

# CROTON CLIMATE ACTION

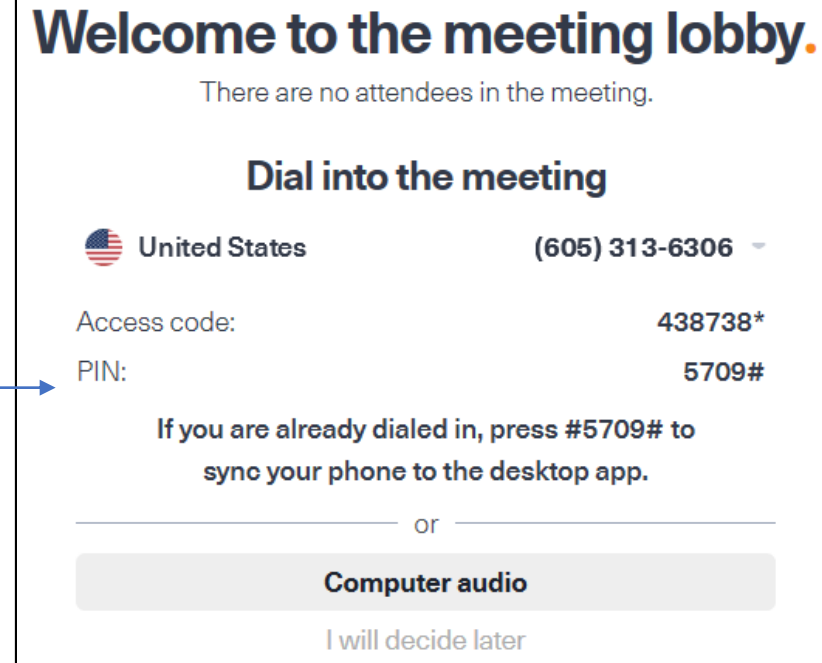
## NEXT STEPS

April 6, 2020 | Leadership Videoconference | [croton100.org](https://croton100.org)




# How to join the videoconference

1. Find a comfortable chair, brew a nice cup of tea
2. Join the online meeting:  
<https://join.freeconferencecall.com/chanduvis>
3. Join 5 minutes early because there may be a one-time download to your laptop or tablet
4. In the “meeting lobby,” you will have a choice of getting audio through your laptop/tablet (click “computer audio”) or using a traditional telephone (follow the prompts)
  - i. If your laptop has a speaker and microphone and you have a strong WiFi signal, get audio through your computer
  - ii. Otherwise, use this dial-in number: (605) 313-6306  
When prompted, enter this access code: 438738#
5. If you have any technical difficulties, please contact Chandu at 202-253-3972



**Welcome to the meeting lobby.**  
There are no attendees in the meeting.

**Dial into the meeting**

 **United States** **(605) 313-6306** ▾

Access code: **438738\***

PIN: **5709#**

If you are already dialed in, press #5709# to sync your phone to the desktop app.

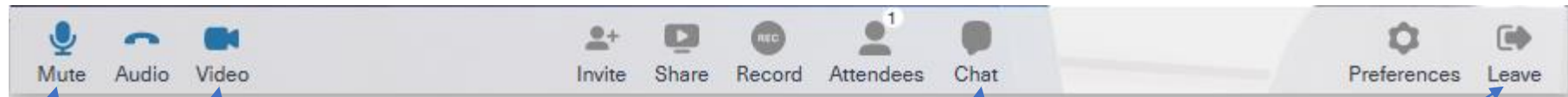
\_\_\_\_\_ or \_\_\_\_\_

**Computer audio**

I will decide later

A blue arrow points from the text "click 'computer audio'" in step 4 of the list to the "Computer audio" button in the screenshot.

# Videoconference best practices



1. Mute yourself when not speaking
2. Turn on your video feed to maximize “face-to-face” interaction
3. Use the chat feature to insert questions and comments without interrupting the speaker; use the chat button to get the attention of the moderator, as well as to express interest in volunteering for an activity
4. When the meeting is finished, use the “Leave” button
5. Pay attention to audio quality: unmute yourself and speak loudly, clearly and close to the microphone of your telephone or laptop
6. During presentation sessions, all attendees will be muted to preserve audio quality, use the chat feature to get attention

