

Croton100 – The Short Version

DRAFT SUMMARY

Croton100 was created in October 2019 by a coalition of Croton organizations and residents to work toward a goal that matches the United Nations call to action - to reduce net greenhouse gas emissions to zero by 2040. This non-profit organization will work as a public/private partnership to lead the effort to galvanize the residents of Croton-on-Hudson (zip code 10520) to make the rapid and unprecedented changes that are needed to address our climate crisis.

We want everyone who asks “What can I do today?” to find answers. Resources on emissions reducing activities and methods to measure and encourage progress are being developed on the Croton100.org website.

Our goal of net zero emissions by 2040 translates into a 5% reduction per year for the whole village (with 2019 as baseline emissions). Croton100 aspires to be a leader, involving as many residents and businesses as possible in the effort, devising various ways to engage all, and reaching out to other communities.

The top three factors in emissions – transportation, electricity, and home heating – require major changes. Resources and planning tools can help individuals start now to plan steps toward hybrid or electric vehicles, heat pumps, solar panels, home energy audits and the like when they are ready to replace or upgrade. A point system, devised by a committee of volunteer local experts, will calculate greenhouse gas (GHG) savings from these large activities, and also measure results from the many other activities – diet, food waste, trees, composting, recycling and waste reduction – that can be addressed by everyone immediately.

Why a point system? This is how Croton100 makes the goal real to individuals on a daily basis. A digital app that every individual and business can easily use will be like a game – providing incentives to make progress in many areas. The website and app will 1) engage, inform and educate about emission reduction opportunities and activities, 2) track progress against annual goals at individual, family, street and village level, 3) allow users to record progress in all areas of emission reduction, and get "credit" for that progress, 4) keep our focus on the goal by celebrating and providing rewards for progress in many different categories.

Progress will be episodic – changing to an electric vehicle or retrofitting a heating system might take years of planning, committing to efficiency improvements or diet modifications could be tracked weekly or monthly. Therefore, the Croton100 app will track progress in these five categories or "pillars:"

- EFFICIENCY (insulation, smart thermostats, carpooling, LED bulbs, public transport, no idling)
- ELECTRIFICATION (transportation, hybrid and electric vehicles, heat pumps)
- ELECTRIC GENERATION (solar panels, community aggregation...)
- EATING (low carbon diet, land use, agricultural impacts, reduce food wastage)
- EDUCATION (build knowledge, divest fossil investments, engage with neighbors, friends, relatives, parishioners, politicians, regulators)

We will share the cost of developing and hosting the app with sister cities and towns in a consortium.

We will fund initial efforts with donations, grants, and corporate sponsorships.

This is an entirely voluntary effort – neighbors helping neighbors, sharing best practices, celebrating the accomplishments of individuals and groups.