

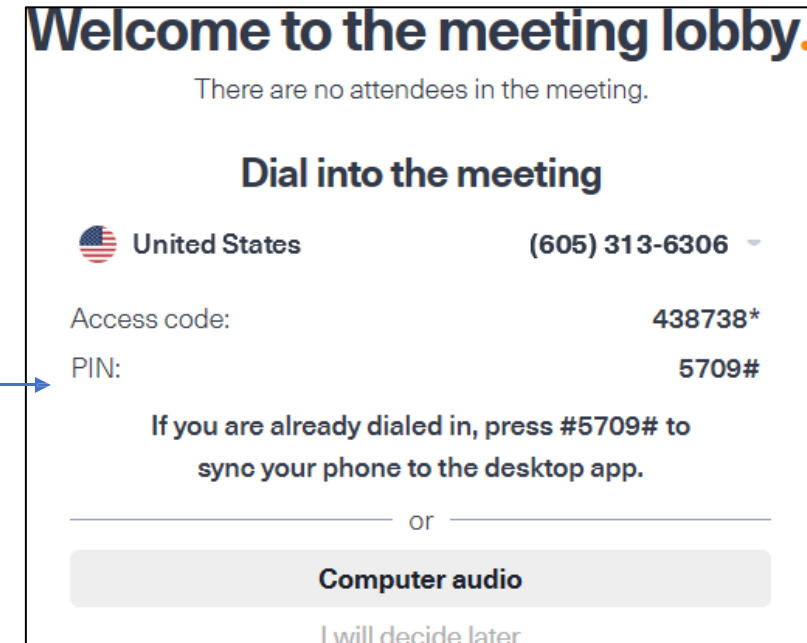
CROTON CLIMATE ACTION NEXT STEPS

June 15, 2020 | Volunteer Videoconference | croton100.org

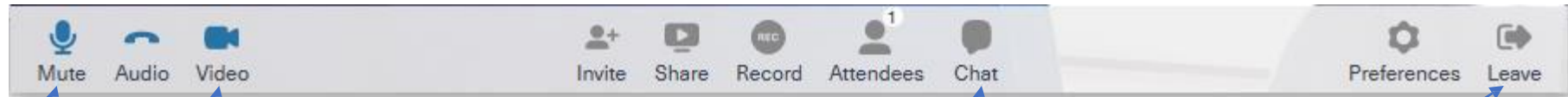


How to join the videoconference

1. Find a comfortable chair, brew a nice cup of tea
2. Join the online meeting:
<https://join.freeconferencecall.com/leowiegman>
Join 5 minutes early because there may be a one-time download to your laptop or tablet
3. 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: (978) 990-5000
When prompted, enter this access code: 340905#
5. If you have any technical difficulties, please contact Leo Wiegman at (914) 980-9437



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
Electric Vehicles + Electric School Bus	Patty Buchanan
Communications	Adlin Hadad
Carbon Tracker	Danny Oppenheim
Office Hours	Leo Wiegman
CURE100 and Partnerships	Rachel Bernstein
Fundraising	Karen Moy, Leo Wiegman
Operation Thunderbolt	Leo Wiegman
Promoting Green Power	Joel Gingold
Couch Carbon Cutting	Sheryl Goldberg
Vicious Cycles and Virtuous Cycles	Chandu Visweswariah

E-School Bus Campaign

Patty Buchanan



Thanks to Rob Abbot- Letters Coordinator

- 6 Letters to the Editor Gazette Opposing Gas Bus/Prop. 3

- Rachel Bernstein
- Carmina D'Angelo
- Marshall Goldberg
- Carl Grimm
- Lisa Morsberger
- Chandu Visweswariah

- 1 Letter to River Journal North

- Lisa Morsberger

- NO letters favoring Proposition 3! (7-0)

100 CROTON recommends NO on Proposition 3, and takes no position on any other issue

CROTON-HARMON UNION FREE SCHOOL DISTRICT
CROTON-ON-HUDSON, NEW YORK 10520
June 9, 2020

OFFICIAL BALLOT - ABSENTEE VOTER

VOTE ON ONE SIDE OF THE BALLOT ONLY. INDICATE YOUR VOTE BY MARKING A SINGLE CROSS X MARK OR A SINGLE CHECK ✓ MARK IN THE APPROPRIATE BOX.

