

CROTON CLIMATE ACTION

NEXT STEPS

April 20, 2020 | Volunteer Videoconference | 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#**

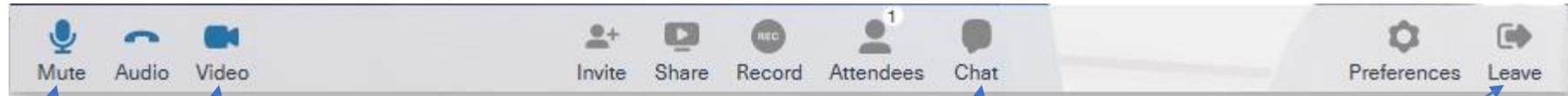
If you are already dialed in, press #5709# to sync your phone to the desktop app.

or

Computer audio

I will decide later

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
7:00	Introduction	Karen Moy
7:05 – 7:45 (2½ minutes each)	Campaign and Committee reports: Introduction	Tim Dinger
	Carbon Tracker App progress	Danny Oppenheim
	Operation Office Hours	Leo Wiegman
	Partnerships	Rachel Bernstein
	Communications	Adlin Hadad
	Operation Couch Carbon Cutting	Sheryl Goldberg
	Edible Gardening	Donna O’Malley
	Sustainable Eating, Composting, Pollinator Neighborhoods	Karen Moy
	Operation Data Digger	Patty Buchanan
	Operation Zip Code Overhead	John Habib
	Operation Thunderbolt	Leo Wiegman
	Promoting Green Power	Joel Gingold
	Joint Activities: NYSERDA, Sust. Westch., Y100, B2020, Putnam	Chandu Visweswariah
	CURE100	Rachel Bernstein
Fundraising	Karen Moy	
7:45 – 8:00	Questions and suggestions	

Introduction of campaign and committee leaders

Tim Dinger



Initiative	CO ₂ e / residents	Leader / helpers	Partner
Carbon Tracker App	N/A	Danny Oppenheim	
Operation Office Hours	2,000 tons	Leo Wiegman / Danny O. / Bob DeAngelis	Partnership Committee
Partnership	N/A	Rachel Bernstein / Karen Moy	
Communications	N/A	Adlin Hadad	
Operation Couch Carbon Cutting	1,000 tons	Sheryl Goldberg / Tim Dinger	Communications
Edible Gardening	160 residents	Donna O'Malley	
Sustainable Eating	160 residents	Karen Moy / Lisa Moir	
Composting	160 residents	Karen Moy / TBA	
Pollinator Neighborhoods	160 residents	Karen Moy / Ryna Lustig	
Operation Data Digger	1,000 tons	Patty Buchanan / Danny O. / Paul Guidry	
Operation Zip Code Overhead	1,400 tons	John Habib / Leo Wiegman / Danny Oppenheim / Eliza McCarthy	
Operation Thunderbolt	3,000 tons	Leo Wiegman / Chandu V. / Danny Oppenheim	Town of Cortlandt
Promoting Green Power	1,400 tons	Joel Gingold / Lindsay Audin / Laura Kosbar / Danny Oppenheim	
Operation Matrix Multiplier	9,000 tons	EVs – Patty Buchanan; Solarize – Peter Capek / Leo W.; Community Solar – Peter Capek / Leo W.; Heat Smart – Bob De Angelis; Airline offsets – Susan Sammon	
CURE100		Rachel Bernstein	

Campaign leaders/helpers

Carbon tracker app progress

Version 2.0 of the tracker is now available from our website

- Launch from our "Carbon Tracker" landing page
- Login or create an account using any valid e-mail address