# Agenda

Time	Topic	Speaker
5:15 – 5:20	Introduction	Karen Moy
5:20 – 5:55 (2 minutes each)	<u>Campaign and Committee reports</u>	<u>Campaign leads</u>
	Carbon Tracker App progress	Danny Oppenheim
	Operation Office Hours	Leo Wiegman
	Partnerships	Rachel Bernstein
	Communications	Adlin Hadad
	Operation Low Hanging Fruit	Sheryl Goldberg
	Sustainability Action – Gardening	Donna O’Malley
	Sustainability Action – Plant-based diet	Karen Moy
	Operation Data Digger and EVs	Patty Buchanan
	Operation Zip Code Overhead	John Habib
	Operation Thunderbolt	Leo Wiegman
	Operation EL-9	Joel Gingold
	Joint activities: NYSERDA, Sustainable Westchester, Sustainable Putnam, Bedford2020, Yorktown100	Chandu Visweswariah
CURE100	Rachel Bernstein	
Fundraising	Karen Moy	
5:55 – 6:00	Plan for 4/20 volunteer meeting	Rachel Bernstein

# Introduction of campaign leaders/helpers

Tim Dinger

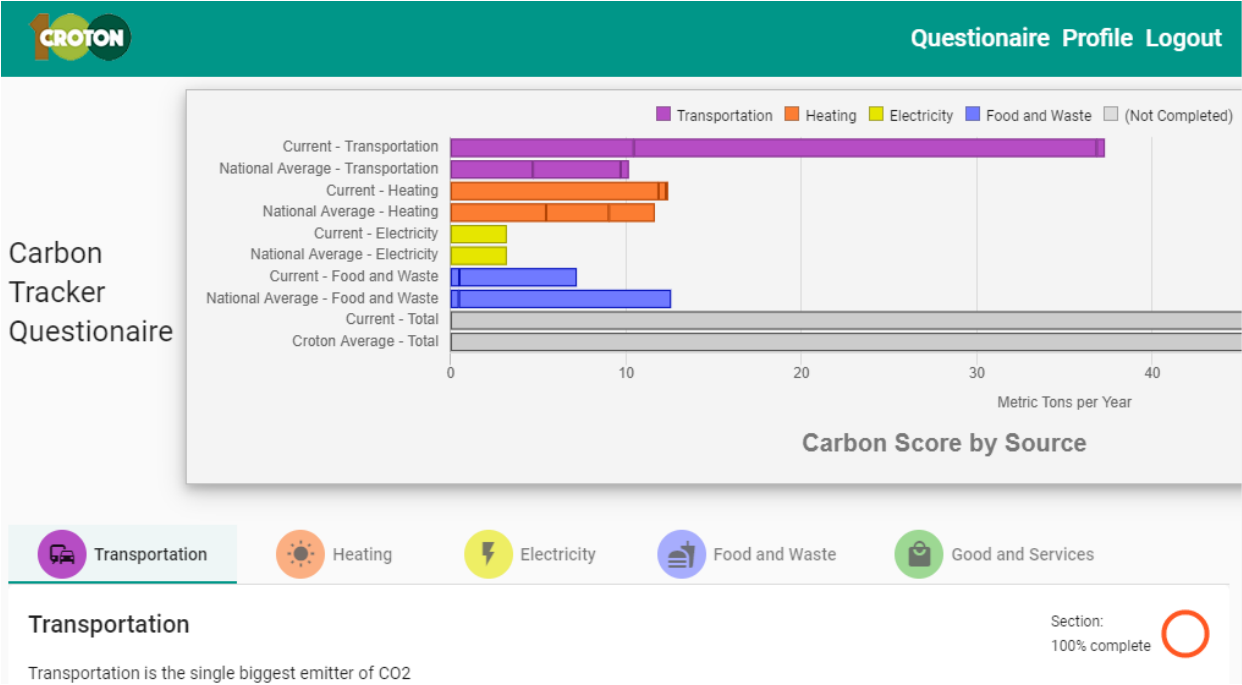


Initiative	CO <sub>2</sub> e	Leader / helpers	Comments
Operation Thunderbolt	3,000	<b>Leo Wiegman</b> / Chandu V / Danny Oppenheim	Work with Town of Cortlandt + Sustainable Westchester
Operation Office Hours	2,000	<b>Leo Wiegman</b> / Danny Oppenheim / Bob DeAngelis	Work with Partnership Committee to “fill up the sessions”
Operation Low Hanging Fruit	1,000	<b>Sheryl Goldberg</b> / Tim Dinger	Work with Communications
Operation Zip Code Overhead	1,400	<b>John Habib</b> / Leo Wiegman / Danny Oppenheim / Eliza McCarthy	Work with Partnership committee
Operation Data Digger	1,000	<b>Patty Buchanan</b> / Danny Oppenheim / Chandu V	Work with NYSERDA, Sustainable Westchester
Operation EL-9	1,400	<b>Joel Gingold</b> / Lindsay Audin / Laura Kosbar / Danny Oppenheim	
Operation Matrix Multiplier	9,000	<b>EVs – Patty Buchanan</b> <b>Solarize – Peter Capek / Leo W</b> <b>Community Solar – Peter Capek / Leo W</b> <b>Heat Smart – Bob DeAngelis</b> <b>Airline offsets – Susan Sammon</b>	Content creation: <b>Bob DeAngelis</b> (also get content from Sustainable Westchester)
Operation CURE100	N/A	<b>Rachel Bernstein</b>	
Sustainability Action	?, 640 residents	<b>Karen Moy</b> , Donna O’Malley, Rachel Bernstein	
<b>TOTAL</b>	<b>18,800</b>		

