



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.

CALENDAR OF EVENTS

Saturday April 10 Pittsford Pre-Earth Day 10-4: Earth Day Celebration sponsored by Town of Pittsford at the Community Library (Main St). Environmental experts, learn to be more “green”. Seminars on 4/8. See <http://townofpittsford.org>.

Saturday April 17 Earth Expo 9-4: at Cornell Cooperative Extension 249 Highland Ave Rochester NY 14620. This free

event offers hourly speakers discussing going green and recycling topics in addition to kids’ activities, educational exhibits, food and a raffle. Come join us for the fun and get your green on. <http://www.ceinfo.org/>

Saturday April 24 Earth Day in the Park 10-2: Hamlin Beach State Park (link) Exhibits ranging from alternate fuels to recreational activities involving the outdoors, Green Craft Show, eco-consulting, alternate fuel car show, free tree give away, tree plantings, geothermal, solar, and other alternate energies. Area 4/shelter 5

Friday April 30 & Saturday May 1 -Seneca Park Zoo: Our Fragile World 10-4: On Saturday, May 1, the event is open to the public. (Friday is for schools) Please bring your friends and families to enjoy interactive experiences. Hopefully you’ll be inspired to become a habitat hero and protect the animals we all love so much. You’ll learn about nature topics ranging from wetlands and watersheds to raptors and recycling. <http://www.senecaparkzoo.org/conservation-events.aspx?eventID=20>



VOLUNTEER OPPORTUNITIES

As Cool Rochester continues to develop momentum, we find ourselves in need of volunteers to sign up for some specific upcoming events: We need volunteers to help at the events noted on the **Calendar of Events** to promote Cool Rochester. If anyone has a few hours to help out on any of these dates, please email us with specifics. All handout materials (such as brochures) will be supplied. You just need to bring yourself and your enthusiasm. Please send a note to CoolRochester@gmail.com and indicate which events are of interest & we will contact you.

Cool Rochester is a 100% volunteer organization, and is looking to fill a few more volunteer posts in the next couple of months. Please contact: Info@CoolRochester.org if you are interested in more information about any of the following volunteer roles:

Events Coordinator: Planning and coordination of Cool Rochester events, including Climate Cafe Training sessions (approx 6 / year), Partner Recruitments (2 / year) and other events as identified. Approximately 3-4 hours per week.

Volunteer Coordinator: Serve as primary liaison for all Cool Rochester volunteer posts. Facilitate communication among volunteers and plan volunteer

recognition events. Approximately 2-3 hours per week.

In addition to this, we have some things going on that could create large demand for ECO Team facilitators:

- **University of Rochester Facilities and Services** has agreed to a pilot program for some River Campus facilities staff.

- **Action for a Better Community** is considering arranging with Cool Rochester to train people who are qualifying for weatherization projects

Let us know if you are interested in helping out by facilitating an ECO team. Cool Rochester will help provide the necessary training for this (free of charge). Respond via email for more information on becoming a facilitator:
coolrochester@gmail.com

One of the best training events to provide a larger perspective on our goals and objectives and the process for getting started is a free "Tele-Training" session offered by the Empowerment Institute. David Gershon, author of the book Low Carbon Diet, runs sessions. If you want to help and you feel that you need more background, this is a great place to start. Here is the link - Click on the link for more details and sign up today.

http://www.empowermentinstitute.net/lcd/lcd_files/LCD_Tele_Training.html

Thanks for all that you do for Cool Rochester and for the planet!



IMAGINE IT! RECYCLING OF ROCHESTER is NEWEST PARTNER

Imagine It! is a new Cool Rochester partner that recycles inkjet & toner cartridges and personal electronics. We are looking for establishments that want to sponsor collection boxes for Cool Rochester. Imagine It! will take care of the logistics of removing electronics from the waste stream while forwarding a significant portion of the revenue to us.

You can help Cool Rochester by...
-Designating the proceeds from your collection box to be allocated to Cool Rochester.

-Telling everyone you know about Cool Rochester and its goals and getting more people on board to help.