<p style="text-align: center;">PROPOSITION NUMBER ONE 2020-2021 BUDGET</p> <p style="font-size: small;">RESOLVED that the proposed budget of expenditures of the Croton-Harmon Union Free School District for the school year commencing on July 1, 2020 for \$49,424,525 and for the purposes shown in the proposed budget adopted by the Board of Education on May 14, 2020 be and the same hereby is approved and the amount thereof shall be raised by a levy of a tax upon the taxable property of the school district, after first deducting the monies available from State Aid and other sources as provided by law.</p> <p style="text-align: center;">YES NO</p> <p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></p>	<p style="text-align: center;">PROPOSITION NUMBER TWO 2020-2021 CROTON FREE LIBRARY</p> <p style="font-size: small;">RESOLVED that there be raised by tax upon all the taxable property in this district the sum of \$869,674.00 for the support of the Croton Free Library.</p> <p style="text-align: center;">YES NO</p> <p style="text-align: center;"><input type="checkbox"/> <input type="checkbox"/></p>	<p style="text-align: center;">PROPOSITION NUMBER THREE - BOND PROPOSITION</p> <p style="font-size: small;">RESOLVED: (a) That the Board of Education of the Croton-Harmon Union Free School District, in the County of Westchester, New York (the "District"), is hereby authorized to purchase various buses and vehicles for use by the District and to expend therefor an amount not to exceed \$225,000 (b) that a tax is hereby voted therefor in the amount of not to exceed \$225,000 to finance such cost, such tax to be levied and collected in installments in such years and in such amounts as shall be determined by said Board of Education; and (c) that in anticipation of said tax, bonds of the District are hereby authorized to be issued in the principal amount of not to exceed \$225,000 and a tax is hereby voted to pay the interest on said bonds as the same shall become due and payable.</p> <p style="text-align: center;">YES NO</p> <p style="text-align: center;"><input type="checkbox"/> <input checked="" type="checkbox"/></p>
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VOTE FOR UP TO THREE MEMBERS OF THE BOARD OF EDUCATION TRUSTEES: (Three (3) seats are vacant) Only three (3) votes in total may be cast.

NOTE: IF YOU MARK A GREATER NUMBER OF CANDIDATES THAN THERE ARE VACANCIES TO BE FILLED, OR IF FOR ANY REASON IT IS IMPOSSIBLE TO DETERMINE YOUR CHOICE OF CANDIDATE FOR AN OFFICE, YOUR VOTE SHALL NOT BE COUNTED FOR SUCH OFFICE.

INDICATE YOUR VOTE BY MARKING A SINGLE CROSS X MARK OR CHECK ✓ MARK IN THE APPROPRIATE BOX:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SARAH CARRIER	NEAL HABER	BETH McFADDEN	MARIA SLIPPEN	KAREN ZEVIN

BLANK SPACE IS PROVIDED BELOW FOR THE PURPOSE OF VOTING FOR A CANDIDATE NOT NOMINATED ABOVE FOR THE VACANC(IES) ON THE BOARD OF EDUCATION. TO VOTE FOR A CANDIDATE WHO NAME IS NOT PRINTED ON THE BALLOT ABOVE, WRITE THE PERSON'S NAME IN ONE OF THE BLANK SPACES LABELED "WRITE-IN" AND MAKE A SINGLE CROSS X MARK OR A SINGLE CHECK ✓ MARK IN THE BOX BESIDE WHERE YOU HAVE WRITTEN THE NAME. THE WRITING IN OF A NAME IS TO BE BY BLACK LEAD PENCIL OR BLACK INK PEN.

