

# CROTON CLIMATE ACTION

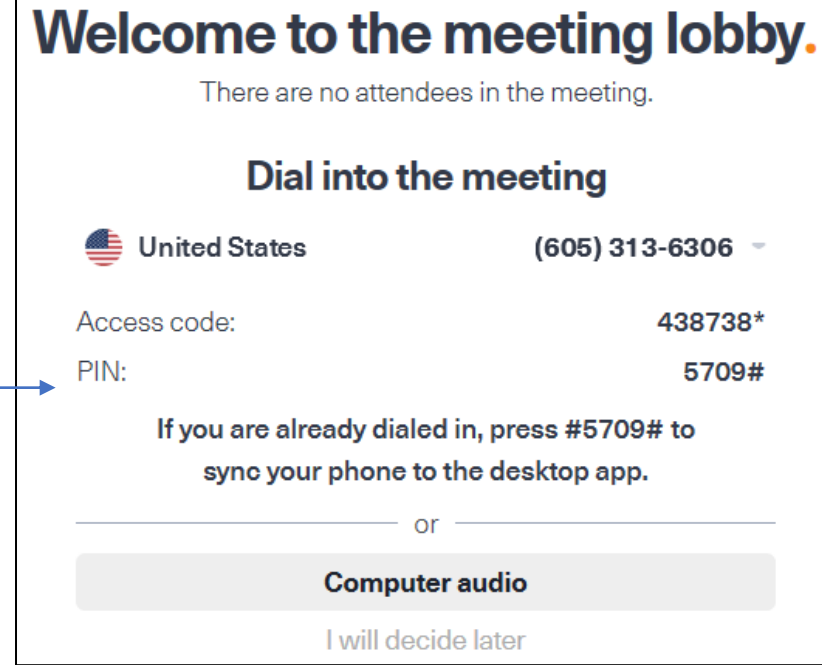
## NEXT STEPS

May 8, 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.

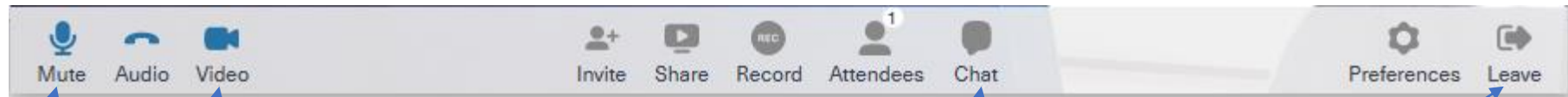
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or

**Computer audio**

I will decide later

# Videoconference best practices



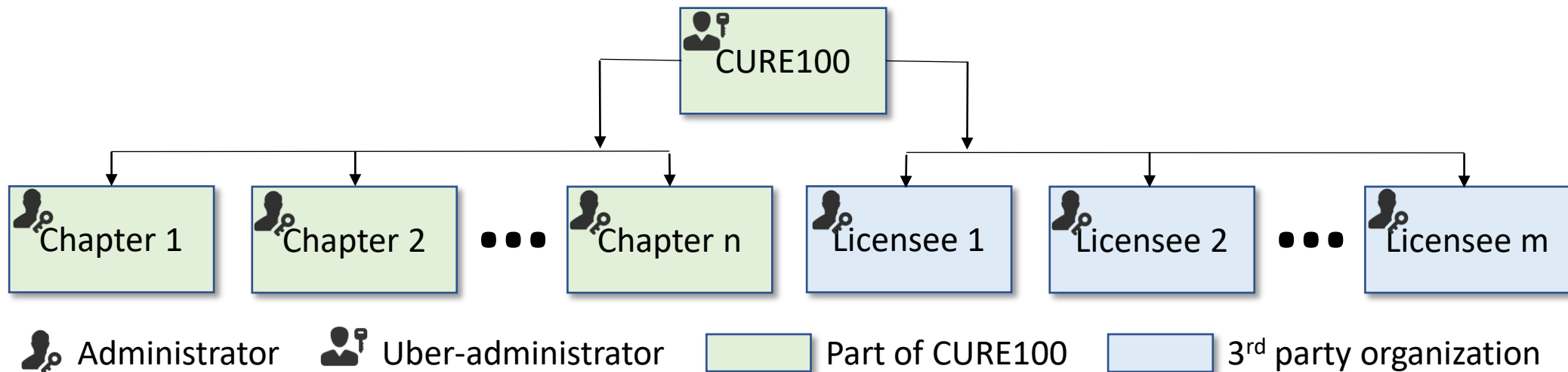
1. Mute yourself when not speaking
2. Turn on your video feed to maximize “face-to-face” interaction
3. Use the chat feature to insert questions and comments without interrupting the speaker; use the chat button to get the attention of the moderator, as well as to express interest in volunteering for 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