SIGNIFICANT improvements over previous 1.0

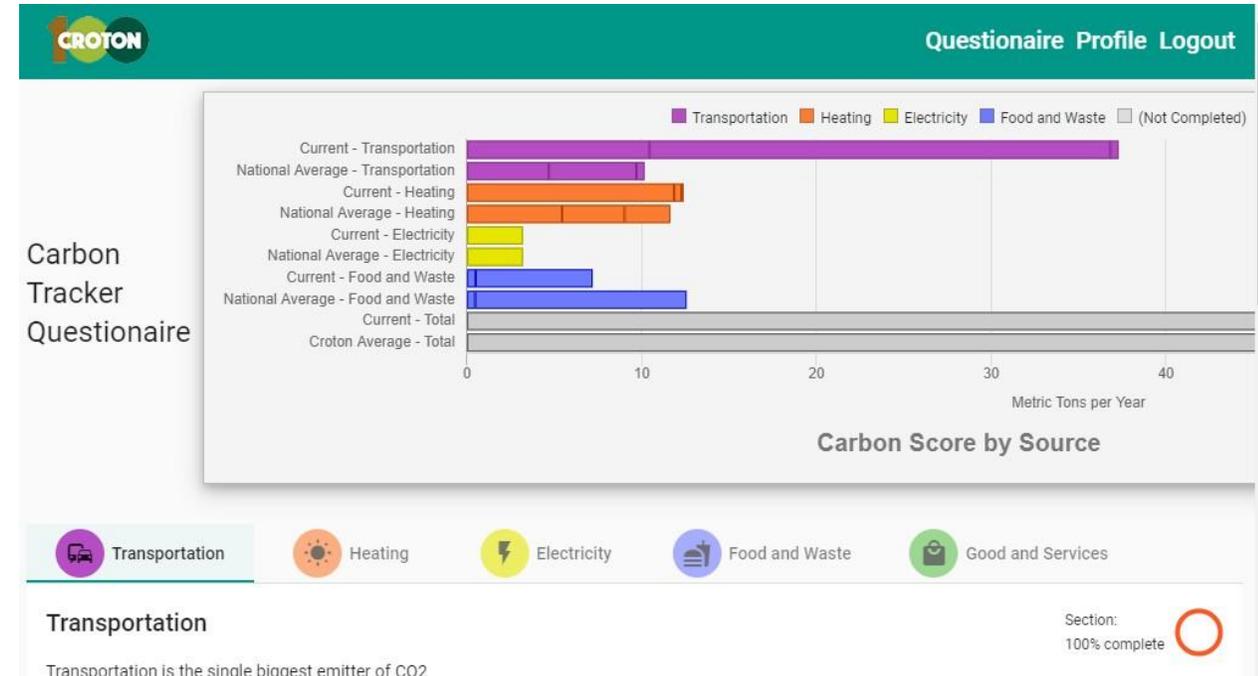
- GUI usability
- Help text
- Carbon Source Bar-Graph

Note: We are still testing!

- Please try out -- and send us your feedback
- Conducted first Office-Hours -- went well!
- Very encouraging feedback from neighboring communities, Sustainable Westchester, and NYSERDA

Plans for next releases include

- Create your 10-year Carbon Reduction Plan
- Admin Console for the community/zip level
- Support additional types: rental, small-biz, ...



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
 - 1st 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. 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.
- Progress so far?
 - First Office Hour on 4/16 used the new version 2.0 of the app
 - We had 5 families (of high school students) taking part and 4 C100 staff taking notes
 - Moving forward we will push start time to 7:15 p.m. (after “Thank You” to essential workers)
 - 2nd Office Hour scheduled for 4/23, 7:15 pm, focused on Croton’s Community Gardeners; Gwen has about 8 or 9 households signed up (TBD)

Partnerships



- Recruiting groups to participate in office hours, Thursdays 7:15 – 8:15 p.m.
- Pilot April 16 with CHHS activist students and parents
- Leo and Danny presented
- April 23 - Croton Community Gardens
- April 30 - Croton Caring Committee Board (tentative)
- May 8 - Croton100 Sustainable Eating (tentative)
- Looking for help signing up groups - 8-10 participants
- Contact Rachel Bernstein to help organize a session for a local group

