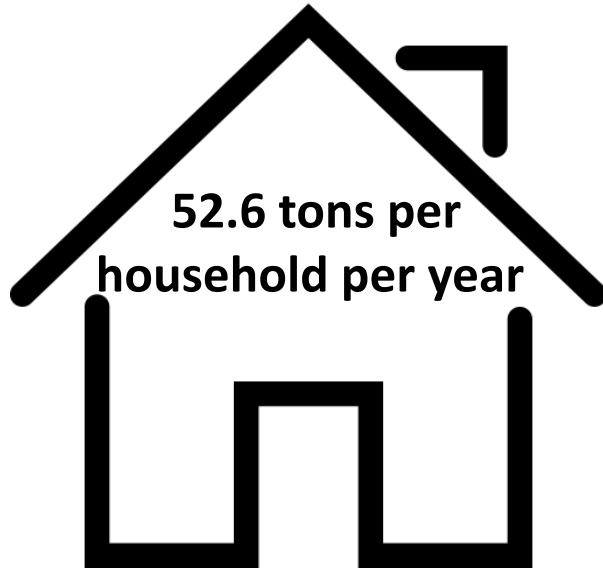
## metric tons CO<sub>2</sub> equivalent



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<https://coolclimate.berkeley.edu/maps>

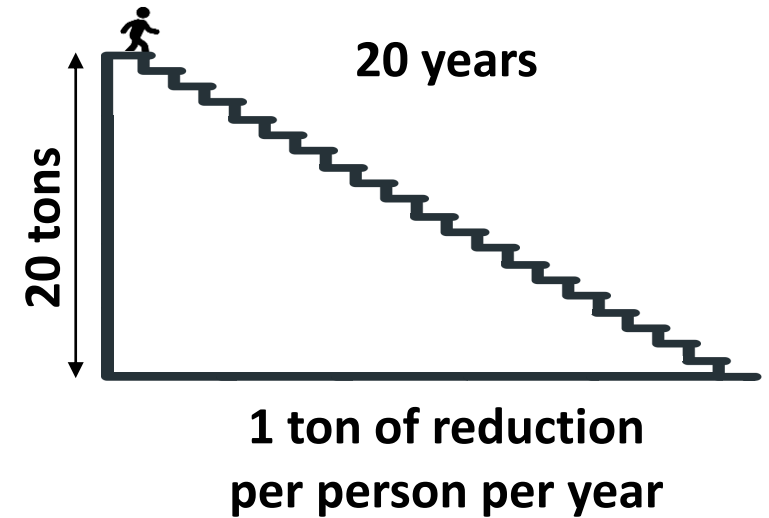
# Croton emissions



2.6 people per household



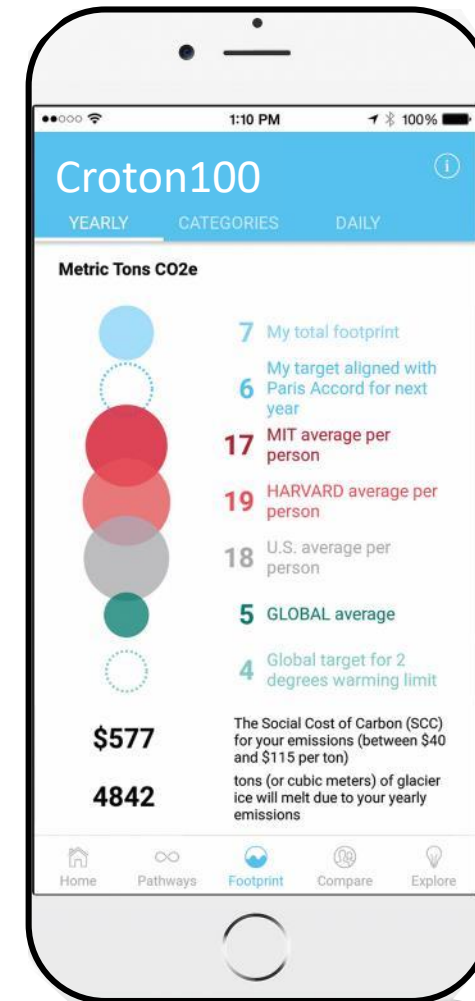
20 tons per person per year





# Easy-to-remember goals

- Croton has per-capita emissions of 20 metric tons of CO<sub>2</sub>e (give or take a few percent)
  - Reduction goal = 1 metric ton per person per year
  - = 1,000 kg per person per year
  - = 1,000 **points** per year
- Some people will drag their feet on emissions reductions, so we have to get the rest to over-achieve in the early years
- Point system will be used for various purposes
  - Track and measure goals (voluntary/honor system)
  - Recognize outstanding achievements
  - Gamification
- Specialized point systems for renters, landlords, businesses, public spaces
- Points will be tracked by means of a smartphone application
  - The application will allow us to keep residents informed, engaged and educated



# The five Es of emission reduction



**E**fficiency

Insulation, smart thermostats, carpooling, LED bulbs, biking, no idling, public transport, ...



