



OUR MISSION

Cool Rochester is dedicated to making this planet a healthier, more sustainable environment to pass on to our children and grandchildren. To accomplish this goal, we need to make changes now—and we need to start at home. That's why Cool Rochester offers the tools to empower the Rochester, NY community (businesses, colleges/universities, communities and individuals) to: Understand your carbon footprint; Reduce your energy consumption and carbon emissions; Help create and implement organizational policies and practices; Realize the future environmental benefits of making lifestyle changes now; Appreciate immediate benefits, including: Lower energy bills, A cleaner environment, Improved physical health (from eating locally and walking/biking more). Actions promote change. Together we can preserve our natural resources and ensure a brighter future for our children.

OUR HISTORY

By Cheryl Munson

Back in the fall of 2006, Rochester Sierra Club's Global Warming & Energy Committee had an idea to launch a local effort to enforce the initiatives of

Sierra Club's Cool Cities program in place in other US cities such as Washington, DC. To expose the concept to the Rochester community, they rolled out the Low Carbon Diet challenge in 2008. By spring of 2009, a 501- c3 organization was formed that included a core team of individuals with diverse expertise. On June 24, 2009, a public meeting to recruit other volunteers and to identify additional strategic partners and sponsors for the program was held and met with success.

UPCOMING EVENTS & MEETINGS

October 18: Sunday, from 1-3 PM at the St John Fisher Campus in the Golisano Gateway Mid-Level meeting room. Introductory training session for Cool Leaders and Cool Champions: learn the basics of conducting a Climate Cafe, and starting an energy conservation program. Please contact info@CoolRochester.org for further details and to register.

October 26: Cool Rochester holds general meetings for all Partners, Cool Corps volunteers, and interested newcomers on the 4th Monday of every month. Join our next meeting on October 26, 6:30 -

8:00pm, location to be announced.

November 17, 7-9pm: The Empowerment Institute has arranged a special tele-training session for anyone interested in starting the Low Carbon Diet (or any energy conservation program) with Cool Rochester. For more information on this program, visit http://www.empowermentinstitute.net/lcd/lcd_files/LCD_Tele_Training.html. Please contact alison.davidson@CoolRochester.org to register.

KICKOFF EVENT REMARKS

By Bob Siegel, Executive Director

As I expect most of you already know, we have a big problem in front of us. The unintended consequences of what has been a boom century of fossil fuel exploitation are coming home to roost in what appears to be a most alarming fashion.

The more we learn about positive feedback loops, ocean acidification, albedo effect, tundra methane deposits and so forth, the more breathtaking the magnitude of this crisis becomes. The urgency is also increasing as the latest scientific reports tell us that we have less and less

time to get more and more carbon out of our system.

And while there is little that is easy in all this, there is a lot that is doable. Not only doable, but readily doable. As doable as switching off a light that isn't being used is for anyone with the awareness to do so. Awareness is the key. And Cool Rochester has a boatload of awareness that we are ready to start passing around. We hope that you will help us do so.

As this crisis deepens, many eyes will turn towards Washington, as well they should. The legislation that is being debated in Congress will play a vital role in shaping the response, particularly among those who need to be poked and prodded before taking action to help avert what has surely become the crisis of our lifetime. But the legislation, important as it is, will not be enough. It will be filled with the delays and compromises that mark the political reality of today, even with an administration that is committed to taking action.

It is easy to get discouraged, thinking about how our system has gotten so bogged down with special interests, exacting their pound of flesh, every time anyone tries to get something done.

But we're not going to get discouraged. Why? Because the good news is that we the people have the power to make change happen, in fact we have a lot more power than we think we have. Not just as voters but as consumers, as neighbors, as members of organizations, as employees and so on. We are the ones, to whom the big oil companies,

the car companies, the big box stores, the manufacturers, the food suppliers, the TV networks need to sell their products to.

We are the deciders.

And once we decide that we are going to begin shaping our working, playing, traveling, eating and buying habits to fit the needs of future generations and the planet that will sustain those generations, the companies that provide those things, will have *no choice* but to provide them in a way that conforms to those needs.

