

# Town of Mamaroneck

NYS Climate Smart Communities Certification

PE9 Climate Change Education & Engagement



# Climate Change Education & Engagement Strategy

The Town of Mamaroneck (ToM) Sustainability Collaborative, a volunteer committee created to advise the Town on environmental issues, maintains an ongoing program of public outreach and activities that educate residents about environmental responsibility, engaging them in practices related to mitigation and adaptation to climate change with the objective of enhancing quality of life, sustainability and resilience of our community.

The Sustainability Collaborative organizes projects into three overarching areas of focus:

- **Increasing energy efficiency** through utilization of renewable sources, by optimizing performance of household systems and by taking advantage of incentives to reduce electric and gas usage.
- **Minimizing waste** to reduce volume of trash discarded into waste facilities where they contribute to emissions from incineration and from the food/product life cycle.
- **Strengthening community health** by embracing landscaping and yard care practices that reduce risk to the health of people, pets, insects, plants, trees, air quality and all aspects of life that contribute to a healthy and resilient ecosystem.

# Objectives and Elements of the Communications Plan

Our communications plan incorporates three key elements to achieve the objectives of increased awareness and higher levels of engagement.

- **Consumer mindset.** By considering different needs and attitudes we can create messaging that appeals to a wider and more diverse base of residents.
- **Compelling communications.** Our outreach will go beyond announcements to briefly explain the objectives, proof points and relatable benefits to residents (reasons to believe), then demonstrate how easy and enjoyable it is to take next steps (call to action).
- **Keeping it simple.** We communicate clear, simple concepts. We try and limit key points to 3 – that's generally what people can remember. We avoid using jargon, acronyms, or assuming familiarity or previous knowledge.

# Sample messaging: consider the needs of residents we want to connect with

- Food waste is one of the largest components of trash, but it's high moisture content makes it inefficient to incinerate, which wastes energy.
- The ToM's Food Scrap Recycling program is turning trash into valuable compost and reducing greenhouse gases in the process.
- By participating in this easy- to- join program you'll make an important contribution towards a healthy environment that reduces waste, creates richer soil and improves air quality.

## Deep Greens

- The Town of Mamaroneck is committed to sustainability and resilience that improves the quality of life for all residents.
- Your participation and support for ToM's environmentally responsible programs helps create a healthier, more energy efficient and resilient community.

## Slow to Go Green

- Food scrap recycling is an easy practice that has a big impact on environmental conservation without requiring much change to your day to day habits.
- You don't need extra space or time to sort food scraps. Inconspicuous bins for collecting food scraps can be kept on a counter, inside a cabinet or in your garage. This is a cinch to do, quickly becomes habit.
- You can take scraps to the Maxwell Ave. collection site as frequently or infrequently as you choose. It's just a few blocks from Village of Larchmont stores and restaurants.

## Social Greens

- The more residents that join this program, the more successful it will be. As the volume of food waste increases the Town can explore additional services such as curbside collection.
- Show your children, families, classmates and friends how simple it can be to do something so significant.
- Team up with nearby households to arrange waste drop off on a cooperative, rotating basis. Encourage others to jump on the green wave.