Campaign leaders/helpers

Cross-cutting help: Communications (**Adlin Hadad**), Events (**Patty Buchanan**), Partnerships (**Rachel Bernstein**, Karen Moy), Treasurer (**David Hemmerling**)

# Carbon tracker app progress



- Huge improvement in usability, intuitiveness, attractiveness, responsive user interface
- Intensive testing in advance of B2020, Y100, NYSERDA and Sustainable Westchester demos
- Database of carbon information for all zip codes in the country has been assembled
- Next milestones:
  - Release on our web site with automated serving up of userids (mid-April)
  - Zip code agnostic version, on-line help buttons (mid-April)
  - Display of carbon reduction history and planning/pledging carbon reduction (mid-May)

# Carbon tracker app planning

April 15, v2.0

- On-demand dispensing of userids
- On-line help buttons (selective)
  - Zip-code agnostic
  - Old bar graph widget

June 30, v2.2

- Dynamic tips
- Tenants/multi-family/commercial
- E-mail communications to user
- Production release with bug fixes and pilot feedback incorporated

Pilot period (Office Hours)

Some time in May, v2.1

- Carbon past/present/future
- Back-end aggregation functions
- Push-button replication and/or centrally hosted
  - New bar graph widget
  - 1<sup>st</sup> licensing event

Blue text may slip at most one release



# Operation Office Hours (target 2,000 tons)

- **Goal:** Support and lead online (and later in-person) sessions for multiple households to complete Carbon Tracker Questionnaires in unison.
- **Who?** Leo plus Danny Oppenheim plus Bob DeAngelis (Yorktown).
- **Why?** These group sessions will leverage our small Carbon Tracker team and offer peer support among households in the webinar.
- **Ergo:** Annual CO2e savings is 32 sessions x 20 people x 3 tons per household = 2,000 tons.
- **How?** The Carbon Trackers will set up Office Hours, e.g., weekday evenings and weekend (2 sessions per week as needed). The Partnership Committee will “sell tickets” to existing local groups, PTSA, Boy/Girl Scouts, AYSO, congregations, Lions, Rotary, etc. And we can have Open Enrollment sessions.
- **When?** From April 16 until we have 100% participation!! Let’s take it one month at a time.
- **Next steps?** Choose Office Hours time slots and link up with Partnership Committee.
- **Resource?** [Croton100.org](http://Croton100.org) (office Hours will be posted in advance).



# Partnerships



- Recruit groups to participate in office hours, starting April 16
- Thursdays 7 – 8 p.m., possibly Saturdays 10 – 11 a.m.
- Start with
  - CHHS students with parents
  - Clearwater
  - Croton Tennis
  - Croton Caring Committee Board
  - Audubon
  - Community garden groups

# Communications

- Croton100.org is a top-rated web site!!!