Write-in _____ Write-in _____ Write-in _____

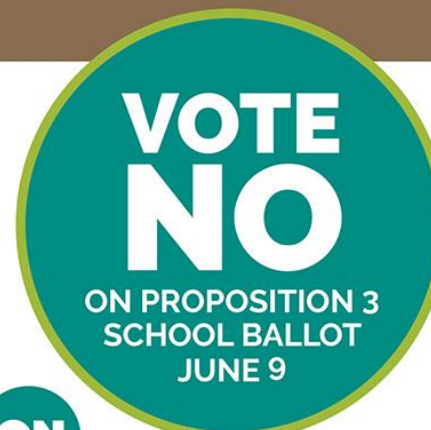
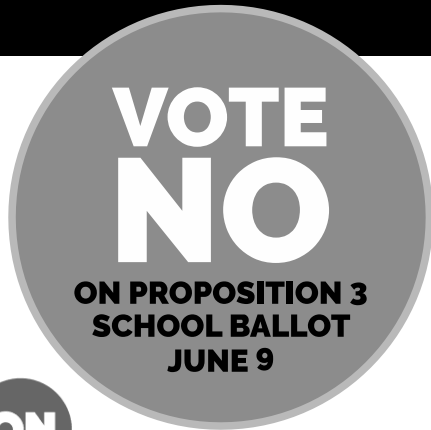
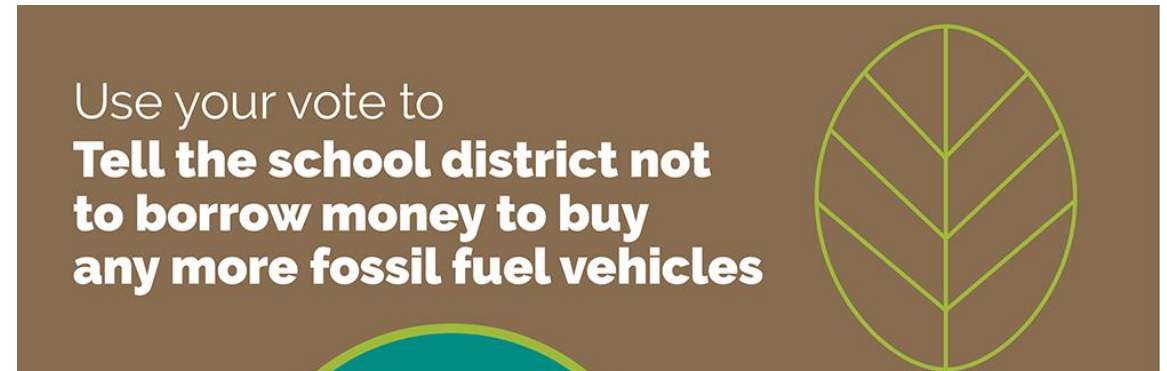
The whole ballot is void if the voter does any act extrinsic to the ballot such as enclosing any paper or other article in the folded ballot, or defaces or tears the ballot or makes an erasure thereon or makes any mark thereon other than a single cross mark in pen or pencil, or a single check mark in pen or pencil, in a voting square, or other than writing in a name for the purposes of voting; provided, however, that an erasure or a mark other than a single cross (X) or check (✓) mark made in a voting square shall not make the ballot void, but shall render it blank as to the office in connection with which it is made. The voter's vote must be indicated clearly.

E-School Bus Campaign

Patty Buchanan

B/W Ad: Ran in Gazette 2 consecutive weeks (Prime placement, thanks to Leo Wiegman)
Great job on creative, thanks to Deb Hayne

Color paid ad on Facebook: reached 14,264 people/156 clicks to C100 link; also ran on C100 Social Media (Great job, thanks to Adlin Hadad)



Proposition 3 seeks voter approval to borrow \$225,000 to buy "various vehicles", which consist of a gasoline bus, a gasoline van and a plug-in hybrid van. We applaud the School District's intent to replace one gasoline van with a plug-in hybrid van, but the bulk of the requested funds in Proposition 3 is unacceptable because **it does not transition the school bus fleet to electric vehicles.**

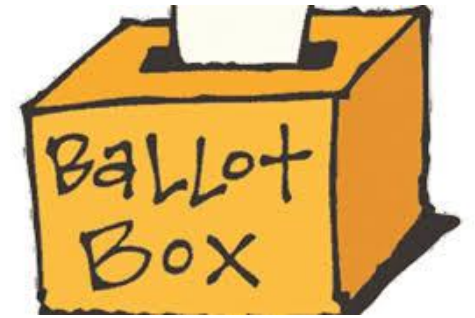
Croton100 does not take any position on the overall budget of \$49,424,525 on the ballot.

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E-School Bus Campaign

Patty Buchanan



- Drop-off voting completed June 9
- Gov. Cuomo extended mail-in voting till June 16 (must be received by June 16 5:00 p.m.)
- Vote count begins 5:00 pm, June 16
- “Unofficial” results expected around **9:00-10:00pm, June 16**, but could spill over into Wednesday, June 17
- “Unofficial” results will be posted on School media platforms, K-12 e-blast, possibly posted on school website
- Official results subject to BOE approval via motion at June 18 work session

