

# PE9 Education and Engagement: 2 Events

We are submitting the following documentation which supports the requirement of at least one adaptation event and one mitigation event in the year prior to our Jan 10, 2020 CSC filing. We also describe how these in-person events are a piece of a larger integrated education and engagement strategy that includes partnerships, publications, social media, and PR.

## MITIGATION

On October 6, 2019, our Rhinebeck Clean Power Expo gave the public the opportunity to personally learn about greenhouse gas reducing techniques through over 20 “action stations” sprinkled throughout the Village. We estimate about 200 people moved through the event through the course of the day.

### **Government Support**

The Village government supported the Rhinebeck Clean Power Expo by approving the tabling permit, enabling the event to literally take climate-action to the streets. The Town of Rhinebeck generously allowed the event to be headquartered at Town Hall. The Mayor’s newsletter promoted the event. And day of, Mayor Bassett introduced the event and welcomed participants and volunteers at the kick-off. He then accompanied a County-level official through the event.



### **Environmental NonProfit Partners**

Sustainable Hudson Valley and New Yorkers for Clean Power were our collaborators for The Rhinebeck Clean Power Expo. These partners promoted the event and shared bite-sized, tie-in sustainability tips via their social media channels, provided budget for printed flyers and materials, and provided critical contacts (such as car dealerships willing to offer the public free electric vehicle test drives). Sustainable Hudson Valley had already published a Clean Energy Guide which was given out at the Expo. Stemming from the success of the Expo, Sustainable Hudson Valley put together a “recipes” booklet (see this posted on our Resources page <https://www.climatesmartrhinebeck.org/resources>). In this way, we were able to gather all the actionable information from the day of the event and translate it into an evergreen publication which teaches everyday mitigation techniques.

**Action:**

**Drive leftover food from public schools to shelters!**

**Presented by Larry Anthony (Director of Food Services RSD); Hosted by Bread Alone; At 12 pm: Nels Leader (VP, Bread Alone) will give a short talk about greening the company!**

**Join forces with the Climate Smart Community Task Force!**

**Commit to Composting!**

**Check out solar options for your home!**

**WEDNESDAY**  
 3-6 PM: HAPPY HOUR \$1 OFF BOOZE  
 5-7 PM: SUSTAINABLE HUDSON VALLEY ELECTRIC VEHICLE NIGHT  
 7-9PM: WRITERS SPEAK EASY OPEN-MIC ROUNDTABLE

**Action:**

**sustainable.hv • Following**  
 Bread Alone Bakery

**sustainable.hv** The Rhinebeck Clean Power Expo is in less than ONE WEEK away!! Here's another action you can take while at the event! Rhinebeck School District is so lucky to have Larry Anthony as the Director of their Food Services. Larry Anthony is super sustainable and has a program to bring extra food items to local shelters. Amazing. Come learn more about the #RhinebeckSchoolDistrict Food Services of Larry Anthony at @breadalonebakery . Don't miss, at 12 pm, the Vice Prez of #BreadAlone Nels Leader will talk about making Bread Alone even more green! 🌍🍌🍌 #RBKCleanPower #CleanPowerExpo #Rhinebeck #Sustainable #ecofriendly #foodwaste #donation #fooddonation

Liked by nyforcleanpower and others  
 SEPTEMBER 30

Add a comment... **Post**

## Engagement with the Small Business Community

The event also served as an opportunity to engage with the small business community around climate issues and mitigation techniques. In some cases, this took the form of promotion, as in The Chamber of Commerce promoted the event via their social media. In some cases, local businesses agreed to “host” a volunteer organization in front of their storefront. For example: Myron from The Portly Pug Antique shop hosted volunteer organization Repair Cafe. For Myron, his generous support of Repair Cafe also meant that he could bring out a few items from his antique shop that needed mending! Timo Nuhn from Repair Cafe then demonstrated to the public how to do common household repairs, such as table lamps and wobbly chairs, using some of Myron’s pieces.



