# 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 10 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 Chris Oliver at ChrisOliver1969@gmail.com or call/text 917-335-8803

Videoconference instructions

# Videoconference best practices
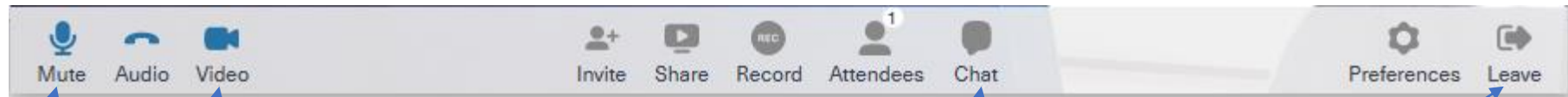
1.  Mute yourself when not speaking

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 |
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| 7:00 – 7:05 | Troubleshoot any videoconference issues; remote participation hints | Chris Oliver<br>Rachel Bernstein |
| 7:05 – 7:10 | Introduction | Karen Moy |
| 7:10 – 7:30 | Initiatives towards our 2020 goals including Q&A | Chandu Visweswariah |
| 7:30 – 7:50 | <u>Committee plans and asks</u><br>Carbon Tracking<br>Partnerships<br>Sustainability Action<br>Communications<br>Events<br>Fundraising – we need a point person | <u>Committee Chairs</u><br>L. McCarthy/T. Dinger/L. Wiegman<br>Rachel Bernstein / Karen Moy<br>K. Moy / D. O'Malley / R. Bernstein<br>Adlin Hadad<br>Patty Buchanan |
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# 2020 goals and strategy

- We had a terrific launch… what's next?

- We have 3 high-level goals for 2020
  - 5% carbon reduction
  - Engage 5% of residents
  - Carbon reduction in other towns/villages

- We must <u>steadfastly be focused on carbon reduction</u> as a primary goal
  - Extremely important to have a good showing in our first year
  - Extremely important to engage as many people as possible in small and big ways
    - Engagement in plastic reduction, composting and diet modification can help us reach residents not ready to start with the app

- But how will we achieve these goals?  What follows are some preliminary ideas…

- We need your help to generate more ideas, provide feedback and volunteer to work on these initiatives… please feel free to "raise your hand" in the chat session during the presentation

# Operation Thunderbolt (OTB)
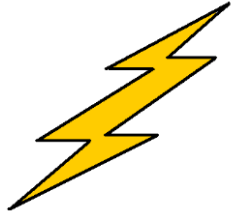
**Idea:** Bring Community Choice Aggregation (CCA) to the Town of Cortlandt

**How it works:** Collaborate with Sustainable Westchester, Westchester Power and Town of Cortlandt to create an "opt-out" CCA program in the Town of Cortlandt

**Carbon savings:** Any resident in the Town of Cortlandt who has not affirmatively selected an ESCO (Electricity Service Company) will get 100% clean electricity, just like in the village of Croton

**Work involved:** We must convince the Town Council to apply for the program and enact enabling legislation; this work has just started; there are many steps after that... including Public Service Commission approval

**Carbon savings:** 2,200 households in zip code 10520 outside the village x 75% not in an ESCO
x 6.4 MWhr/year/household x 0.283 tons/MWhr $\approx$ 3,000 tons of $CO_2e$!

# Operation Office Hours (OOH)

Idea: Carbon and Partnership Committees will run virtual "office hour" sessions once a week for mass administration of the playbook

How it works: Carbon committee will offer an open office hour session in which attendees use the app on our web site to self-administer the playbook; they are guided through the process and end by making a 10-year plan to cut carbon footprint in half

Carbon savings: We expect an average of 3 tons per household that participates

Work involved: Carbon committee will develop a script for a virtual session; partnership committee will "book" groups and/or open registration sessions

Carbon savings: 32 sessions x 20 households per session x 3 tons per household ≈ 2,000 tons