**E**lectrification

Electric vehicles, heat pumps, ... 



**E**lectric generation

Solar panels, community aggregation, community choice, ...



**E**ating

Low carbon diet, land use & agricultural impacts...

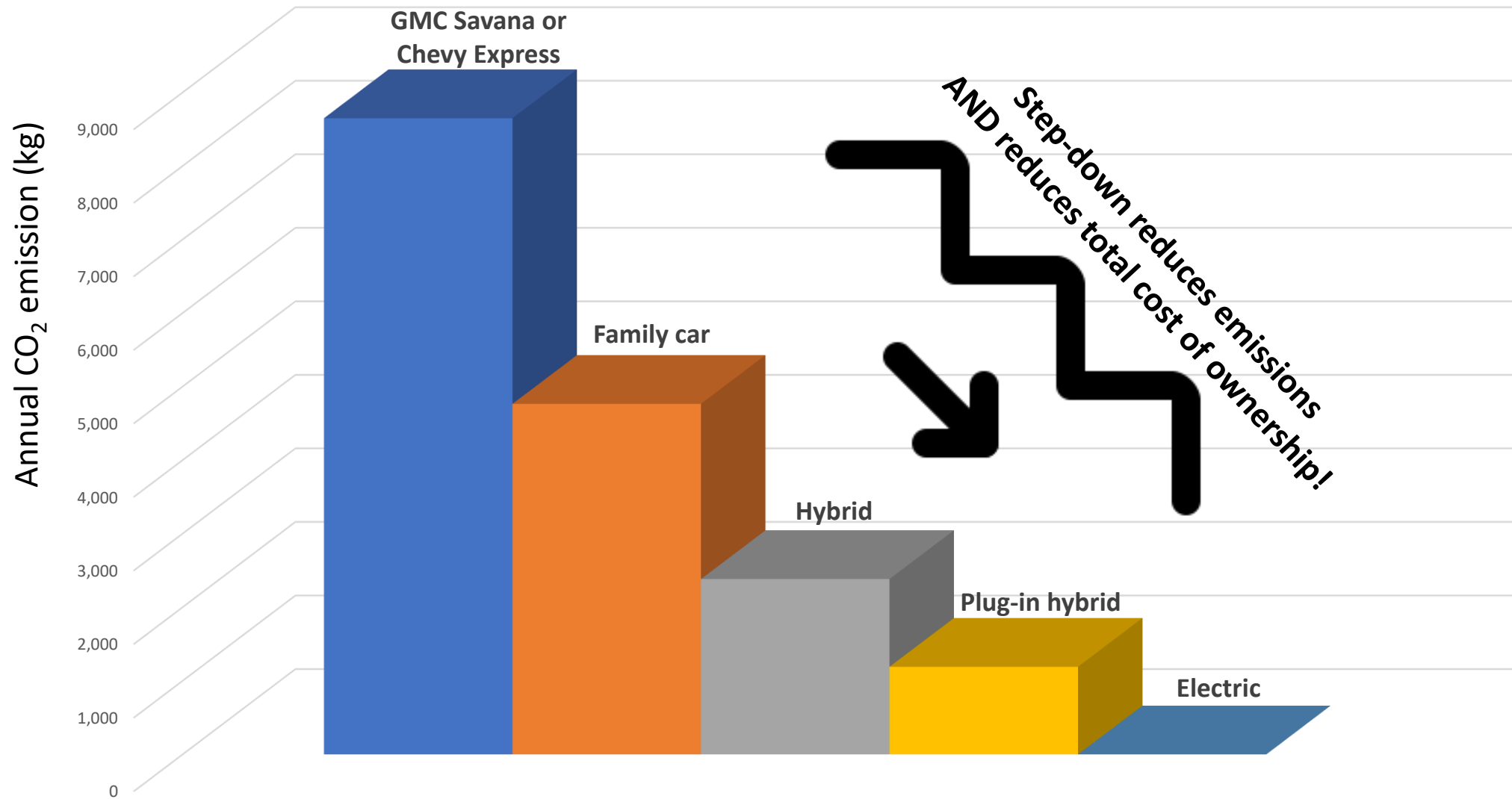


**E**ducation

Build knowledge + engage with neighbors, friends, relatives, parishioners, politicians, regulators, ...