Congrats! You're one of the **top-performing** sites

Website ▾

📄 Last 30 days ▾

**998**

Page Views

**102**

File Downloads

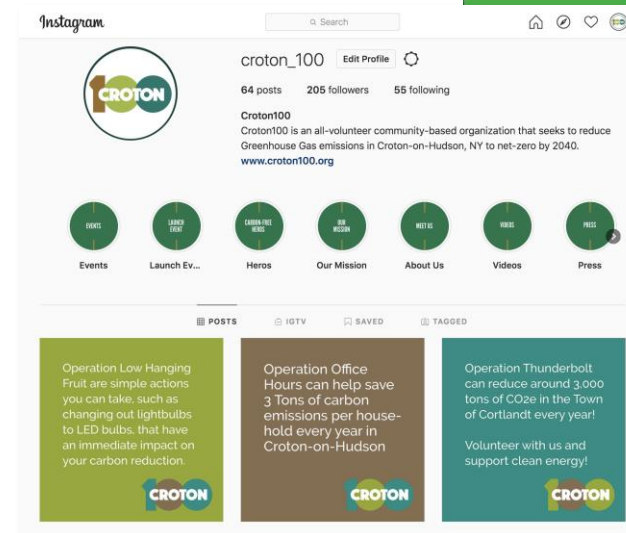
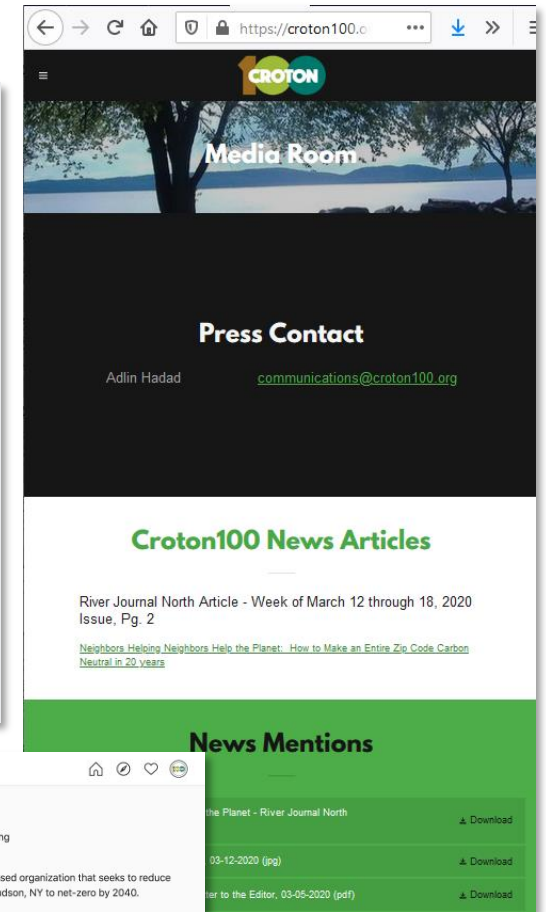
**8**

Contact Form Submissions

# Communications

- Very active Instagram, Facebook, and Twitter feeds... please “like” our entries and share!!!
  - Currently promoting: All Carbon reduction operations campaigns across all social media channels
  - Upcoming promotions: Pollinator Pathways, Edible Gardens, and Plant based eating
- Croton100 Facebook Page – new page?
- Website Improvements In the Works:
  - Make the “Carbon Tracker” tab more prominent -- DONE
  - “Donate” button on every page -- DONE
  - Re-organize the main page; move mission to “About us”
  - Nest “Contact us” and “Documents” tabs -- DONE
  - New Media Room tab on web page -- DONE
  - Plan to feature “member of the month” in the “About us” tab
    - Show our members’ passion for our mission, including profiles, picture, Q&A, quotes
- Yorktown100 – Shared Best Practices & Comms. Strategy with Cara Donohoe on March 31<sup>st</sup>
- Blog = Thought Leadership opportunities and a good way to showcase our campaigns and progress

Adlin Hadad





# Operation Low-Hanging Fruit (target 1,000 tons)

## Be Safe, Be Well, B-20

- Stay home and switch to B-20 heating oil
- Get a \$0.20 per gallon rebate incentive from NYS
- Use our Tracker to see your carbon savings!
- Robison and Halstead Quinn are the local suppliers that carry B-20
  - Robison is sending me info on their services (which are extensive) and would be pleased to work with us to develop a program that might offer additional incentives for our members
  - Halstead Quinn will provide some incentives if we can get at least 25 households to switch to their B-20 or propane
- We could have links to their websites



