

CROTON CLIMATE ACTION NEXT STEPS

January 20, 2020 | The Black Cow | croton100.org



Happy Martin Luther King Day!



“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

“The time is always right to do what is right.”

Agenda

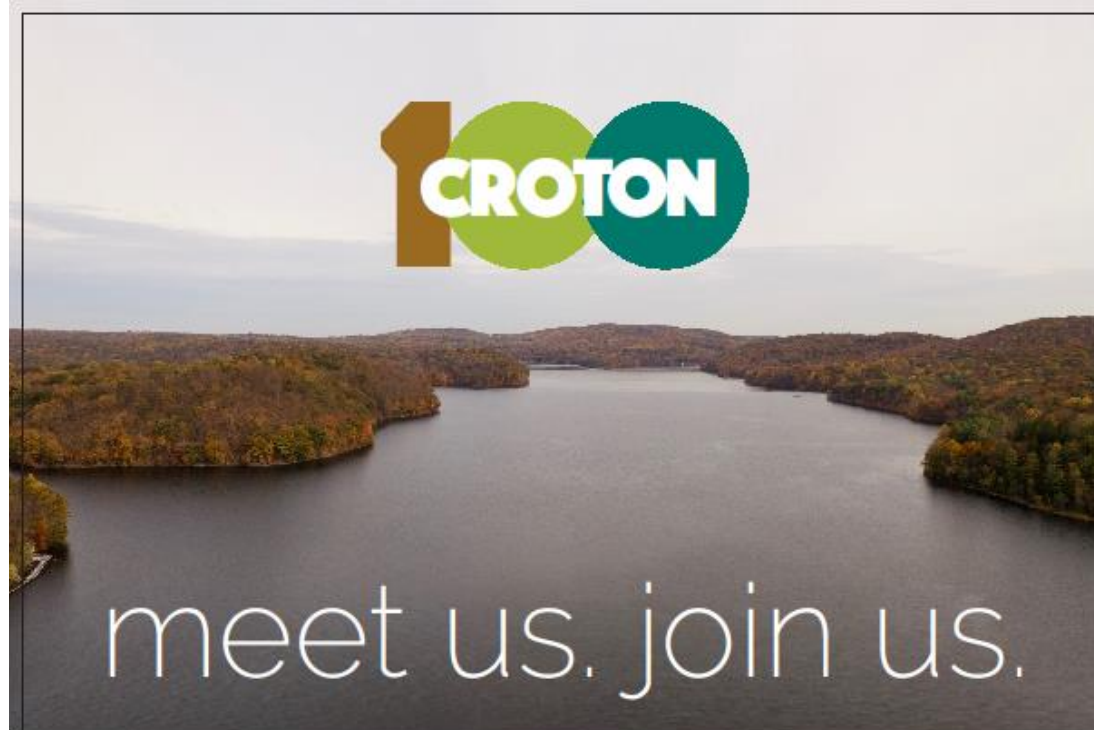
- “Caring for Creation” C100 presentation
- Launch event progress/decisions
- Publicity and outreach
- Partnerships committee progress
- Carbon tracking committee update
- Schools update
- Break-outs

Croton100 Outreach to Care for Creation



- 2020 Kickoff of Sustainable Sunday speaker series
- Chandu Visweswariah presented Croton100 vision and overview
- Avery Ragsly provided student perspective
- Record attendance for the event with 60+ people in the audience on a 65-degree day in January!
- Selected feedback quotes:
 - “The Croton100 action-oriented agenda fit right in.”
 - “The presentation was excellent and had tremendous motivational value.”
 - “I think we reached a lot of new people.”
- Presentation is posted on Croton100 webpage: <https://croton100.org/documents>

Save the date



save the date

croton100 launch celebration
saturday, february 29*, 10-noon
at croton harmon high school