*Segments we named, which we believe comprise the majority of our residents*

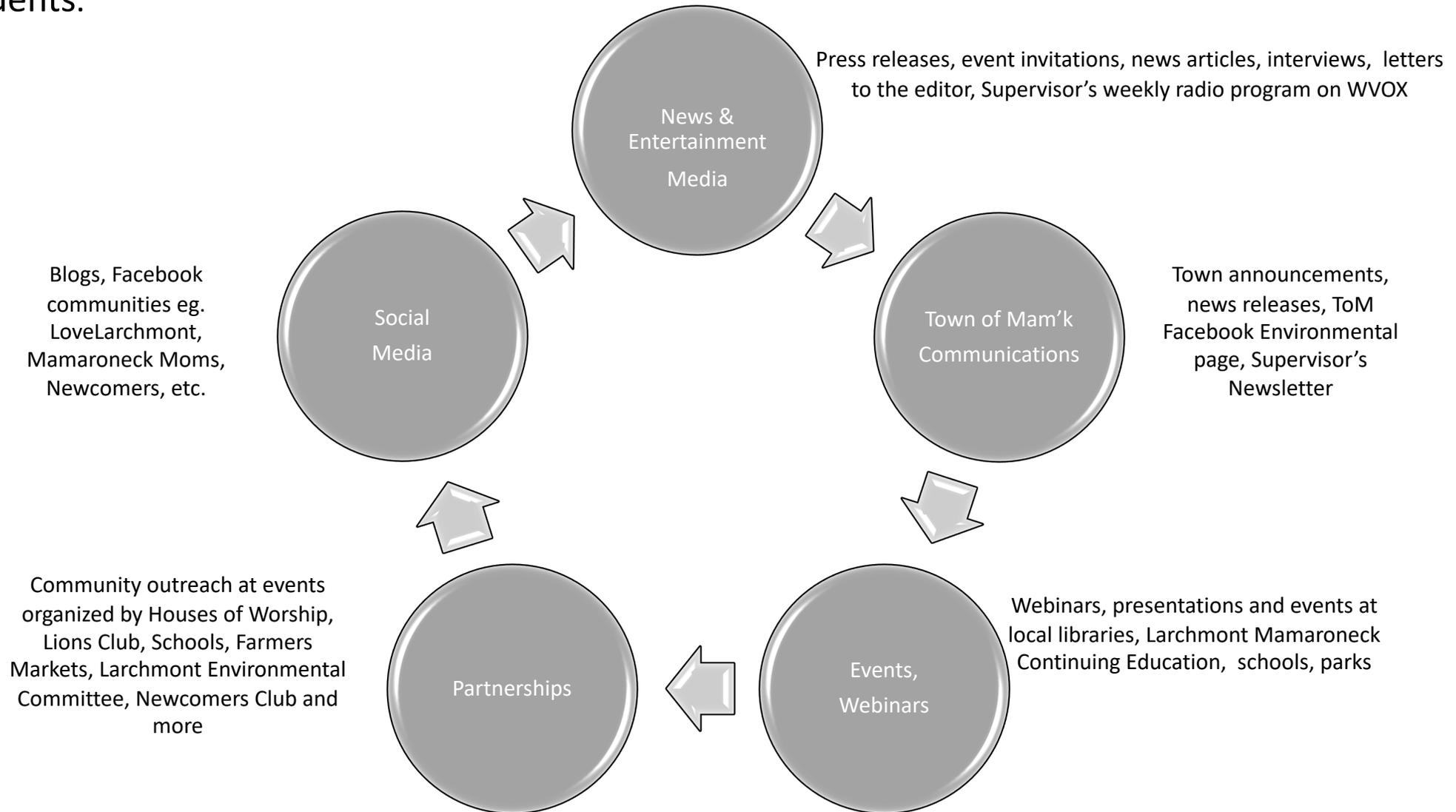
*Deep greens – already environmentally conscious, receptive to sustainability programs and offers*

*Slow to go greens – open to discussion, need encouragement incl. proof points*

*Social greens - like to be on trend, viewed by others as early adopters or leaders*

# Channels: media, events, lifestyle and special interests

Since there isn't a single, dominant, communications platform we incorporate a variety of channels to engage residents.



EVIDENCE OF TOWN OF MAMARONECK'S  
CLIMATE RELATED PUBLIC ENGAGEMENT

2021

# 2021 Climate Change Education & Engagement Strategy

## Climate Change Mitigation and Adaptation: November 22 press coverage

### Town of Mamaroneck Adopts Climate Emergency Declaration

Local news media announces decision by Town of Mamaroneck Board to Adopt Climate Emergency Declaration joining Westchester County and the City of New Rochelle, as well as 2,033 jurisdictions in 35 countries around the world that have declared a climate emergency.

Town Supervisor Nancy Seligson thanked the Town's environmental committee, the Sustainability Collaborative, and in particular committee member Beth Radow, for bringing this declaration to the attention of the Town Board. Supervisor Seligson said, "It's important for local governments to recognize our responsibility and opportunity to combat climate change to protect our communities. We look to improve community outreach and education and look to secure funding sources to further reduce greenhouse gas emissions in the Town of Mamaroneck".

The screenshot shows a Facebook interface with a browser's address bar at the top displaying 'facebook.com'. The page header includes a search bar and navigation icons. The main content is a post from 'Town of Mamaroneck Environmental Information' dated 'November 22 at 10:15 AM'. The post text reads: 'Thank you [Larchmont Loop - TheLoop](#) for covering this important story.' Below the text is a photo of a red excavator in a stream. To the right of the photo is a link to 'LARCHMONTLOOP.COM' with the title 'Mamaroneck Adopts Climate Emergency Declaration - theloop' and a snippet of text: 'The Mamaroneck Town Board has passed a Climate Emergency Declaration'. The post has 4 likes and 3 shares. The bottom of the screenshot shows the 'Like', 'Comment', and 'Share' interaction buttons.