Decarbonizer
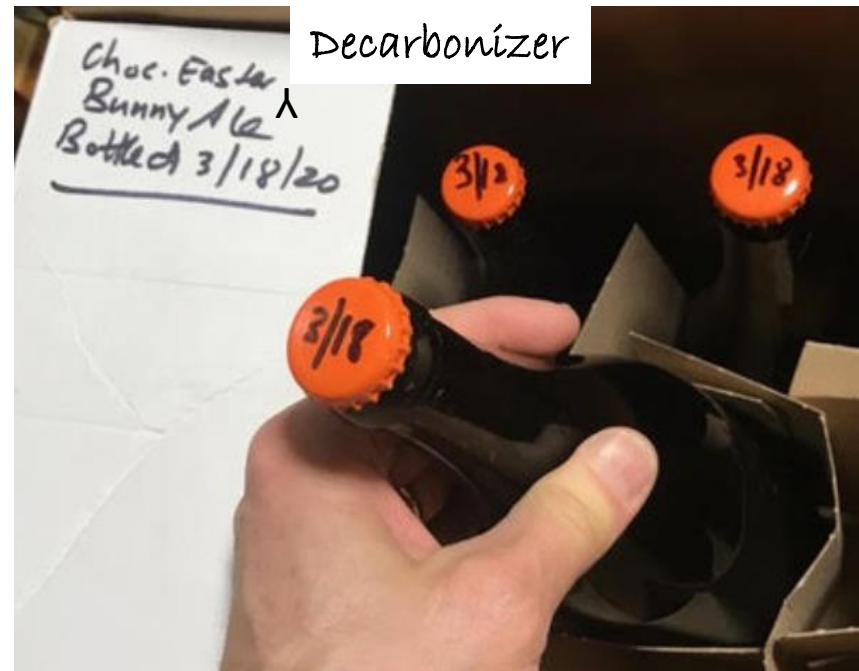
# **Operation Low Hanging Fruit (OLHF)**

<u>Idea:</u> Drive adoption of simple and relatively inexpensive carbon reduction steps

<u>How it works:</u> Run a campaign to get as many residents as possible to sign up for
- 20% Bio-diesel (B20) for those who have oil furnaces
- Free energy audits
- Simple insulation fixes: rim joists, attics, hot water pipes
- 100% recycling
- 100% LED bulbs
- 100% flight offsets

<u>Carbon savings:</u> Immediate and measurable

<u>Work involved:</u> Communication blitz via web site, social media, flyers, tabling, … + token reward for self-reporting

<u>Carbon savings:</u> 300 households x 3.2 tons per household ≈ 1,000 tons

# Operation Zip Code Overhead (OZCO)
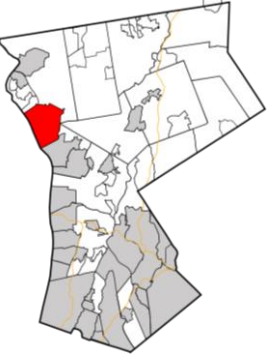
**Idea:** Drive carbon reductions in public spaces and services

**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 ≈ 1,400 tons

# Operation Data Digger (ODD)

**Idea:** Make use of NYSERDA and Sustainable Westchester reporting and data gathering to claim carbon credit

**How it works:** NYSERDA and Sustainable Westchester run programs to subsidize and encourage EVs, heat pumps (Heat Smart), Zero Waste, solar panels, insulation improvements – tap their database to track improvements in zip code 10520

**Carbon savings:** Just the EV database reveals 34 Plug-in Hybrid Electric Vehicles (PHEV) and 75 Battery Electric Vehicles (BEVs) in zip code 10520; we are trying to get additional information on other activities listed above