Topic	Speaker	Time
Carbon Tracker App updates	Danny Oppenheim	15 minutes
Operation Office Hours	Leo Wiegman	
Operation Thunderbolt	Leo Wiegman	
Promoting Green Power	Joel Gingold	
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Next steps/wrap	All	15 minutes

# Carbon Tracker App progress

- V2.0 released: *any* zip code now supported, graphics improved, usability improved, on-screen help improved – new version being used for Office Hours
- June release: “past, present and future” of carbon will be supported



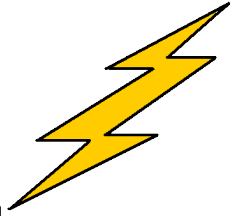
- Front-end: behavior changes based on zip code (reference carbon numbers) and licensee ID (logo)
- Back-end: data access is only based on licensee ID
- A licensee ID is unique to a “launch button” in a chapter’s or licensee’s web site carbon tracker tab



# Operation Office Hours (target 2,000 tons)

- Update: We have them booked through May 30th for Thursdays at 7:15 pm
- Courtesy of the Partnerships Committee, recruiting for Office Hours participants is going well for May – however, we need groups for June, if anyone has a group to invite please be in touch
- May 7 - (Donna) Hastings Pollinator Neighbors, and Bob De Angelis (Yorktown) and Rhonda Schoenfeld
- May 14 - (Bernie) Care for Creation: leaders from different houses of worship who will then organize an office hour with their own congregants, Leo and Liza adding tips on doing institutional carbon footprint assessments
- May 21 - Croton Diversity and Inclusion Committee - Andy Finkelstein to coordinate (with Rachel)
- May 28 - Croton Conservation Advisory Council (Rachel)

# Operation Thunderbolt (target 3,000 tons)



- Update: The Town of Cortlandt has already adopted the required local law
- They have not yet opted into the program
- Speed bump: per Councilman Jim Creighton, Supervisor Puglisi appears hesitant to install an electric supplier as *de facto* opt-out choice
- Work arounds include:
  - Leo talking with other council members, who often demur to the Supervisor
  - Create pressure by having residents raise their voices in favor of the CCA
  - That means an outreach campaign in the 10520 area outside the Village
- Dan Welsh of Sustainable Westchester says it may be possible to create a CCA area that includes the 10520 zip-code area within Cortlandt outside of the Village (for ~2,000 households)
- Possible to start with that focus, and then expand to rest of Town of Cortlandt



# Promoting Green Power (target 1,400 tons)

- We continue to work on the invitation letter and survey for Croton businesses, but we obviously can't do anything with them until everything settles down and they can focus on something other than their survival
- We had contemplated preparing our list of the businesses we would approach but we are in a holding pattern due to COVID-19
- We still await an artist-volunteer to prepare the window sign/logo
- We had a “meeting” with NYPA earlier today on their green power proposal which would include the Village of Croton, Croton-Harmon Schools and Metro-North -- if this actually materializes, it will be a biggie
- Attended NYDEC webinar on food scrap recycling – once available, I can distribute materials





# Sustainability Actions (target 640 residents)

## Edible Gardens Report

- Lots of Social Media engagement with Edible Gardeners
- Each FB Post receives 300 plus engagement
- Separate FB page for Edible Gardeners created by Adlin
- Admins Donna and Adlin
- 30 members so far
- Garden Partners Program - pairing seasoned gardeners with novice gardeners has started
- Live Edible Garden Event in planning: team includes Patty Buchanan, Kathleen Guidry, Dhruv Gupta, Donna O'Malley

## Pollinator Neighborhood Report

- Organized by Ryna Lustig for Hastings Ave.
- Residents have received and planted plants
- Some Residents participated in Operation Office Hours

## Compost Program Report

- Met with Hilltop/Hanover Farm (Janet Harckham) to discuss possible partnership



# Operation Couch Carbon Cutting (target 1,000 tons)

## Biodiesel B20

- Published a blog post
- I have a grand total of 8 people interested in finding B-20 (3 on leadership team, 5 by personal contact)... need more to sign up for B-20 plan
- Need volunteers to do personal outreach
- Adlin and I discussed a letter to the editor, but wanted to discuss with the group
- Many oil users are part of an oil cooperative
- Maybe we can influence the oil cooperative? Any information would be helpful

## Robison

- Robison is updating its info page on biofuels and would like us to link to it when ready.
- <https://www.robisonoil.com/services/heating-oil/biofuel/>

## LED bulbs

- I received my shipment of lightbulbs from the Con Ed Marketplace, so that works...