For some business owners, the Expo turned into first hand participation. Shiwanti, owner of local Indian cuisine restaurant Cinnamon, tabled out in front and demonstrated to the public how the restaurant had switched to paper straws and compostable and recyclable to-go containers. We partnered Shiwanti with Kellianne, founder of The Last Straw Rhinebeck and a recent graduate of Rhinebeck High School and former president of its Environmental Club. Kellianne demonstrated an array of products that folks can use in their homes to reduce their plastic use (beeswax wraps, metal water bottles, silicon sandwich bags, etc), thus cutting down on their recycling load and alleviating that carbon emissions related to the recycling process itself.

The Expo also served as a way to partner with local businesses in educating the public, cross-promoting meaningful educational content that made sense coming from these local businesses. For example, Oblong Books offered a curated list of their recommended climate-related titles (see this posted on our Resources page <https://www.climatesmartrhinebeck.org/resources>). During the Expo, Suncommon, a Bcorp solar

company, not only met with the public about solar options for their homes, but they also promoted their free screening of an environmental documentary at Upstate Films, our local village movie theater.



### More Mitigation Events

The CSC Task Force has been involved in or hosted other mitigation events. We partnered with Starr for a series of event tie-ins for our Drawdown Eco-challenge competition, which was laser focused on a data-driven approach to incentivizing the public to reduce their GHG emissions. Another notable mitigation event: Task Force members Matt Stinchcomb and Corinna Borden gave a presentation on January 7, 2020 about Food Waste and its impact on one's carbon footprint (this is also described in our PE5 Waste Reduction Education Campaign). See all of our past events listed on our website's Events page:

<https://www.climatesmarthinebeck.org/events>



## New Years Resolution - Drawdown Kitchen: Help Save the Earth Through Reducing Food Waste

Tuesday, January 7, 2020

6:30 PM – 7:30 PM

Starr Library

The choices we make in the kitchen, from what we eat to what we do with the waste we leave behind, have broad implications on the climate and ecology of the Earth. Using Paul Hawken's inspired book, *Drawdown*, as a guide, participants will explore the climatic impacts of agriculture and learn how our dietary selections can reverse global warming, support our local farming community, and cultivate a healthy body.

Topics covered include:

- GHG emissions and other ecological impacts from agriculture globally and in the US
- Planetary and health benefits of a plant-rich diet
- Basic understanding and benefits of regenerative, conservation, and organic/biodynamic agriculture
- Food waste- globally, in the US, and in our homes and tips for its reduction
- Home composting