E-School Bus Campaign

Patty Buchanan

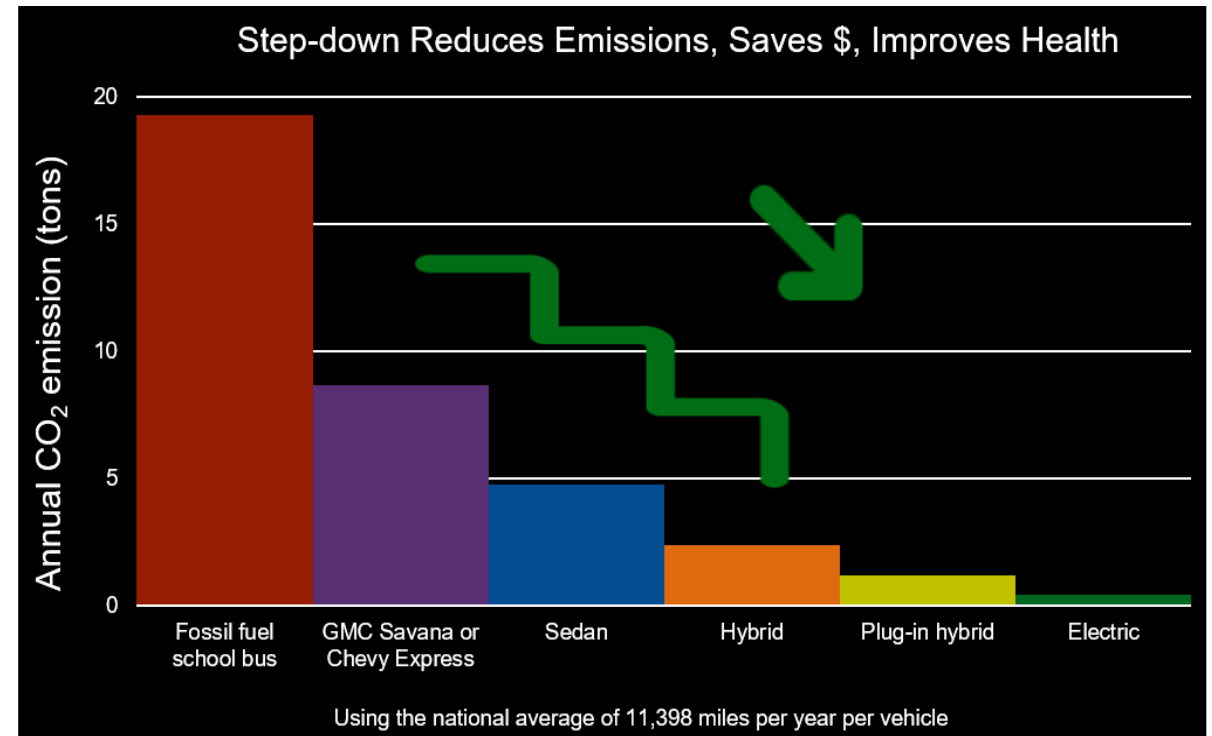


- C100 will stay the course
- If Proposition 3 approved, C100 will continue to work with school to persuade it to buy an e-bus rather than a gas bus
 - We are in touch with NYSERDA; more generous VW settlement funding likely!
 - We understood White Plains' E-bus experience in detail
 - We are working with VEIC who may possibly play a consulting role
- If Proposition 3 rejected by voters, will continue to work with school to persuade it that its *next* bus purchase should be an e-bus rather than a gas bus
- Regardless of the vote outcome, C100 has educated the community and the school about the importance of rapid and unprecedented changes needed to electrify its 44-vehicle fleet

EV Campaign

Patty Buchanan

Susan & Rick Sammon: C100 Decarbonizer Heros



- Susan shared her story on Facebook, Instagram
- Blogged about it:
<https://croton100.org/blog/f/when-is-the-best-time-to-buy-an-electric-vehicle>

- Vehicle emission step down, 24 mpg BMW to Prius Prime Plug-in/Hybrid (~110 mpg),
- CO₂ reduction ~2.9 tons per year/80% reduction

EV Campaign

Patty Buchanan

Croton100 Celebrates the Backstory



- Neighbors influencing neighbors
- Karen and Larry Moy shared their love of their Prius Prime
- The Sammons test drove the Moy's car



- Chandu informed Susan about Con Ed rebate program for installing charging monitoring device and charging off-peak
- Neighbors helping neighbors, Chandu installed the Con Ed Rewards device for Susan and Rick on Saturday afternoon
- P.S. Rick has offered a professional C100 board group shot

Croton100 Will Receive \$25 Donations for Con Ed Referrals



WHO'S IN THE DRIVER'S SEAT AND WHAT'S DOWN THE ROAD?
May 28th 7:00 to 8:30 PM

[Register Here](#)

You will receive a Zoom access link 24 hours prior to the event

Get the latest on EV technology, economics, driving, charging, new and used models, trends to watch, and shopping tips. It's information to put you in the driver's seat, whether you are considering your first EV or planning the next one.