At the same time, I am not trying to put forth an *Us vs. Them*, mentality. We need to work together, individuals and businesses alike. We all occupy the same neighborhoods, the same city and the same planet. And we need to share the same awareness. That awareness is what Cool Rochester is all about and our challenge to spread that message to 80,000 households and businesses in the Rochester area, which will allow us to cut one billion pounds of CO₂ from the skies over our fair city, begins right here, right now tonight. Please join us in important this work. See this link to the Democrat & Chronicle article from 9/16/09. <http://www.democratandchronicle.com/apps/pbcs.dll/article?AID=/200909160300/NEWS01/909160340>

PRIVACY POLICY NOTICE

All contact information entered in to the website will only be used to follow up by leaders of the partner(s)/team(s) that the user connects to. This is for the purpose of assisting them or encouraging them and possibly

helping them get connected other participants.

Beyond that data will be summarized and only available as a partner level aggregate so that partner total progress can be viewed and compared to other partners to facilitate "best practices" and encourage other partner to take further actions. Contact information will never be made available to outside agencies or sold in any way.



TIP OF THE MONTH

By Margie Campaigne

Green Halloween? Yes, your Halloween treats, parties, and costumes can be greener! At your parties, have *reusable dishware*. The plastic dishes and utensils you may already have on hand can be washed, by hand and even in the dishwasher, and reused. Just instruct your guests not to throw them in the trash – make a sign and have a special collection place. (I just have them use the sink.) *Costumes* made of old clothes, etc. that you already have on hand are the greenest. Also consider renting sturdy costumes instead of buying flimsy ones that rip and get tossed. *Treats* can be healthier and greener too! Think small packs of raisins, nuts, cool animal crackers, Fair Trade chocolates, gum, etc. More tips always available on www.Project-HOUSE.us, with links to hundreds of other helpful environmental sites.

EXEC CORNER - Partnership Outreach

By Jim Tappon, Director of Communications

We were all thrilled with the results of the September 15th Partnership Recruitment event hosted by Mayor Duffy. We have a few partners who have already agreed to get ECO Teams started going thru the Low Carbon Diet book and registering and feeding back their actions on the website.

For those who are not exactly sure how to get started and would like to see the process in action, I recommend attending and/or sending a few people from your partner organization to the Climate Cafe training-demonstration event scheduled for Sunday October 18 from 1 to 3 PM at the St John Fisher College campus. If you are interested in attending, please RSVP to Jim.tappon@coolrochester.org so that we know how many are planning to attend and we can provide you with the latest details for the event.

Following up after the Climate Cafe, there is a *free* 2 hour tele-training put on by David Gershon, author of Low Carbon Diet and the Empowerment Institute. This tele-training will help you to catch the vision of our strategy to reach out and help to change the behavior of people in the Rochester area to help them "Save Energy, Save Money and help Save the Planet." Join us in this free event to find out how you can step out to make a difference in Rochester and around the planet.

If you have not sent in your partnership agreement form with your "stretch pledge"

to reach out to your employees, customers, friends and neighbors, get them in soon to make sure that you are recognized as "Founding Partners" in this worthwhile challenge known as "Cool Rochester".

BOTTLES IN THE NEWS - NYS

New York's new \$132 billion budget includes provisions for a "Bigger, Better Bottle Bill" that tacks on a 5-cent refundable deposit to bottles containing water and other non-carbonated beverages. The state has had a 5-cent deposit on soda, beer and other carbonated beverages since 1982.

Another key feature of the measure allows 80 percent of unclaimed deposits on beverage bottles — a projected \$115 million annually — to go into the state's general fund. Previously all unredeemed deposits were kept by the beverage industry. Environmentalists cheered passage of the "Bigger Better Bottle Bill." Thirty groups that had campaigned for the expanded bill jointly issued a statement hailing the new law on April 3.

"This is a huge victory not only for the environment, but for the people of New York," said Laura Haight, senior environmental associate with New York Public Interest Research Group, in the statement.