Communications

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



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

Website ▾

📄 Last 30 days ▾

1,244

Page Views

36

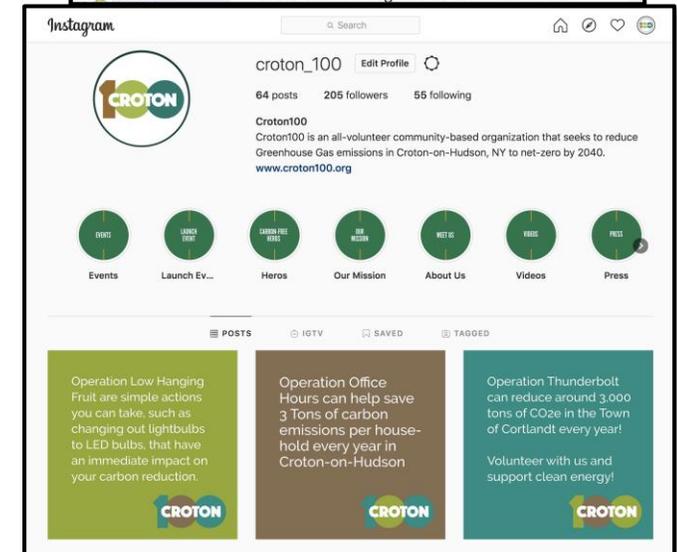
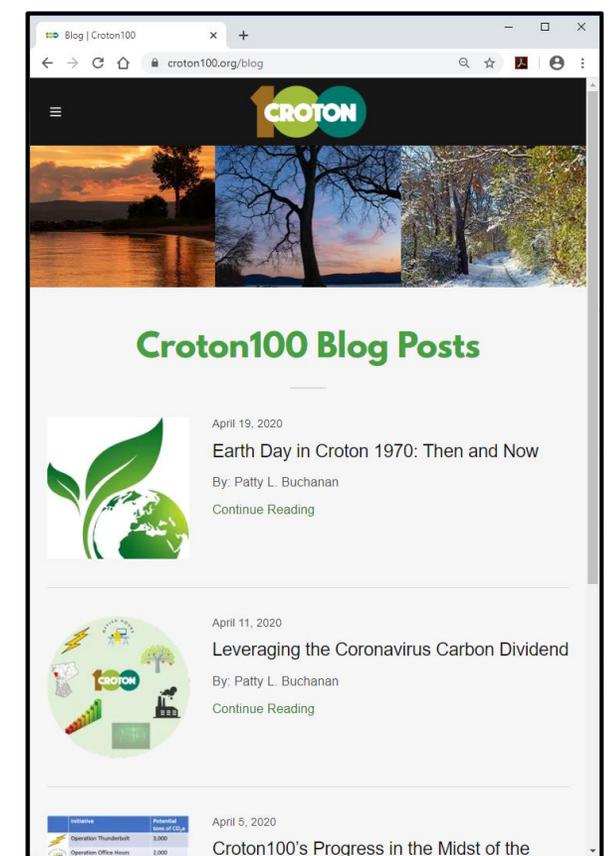
File Downloads

6

Contact Form Submissions

Communications

- New Blog! Provides Thought Leadership, deeper dives into our campaigns, and more
- Website improvements:
 - Made the “Carbon Tracker” tab more prominent
 - “Donate” button on every page
 - Dedicated “Campaigns” page in the works
 - “About us” will be more robust with details about our mission, etc.
 - 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 31st
- Very active Instagram, Facebook, and Twitter feeds... please “like” our entries and share!!!
- Croton100 Facebook Page – We will transition to a new Croton100 page vs. Croton Climate Initiative
- Volunteer Opportunities: Social Media Content creators and long-form article writer. Contact: Adlin Hadad @ communications@croton100.org if interested 😊





Operation Couch Carbon Cutting (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
- Would like to start campaign to get people to sign up for B-20
- Interested customers could email me, Sheryl, and when I get 15, I will have Robison draft the proposal
- No one has to make the switch until we see the proposal

LED campaign

- Have not heard from Feit Electric about helping us with an LED campaign; will try again
- If anyone knows another manufacturer that I can reach out to, let me know

Burn, baby, burn (but cleanly)!

- Talked to Bob DeAngelis about burner efficiency testing and stack temperatures; he thinks people could save lot of carbon just by making sure their burner is fine tuned...