-Coming to our website at www.coolrochester.org to sign up as a household

-Getting involved as a volunteer

and help us spread the savings
-Speaking to your employers about joining Cool Rochester as a partner

This will in turn allow Cool Rochester to reach more individuals and businesses with our message of reducing Rochester's carbon footprint by 1,000,000,000 lbs within the next few years.



You can help Imagine It! by ...

-Having a recycling box in your place of employment or retail outlet.

-Inviting an establishment to host a box.

-Looking for a box and dropping off your electronic recyclables in our boxes whenever you frequent these establishments.

Every cartridge helps. *

*Other small electronics are welcome as well.

** Every phone collected at Imagine it, is wiped before it leaves our possession.

Go to www.ImagineRecycling.com for a complete list of acceptable recyclables.



NOTES FROM THE CHAIR

By Bob Siegel

The final months of 2009 were difficult ones for me as I bade farewell to my dear mother. She will always be an inspiration to me. Needless to say I was a bit distracted during that time and I finally feel that I have pretty well caught up. After what has seemed like a bit of a lull in the journey, Cool Rochester seems to be surging forward again. We've had some very productive meetings with new partners such as the Pollution Prevention Institute at RIT and Imagine It Recycling, who you will learn more about in this issue.

We're also in substantive discussions with the U of R's facilities department, (who you will also read about in here) and with Action for a Better Community (ABC). ABC is administering weatherization assistance to a large number of lower income families. We are proposing to them that we help them incorporate Low Carbon Diet training into their program, a very exciting opportunity.

Once all of this starts rolling out, we're going to need a lot of help with these trainings. Eventually

these organizations will become self-sufficient as we train the trainers. But initially we'll be looking for volunteers to help us with the early trainings. You don't need to run the training yourself, if we get enough help we can have multiple trainers working together. We also have a number of Earth Day related tabling events coming up. In other good news, we've also been awarded a \$5000 grant from the Iberdrola Foundation (Parent company of RG&E).

Finally, Cool Rochester was mentioned in a most complimentary fashion in David Gershon's latest book, *Social Change 2.0*. At the end of a two-page section about the group it reads, "Given the drive and enthusiasm of Rochester's citizens and mayor and the organizing skills (of the Cool Rochester team), this community is another serious contender. And a demonstration of what committed citizens can do if they take to heart Rochester's mantra, "Oh yes, we can."

THE VALUE OF LOWERING YOUR THERMOSTAT

By Jim Tappon

Our house is big and old and drafty and our heating bill is very high. My wife and I have decided to lower the temperature on the thermostat from 65 to 62. Really it makes the house too cold to be comfortable, but we bundle up and "live with it." We are on an RG&E budget and our budget has been coming down for the past 3 years. During that time, we have accumulated a \$2600 over-payment on our budget. Reducing the heat (within reason) really does make a difference. At this point we have had an energy audit and are planning to have some relatively simple changes made that will tighten the house up a lot. I am expecting that we will be able to turn the heat up a notch and still save a significant percentage on

our heating bill – and be more comfortable at the same time.



"Snow People Protest Global Warming"

UNIVERSITY OF ROCHESTER FACILITIES GROUP JOINS FORCES WITH COOL ROCHESTER

The University of Rochester facilities group recently agreed to work with Cool Rochester in having a pilot program of employees go through the *Low Carbon Diet* training. The University of Rochester has quietly amassed an impressive if not inspiring track record of sustainable actions while many of us were not looking. They have implemented many sustainability initiatives including:

- Retro commissioning of buildings;
- Integration of building technology with scheduling;
- Maximizing the cogeneration load;
- Distribution program of compact fluorescent light bulbs;
- Go green sustainability articles sent electronically to employees on a regular basis;
- Energy contest for student dormitories;
- Go Green online pledge for faculty, staff, students and community friends to pledge to make small sustainable changes in their daily lives;
- Purchasing of green energy;
- Establishment of LEED Silver criteria as a minimum standard for new construction projects;

- Incorporation of sustainable design standards;
- Adherence to smart growth attributes: compassion, coherence, and connection;
- Hiring of a recycling coordinator;
- Recycling 100% of plastic, glass, and metal containers in all campus dining production areas;
- Bio-diesel shuttle bus for students;
- Zipcars™ program;
- Ink jet recycling.