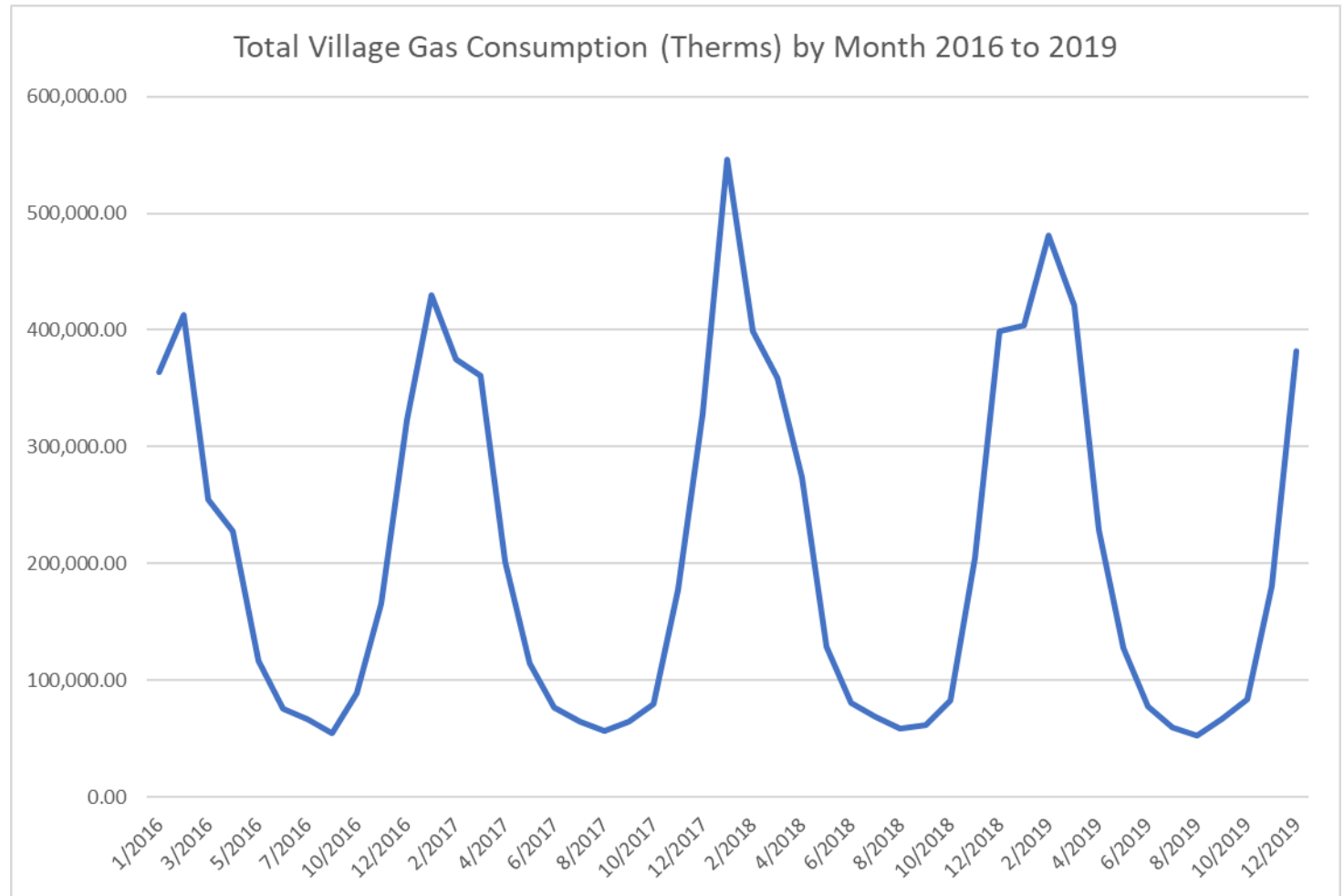
# Sustainability Action (target 640 residents, ? tons)

- Edible gardens
- Pollinator pathways
  - Model block plantings
- Plant-based diet

# Operation Data Digger (target 1,000 tons)



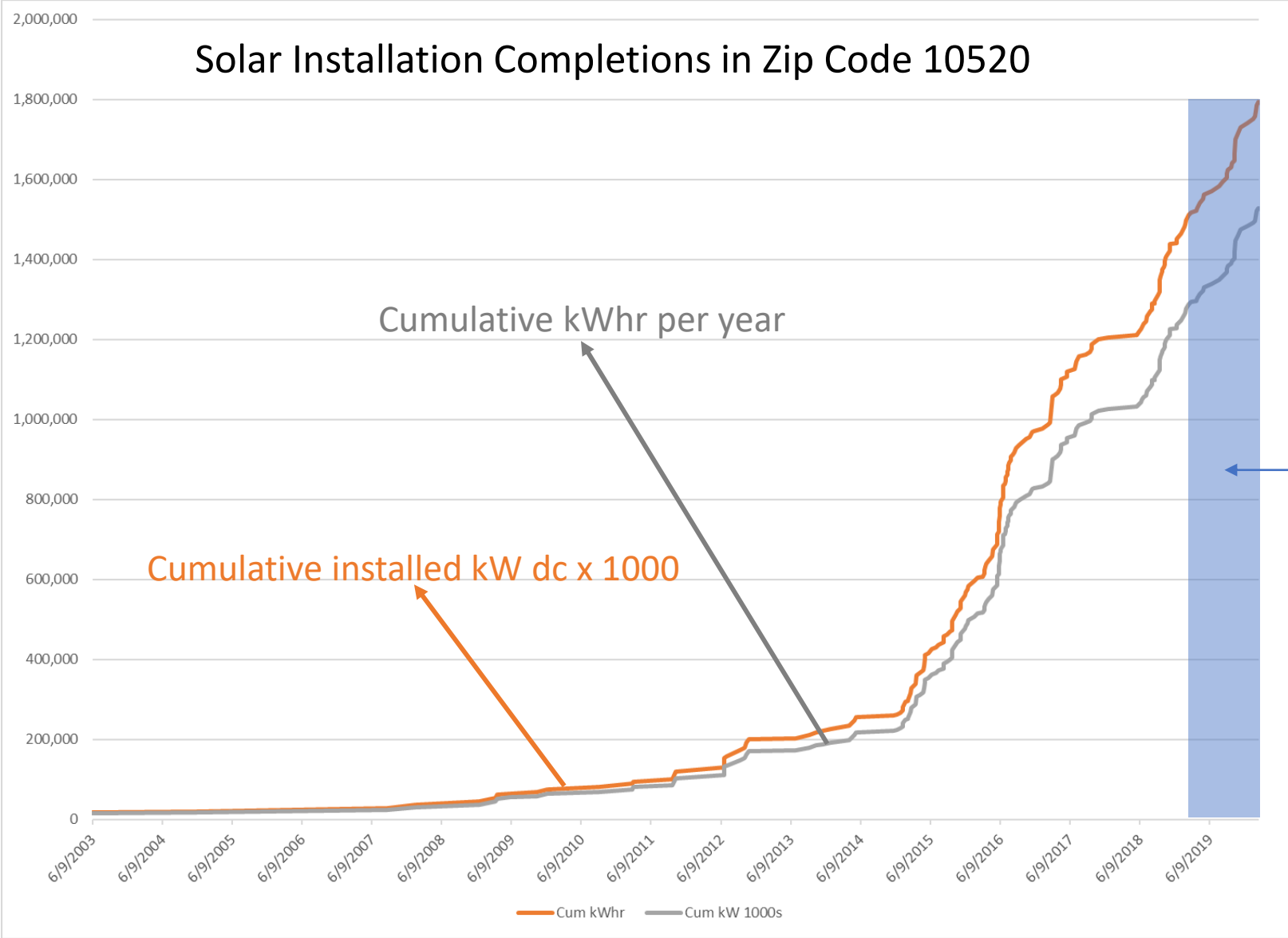
- Sustainable Westchester facilitated our access to several statewide NYSERDA databases
- Wealth of information available!
- Information includes energy usage history, energy efficiency projects, EVs, solar panel installations, charging stations, etc.  
**(unfortunately, heat pump data not available)**
- We have just scratched the surface in our “digging”
- Sample on the right is total natural gas consumption history in the Village of Croton