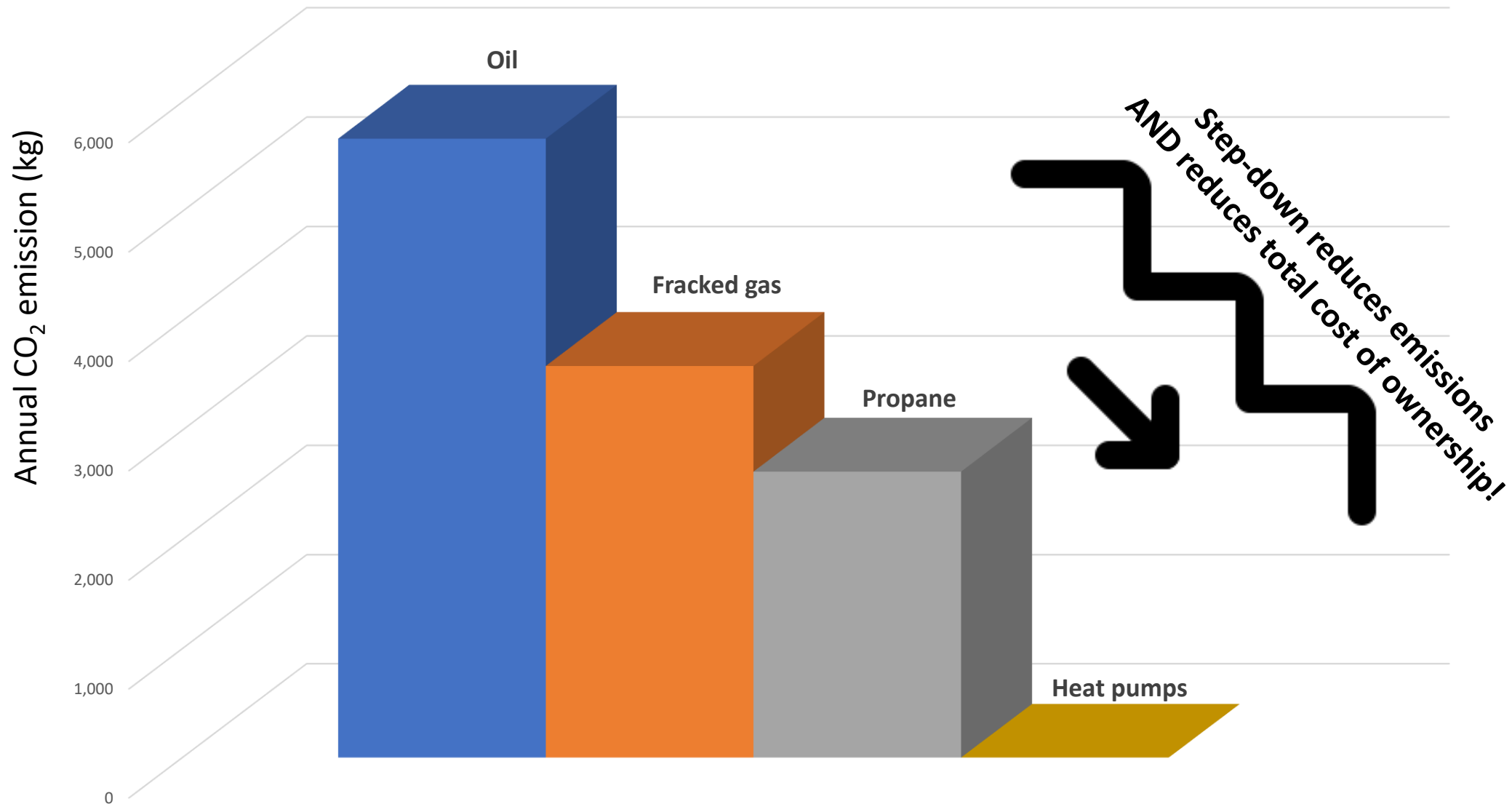


# Example of emission reduction: the car you drive

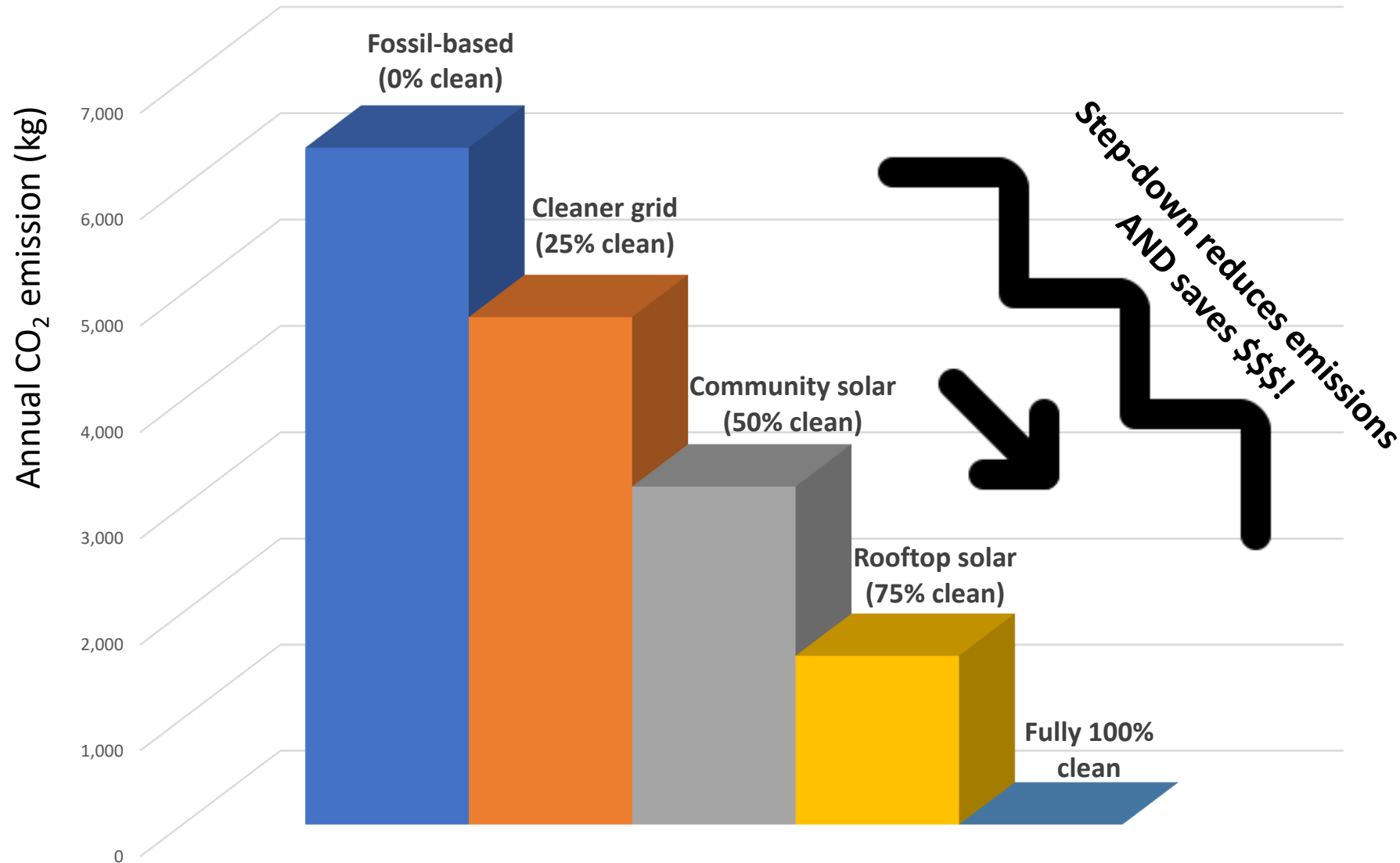




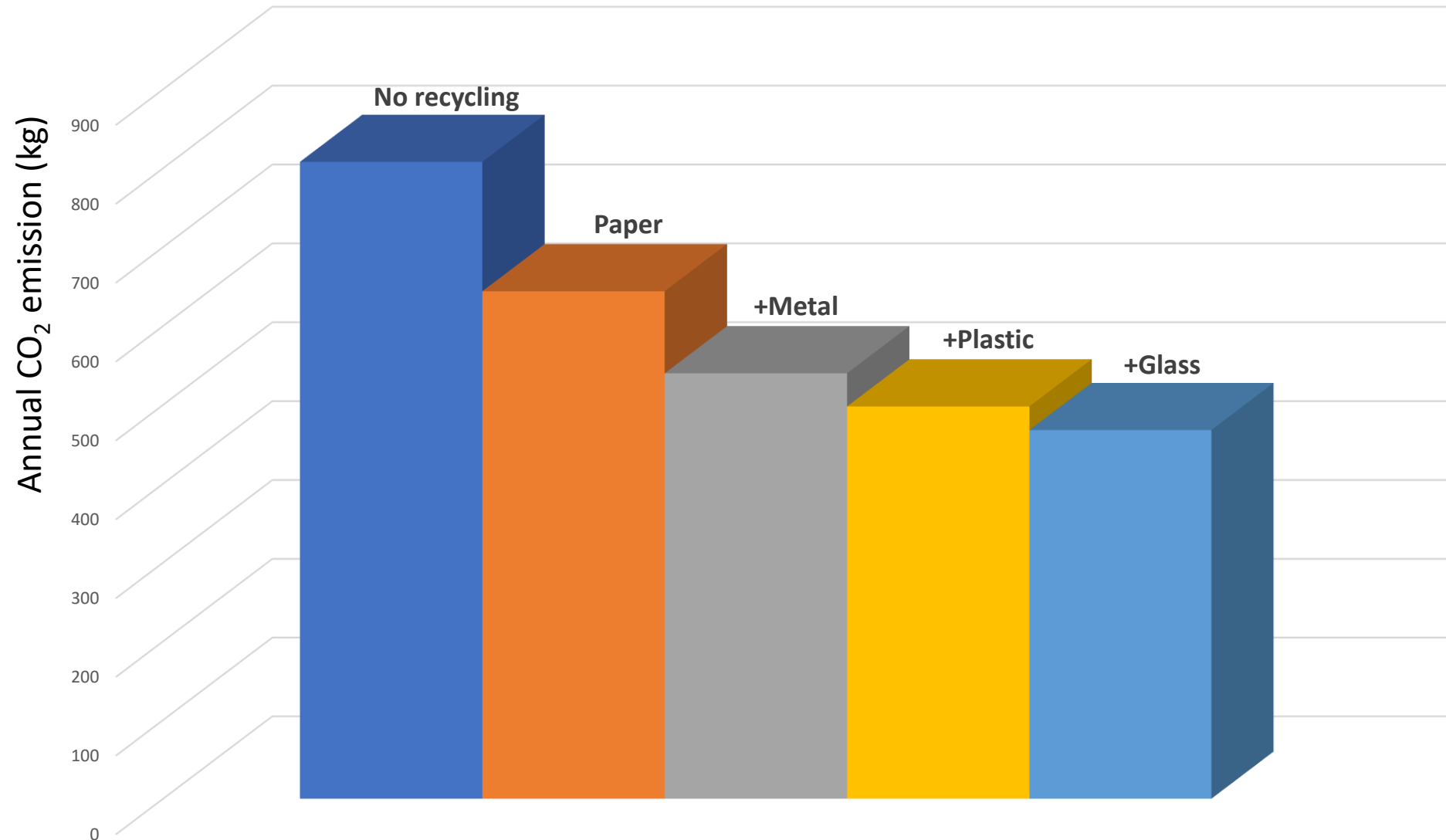
# Example of emission reduction: how you heat your home



# Example of emission reduction: electricity source



# Example of emission reduction: waste and recycling



# Hand over to Lisa

# Funding of our Croton100 not-for-profit



Private donations



Corporate sponsorships



Grant proposals



# Croton100 launch preparations

## Board of Directors

Rachel Bernstein | David Hemmerling | Donna O'Malley | Lisa Moir | Karen Moy | Nicole Shapiro | Chandu Visweswariah

## Co-Presidents

Lisa Moir | Karen Moy

Nicole Shapiro  
Patty Buchanan

### Launch Committee

- Event plans (venue, celebrity speaker, etc.)
- Donations
- Corporate sponsorships
- Publicity

5  
members

Tim Dinger  
Hunter Brodie

### App. Committee

- Web site
- Smartphone app.
- Data

5  
members

Donna O'Malley  
Karen Moy

### Recruitment Committee

- Recruit/train volunteers
- Draft pledge
- Gather pledges for launch
- Student committee leaders

5 members, 100  
volunteers

Dr. Thomas Theis  
Matthew Rubinstein

### Emissions Committee

- CO<sub>2</sub> accounting
- Campaign design
- Research, studies, grants
- Collateral

5  
members

# Conclusions and call for help

Comprehensive, aspirational, draw-down plan

Clearly measured metrics and goals

Deliberate and systematic approach

“Neighbors influencing neighbors”

We will only succeed if we can get every Crotonite fired up!!!

Your presence today is a strong sign of commitment

Please sign up to be committee members and volunteers

Please lead by example!

Please join one of the break-outs to help us plan for a big launch event in early 2020

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