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# Fund-raising updates: grant proposals

- New York Pollution Prevention Institute (Karen Moy)
- NYSERDA and Westchester Community Foundation (Leo Wiegman)
- Union of Concerned Scientists (Chandu Visweswariah)
- Briefing from Bedford2020 on May 6 (Karen and Chandu)

# Governance

- Bylaws: David Hemmerling, John Habib and Rachel Bernstein meeting to complete update suggestions
  - How checks are handled
  - Board composition, etc.
- Carbon Tracker App sub-license: Karen Moy, Tim Dinger, Rachel Bernstein worked with Pro Bono lawyers; John Habib to draft and review (first license is to Bedford2020)
- CURE100
  - Karen Moy, David Hemmerling, Leo Wiegman, Rachel Bernstein working with Pro Bono lawyers
  - First discussion Tuesday
  - Robert De Angelis from Yorktown is eager to be the first chapter, and we are keeping him in the loop
  - Sustainable Putnam is also keen
  - John Habib to advise

# Communications: website

New Campaigns page is up - <https://croton100.org/campaigns>

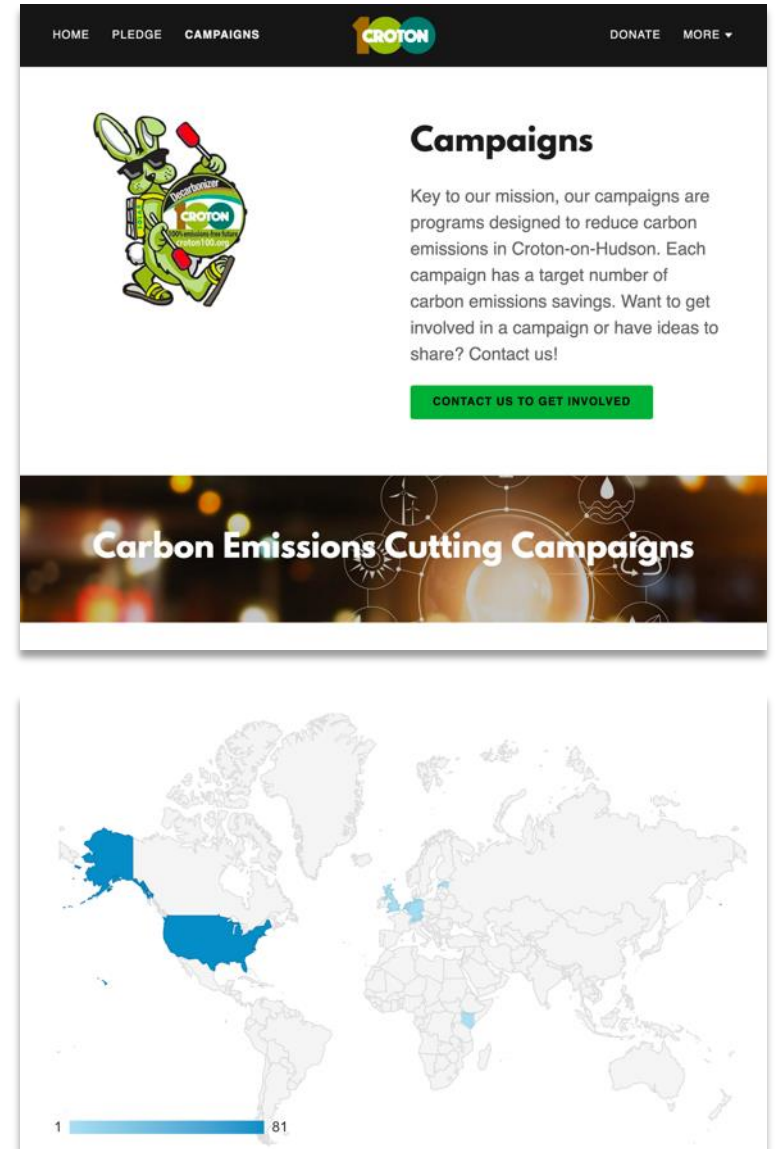
- Tim showed me how to create a drop-down menu - we can create individual campaign pages in the near future for better user experience (UX)
- I can work directly with campaign leads to set-up the pages - eventually our webmaster will partner with campaign leads to update pages

Google Analytics is set-up...thanks, David!

