

Ulster County 2021 Climate Smart Communities Recertification Documentation

PE8 Action: Green Vendor Fairs

Background: Ulster County Department of the Environment hosted its fifth National Drive Electric Week (NDEW) event on Saturday, September 26, 2020. The event was held at the County Courthouse parking lot directly adjacent to the weekly outdoor Kingston Farmers Market. This location allowed for a scaled-down version of the annual event to be held, which ensured safe social distancing and adherence to all COVID-19 safety protocols, including those outlined in New York State's [Low-Risk Outdoor Arts and Entertainment Guidelines](#). In lieu of the traditional Ride & Drive format, in which car dealers provide test drives of electric vehicles (EVs) and plug-in hybrid electric vehicles (PHEVs) to event attendees, the 2020 event was limited to a static display of EVs & PHEVs and associated educational materials and giveaways, with a capacity limit on the number of attendees allowed in the outdoor event space. The County promoted the event via its Facebook page, and as part of its efforts to encourage green commuting an email was sent to the County's ~1300 employees promoting both the NDEW event and CarFreeDay 2020 the preceding Friday. County Executive Pat Ryan also attended the event in person.

The County Department of the Environment facilitated the event, bringing a County Nissan Leaf to display along with a table providing NDEW giveaways and other educational materials. Various other participants brought EVs, PHEVs, and materials to display: In addition to the County's table and Nissan Leaf, Romeo Chevrolet Buick GMC car dealership brought a Chevrolet Bolt EV and a Kia Niro PHEV; Central Hudson Gas & Electric utility company had a table with educational materials on EVs, EV charging, and energy efficiency programs and discounts available to their customers, as well as a company Bolt; the New York Power Authority (NYPA) had a table with e-Mobility and EVolve NY educational materials; and about ten EV owners who registered via the NDEW webpage brought their private vehicles to display as well. The event setting allowed for a steady pass-through flow of foot traffic through the display of EVs throughout the day, ensuring low density and safe social distancing at all times.

Documentation:

- Attendees:
 - Ulster County Department of the Environment: table + County Nissan Leaf
 - Central Hudson Gas & Electric: table + company Chevrolet Bolt
 - NYPA: table
 - Romeo Auto Group: Chevrolet Bolt EV + Kia Niro PHEV
 - Friends of Rogers: Tesla Model S to raffle + raffle table
 - ~10 privately-owned EVs
- NDEW event webpage: <https://driveelectricweek.org/event?eventid=2217>
- Event flyer (attached)
- Facebook posts (screenshots attached): <https://www.facebook.com/UlsterNY/> & <https://www.facebook.com/events/1303691949976500/>
- County: email to employees (attached)
- County: event site plan (attached)



ULSTER COUNTY'S 5TH ANNUAL

NATIONAL DRIVE ELECTRIC WEEK EVENT

Come to the Kingston Farmers Market to learn about
EV and Plug In Hybrid vehicles and more!

SATURDAY SEPT 26
10AM-2PM
ULSTER COUNTY COURTHOUSE PARKING LOT
285 Wall Street, Kingston NY



For more information, visit
<https://driveelectricweek.org/event?eventid=2217>





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Ulster County Government ✓

September 23 at 8:00 AM · 🌐

Ulster County is proud to be co-sponsoring its 5th National Drive Electric Week event this Saturday from 10am-2pm in the Ulster County courthouse parking lot, adjacent to the Kingston Farmer's Market! Come check out the various electric and plug-in hybrid vehicles on display!
<https://driveelectricweek.org/event?eventid=2217>



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Ulster County Government

September 25 at 8:00 AM · 🌐

Come and learn about the benefits of electric and plug-in hybrid vehicles tomorrow from 10am-2pm in the Ulster County Courthouse parking lot. This event is adjacent to the Kingston Farmers market. Don't forget your mask!