Hear from:

John Voelcker, auto industry journalist and long-time editor of Green Car Reports on technology and market trends

Rebecca Hughes, Senior Program Manager, EVolve-NY, NY Power Authority on charging today and tomorrow

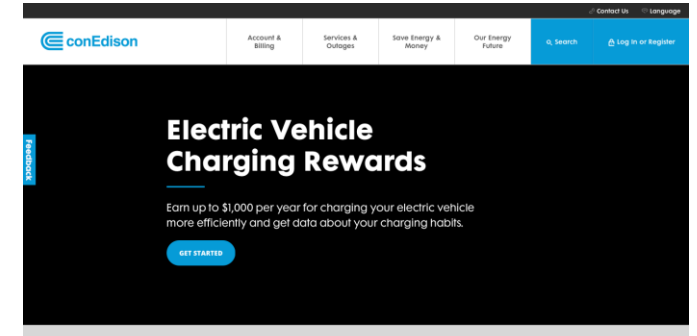
Seth Leitman, EV program manager for Sustainable Hudson Valley and Sustainable Westchester, and President of the EAA Hudson Valley Chapter

And...your EV driving neighbors with stories to tell!

Co-hosted by: Sustainable Westchester & Sustainable Hudson Valley.

In cooperation with: Electric Auto Association

- Patty and Chandu participated in Sustainable Westchester EV Program
- Chandu informed participants of Con Ed Rewards Program
- Participant Vedat Gashi (West. Cty Legislator) signed up for Rewards
- Chandu will get a \$25 Referral Bonus which he is donating to C100
- We can get a similar donation for every future EV!



SmartCharge New York

Join the community of electric-vehicle drivers who are earning rewards for charging at *off-peak times. You'll get a free C2 connected car device that unlocks valuable charging and driving data.

We are partnering with FleetCarma to provide insights into how efficiently you charge, your carbon footprint, your battery health, and much more. Share your stats and experiences with other electric vehicle drivers, refer friends, and get rewarded.

Charging *off-peak helps reduce stress on the energy grid, making service more reliable for everyone.



You can earn rewards for charging your electric vehicle at certain times of the day.

Own an EV and charge it in the Con Edison Territory?

Enroll now to get \$150 for installing and activating your C2. Then earn more throughout the year when you charge during off-peak times.

EV Campaign

Patty Buchanan

Susan's Neighbor Paul Rolnick With His New Prius Prime



Susan, Have you told the Rolnicks about the Con Ed Rebate yet?

EV Campaign

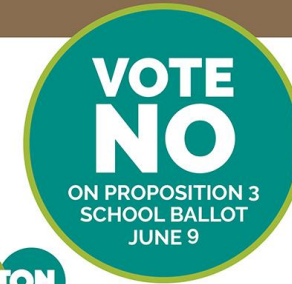
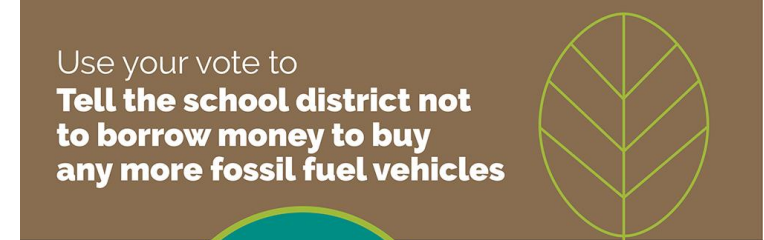
Patty Buchanan



- Join the EV Campaign Team!
- You do not have to own an EV to be part of this campaign
- Plan community engagement events (EV parade, show & tell, educational events, etc.)
- Contribute to C100 goals- carbon step-downs, neighbors influencing neighbors, neighbors helping neighbors
- Express interest using chat, website “get involved”, email me- PattyLBuchanan@hotmail.com

Communications

- Proposition 3 campaign
 - Editorial Press
 - The Gazette
 - Two ½ page ads located on page 3 (5/29 and 6/4 editions)
 - Several letters to the editor
 - River Journal North – letter to the editor
 - Facebook – paid ad
 - 6-day ad campaign within a 15-mile radius of Zip-code 10520
 - Audience: 14,264 people from NY, NJ, and CT
 - Engagement: 156 clicks on the ad
- **Blog is active** – check out the latest post at <https://croton100.org/blog> and subscribe for updates when new posts launch
- **Coming up**
 - Carbon Tracker App – video interview by Ann Kilbourne for her New York Film Academy "Micro Documentaries" for Social Media class
 - Press release in the works for the latest update to the Carbon Tracker App
- **Volunteers Needed!** – Social Media, Content creators and long form article writer
 - Contact: Adlin Hadad (communications@croton100.org) if interested ☺