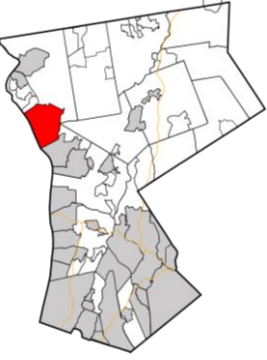
# Operation Data Digger (target 1,000 tons)



Operation Data Digger (target 1,000 tons)



- In 2019, there were 26 solar installations totaling 247 kW, producing 289 MWhr/year, saving 82 tons of carbon...
- In Jan/Feb of 2020, an additional 15 tons/year of CO2e were saved by 5 new installations!



# Operation Zip Code Overhead (target 1,400 tons)

Idea: Drive carbon reductions in public spaces and services

How it works: Lots of low-hanging fruit:

- Houses of worship are typically poorly insulated and inefficient
- Municipal operations in Village of Croton (e.g., transitioning vehicle fleet)
- Municipal operations in Town of Cortlandt (e.g., LED bulbs, solar panels)
- School (e.g., tighten envelope, transition to heat pumps, purchase of electric school buses)
- Metro North yard
- CVS, ShopRite
- Banks, restaurants, shops

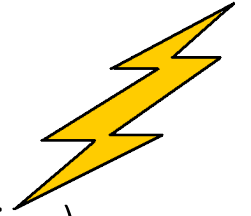
Carbon savings: Zip code overhead has to do its part to reduce by 5%

Work involved: Leverage partnerships; customize playbook

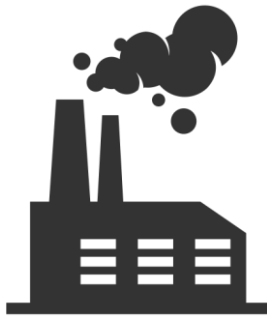
Carbon savings: 5% of zip code overhead = 5% x 5,540 households x 5 tons/household  $\approx$  1,400 tons



