

Village of Ardsley CAC

<https://www.ardsleyvillage.com/CAC>
<https://www.ardsleycan.org/home>
<https://www.ardsleypollinatorpathway.org>
ceac@ardsleyvillage.com

Minutes for meeting Thursday, June 1, 2023, 7-8 pm Attendees met via Zoom
Attending: Asha Bencosme, Eda Kapsis, Lorraine Kuhn, Dave Lew, Tony Puliafico, & Carol Sommerfield

1. Pollinator Pathway updates:
 - a. All public pollinator gardens have been expanded. The gardens are located at the Ardsley library, Harts Brook Preserve, and AF Veterans Park.
 - b. AHS extern Ian Ostroff will be wrapping up his efforts during the 2nd week of June. His work has been exemplary and includes potting over 50 native plants for the June open garden plant swap. Ian plans to study environmental science at Union College in the Fall 2023.
 - c. Open Garden Tours will take place Saturday, June 3 in a collaboration among residents of Ardsley, Edgemont in Greenburgh, and Hastings.
2. NYU capstone study of municipal vehicles
 - a. A device commonly called 'idle right' was among the recommendations of the study. Unfortunately, as designed the device cannot be used given remote start features of many vehicles. Other technologies and designs to achieve the same results are being explored.
 - b. Fleet assessments to incorporate hybrid plug-in vehicles are more promising in the near term. And the DPW building under construction may have wall mounted chargers given that the structure will be ready for electricians' installation.
 - c. The capstone study will be added to the Village CAC page and the ArdsleyCAN website.
3. Hudson Valley Regional Council (HVRC) reached out given past survey submissions and invited Ardsley to join the cohort for community greenhouse gas (GHG) inventory. Members of the CAC replied with interest; details to follow.
4. Contact was made with the team at Sustainable Westchester about the expiration of the listing and updates to the Recycle Right app on the Apple app store. Registrations and updates have been restored.

5. GridRewards outcomes for the 2023 campaign
Results for our region appear in this table:

Municipality Name	Number of GridRewards sign-ups during the Mayors Challenge Jan 1 - April 30	Population Size	% Increase in GridRewards Users by Population Size	Place by Increase in GridRewards Users by Population Size
Hastings on Hudson	109	8482	1.29%	1st place
Dobbs Ferry	46	11456	0.40%	2nd place
Irvington	24	6532	0.37%	3rd place
Ardsley	16	5006	0.32%	4th place
Tarrytown	29	11718	0.25%	5th place
Elmsford	5	5176	0.10%	6th place
Sleepy Hollow	9	10955	0.08%	7th place

- a. Reach for the campaign to the Ardsley community was significantly increased year over year. Messaging from Ardsley CAN, VoA Connect eNews, AUFSD PTA and AHS ETF were consistent. Scouts and the library declined to be involved. Outreach through participating groups was conducted to all recipients at least 3x per eList across multiple platforms, including 1:1 texts.
 - i. Kudos to Savannah Donahue of AHS ETF and Sarika Chawla of AUFSD PTA for their communications outreach. Dave Lew and Eda Kapsis worked on the campaign for Ardsley CAN and learned a great deal. e.g. there was limited to zero interest in outreach communications including zero RSVPs to an invite to participate in a Zoom guided registration.
 1. Recommend a fundraising partner start in January next year and join in person meetings to help registrants.
 2. Codes used were drawn from household registration given residential ConEd registered accounts. Referral bonus will be paid as a pass through. Of the 16 Ardsley registrations, 7 or \$35 each as a split to the PTA and AHS ETF.
 - a. Concerns about use of a code and personal tax liability for referrals exceeding \$600 remains, but 59+ referrals is unlikely.
 - ii. Outreach to follow to Hastings with inquiry about how they achieved 1.29%
- b. Questions regarding payout confirmed that residents can receive funds via PayPal, check, or residents may donate their funds to one of several organizations listed on the app.
- c. Sustainable Westchester is aiming to conduct focus groups to troubleshoot registration problems and marketing response too. We hope GridRewards will dedicate their team to that group work.

- i. There were multiple reports of registration processing delays on Logical Building's GridRewards app and the ConEd site including reports by members of the CAC at this meeting. The general insight is that, given today's standards, registrants are not willing to troubleshoot delays. Confidence is lost quickly when ConEd registration or the GridRewards app does not function promptly.
 - ii. Today the app continues to show errors reported to Logical Buildings re: contact info for text notices. It appears the carbon footprint and related info on energy usage for gas and electric is accurate.
 - iii. Sustainable Westchester has indicated that there are multiple demand response options. Many are focused on commercial opportunities, but there may other options for next year or Logical Buildings may make key improvements.
- 6. Lorraine Kuhn attended "Planning for Nature in Your Community" Workshop held at Teatown Lake Reservation on April 17, 2023. A DEC spokesperson addressed Conservation Planning and the need to preserve wetlands which help with flood control, and information on how to prepare an NRI (Natural Resource Inventory), OSI (Open Space Inventory) and OSP (Open Space Plan). Stevens/Hudsonia explained that NRIs are becoming required reference documents as part of Planning Board reviews. Stevens also discussed Local Legislation for Conservation and described CEAs (Critical Environmental Areas). A grant opportunity for regional work with relevance for Planning and Zoning Boards was also discussed. Lorraine is working on the Ardsley application for that grant and is following up with requests for letters of support using a template.
- 7. A meeting was held on May 9, 2023 via Zoom including the CAC steering committee, BoT liaisons, and Westchester County planning leader, Millie Macgraw. Attendees reviewed Planting Westchester II plans including tree canopy evaluations. Millie is also interested in organizing a countywide meeting of stakeholders and, to that end, connections were made for Millie to Melissa Everertt of Sustainable Hudson Valley. Melissa recently produced a similar meeting in Ulster County.
- 8. Tony Puliafico is interested in reaching back to the AHS ETF to launch an Instagram account. Since the June 1st meeting, Savannah indicated that she would be glad to work with Tony and will introduce other AHS ETF students who will be in the group next year.