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Carbon Tracker: quantify your emissions and plan your actions

Focus: your unique situation

Quantify and understand your household's carbon footprint

Increase awareness of your biggest emissions

Compare with averages in your community

Enable community-level tracking and actions

Framework for planning:

- Short term: easy and inexpensive

- Medium term: steps (EV, Heat Pump...)

- Create a long-term plan

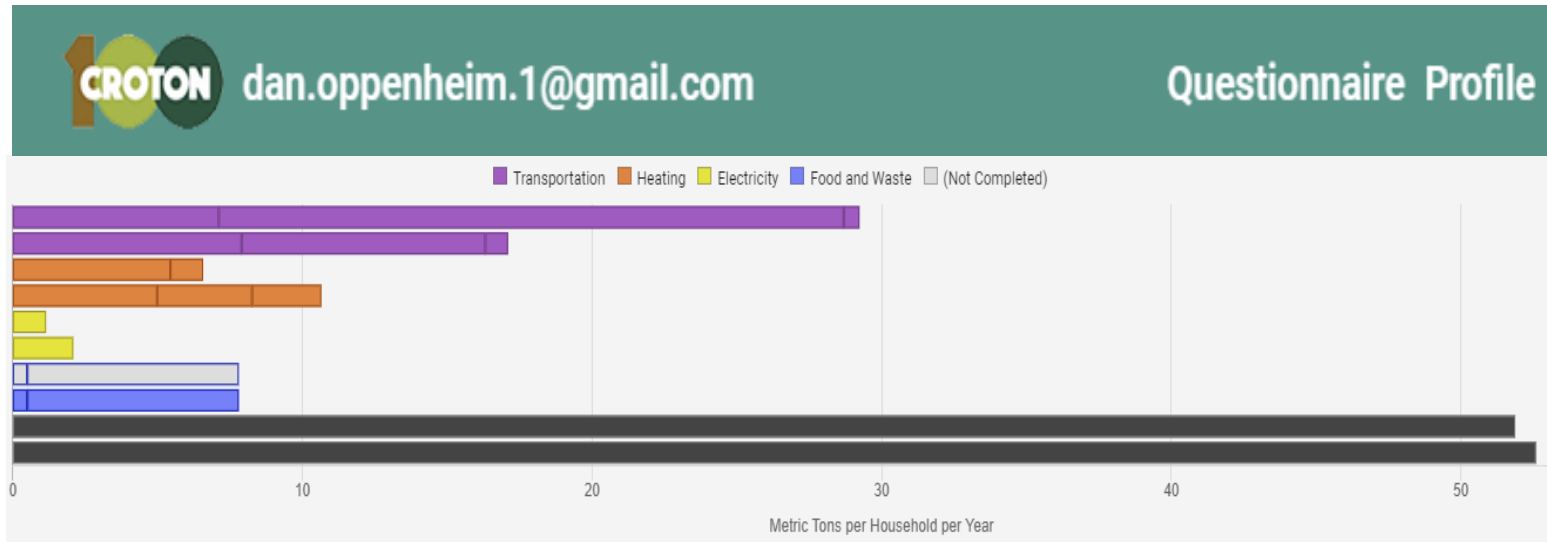
Join our Office Hours!



LAUNCH THE APP



Carbon Tracker: Today and Tomorrow



Navigation icons for: Transportation, Heating, Electricity, Food and Waste, and Good and Services.

Today

My Carbon

Where are MY biggest emissions?