**Work involved:** Leverage partnership with NYSERDA and Sustainable Westchester; crunch numbers periodically

**Carbon savings:** 165 tons based on EVs only, so extrapolating ≈ 1,000 tons

Total EVs heat map by zip code

**Sample data from NYSERDA**

Total EVs
517
1

Powered by Bing
© GeoNames, HERE
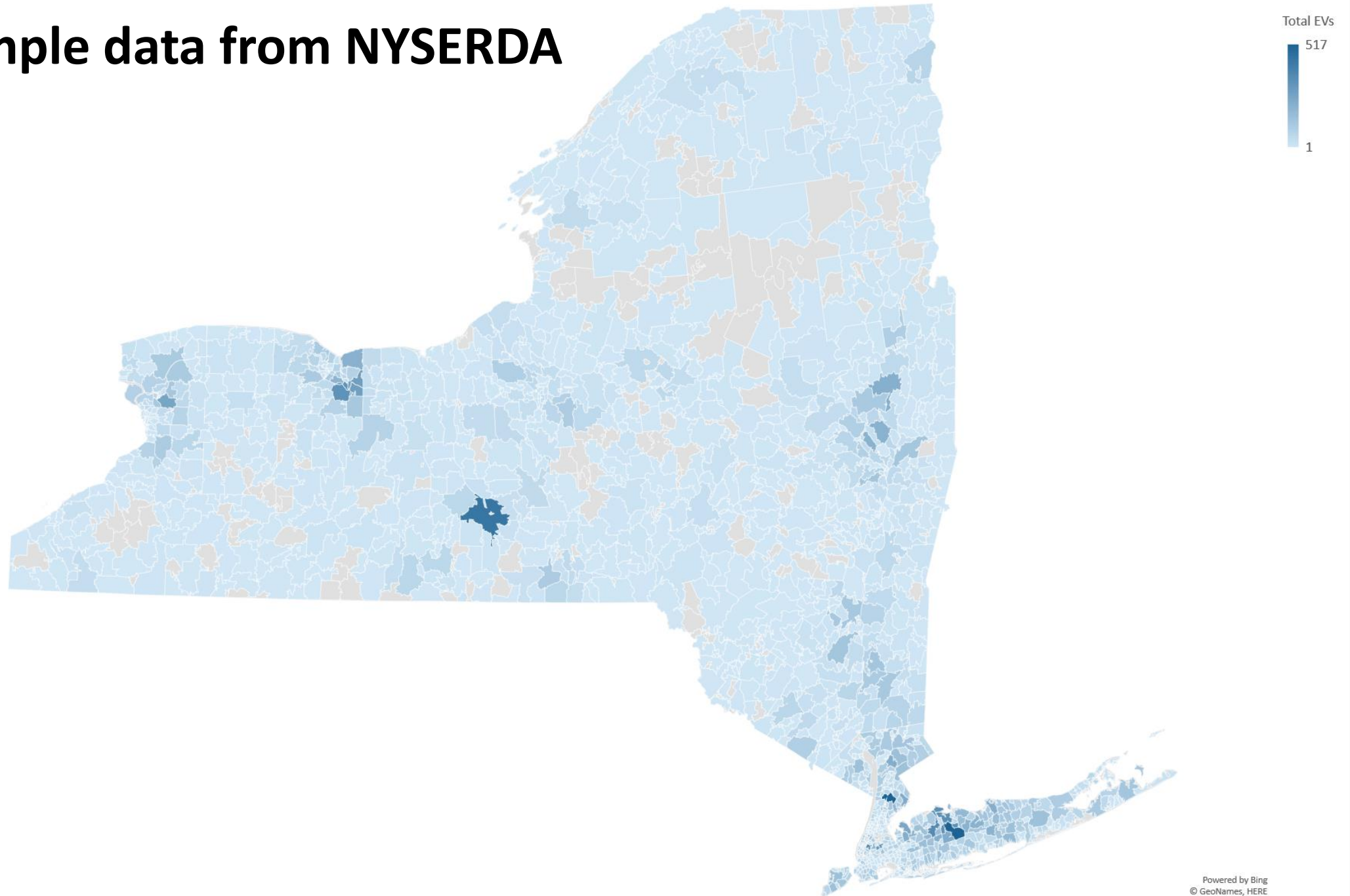
# Operation EL-9 (OEL9) EL-9 = Large commercial customers

**Idea:** Supply clean energy to Large Commercial (EL-9) electricity customers in the Village of Croton (or in the Town of Cortlandt for that matter)

**How it works:** Opt-in clean electricity buying program for large commercial customers

**Carbon savings:** Any Large Commercial (EL-9) customer in the Town of Cortlandt who has not affirmatively selected an ESCO (Electricity Service Company) can buy 100% clean electricity through an aggregation service that we provide (with a power broker partner)

**Work involved:** Complicated because (a) EL-9 customers pay a demand charge; (b) EL-9 customers typically sign multi-year ESCO agreements with complex termination clauses, they are very sensitive to price; (c) Croton100 would have to act as a power broker or partner with someone who can be a power broker; (d) Public service institutions get their power directly from NYPA through COWPUSA
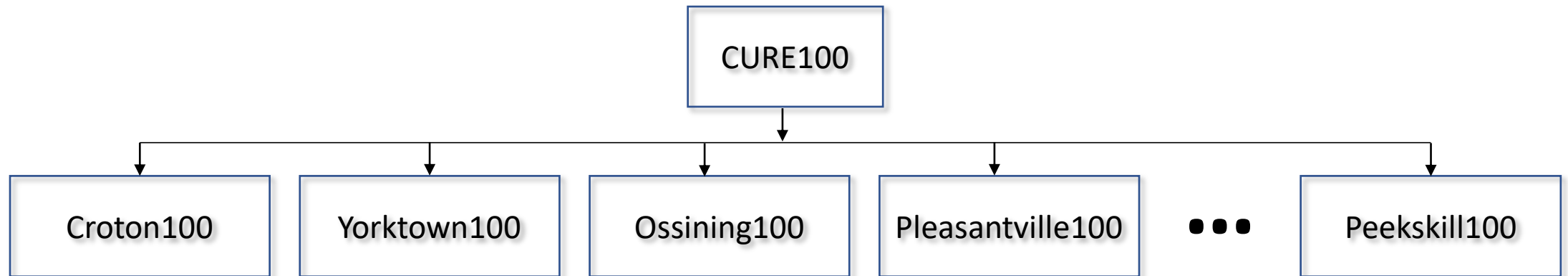
**Carbon savings:** 10,000 MWhr/year x 0.283 tons/MWh x 50% conversion ≈ 1,400 tons of $CO_2e$!