Edible Gardening (target – 160 residents)

- Recruiting residents to plant vegetable gardens - modeled after WWII Victory Gardens
- Have assembled expert gardeners to help with education, seed and plant sharing, gardening tips
- First goal is to raise awareness about how edible gardens are vital for food scarcity and also help decrease emissions by reducing food transportation

Karen Moy

Sustainable Eating (target – 160 residents)

- Encouraging experimenting with more plant-based meals
- During coronavirus shutdown, promote via online classes and discussions, recipe postings
- After shutdown, engage restaurants in sustainable eating programs
- Help needed to do education and outreach about increasing vegetarian and vegan cooking and eating
- Contact Karen Moy to join



Composting (target – 160 residents)

- Educate and facilitate home composting wherever possible
- Work toward village compost collection program
- Increase food scrap AND leaves and yard waste composting
- Help needed to educate neighbors – if you compost, show a friend
- Contact Karen Moy to join

Karen Moy

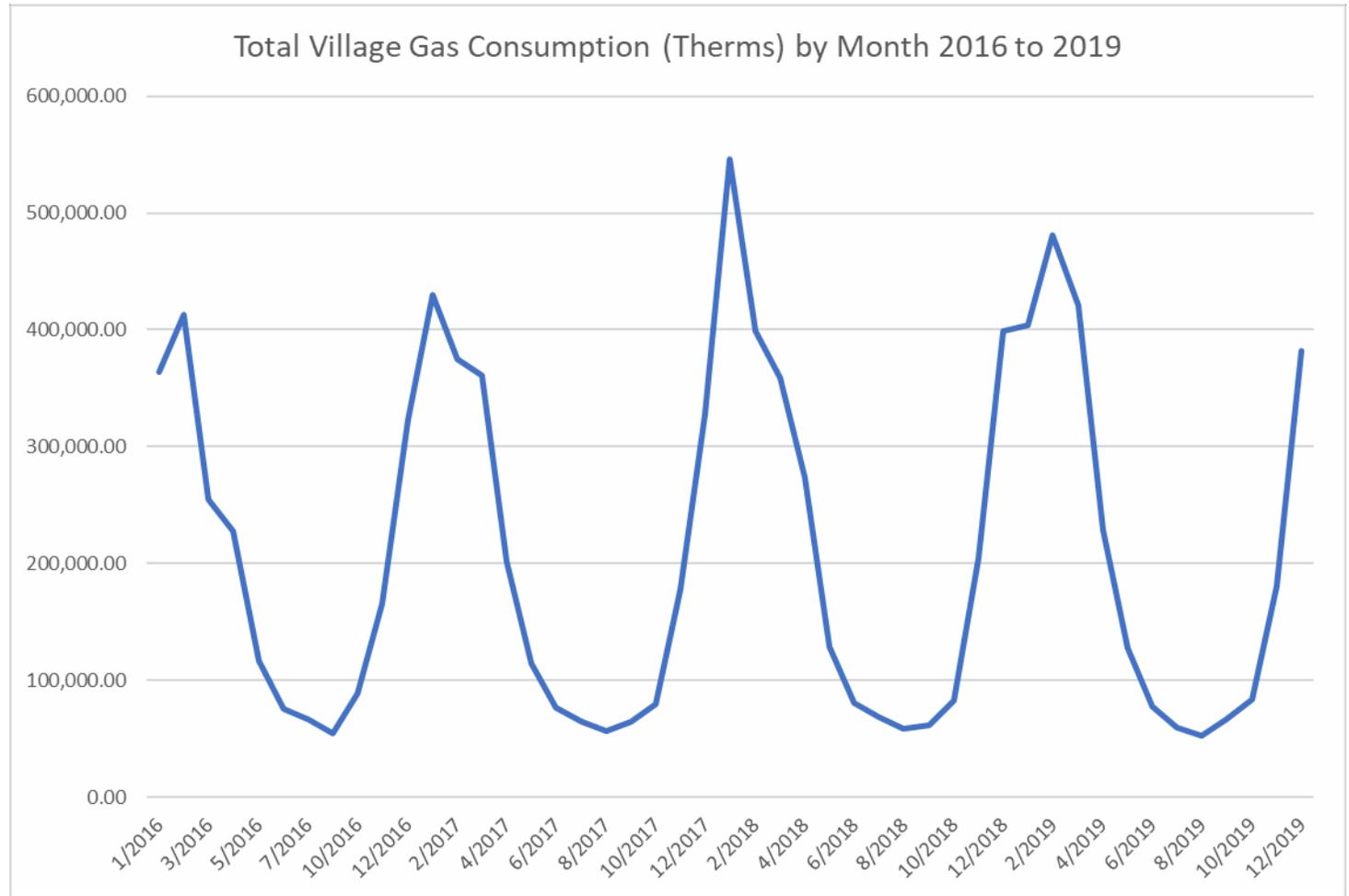
Pollinator Neighborhoods (target – 160 residents)