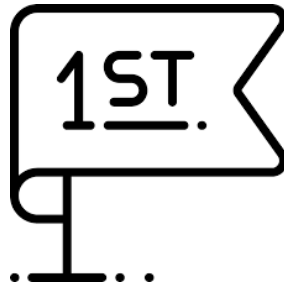
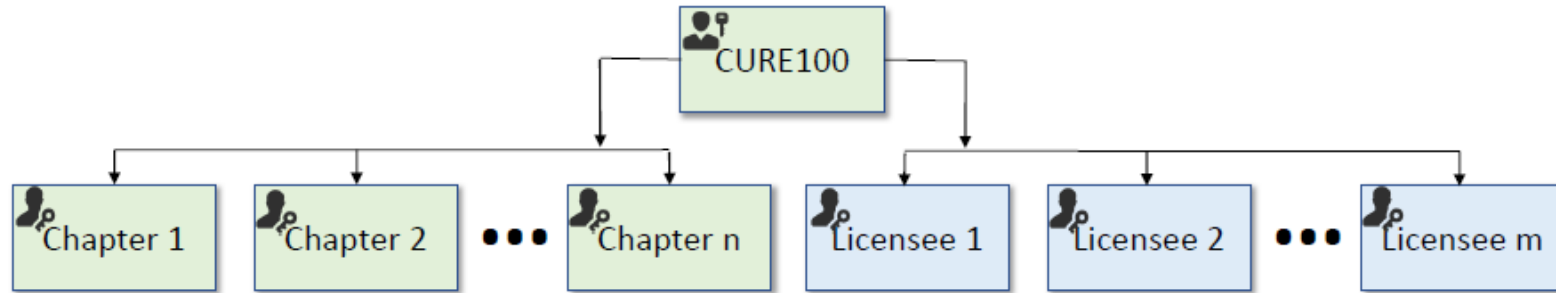


Tomorrow

My Plan

What actions can I take over time to reduce them?

We are gaining traction within Westchester and even NY State



June 8, 2020



Waiting in line to license...

- Yorktown 100
- Sustainable Putnam
- Sustainable Hudson Valley



Office hours

- We have held 5 or 6 Office Hours to date with ~25 participants total
- Great news: sign-up calendar now available at [Croton100.org](https://www.croton100.org)
- Summer sessions planned for Wednesdays 7:00 to 8:00 p.m., June 24 and July 1 scheduled so far
- Participants need to be recruited (Bicycle Pedestrian Committee, Caring Committee Board, Recreation Advisory Committee all pending)
- Spring sessions were held with Pollinator Neighbors, Care for Creation, Croton Diversity and Inclusion Committee, Croton Conservation Advisory Council and others
- Looking for volunteers to engage a group of 8 or more for the planned dates or other later dates
- Leo has been doing almost all the presentations (Chandu did one) – do we have any volunteers who would like to train as presenters?



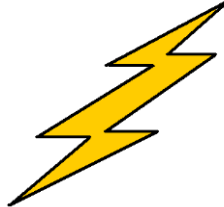
CURE100 and partnerships

- CURE100 status
 - Pro Bono Partnerships provided a partnership attorney (Weil, Gotshal) to advise about CURE100
 - Her preliminary advice is that no filings to IRS will be needed, minor changes in bylaws may work
- John Habib continues to advise us
- Partners and Friends from launch – working to “book” them for office hours



Fundraising

- Application submitted to New York State Pollution Prevention Institute Community Grants Program
 - Asked for \$20K to support helping houses of worship reduce carbon footprint, and to reach their individual households for engagement in emission reduction
 - Yorktown100 is a collaborator on the project
 - Notification will come in July, if successful we start in August
- NYSERDA funding
 - Leo had several calls with Dan Welsh at Sustainable Westchester this week
 - Some confusion at NYSERDA whether our work will be funded by the Heat Smart Program (Scott Smith) or Clean Energy Communities (Brad Tito) or NYS DEC Climate Smart Communities Program
 - Leo is working on a 2-page “ask”



Operation Thunderbolt

- Slow progress... Leo calling Town of Cortlandt council members (Farrell, Becker, Costello)
- Leo recently wrote to each member of the Town Board as well as Supervisor Puglisi
 - When we conduct Carbon Tracker appointments, we get asked why Cortlandt is not a participant in community choice aggregation... what answer are we supposed to give?
- Meanwhile, Carmen d’Angelo says council is ready for a presentation on the program
- Westchester Power has ready-made material that we can use
- In the meanwhile, Town of Cortlandt has achieved Climate Smart Communities “Bronze” status (see <https://apps.cio.ny.gov/apps/mediaContact/public/view.cfm?parm=9EF4C9B9-A5B1-652C-0975A817AB5BACDA>)

Cortlandt, Town (Westchester)	Westchester	BRONZE
Croton-on-Hudson, Village (Westchester)	Westchester	none



Promoting Green Power

- A draft of the invitation letter to Croton businesses and the survey form for their requirements have been completed
- We are waiting until things settle down a bit more before proceeding; Phase 2 of opening is a positive step
- We are similarly waiting to compile a list of prospective participants until businesses are sure they will continue
- We would like to include a facsimile of the placard/decal to be given to participants in the invitation letter if someone can create one