- Interesting Data points so far (as of 5/9):
  - 72.5% of site visitors are new
  - We are attracting a young demographic: the two largest audience age segments are 18-24 year-olds (27.50%) and 25-34 year-olds (33.50%)
  - Blog is very active and has high traffic!
    - Last post, on 5/3 (Vicious → Virtuous Cycle) received 70 page views!
  - Site visitors are on average male at 54.15%, with females at 45.85%
  - We've gone international: 4 visitors from Germany, 3 from the Netherlands, and 1 each from Estonia, Switzerland, Kenya, and the United Kingdom

Media Room has a new entry - <https://croton100.org/media-room>

- Our launch was covered in the Sierra Club newsletter, Atlantic Chapter



# Communications: social media

## Social Media Post - New Review Process

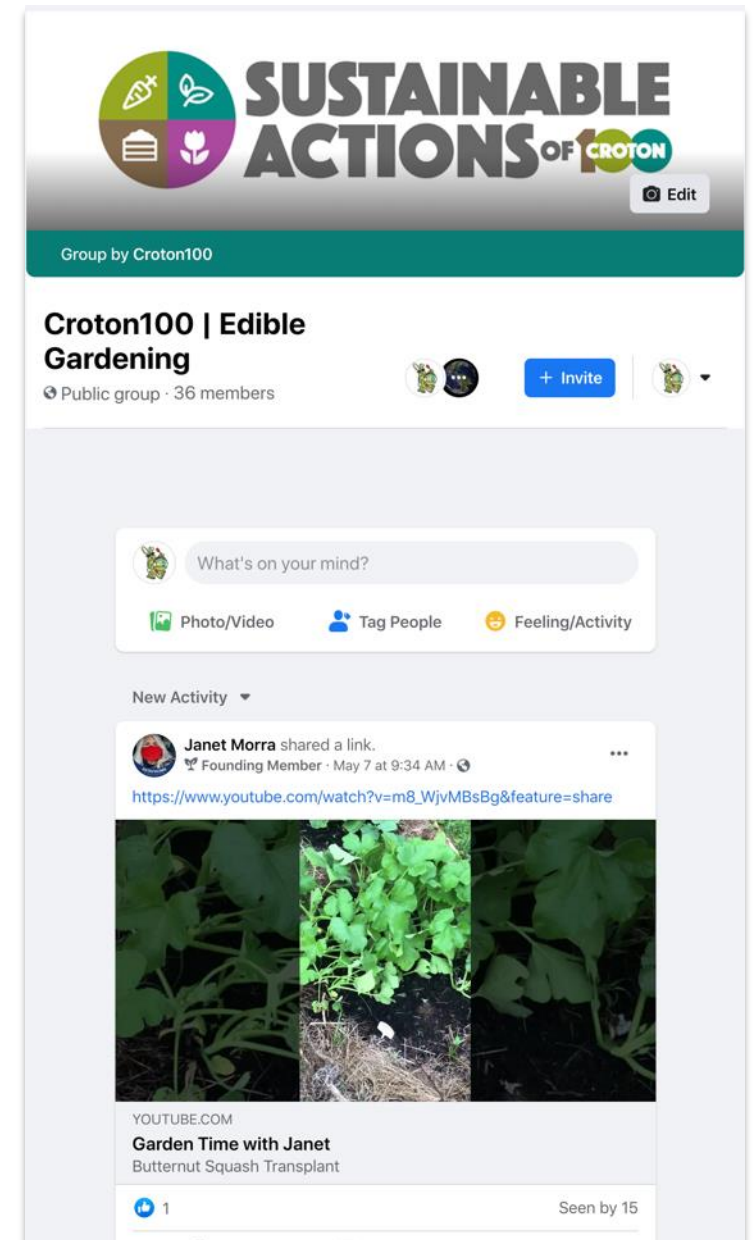
- Posts will be crafted ahead of time and reviewed to ensure we're in compliance with bylaws, citing sources and image holders, and ensuring content aligns with our goal of carbon emissions reduction
- We will also review partner events/materials to determine if we should share as well
- If you would like to share something on our social channels, please connect with Adlin and we can discuss

## Facebook

- We are officially Croton100!
- New Croton100 | Edible Gardening Group - 36 active members as of 5/9. Join the group at <https://www.facebook.com/groups/c100ediblegardening>

## YouTube

- Account is activated.
- We need content!
- Next step: Set-up channel; format the artwork; and content added, such as our launch video promo