📍: Kingston NY Farmers Market



ULSTER COUNTY'S 5TH ANNUAL

NATIONAL DRIVE ELECTRIC WEEK EVENT

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SATURDAY SEPT 26

10AM-2PM

ULSTER COUNTY COURTHOUSE PARKING LOT

285 Wall Street, Kingston NY





Ulster County Executive Pat Ryan ✓



Yesterday at 2:57 PM · 🌐

Yesterday, I stopped by Ulster County's Drive Electric Week Event at the Kingston Farmers Market which provided residents with the opportunity to learn about the benefits of electric and plug-in hybrid vehicles! 🚗🔌

One of my first acts upon taking office was committing Ulster County to use 100% renewable electricity by 2030, and we are currently ahead of pace to meet that goal and continue to invest in clean energy to power our local transportation.



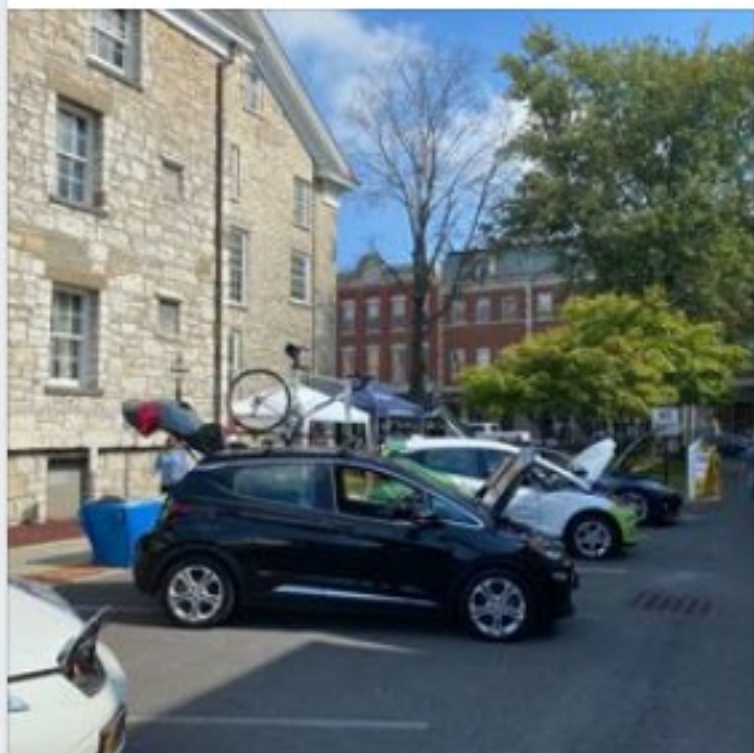
4 Comments 1 Share



Hugo Jule

Moderator · September 26 at 6:08 PM

Thank you SO MUCH Ulster County Dept of the Environment (Amanda LaValle Genson Nick Hvozda Europa McGovern) for organizing a successful Event!! Great to see Steve Wehr and meet make new friends like Scott and that sweet blue model 3 and also see other familiar half faces! Go support the other events this week and wish us luck on winning that 2015 Model S !!



  14

5 Comments Seen by 73



ULSTER COUNTY'S 5TH ANNUAL

NATIONAL DRIVE ELECTRIC WEEK EVENT

Come to the Kingston Farmers Market to learn about
EV and Plug In Hybrid vehicles and more!

SATURDAY SEPT 26

SEP
26

Drive Electric Event

Public · Hosted by **Romeo Chevrolet Buick GMC**

★ Interested

✓ Going

↪ Share ▼

...