- Develop clusters of yards that can establish a viable pollinator-friendly habitat
- Pilot project on Hastings Avenue has signed up 10+ residents and worked with Ryna Lustig to order 200 plants
- Volunteers needed to enlist groups of neighbors, and to educate about earth-friendly landscaping
- Contact Karen Moy to join

Operation Data Digger (target 1,000 tons)



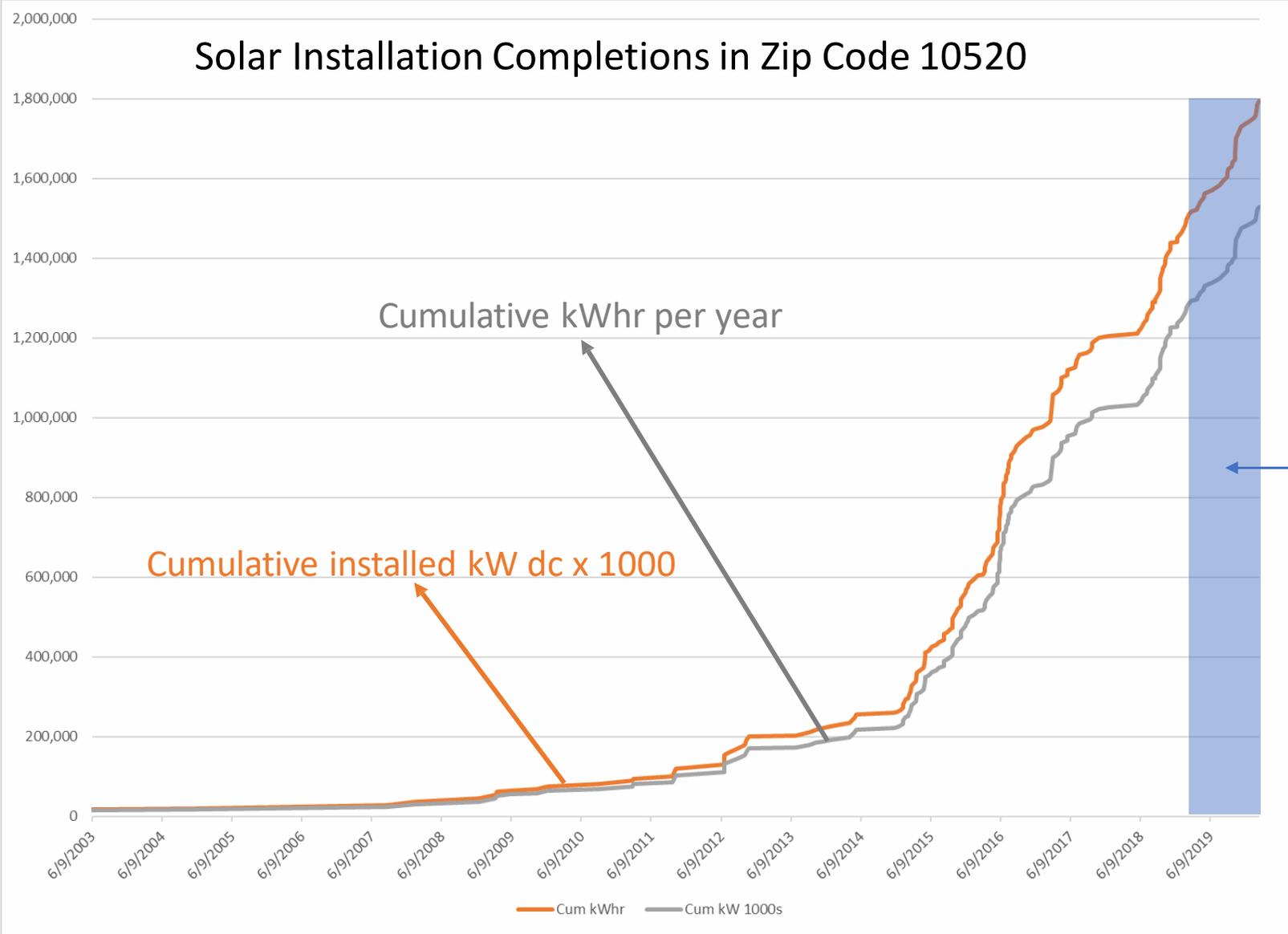
- Sustainable Westchester facilitated our access to several statewide NYSERDA databases
- Wealth of information available!
- Information includes energy usage history, energy efficiency projects, EVs, solar panel installations, charging stations, etc.
(unfortunately, heat pump data not available)
- We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