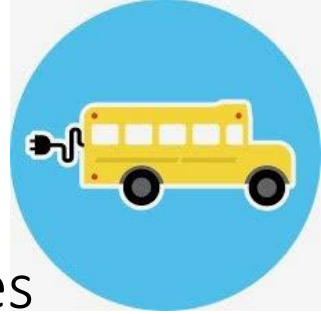


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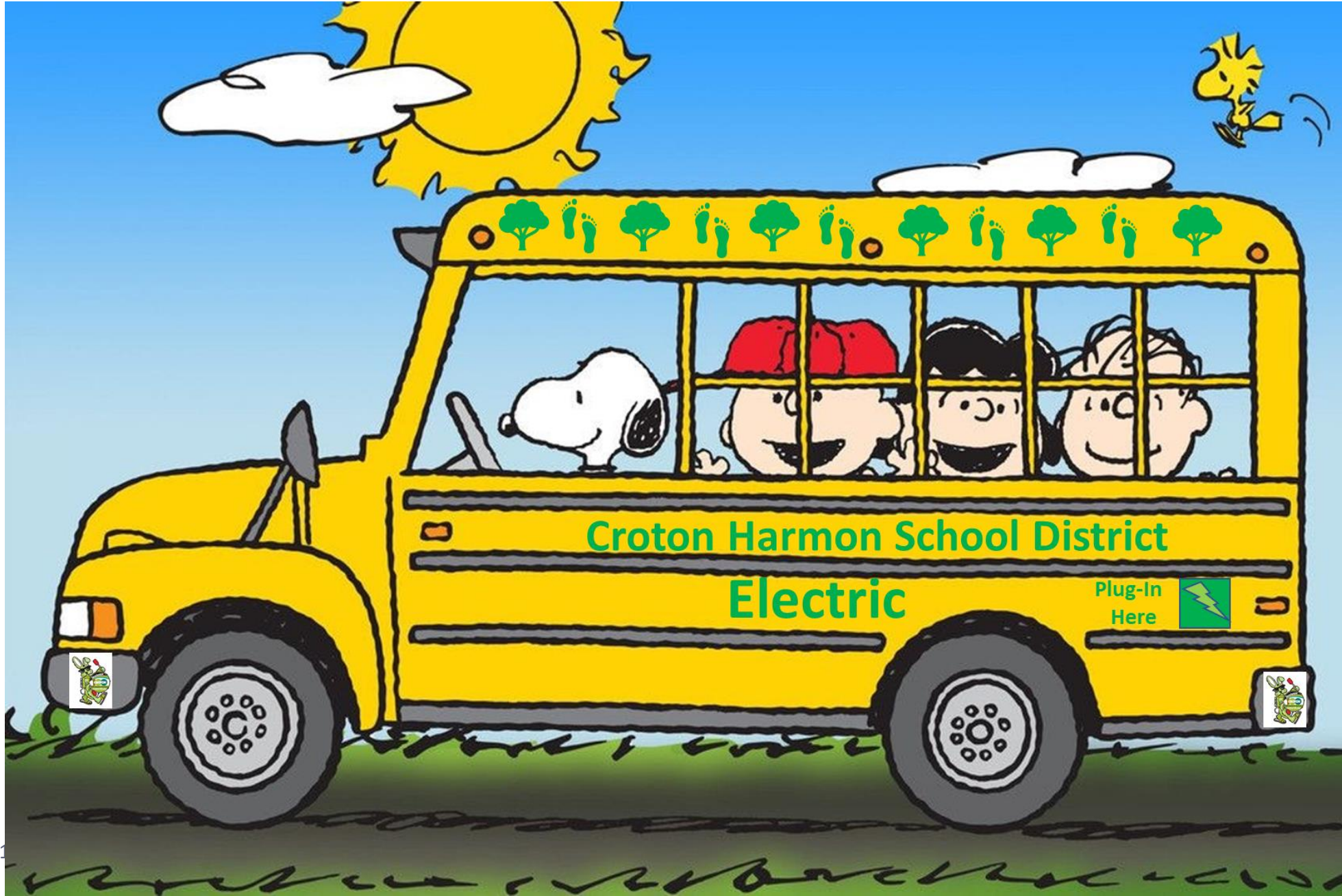


# EV Campaign Issue: Fossil Fuel v. Electric School Buses



- The School District plans to buy new fossil fuel buses and other vehicles
- Mothers Out Front asked C100 to join it in opposing purchasing any more fossil fuel vehicles
- Several C100 members submitted comments to the Board of Education urging it to purchase EVs
- On May 7 (Thursday) the School Board passed a resolution to put a proposition on the June 9 School Budget Ballot, authorizing \$225,000 for a gas bus, a gas van and a plug-in/hybrid vehicle
- C100 Mothers' Day Blog covers the issues: [croton100.org/blog](https://croton100.org/blog)

# C100 campaign to defeat fossil fuel school bus proposal?



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