# 2021 Climate Change Education & Engagement Strategy

## Improve Energy Efficiency: March GridRewards Campaign

The Town of Mamaroneck, along with Villages of Larchmont and Mamaroneck, teamed with non-profit Sustainable Westchester for a spring promotion of GridRewards, which offers residents an opportunity to receive cash back from ConEdison by cutting back on energy usage during peak demand hours. The Town and both Villages met targets for resident commitments to the program.



### COMMUNITY LEAD STORIES

#### GridRewards program targets Westchester residents, businesses

February 24, 2021

GridReward, a groundbreaking program and accompanying free, mobile app that pays users up to 20% of their annual energy bill for reducing usage at peak demand hours will expand its imprint throughout Westchester County, following a successful summer pilot program initiated by Sustainable Westchester. Any Con Edison customer can participate [...]



### **Mamaroneck and Larchmont Launch a Joint Campaign to Reduce Energy Usage, Increase Adoption of Renewable Energy & Provide Savings to Residents and Others**

POSTED ON: APRIL 1, 2021 - 12:5In a collaborative, tri-municipal effort, the Town of Mamaroneck and the Villages of Mamaroneck and Larchmont are launching a joint community Earth Day Challenge & Community Energy Campaign to promote two renewable energy and energy efficiency programs. Residents (renters and homeowners) and eligible organizations and businesses can lower energy costs and earn cash back, reduce their carbon footprint, and reduce the community's reliance on fossil fuel-based energy.

This Earth Day Challenge & Community Energy Campaign, in partnership with the Larchmont Environmental Committee, the Mamaroneck Village Committee for the Environment, and the Town of Mamaroneck Sustainability Collaborative, promotes two community energy programs through Sustainable Westchester – Community Solar and GridRewards.

Nancy Seligson, Supervisor of the Town of Mamaroneck stated, "Thanks to the municipal environmental committees and Sustainable Westchester, everyone in our community can benefit from this Energy Campaign by saving money through the Community Solar and GridRewards programs."

[GridRewards](#) and [Community Solar](#) are programs that allow residents to save money and reduce their carbon footprint. Both programs are available to residents - renters and homeowners - and eligible organizations and businesses. The programs are voluntary, have no cost to join or cancel and they include the flexibility to use your current electricity supplier (e.g. ConEd or Westchester Power), all while saving money.

# 2021 Climate Change Education & Engagement Strategy

## Improve Energy Efficiency: April 1 PSA on Community Solar, LMC Media

Public service announcement to inform and educate local residents about their local Community Solar project above Hommocks Ice Rink on 4/1/21. Community Solar Information Session and Program Signup Workshop to encourage residents of Town of Mamaroneck to sign up for their local Community Solar program on 8/18/21.

Screenshot of LMC Media's 4/1/21 post on video on "Community Solar Project at the Hommocks Ice Rink." Here's link:

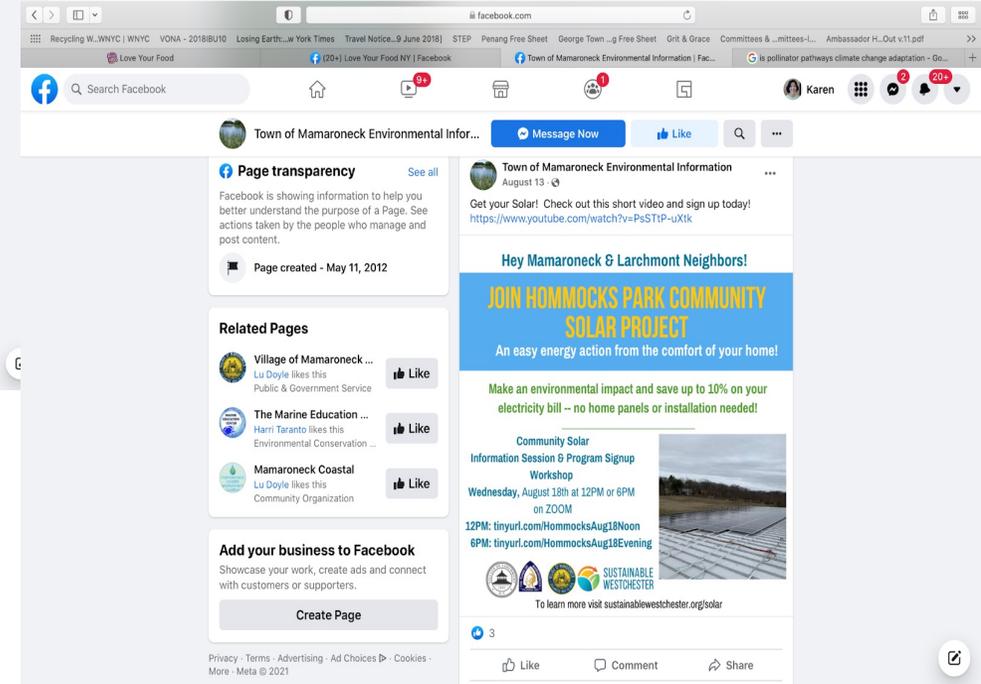
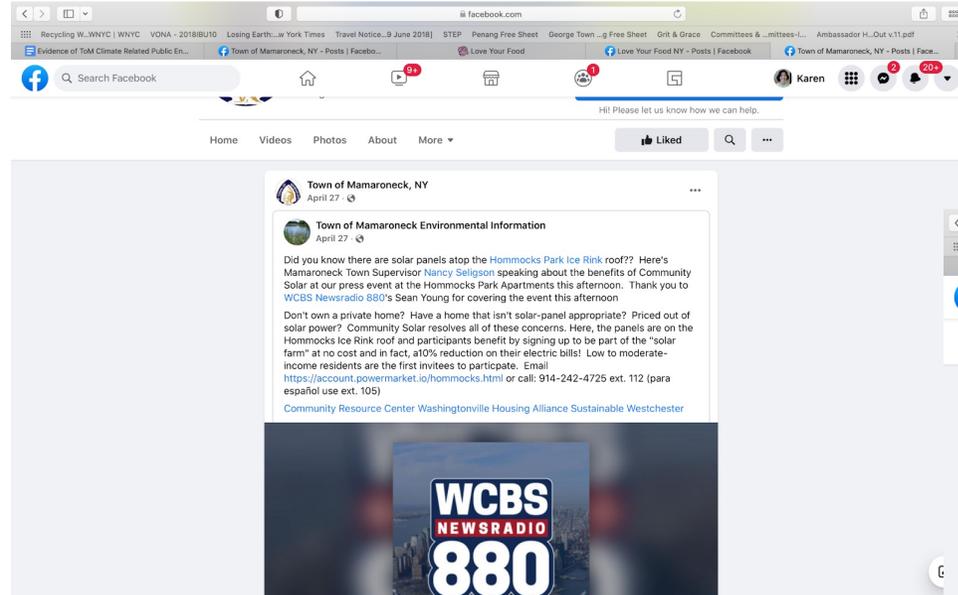
<https://www.youtube.com/watch?v=friX3FurKII>.

The screenshot shows a Facebook interface. At the top, there's a browser address bar with 'facebook.com'. Below it, a navigation bar shows various tabs like 'Recycling W...WNYC | WNYC', 'VONA - 2018IBU10', 'Losing Earth...w York Times', 'Travel Notice...9 June 2018]', 'STEP', 'Penang Free Sheet', 'George Town ...g Free Sheet', 'Grit & Grace', 'Committees & ...mittees-1...', and 'Ambassador H...Out v.11.pdf'. The main content area shows a video player with a woman speaking. To the right of the video player is a post from 'LMC Media Center' dated 'April 1'. The post title is 'Community Solar Project at the Hommocks Ice Rink'. The text of the post says 'There are now solar panels on the roof of Hommocks Park Ice Rink! Learn about the Community Solar p...'. Below the text are icons for 'Like', 'Comment', and 'Share'. The post has '6' likes, '1 Comment', and '360 Views'. Below the post is a 'Up Next' section with several video recommendations, including 'Amazing Grace (My Chains Are Gone)... Pentatonix', 'What God Wants For Christmas - Darius... Darius Rucker', 'Because He Lives - Gaither Vocal Band... Gaither Music', 'He Touched Me - Gaither Vocal Band... Gaither Music', and 'Great Is Thy Faithfulness - Carri...'. The video player at the bottom shows a progress bar at '0:00 / 2:38'.

# 2021 Climate Change Education & Engagement Strategy

## Improve Energy Efficiency: April 27 Facebook Post on Community Solar

Screenshot of 4/27/21 post on Town of Mamaroneck Environmental Information Facebook page on Community Solar on top of Hommocks Ice Rink. Here's the link:  
<https://www.facebook.com/TownofMamaroneckNY/posts/3476977222526497>.