Bringing together public-private partnerships to reduce carbon emissions to net zero by 2040 in the 10520 Croton community. For more information about Croton100, please visit **croton100.org**

leaping to a greener future now

*Snow date March 7

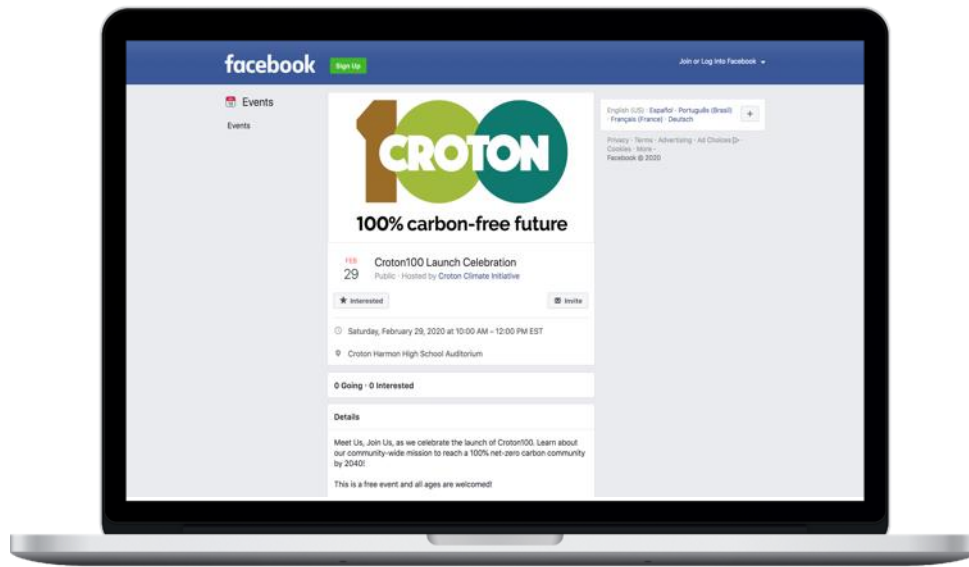
Launch celebration update from the Events Committee

- Sustainable Westchester Tabling
 - HeatSmart (Dandelion)
 - Westchester Power (Community Choice Aggregation)
 - Solarize Westchester
 - EVs (Nissan Leaf, discount extended to 3/31)
 - Zero Waste
- Budget Pending
 - Signs/Banners
 - Swag (ecobags and mascot decals)



Event Committee: Event Promotion Updates

- We are now on Instagram and Twitter... follow us!
 - Instagram @croton_100
 - Twitter @croton100
 - YouTube – In the works
- Facebook event is live – let us know you are going and share with your network



@croton_100



@croton100

Publicity

- Three letters related to our Croton100 mission appeared in the Croton Gazette last week
 - Ann Gallelli, Croton Trustee
 - Carl Grimm, announcing the Caring for Creation talk
 - Chandu Visweswariah about gas leak in Ohio
- Pleasantville environmental group interested in local TV interview about Croton100
- New publication “River Journal North” interested in writing about Croton100
 - Will likely attend launch event
- We will make a short video about the Croton100 mission for the launch celebration



Partnerships Committee progress

- Thursday February 13, 7:30 – 9:00 p.m. – Croton Board of Trustees hosting and televising “Facts About Climate Change” by Robert Whittaker. Croton100 co-host.
- Croton100 Partners – Croton Conservation Advisory Council, Croton Free Library, Bedford2020 (others pending).
- “Friends of Croton100” – to publicize and attend launch – 7 groups signed up, 18 others considering it favorably. They will:
 1. agree to **help with our efforts** to reduce GHG in 10520
 2. agree to **publicize the event**
 3. agree to **bring at least 5-10 people** to the event (depending on the size of the organization)

Carbon Tracking Committee updates

- App development progress... on track for 2/29/20 launch
- Reach-out to Ossining via playbook administration
 - Angling for a speaking engagement at the Ossining Library
- Playbook improvements
 - Color coding, data validation, improved “tips” and narrative
 - Zip 10562 version of master playbook template created
 - Ossining is at 48.1 tons per household per year as opposed to Croton at 52.6 tons
- Playbook administration
 - 23 playbooks administered so far
 - 22 in zip code 10520
 - 38.069 tons of annual savings already operational
 - 59.793 tons of annual savings seriously contemplated and in the works
 - Total = 97.862 tons... close to our 100 ton goal prior to launch!

Schools update

- Avery Ragsly was the student speaker at the C4C event
- Launch event confirmed at the High School auditorium
- Four climate presentations coming up at the High School on February 12, 13
 - One for each grade, total of ~500 students
 - Great opportunity to increase awareness and influence young minds!

Committee break-outs