🕒 Saturday at 10 AM – 2 PM

4 days from now · 57–79°F Mostly Sunny

📍 Ulster County Courthouse

285 Wall Street, Kingston, NY 12401

Show Map

From: [UC Information Services](#)
To: [All Ulster County Distribution Group](#)
Subject: Friday Car Free Day 2020 & Saturday National Drive Electric Week event
Date: Tuesday, September 22, 2020 3:40:11 PM
Attachments: [CarFreeDay_Flyer.pdf](#)
[NDEW2020_flyer.pdf](#)

Greetings,

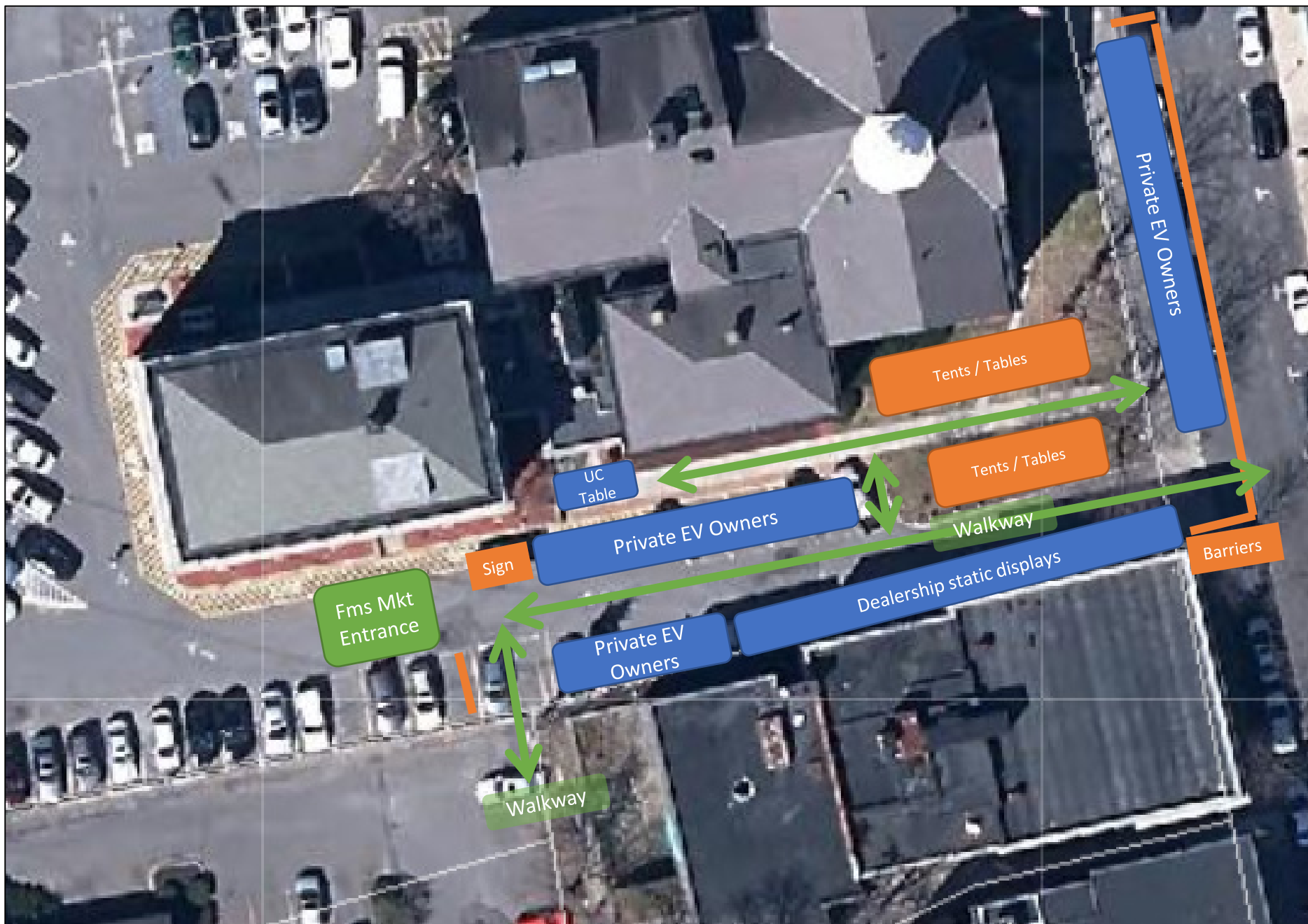
We are excited to share information on two events this week related to clean transportation:

- **Car Free Day 2020** (flyer attached): To be celebrated across New York State this Friday, September 25.
 - Ulster County encourages employees to participate in Car Free Day – an international event with the goal of reducing traffic congestion and improving sustainability. Car Free Day will look a little different this year with masks and social distancing – but you can still make a difference with your travel choices. Just go car free or car-light – ride the bus or train, carpool, bike, walk or work remotely on Friday – it’s that easy! ***Pro tip:** UCAT bus rides only cost 35 cents for County employees; this is part of our efforts to encourage greener commutes county-wide. UCAT has instituted COVID safety procedures including mask and social distancing requirements and regular deep cleaning of buses.
 - To participate in Car Free Day, you can fill out 511NY Rideshare’s [pledge form](#). You’ll automatically be entered for a chance to win prizes and will also help Ulster County get recognition for the most pledges and earn us even more “green” bragging rights! And if you’re already car-free, you still have a chance to win prizes when you fill out the [pledge form](#).
- **National Drive Electric Week [event](#)** (flyer attached): Saturday, September 26 from 10am-2pm at the Wall street entrance to the Ulster County Courthouse parking lot, adjacent to the Kingston Farmer's Market.
 - The Ulster County National Drive Electric Week event will offer static displays of electric vehicles by Ulster County Department of the Environment, private owners, and local dealerships. Come and learn about the benefits of electric vehicles and plug-in hybrids!
 - The outdoor location will allow for safe social distancing and adherence to all safety protocols and all attendees and participants will be required to wear acceptable face coverings and practice social distancing.

Department of the Environment



Ulster County National Drive Electric Week Event – Saturday, 9/26, 10am to 2pm





PE8 Action: Green Vendor Fairs

2 Points

A. Why is this action important?

Organizing and holding a green vendor fair provides a great opportunity for local green vendors to market themselves to the community, network with each other, and educate community members about green products and services available. Supporting green vendors will support a shift to a local green economy.

B. How to implement this action

A green vendor fair can be a standalone event, or something a local government may want to do in conjunction with other environmental events, or with other regional events, or other local government partners. Depending on the size of the community and the resources available to plan the event, local governments should determine the most appropriate approach to hosting the event. Local governments will likely want to collaborate with community partners with shared objectives around promoting a green economy, and leverage the partner's resources to plan and execute the event.

Local governments will must identify and recruit vendors for the event, find a date and location for the event, and promote the event to the public. It is recommended to maintain a database of green vendors and make this information available to the public and to government contractors.

C. Time frame, project costs, and resource needs

Preparing for a green vendor fair can take four to eight months, depending on the size of the fair, availability of venues, etc. Local governments can minimize costs for the event by using a government owned building for the fair and partnering with other organizations to plan and host the event. Local governments may also consider charging a fee to vendors to participate, which can offset the costs and possibly earn revenue for the community.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. It could be organized by a variety of departments, councils, or committees, such as the planning, public works, or sanitation department, a sustainability committee, an environmental committee, town council, or others. It may also be worth considering partnering with a local non-profit, the local chamber of commerce, or other neighboring jurisdictions.

E. How to obtain points for this action

Points for this Climate Smart Communities (CSC) action are earned by hosting at least one green vendor fair or environmental fair per year where green vendors are invited to participate and market their goods and services.

F. What to submit

Submit copies of event posters or advertisements, a list of vendors in attendance, local government departments or staff members in attendance, and an estimated number of attendees. Local governments must demonstrate that the green vendor fair occurred within one year prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not

include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [Ann Arbor, MI, Annual Mayor's Green Fair](#)
- [Boston, MA, GreenFest](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.