# 2021 Climate Change Education & Engagement Strategy

## Improve Energy Efficiency: October 4 Free Public Class through Larchmont-Mam'k Continuing Education

*Join us for a special free community class on how you can benefit from newly implemented programs today to lower your monthly home costs and support renewable energy.*

**Monday, 10/4 at 7:00 pm via Zoom.**

**How to Reduce Your Carbon Footprint and Save Money on Home Energy Use!**

Access to reliable and affordable energy is increasingly necessary for us to sustain full, healthy, and productive lives. Yet, even as the demand for power expands across every dimension of our lives, we are challenged to reduce emissions and improve efficiencies. Did you know that your Town and Villages have arranged for new, money-saving energy options to be available for you at no cost and with no risk? Whether you own or rent, live in an apartment or a private house, you can reduce your monthly spending, support renewable energy, and you may even earn a refund in the form of a year-end check. Join this webinar to find out why opting for alternative solutions for meeting the demands of your household energy consumption isn't a futuristic concept – it's about decisions you can benefit from making today.



# 2021 Climate Change Education & Engagement Strategy

## Minimize Waste: February newsletter inserts on food expiration labels

Distribution of inserts with climate-friendly information to reduce food waste by understanding food expiration labels through Town of Mamaroneck newsletter to all in residents in February 2021

Screenshot of 2/24/21 post in Love Your Food FBpage.  
<https://www.facebook.com/LoveYourFoodNY/posts/267371594852429>.

facebook.com

Recycling W..WNYC | WNYC VONA - 2018IBU10 Losing Earth...w York Times Travel Notice...9 June 2018] STEP Penang Free Sheet George Town ...g Free Sheet Grit & Grace Committees & ...mittees-I... Ambassador H...Out v.11.pdf

Love Your Food (20+) Love Your Food NY | Facebook (20+) town of mamaroneck environmental information - Search Results | Fac...

Search Facebook

Love Your Food NY Learn more Liked

Learn how to compost food scraps at h... 2:41 15 views · 23 weeks ago

FOODPRINT.ORG Get Growing with FoodPrint's Gardening Resources | FoodPrint Like Comment Share

Page transparency See all Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. Page created - February 11, 2020

Related Pages Friends of Larchmont P... Carey Mills Federspiel likes t... Nonprofit organization Like Village of Mamaroneck ... Lu Doyle likes this Public & Government Service Like Bill Steely and Where's ... Carey Mills Federspiel likes t... Musician/band Like

When it comes to dating, don't let age fool you. Learn More. Waste Less. LoveYourFoodNY.org

Food expiration dates are misleading. Most of the food we waste comes from being past their "Best By" date, even though they are still safe and tasty to eat. This wastes money and natural resources. Many "Sell By" or "Use By" dates are just manufacturers' estimates of how long food will hold its best. These dates do not indicate health safety, yet many of us throw food away once the date expires. With the exception of baby formula, there are no federal guidelines on date labeling, and date guidelines vary from state to state. Don't be misled by arbitrary dates -- try a new approach. Visit our website to learn more. Trust your senses to know if food is still good to eat: Look: Does it appear fresh without discoloration or change in texture? Smell: Does it smell right without an unusual tang or odor? Taste: If it looks and smells fine, taste it if you like to eat it. If not, compost it! Food past its prime, often isn't. Give it a second chance. Love Your Food. It's All good. LoveYourFoodNY.org

Keep the Air Out Make packaged foods last longer by sealing them in an airtight container before returning them to the fridge.

2 4 Shares

# 2021 Climate Change Education & Engagement Strategy

Minimize Waste: April 4 Larchmont Public Library Composting Made Easy Webinar  
(Repeated August 17 Mamaroneck Public Library)

Residents Elizabeth Poyet and Judy Caputo presented two popular webinars on backyard composting and municipal food scrap recycling. This helps fight climate change by sequestering excess carbon dioxide into the earth and supports the regeneration of imperiled top soil.

Both webinars remain available on the libraries' YouTube channels.



# 2021 Climate Change Education & Engagement Strategy

## Minimize Waste: April 24 Compost Give Back and Tree Giveaway

Free compost was offered to all Town residents in this annual event to celebrate and promote the growth of our Food Scrap Recycling Program.

Sustainability Collaborative Volunteers engaged the public in a Free Tree (sapling) Giveaway to inform residents about the importance of trees in the fight against climate change.