Operation Couch Carbon Cutting: B-20

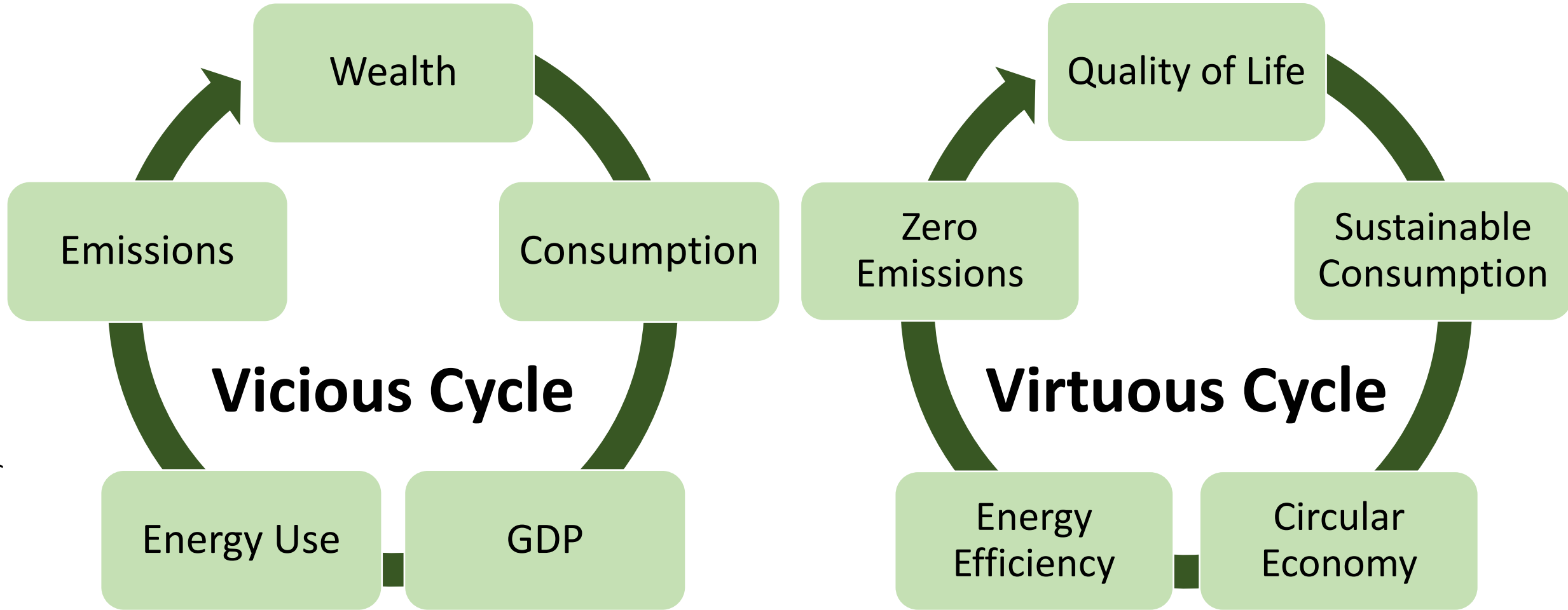
Bio Fuel (B20) plan offered by Robison Oil

- A comprehensive one-unit Annual Premium or Gold Service Plan **discounted 50%** for members of CROTON 100
- Pre-paid oil discounts
- Budget Plans that keep your bills consistent each month
- Referral program - **Get \$100 for every customer you refer**
- Here are the #2 oil or B20 Biofuel price protection programs that would currently be available to your group:
 - **1.999/gal Pre-Buy Price** for 12 months of estimated usage (paid up front by electronic check or a Amex or Master credit card)
 - **2.199/gal Fixed Price** for a 12- or 18-month period
 - **2.449/gal Cap Price**
- **Bio Fuel (B20) on any of the above options will save you an additional .20/gal through a tax credit from New York State**
- Free installation of a Wireless Oil Tank Monitor with your approved application
- First delivery up to 9/30/2020 at \$1.899/Gal

Trouble is that we don't have enough customers to secure this deal; other ideas I have for getting the word out....

1. An email blast to our members
2. Letters to the editor
3. Using a CSA as a possible delivery system for information
4. Making the offer available to our partners (Yorktown100, Bedford 2020, etc.)
5. Any other ideas?

Vicious to virtuous cycle



Vicious to virtuous cycle