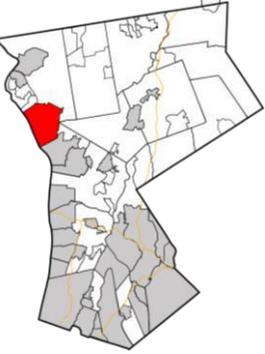
Operation Data Digger (target 1,000 tons)



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:

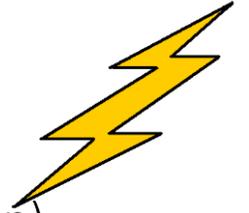
- Houses of worship are typically poorly insulated and inefficient
- Municipal operations in Village of Croton (e.g., transitioning vehicle fleet)
- Municipal operations in Town of Cortlandt (e.g., LED bulbs, solar panels)
- School (e.g., tighten envelope, transition to heat pumps, purchase of electric 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 = $5\% \times 5,540 \text{ households} \times 5 \text{ tons/household} \approx 1,400 \text{ tons}$

Operation Thunderbolt (target 3,000 tons)



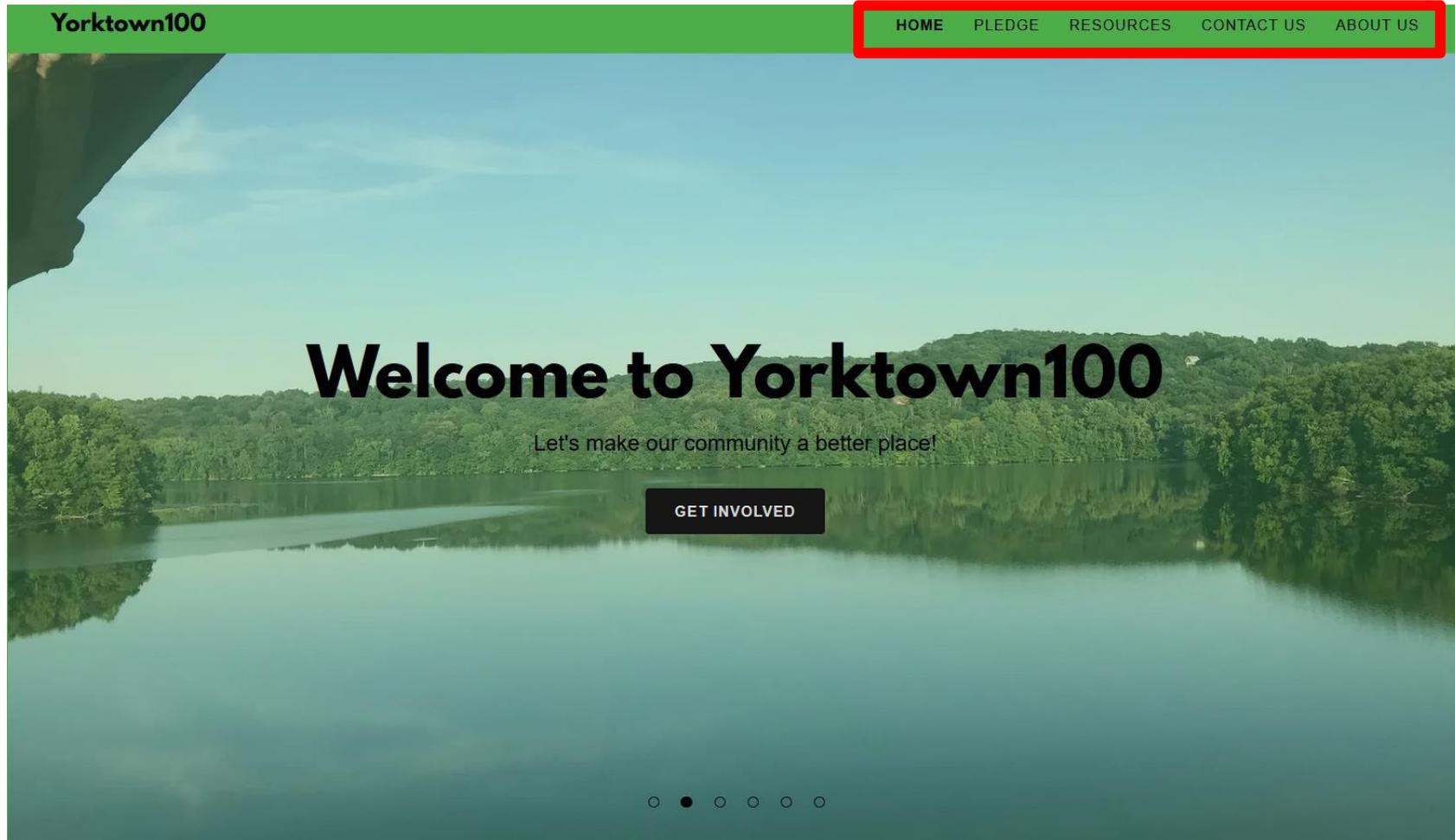
- Goal: Bring Town of Cortlandt into Westchester Power Program (Community Choice Aggregation) with 100% renewable energy electric supply option in 2020
- Who? Leo plus Carmen de Angelo plus Chandu V
- Why? Because that allows over 9,000 homes and small businesses in Town of Cortlandt (outside the villages 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 CO₂e 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? Dan Welsh at WP has invited Jim Creighton (Town Council member) to ask Town Supervisor about CCA; we will support Carmen (Conservation Advisory Council) in Town Council interactions; Town needs to submit official letter to WP and enact local law enabling opt-out aggregation
- Resource: <https://westchesterpower.org>