The image is a screenshot of a Facebook post from the page "Love Your Food NY". The post is dated April 13 and has 9+ likes. The text of the post reads: "Nothing's better for your garden than compost! Town of Mamaroneck Environmental Information". Below the text is a large green-bordered flyer for a "FREE COMPOST! SATURDAY, April 24, 2021" event. The flyer specifies the time as "8 AM - 1 PM, Maxwell Avenue Recycling Center" and is for "Residents of the Unincorporated Area of the Town of Mamaroneck and the Village of Larchmont ONLY". It features a photo of hands holding a small pot of soil with a green sprout. Below the photo, it says "Celebrate the success of the Food Scraps Recycling Program". There is a section for "Not currently recycling your food scraps?" mentioning that food scrap kits are available for sale at the recycling center for \$20 cash or check. At the bottom, it notes "Due to COVID-19, the process is different this year:" and lists two bullet points: "Residents must bring their own shovels- shovels will NOT be provided" and "Maximum container size is 35 gallons". To the right of the main post, there is a smaller post from "Town of Mamaroneck, NY" dated April 27, titled "Last Saturday's Compost Giveback Day -- a huge success!". This post includes a collage of photos showing people at the recycling center, with a "+4" indicating more photos are available.

# 2021 Climate Change Education & Engagement Strategy

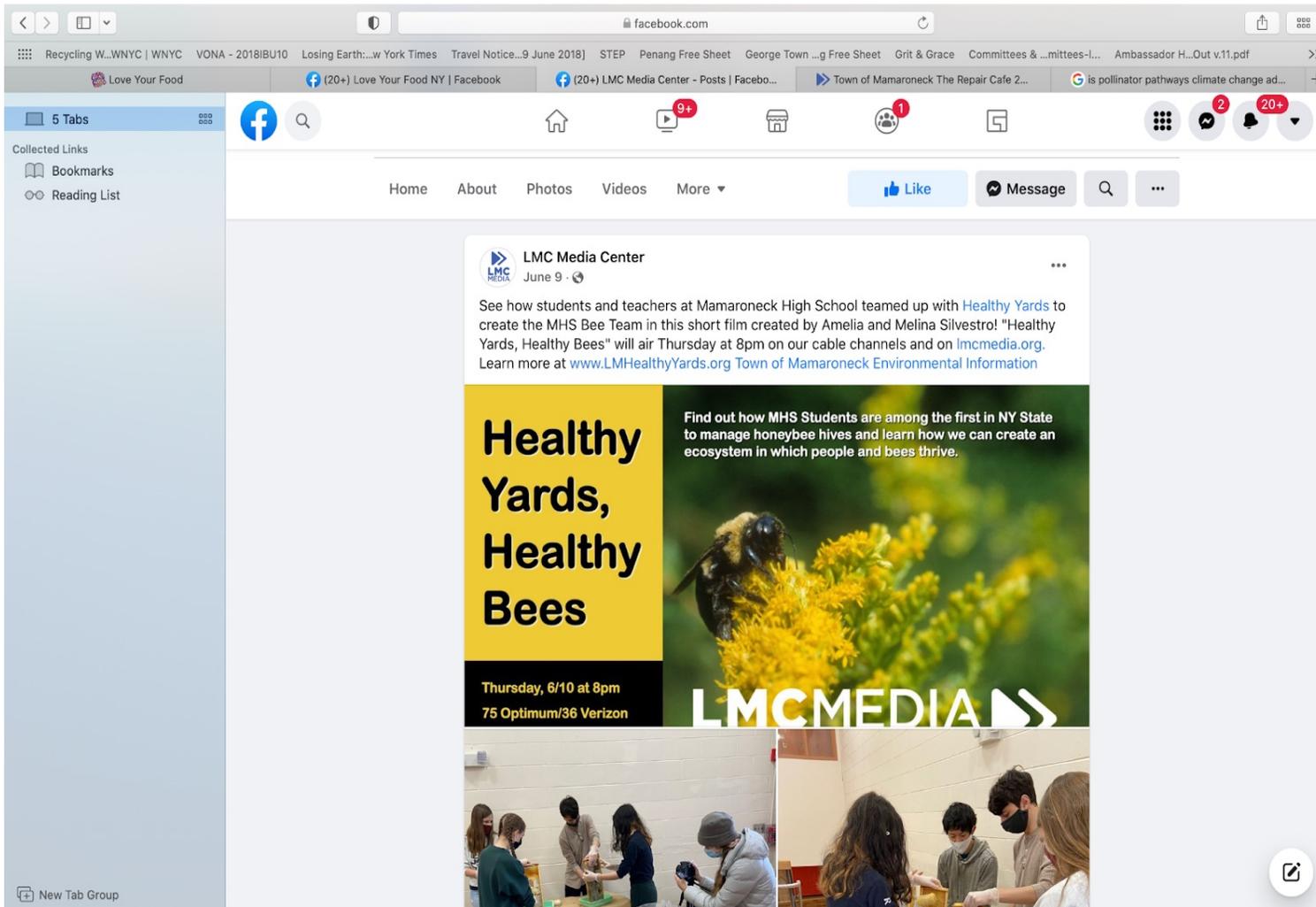
## Minimize Waste: October 16 Repair Café

Town of Mamaroneck's first Repair Café, held at the Senior Center, brought together 'fixers' and residents who came with personal belongings ranging from broken electric devices to clothing that needed repairs to bicycles in need of tune-ups. The event, which attracted residents of all ages, included live music performed by Mamaroneck High School students and native shrubs giveaways. Repair Cafe enabled residents to continue using treasured items, rather than tossing them into the waste stream, and add native shrubs to their gardens.