# Operation Matrix Multiplier (OMM)

Operation Matrix Multiplier (OMM)

| 2020 Carbon Reduction Opportunity Matrix | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Transportation | | Heating | | | Electricity | | Food and waste | | |
| | Number of people pledging reductions | EVs, hybrid, plug-in hybrids | Airline carbon offsets | Insulation, sealing, weather stripping | Heat Smart, heat pumps | Bio-diesel B-20 | LED bulb campaign | 100% clean ESCO | Full menu of recycling, compost | Diet modification | Totals |
| Conversion efficiency | | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | |
| Number of tons of savings | | 7.5 | 3.5 | 2 | 10 | 1 | 0.5 | 4 | 0.5 | 1 | **30** |
| Local businesses | 150 | 563 | 263 | 150 | 750 | 75 | 38 | 300 | 38 | 75 | **2,250** |
| Houses of worship (Asbury Methodist, Lutheran, St. Augustine's, Holy Name, Temple, UU) | 150 | 563 | 263 | 150 | 750 | 75 | 38 | 300 | 38 | 75 | **2,250** |
| Civic groups (Croton Caring Committee, Yacht Club, Village Committees, Rotary, Lions, Political Action Groups (Postcard Tuesdays)) | 80 | 300 | 140 | 80 | 400 | 40 | 20 | 160 | 20 | 40 | **1,200** |
| School and library groups (Parent-Teacher Associations) | 80 | 300 | 140 | 80 | 400 | 40 | 20 | 160 | 20 | 40 | **1,200** |
| Informal groups (book clubs, garden clubs, Croton Moms) | 70 | 263 | 123 | 70 | 350 | 35 | 18 | 140 | 18 | 35 | **1,050** |
| Big players (school, municipal, buildings/government, railroad) | 70 | 263 | 123 | 70 | 350 | 35 | 18 | 140 | 18 | 35 | **1,050** |
| Totals | 600 | 2,250 | 1,050 | 600 | 3,000 | 300 | 150 | 1,200 | 150 | 300 | 9,000 |

# Operation CURE100

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

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                        ┌──────────┐
                        │ CURE100  │
                        └────┬─────┘
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   ▼          ▼         ▼          ▼                              ▼
┌────────┐ ┌──────────┐ ┌──────────┐ ┌────────────────┐       ┌────────────┐
│Croton100│ │Yorktown100│ │Ossining100│ │Pleasantville100│ ●●● │ Peekskill100│
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```

- 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
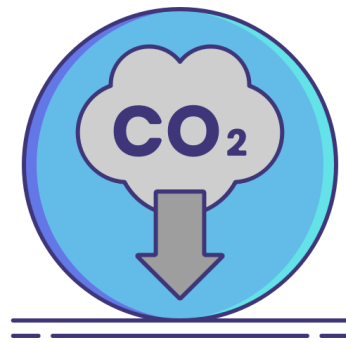- Chapters commit to having "100" or "zero" in name for our branding

# Conclusions

| | Initiative | Potential tons of $CO_2e$ |
|---|---|---|
| | Operation Thunderbolt | 3,000 |
| | Operation Office Hours | 2,000 |
| | Operation Low Hanging Fruit | 1,000 |
| | Operation Zip Code Overhead | 1,400 |
| | Operation Data Digger | 1,000 |
| | Operation EL-9 | 1,400 |
| | Operation Matrix Multiplier | 9,000 |
| | Operation CURE100 | N/A |
| | **TOTAL** | **18,800** |

- The table targets 18,800 tons of $CO_2e$ in 2020 against our 5% goal of 14,500 tons

- The "matrix" approach gives us a framework to plan our campaigns
  - Rows are "groups" or "congregations" – <u>we go to them</u> instead of asking them to come to our events
  - Columns are "campaigns" that actually cut carbon
  - Of course, some of these operations probably overlap other activities

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# Carbon Committee:
# Eliza McCarthy, Tim Dinger, Leo Wiegman

- Need a webmaster

- Need a playbook/app communicator

- Need help on the Cortlandt CCA initiative (Operation Thunderbolt)

- Create a video of playbook/app session

Carbon committee

# Partnerships Committee: Rachel Bernstein, Karen Moy

- Local businesses

- Houses of worship

- Civic groups

- School and library groups

- Informal groups

- Big players

- Other towns

# Sustainability Action:
# Karen Moy, Donna O'Malley, Rachel Bernstein

Brainstorm about what can work during this crisis

- Diet modification

- Composting

- Plastic reduction

- Sustainable gardening

- Tree committee

- Walking and biking to school

- Other local initiatives

# Communications: Adlin Hadad

- Media room in website
  - PCTV video
  - River Journal North article
  - Gazette letters, etc.