Bottled water represents 70 percent of non-carbonated beverage sales in the state, and the discarded bottles are among the items most frequently found in litter

cleanups in New York, according to the Container Recycling Institute.

"As a result of this law," Haight also said, "we will have noticeably cleaner communities and far more recycling. At the same time, the money from the public's unclaimed nickels will go to work for us, not for Coke and Pepsi."

The 5-cent deposit on bottles of water and other non-carbonated drinks goes into effect June 1.

More information on New York's bottle bill and legislation in other states is available from the Bottle Bill Resource Guide, www.bottlebill.org.



COOL CAMPUSES

By James Wood

The first meeting of the Rochester Area Colleges & Universities *Community of Practice Group* met September 9 at St. John Fisher College. The meeting was designed by volunteers Jim Wood, Karen Monroe and Greg Cunningham to provide a Cool Rochester overview to representatives from area colleges and universities. Representatives from RIT, Nazareth, Finger Lakes Community College, Monroe Community College, SUNY Brockport, Roberts Wesleyan and St. John Fisher shared environmental initiatives and successes. We each

agreed to investigate the possibility of becoming a Cool Rochester partner upon further conversations on our respective campus. Future gatherings will include University of Rochester and SUNY Geneseo as well.

FIRST PARTNERSHIPS

Thanks to our first 5 partners (remember they don't count until the Partner agreement form is sent in). You don't want to miss out on being an early partner with Cool Rochester.

1. Project House/Green Irene
2. FLCC (Finger Lakes Community College)
3. Bergmann Associates (Bronze partner)
4. Sunnking
5. Mr. Fussy Roofing (Bronze partner)

Thanks to these partners for being leaders! Get your partner agreement forms in so that you can be featured in the next newsletter.

SUCCESS STORY – Actual Results After Implementing Energy Audit Improvements By Margie Campaigne

After comparing the energy audit results and recommendations of three different contractors in 2006, I chose one of the companies to complete the majority of work that needed to be done to make my home more energy efficient. (Other contractors completed smaller jobs.) The main contractor initiated the paperwork necessary for me to receive not only a \$6,000 Energy Star grant, but also a 4% low interest loan through NYSERDA. Here is a list of the work done:

1. Replaced 1950's era gas furnace with new high efficiency model
2. Replaced a nearly 20-year-old refrigerator with an Energy Star model
3. Replaced a 1970's era avocado washer with Energy Star model
4. Replaced 4 ten+ year old low-quality vinyl windows with Energy Star windows (remainder of windows already replaced with triple-pane vinyl windows)
5. Replaced 6 single pane basement windows with glass block windows
6. Added AirKrete® <http://www.airkrete.com/> insulation in all exterior walls
7. Added foam insulation to all rim joists, and under house wing over garage
8. Replaced rear and side exterior doors (front door already replaced)
9. Finished installation of Hunter Cool-Vent™ panels on roof over vaulted ceilings http://www.hpanels.com/pages/cool-vent_articles.html

I now have a year's worth of data on the resulting energy savings, from my local utility's website showing my home's energy use over the past two years. **My gas usage in therms decreased by 25%.** **My electricity usage in kWh decreased by 44%.** Not too shabby, and I still have things to tweak!

My electric use over the period 12/07-11/08 was 3,383 KWH, which is 44% less than before all the work was done. 3,383 KWH times .095 rate for renewable or green electricity = \$321.38 + RG&E delivery charges (varies). My gas use of

the past year was 522 therms. That is 25% less than it was before the improvements. 522 therms times \$1.305 per therm = \$681.21 + RG&E delivery charges (varies). All totaled, my utility bills over the year were about \$1480.00.



COOL ROCHESTER TEAM

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Director of Communications: Jim Tappan
Director of Operations: Alison Davidson
Director of Marketing: Chris DiMuro
Project Management: Diane Newton
Webmaster: Barbara Grosh
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Newsletter: Margie Campaigne (Editor), Cheryl Munson, Heather Newton
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