# 2021 Climate Change Education & Engagement Strategy

## Strengthen Community Health: June 9 Healthy Yards, Healthy Bees Video, LMC Media



“Healthy Yards, Healthy Bees” video, a partnership between the Sustainability Collaborative and Mamaroneck High School Bee Team educated and inspired residents to nurture their own climate adaptation gardens. This video was broadcast in June 2021 by LMC Media, and has been streaming since. It has been widely shared throughout the community, the school district, and Town communication channels.

Screenshot of 6/9/21 post in LMC Media Facebook page with link to “Healthy Yards, Healthy Bees” video. Here’s the link:

<https://www.facebook.com/lmcmediacenter/posts/10159555922120663>.

# 2021 Climate Change Education & Engagement Strategy

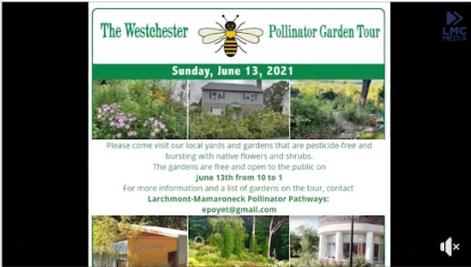
## Strengthen Community Health: June 13 Pollinator Pathways Garden Tour



Town of Mamaroneck Sustainability Collaborative volunteers organized and promoted the Pollinator Pathways event, where dozens of residents shared their approaches to creating beautiful, low impact gardens and yards by avoiding use of pesticides, herbicides and gas-powered landscaping equipment.

Town of Mamaroneck Environmental Information shared a video from the playlist Community Stories. June 25 · 🌐

Thank you [LMC Media Center](#) for creating this video to give us a taste of the Larchmont-Mamaroneck Pollinator Garden Tour. Also thanks to the leader of the group [Elizabeth Glass Poyet](#), and local resident Jenny Geer for showing us these beautiful gardens!



The video thumbnail features the title 'The Westchester Pollinator Garden Tour' with a bee icon. Below the title, it says 'Sunday, June 13, 2021'. The main text on the thumbnail reads: 'Please come visit our local yards and gardens that are pesticide-free and bursting with native flowers and shrubs. The gardens are free and open to the public on June 13th from 10 to 1. For more information and a list of gardens on the tour, contact Larchmont-Mamaroneck Pollinator Pathways: epoyet@gmail.com'. The thumbnail also includes a small LMC Media Center logo in the top right corner and a speaker icon in the bottom right corner.

LMC Media Center posted a video to playlist Community Stories. June 25 · 🌐

The Larchmont-Mamaroneck Pollinator Garden Tour provided an opportunity to visit local gardens and yards that are pesticide-free and bursting with flowers and n... [See more](#)

LMC Media posted a video highlighting the event to generate awareness among Larchmont and Mamaroneck residents.

# 2021 Climate Change Education & Engagement Strategy

## Strengthen Community Health: April 2021 Article on Larchmont-Mamaroneck Healthy Yards Web Page on Trees and Climate Change Mitigation



Sustainability Collaborative volunteers organized giveaways of native tree saplings to help increase local tree canopy and promote their role in carbon sequestration.

### Trees Provide Essential Benefits for a Healthy Yard and a Healthy Community

Trees add immense beauty to our yards and neighborhoods, but even more importantly they produce a large measure of the oxygen and food necessary for the natural world – including humans – to function on earth. Trees also support the resilience of our community. Caring for the trees around your home, replacing trees that have been removed, and encouraging new plantings is especially significant given the multitude of life sustaining roles trees fulfill.