# Operation Thunderbolt (target 3,000 tons)



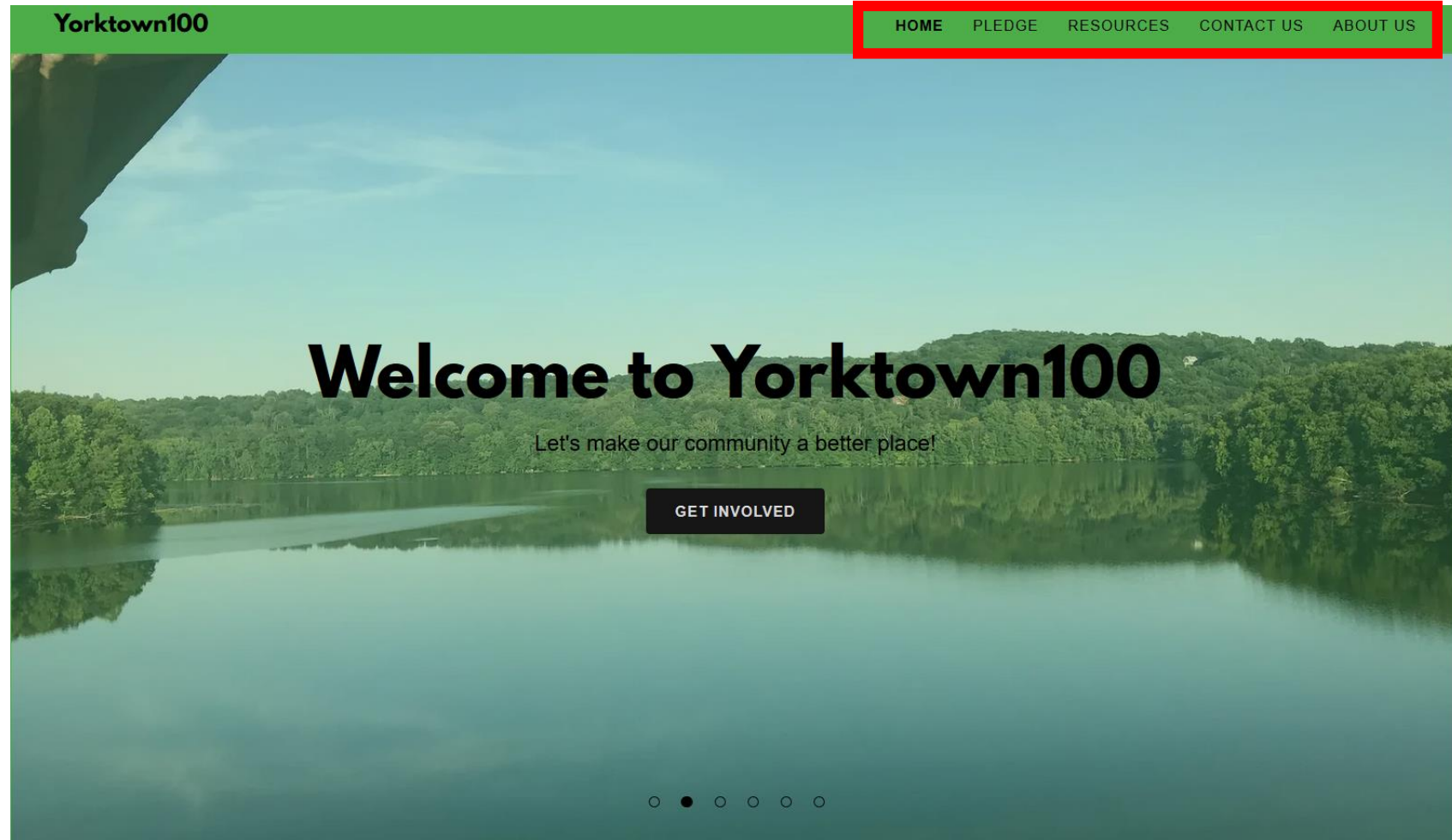
- **Goal:** Bring Town of Cortlandt into Westchester Power Program (Community Choice Aggregation) with 100% renewable energy electric supply option in 2020
- **Who?** Leo plus Carmen de Angelo plus Chandu V
- **Why?** Because that allows over 9,000 homes and small businesses in Town of Cortlandt (outside the villages of Croton and Buchanan) to save money and get clean electric supply; of those, about 2,200 are in the 10520 zip code; the average HH electric use in Cortlandt is c. 6,500 kWh/year.
- **Ergo:** Annual CO<sub>2</sub>e savings is  $2,200 \times 75\% \times 6500 \times 0.283/1000 =$  about 3,000 tons.
- **How?** Act as liaison and local proponent to assist both Town Council and Supervisor and local residents who favor clean energy, e.g., speak with Town officials, attend Town Board meetings, advise Westchester Power (WP)
- **When?** From now until Town joins WP, about a 6-month process
- **Next steps?** WP is reaching out to Town Council to invite interest; we will support Carmen (Conservation Advisory Council) in reaching out to Town Council; Town needs to submit official letter to WP and enact local law enabling opt-out aggregation
- **Resource:** <https://westchesterpower.org>