- Need content creation

- Need graphic artist

- Need longer form articles

- Need press contacts (NY Times, etc.)

- Newsletter

- YouTube

- Instagram

# Events Committee: Patty Buchanan
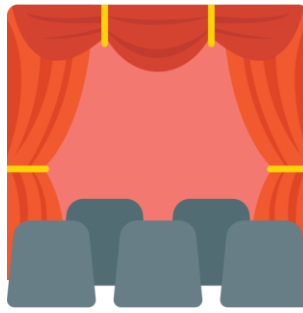
- Croton Earth Day, May 2 CANCELLED

- Summerfest, June 7: next community-wide event, may be cancelled

- Earth Day Celebration, April 22: ideas?  Pop-up vigil?

- September UN Summit Event?

# Electric Vehicle campaigns

- EV pop-up shows
- Art projects imagining alternatives to the 3 gas stations in the village
  - Cafés with charging stations instead
- Email me to discuss ideas for near-term virtual events and post-Coronavirus in-person events: PattyLBuchanan@hotmail.com
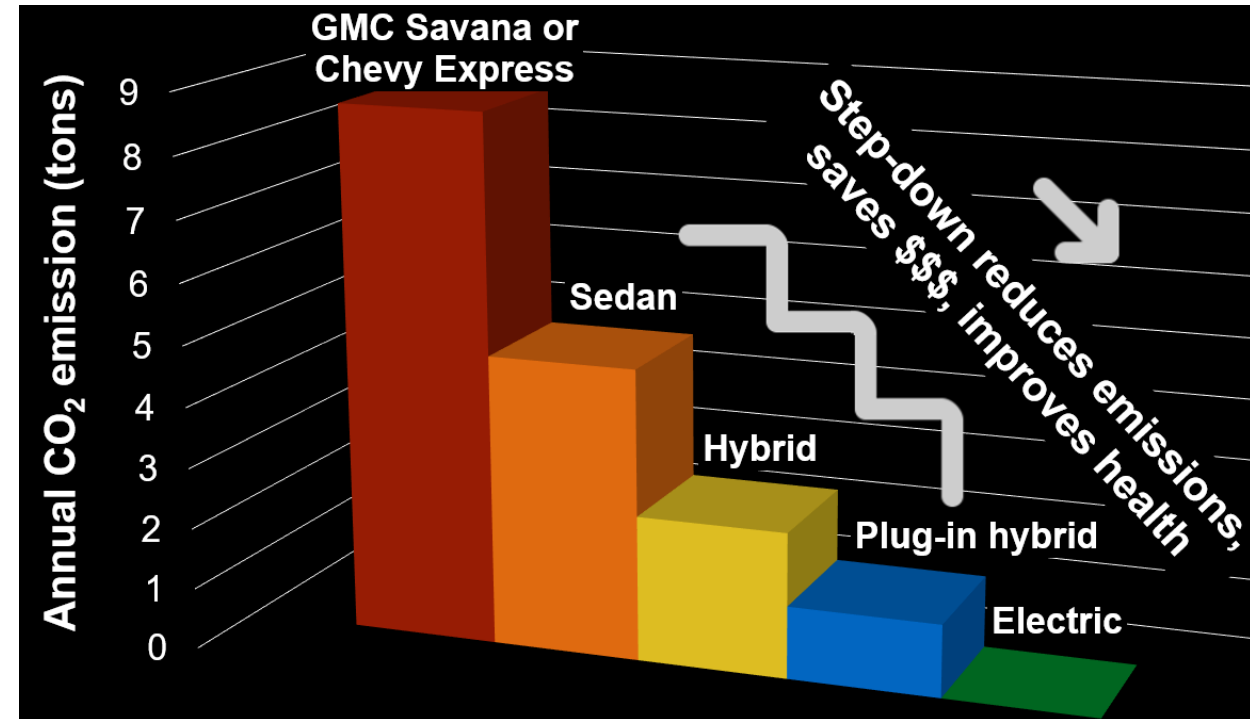
# Fund-raising

- Need fund-raising from all sources: individuals, trusts, corporations, grants

- We have people willing to help identify and write grant proposals

- Need a point person

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