- **Trees improve air quality.** Through the process of photosynthesis, trees absorb carbon dioxide (CO<sub>2</sub>) from the atmosphere and release oxygen that we breathe. CO<sub>2</sub> is a greenhouse gas that absorbs and radiates heat, so the process of carbon sequestration helps reduce global warming. Trees also remove noxious gases from the air, including nitrous oxides from auto exhaust, affording some relief for those that suffer from respiratory problems.
- **Trees improve water quality and reduce flooding.** Trees protect our watershed by filtering water and removing pollutants that drain into the Long Island Sound. They also stabilize soil and mitigate flooding and erosion. A medium-sized tree can absorb more than 2,300 gallons of rainfall per year, lessening the impact of runoff and property damage from heavy downpours.
- **Trees help us conserve energy.** Shade from trees can reduce heat by five to eight degrees, resulting in savings of as much as 30% on warm weather cooling. Coniferous trees buffer wind to lower winter heating costs.
- **Trees provide habitat for wildlife.** Both above and below ground, trees afford food, shelter and protection for animals, birds, insects and even microorganisms to support a thriving ecosystem.

(Above excerpt from Larchmont-Mamaroneck Healthy Yards Project web page, hosted on the Town of Mamaroneck web site)

The Sustainability Collaborative's Tree Team organized a FREE, native tree seedling giveaway to interested residents at Larchmont Farmers Market over several Saturdays, from 4/24/21 to 5/29/21. Forty-seven tree seedlings were "adopted" by residents. See attached photo of the Tree Team's table with tree seedlings at Larchmont Farmers Market.

# 2021 Climate Change Education & Engagement Strategy Summary

1)	11.22.21	<b>Initiative Strategy</b>	<b>Town of Mamaroneck Adopts Climate Emergency Declaration</b> Mitigation: reduce emissions to decrease greenhouse gases in atmosphere Adaptation: propose Green Infrastructure plan to adjust to climate extremes
2)	2.21 - 3.21	<b>Initiative Partner Strategy</b>	<b>GridRewards</b> Sustainable Westchester Mitigation: avoid sourcing 'dirty' fossil fuel during peak demand cycles Adaptation: reduce energy usage during peak demand to avoid brownouts, esp. in anticipation of increased need for cooling due to climate change
3)	4.1.21	<b>Initiative Partners Strategy</b>	<b>Public Service Announcement introducing Community Solar</b> LMC Media, Sustainable Westchester, SunLight General Mitigation: gain household support for renewable energy
4)	4.21	<b>Initiative Partner Strategy</b>	<b>Post on Town Facebook Environmental Page Intro Community Solar</b> Sustainable Westchester, SunLight General Mitigation: gain household support for renewable energy
5)	10.4.21	<b>Initiative Partner Strategy</b>	<b>Free Community Class: How to Reduce your Carbon Footprint and Save Money on Home Energy Usage</b> Larchmont-Mamaroneck Center for Continuing Education Mitigation: reduce energy usage through improvements in household efficiency
6)	2.24.21	<b>Initiative Partners Strategy</b>	<b>Inserts mailed to residents w. Town newsletter</b> Village of Larchmont, Village of Mamaroneck and Mamaroneck Union Free School District (Grant funding by NYS DEC) Mitigation: reduce emissions by preventing food waste Adaptation: convert food scraps to compost for regeneration of top soil lost to flooding

# 2021 Climate Change Education & Engagement Strategy Summary

7)	4.4.21 8.17.21	<b>Initiative</b> <b>Partners</b> <b>Strategy</b>	<b>Composting Made Easy Webinar</b> Larchmont Public Library, Mamaroneck Public Library Mitigation: reduce emissions by converting food scraps to compost Adaptation: convert food scraps to compost for regeneration of top soil lost to flooding
8)	4.24.21	<b>Initiative</b> <b>Partners</b> <b>Strategy</b>	Compost Give Back and Tree Giveaway Larchmont-Mamaroneck Sanitation Commission, Arbor Day Foundation Mitigation: reduce emissions by converting food scraps to compost; plant trees to reduce flooding and run off, sequester carbon Adaptation: convert food scraps to compost for regeneration of top soil lost to flooding
9)	10.16.21	<b>Initiative</b> <b>Partners</b> <b>Strategy</b>	Repair Café Repair Café USA, Larchmont Nurseries (native shrub donation) Mitigation: reduce solid waste by extending the useful life of products
10)	6.9.21	<b>Initiative</b> <b>Partners</b> <b>Strategy</b>	"Healthy Yards, Healthy Bees" video Mamaroneck High School Bee Team, LMC Media Adaptation: eliminate use of pesticides, herbicides, chemical fertilizers reduce harm to the ecosystem incl. waterways already threatened by rising temperatures and contaminated run-off
11)	6.13.21	<b>Initiative</b> <b>Partner</b> <b>Strategy</b>	Larchmont-Mamaroneck Pollinator Pathways Garden Tour Pollinator Pathways Northeast Adaptation: eliminate use of pesticides, herbicides, chemical fertilizers reduce harm to the ecosystem incl. waterways already threatened by rising temperatures and contaminated run-off