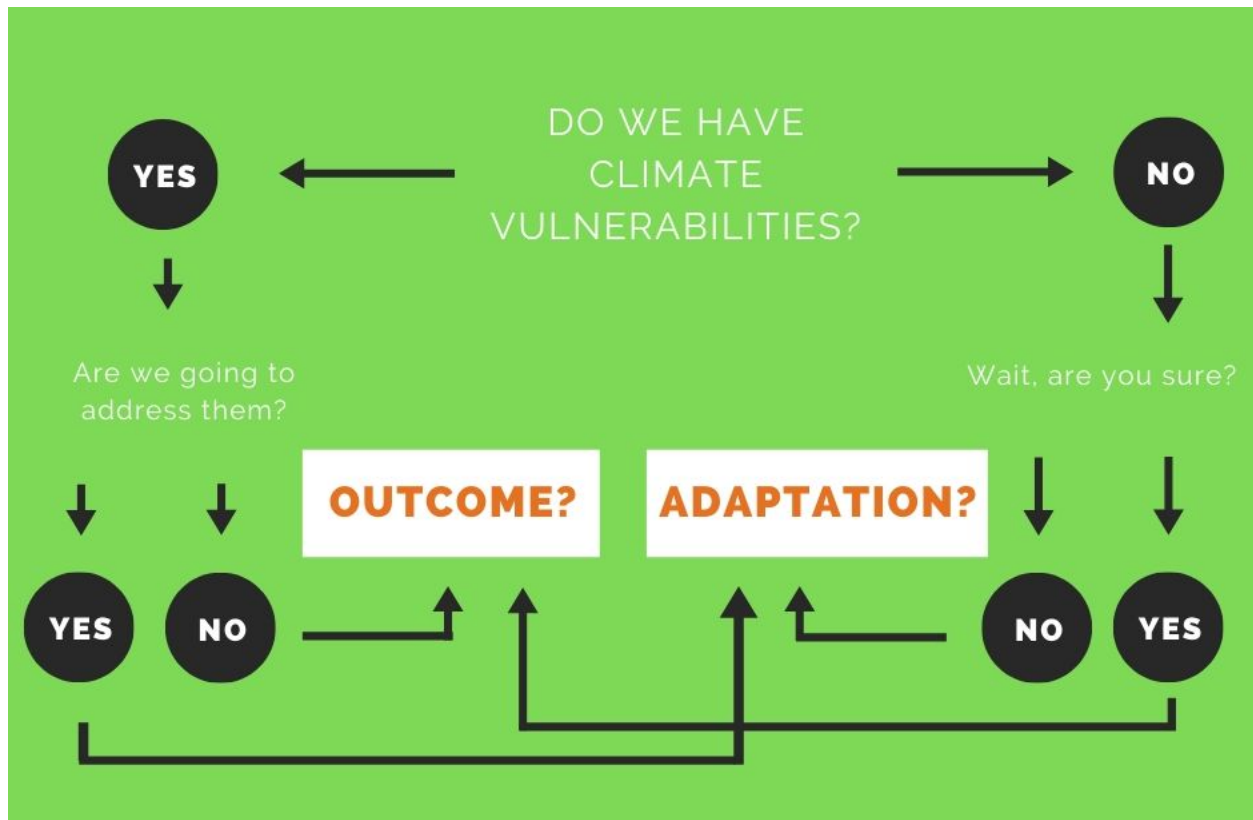
In partnership with Rhinebeck Village's Climate Smart Community Task Force, presented by CSC Task Force members Matt Stinchcomb and Corinna Borden.

## ADAPTATION

On January 9, 2020, Rhinebeck Village CSC Task Force hosted our first public event focused solely on climate adaptation. The workshop—public and free—took place at Starr public library, which put the timely and appealing New Year's Resolution spin on it! *New Year's Resolutions: Help the Village Get Ready for the Changing Climate*. About 50 people attended, which far exceeded our anticipated headcount.

The workshop brought together community members to map stakeholders and brainstorm which segments of our community may be most vulnerable to climate change. The goal of the workshop was to start a larger conversation about adaptation techniques which will feed into the

CSC Task Force's 2020 resiliency planning.



Vanessa introduced the concept of Mitigation vs. Adaptation and explained that we'd be focused on adaptation for the workshop. The flow of the workshop then took participants through three exercises which built on the previous.

- **Exercise 1: Stakeholders**

Participants have a marker and 2 yellow cards. Facilitator asked participants to work individually to write down a stakeholder group they identify with on one card and on the other card write down a stakeholder group that they personally aren't part of but who is invested in the village community. Then we grouped these on the board and discussed any that didn't come up:

- Farmers
- Business owners
- Not for profits
- Seniors
- The school system
- Children
- Parents
- Medical community/the hospital
- Religious congregations
- Immigrants
- Tourists
- Pedestrians

- Disabled people
- Property owners
- Renters
- Workers who commute in
- People who live outside of the Village in the Town but who come in
- Tax payers
- Voters
- Municipal water drinkers
- Artists
- **Exercise 2: Climate Change Impacts**

Participants were asked to shout out Climate change impacts that are most relevant to our village. Facilitators wrote these down on red notecards. We used the following major sectors and big bucket impacts as prompts:

- Agriculture
- Water Resources
- Coastal Zones
- Ecosystems
- Energy
- Transportation
- Telecommunications
- Public Health

Big Bucket impacts:

- Overall warming trends
- Sea level rise
- Intense heat waves
- More severe storms/stormwater

Participants brainstormed these local Impacts:

- Power outages
- Wildfires
- Impacts to local farms
  - Soil quality
  - Drought
- Shifting habitats
  - Loss of biodiversity (birds, Trees dying and “migrating” north)
  - Increasing impact of Lyme and other tick-borne diseases
  - Invasive species
- Flooding from more severe storms - Landsman Kill/Crystal Lake
- Issues accessing the riverfront
- Loss in productivity and economic impacts
- Impacts to trains and cars because of severe storms
- Poorer air quality
- Heatwaves
- Heatstroke

- Extreme coldstaps
- Threat to our drinking water treatment plant right on the banks of the Hudson River
- Public health - what about anxiety and depression?
- **Exercise 3: Vulnerabilities & Adaptations**

For the final exercise the participants broke out into 10 groups of 5 and were each handed a pairing of a red “impact” card and a yellow “stakeholder” card. They were also given a green “scenario” card. They were instructed to work in small groups to imagine a scenario where the impact is hitting this stakeholder. What happened? What were the vulnerabilities? Then they were prompted to flip the card over and brainstorm some actions and planning that could be done to minimize the impact and talk about how they’d address the vulnerabilities. People came up with some really thoughtful and creative ideas, such as:

- Pairing Farmers & Heat Waves: Scenario would be the immediate impact to the farm workers suffering heatstroke. Over time, the farmer would have more difficulty recruiting workers and thus would suffer economic impacts. Over the long term, soil quality would degrade resulting in more adverse economic impact and less nutritious food (this person had read Drawdown!). Adaptations included starting a community wide composting program that would offer compost to farmers to enrich their soil.
- Pairing the Small Business Community & More Severe Storms: Flooding and Erosion is already impacting a bridge and we could see that bridge go out in a really bad storm or series of storms, and that would cut off the main thoroughfare through the Village—route 9. This would severely impact the small business community. Adaptation proposals included researching and planning for engineering of that bridge and also minimizing the flooding and erosion with more riparian buffer plantings.

### **Government Support**

CSC Task Force Coordinator Vanessa Bertozzi developed the workshop and facilitated. CSC Task Force promoted the event through social media and direct outreach to individuals and local organizations and businesses. The Mayor participated in the event itself.

The format and prompts for the event originally stemmed from climate vulnerability assessments, watershed assessments and riparian buffer research that the village had already undertaken (see our documentation for PE7). We see a need, in 2020, to take a step back and work with the community to understand our climate vulnerabilities in a more holistic sense. The Village has done great work in identifying two vulnerabilities: drinking water and flooding. We have taken steps to protect our drinking water from inundation from climate disaster impacts such as Hudson River storm surge. The Village’s research partnership with Marist has laid the foundation for adapting to flooding around Landsman Kill and Crystal Lake. That project involved Marist researchers interviewing impacted property owners—property owners we then personally invited to attend the January 9 workshop.



## Partners

Starr Library hosted and promoted the event through their social media and newsletter.



Chancellor Livingston School got the word out through their weekly newsletter.

Our outreach efforts sought out a variety of stakeholders, knowing full well that the success of the workshop depended on having a diversity of viewpoints and experiences in the room.

Invitees included:

- Our Marist College partners on the Landsman Kill research project (see our materials for PE 7).
- Residents affected by flooding of the Landsman Kill and Crystal Lake, participants in the Marist research
- Rhinebeck Aging At Home

- Village Tree Commission
- Meals on Wheels
- Local congregations
- Rhinebeck Farmers' Market Board and other local farmers
- Rhinebeck Community Garden
- Rhinebeck High School Environmental Club
- Culture Connect
- Club Interact
- Rhinebeck's Chancellor Livingston School flyer and superintendent of the district
- Hudson Valley Empowerment and Research Society
- Chamber of Commerce
- Lions Club
- Rotary Club

In the end, it was a success in that the CSC brought together a large turn-out to kick off a conversation about adaptation. Participants left the event abuzz and full of questions about next steps. The CSC plans to share documentation on our [climatesmartrhinebeck.org](http://climatesmartrhinebeck.org) website and share the workshop template for others who would like to try it in their own communities.