Promoting Green Power (target 1,400 tons)

- Dual objective
 - Convert large power consumers (rate class EL-9 or “large commercial”) 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 (Public Service Commission) 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 arranged by NYSERDA on April 27
- 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 – had a follow-up call

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)

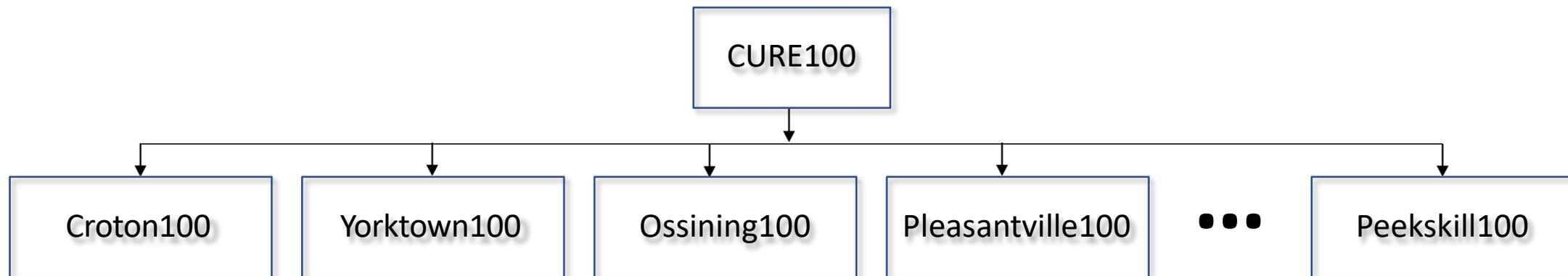
- Demo given on April 2; SW eager to be first licensee on April 15
- Many ongoing work streams:
 - Letter by Dan Welsh sent to Croton Gazette to rebut notion that CCA is not clean electricity
 - SW desires a section in the “Resources” section of our web site... Maria Genovesi will follow up with Tim Dinger
 - Collaboration with Leo Wiegman (Operation Thunderbolt), Yorktown100 (Operation Thunderbolt) and Joel Gingold (Promoting Green Power)
 - Nina Orville and Claire Kokoska have sent datasets to Patty Buchanan, Danny Oppenheim and Paul Guidry (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... very interested in CURE100

Operation CURE100/PURE100*

- 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
- Initial consultation with Pro Bono partners, attorney to be assigned
- We are interested in your thoughts on the name, please send by 4/26

Agenda

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