# Operation EL-9: target 1,400 tons

- Dual Objective
  - Convert large power consumers to green energy
  - Provide reliable revenue stream to Croton100
- Send invitation letter to all Croton businesses who are not participants in Croton CCA
- Direct interested businesses to on-line survey
  - Data on power usage
  - Interest in program
- Select reliable power broker – negotiate commission/finders fee to Croton100
- Volunteers visit businesses who expressed interest on survey – encourage participation
  - Playbook similar to residential, but more focused
- Provide list of interested businesses to power broker
- Power broker will obtain bids from energy suppliers and sign up participants – opt-in
  - Also perform all administrative tasks
  - No PSC involvement is necessary
- Croton100 will design card/logo to be displayed by participating businesses
  - Certified green business
  - Can be used in advertising, on web site, etc.
  - Can be presented, e.g., by Bunny in ceremony at each business
- Croton100 ongoing responsibilities – cash commission/finders fee checks
- Will have to await end of pandemic – too many businesses uncertain
- If Croton effort is successful, can be expanded to, e.g., Cortlandt and/or Yorktown

# Formation of Yorktown100 (<https://www.yorktown100.org>)



**Together It's Possible**

# Joint activities progress (page 1 of 2)

## NYSERDA

- NYSERDA demo and discussion on March 26, strong attendance from NYSERDA
- “Never seen anything like it...” “This is so easy to use...”
- Start in Croton... pilot in Westchester... then expand beyond
- Broader demo to be arranged within NYSERDA
- Invitation: “please tell us how we can help Croton100” ... Leo Wiegman taking the lead in preparing a document
- Replication of Croton100 will be a “High Impact Action” for Clean Energy Communities

## Bedford 2020

- Showed the demo 3/25; compared/contrasted goals (B2020 wants to achieve 80% reduction by 2030 using 2004 as a baseline)
- Discussed specific collaboration activities
- Would like to license the software from Croton100

# Joint activities progress (page 2 of 2)

## Yorktown100

- Showed demo on March 29; described carbon reduction initiatives
- Yorktown100 is co-chairing several decarbonizing campaigns with Croton100

## Sustainable Westchester (SW)

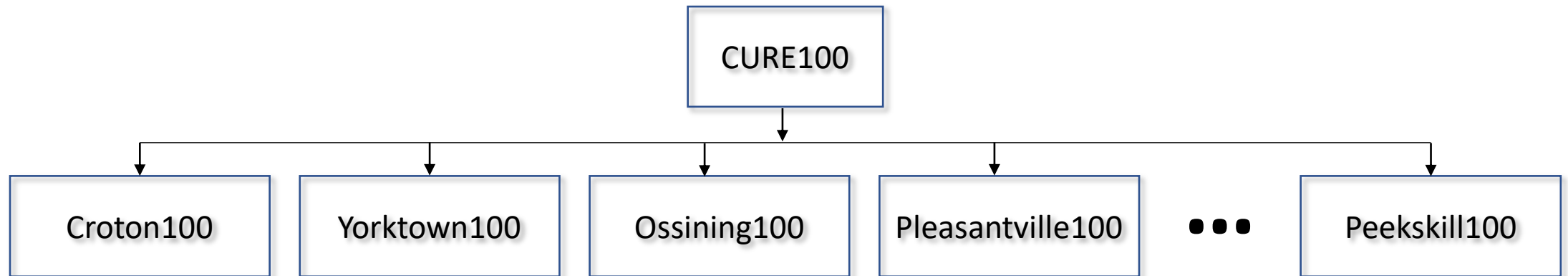
- Demo given on April 2; SW eager to be first licensee on April 15
- Many ongoing work streams:
  - Letter by Dan Welsh sent to Croton Gazette to rebut notion that CCA is not clean electricity
  - SW desires a section in the “Resources” section of our web site... Maria Genovesi will follow up with Tim Dinger
  - Collaboration with Leo Wiegman (Operation Thunderbolt), Yorktown100 (Operation Thunderbolt) and Joel Gingold (Operation EL-9)
  - Nina Orville and Claire Kokoska have sent datasets to Patty Buchanan and Danny Oppenheim (Operation Data Digger)
  - Brainstorming on how SW can help with Operation Office Hours, Operation Low-Hanging Fruit and Operation Matrix Multiplier

## Sustainable Putnam

- In the process of incorporating and applying for 501(c)(3) status... will re-use Croton100’s narratives

# Operation CURE100\*

- Croton100 was designed to be scalable and replicable
- 8 towns are interested: Yorktown, Peekskill, Pleasantville, Putnam, White Plains, Mamaroneck, Ossining, Bedford



- Can chapters inherit 501(c)(3) status, insurance, web site, materials, software, collaterals, pledge, etc., and pay dues in return?
- Chapters would run autonomously within a certain Code of Conduct
- Chapters commit to having “100” in name for our branding

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CURE100	Rachel Bernstein	
 Fundraising	Karen Moy	
5:55 – 6:00	Plan for 4/20 volunteer meeting	Rachel Bernstein