In addition, the University of Rochester received an Environmental Leadership Award from the Rochester Business Journal in the area of Recycle/Reuse. More information can be found about the University of Rochester Facilities and Services Department's sustainability efforts on their blog: <http://blogs.rochester.edu/thegreendandelion>

Contact Pat Beaumont at patricia.beaumont@rochester.edu for more information about the sustainability efforts at the University of Rochester.



TIP OF THE MONTH – MAKE EVERY DAY EARTH DAY

By Margie Campaigne

More so than ever, the month of April is filled with Earth Day events sponsored by organizations, towns and villages, schools and colleges, etc. For a very comprehensive list of events, see this calendar: <http://www.rochesterenvironment.com/calendar.htm>.

When I asked my son, Ian Spier, for a suggestion of what to write about for what many people are now thinking of as Earth MONTH, he mentioned organically grown garden seeds. We intend to put in a small organic vegetable garden again this year. When I wanted to

fertilize the area where the garden would be planted, I used compost from my compost bin. When I wanted to protect the garden from marauding birds and squirrels, I bought some netting to cover it with. When I wanted to discourage creepy crawlies from munching on my veggies, I sprayed a mixture of hot pepper sauce and water on the plants. It worked! And no harm was done to the plants, animals, or my family.

I cringe when I see the Lowe's ad on TV with a couple seeking advice on what to do about ants, dandelions, etc. Of course, the store's answer is chemicals – toxic to not only the ants and dandelions, but also ALL other living things! Did that TV couple think about what those chemicals do to the worms that aerate their lawn for free, the birds that eat the worms, the children and animals that wander and play in their yard, etc.? Do they realize that these chemicals leach into our ground water and eventually reach our streams, rivers, and lakes?

It is widely known now that fish in our lakes are genetically mutated. Some of this effect is also due to pharmaceuticals flushed into our sewers. Sewage treatment plants have no way of removing these chemicals, many of which have passed through our bodies, into our urine, and then into our waterways. The least we can do is to make sure we do NOT dispose of unused drugs by flushing the pills down the toilet. Many pharmacies have collection events for unused and outdated prescriptions. Just block out your name but leave the name of the drug intact on the bottle. Also see this link for Monroe County's Household Hazardous Waste collection site schedule: <http://www.monroecounty.gov/hhw>

Top Ten things to make every day Earth Day - - -

1. Use natural, organic products: natural fertilizers & pesticides (like pyrethrin, which is a chrysanthemum derivative), natural cleaning products, natural fiber clothing, real wood furniture (not flake or pressboard, etc. which emit toxic fumes).
2. Observe Meatless Mondays (and the rest of the days of the week as you're able). See <http://www.meatlessmonday.com/>. Raising livestock has been shown to contribute more than 50% of greenhouse gas emissions! <http://www.worldwatch.org/node/6294>
3. Reduce, Reuse, Recycle – Recycling helps, but still uses more resources & energy than using less and re-purposing. RETHINK your purchases.
4. Have you replaced your incandescent bulbs with CFLs yet? Your electric bill will plummet!
5. Use less water – buy low-flow showerheads and faucet aerators, collect rainwater, wash your car from a bucket, not a hose, fix leaky faucets and toilets (test by putting food dye in tank, then look in bowl 15-30 minutes later).
6. Buy Energy Star appliances to replace old energy hogs
7. Bring your own bags to shop for groceries, etc.
8. Adjust that thermostat.
9. Drive less, don't speed, bicycle, use public transit.
10. Insulate, air seal, caulk leaks, repair or replace old windows.



RECENT ACTIVITIES

A number of Cool Rochester volunteers and staff were on hand at the Rochester Home & Garden Show at the Convention Center March 27th – 28th. Our table was there to greet a number of interested homeowners wanting to learn more about how they could improve their energy efficiency, save money and build stronger neighborhoods, all at the same time. Bob also used the occasion to introduce the program to a number of local businesses that were also exhibiting at the show. "There was a particularly large number of energy-related contractors and service providers, most of whom expressed interest in getting involved with the program," he said. Anyone interested in tabling at similar events, please contact us by email. coolrochester@gmail.com

OUR HISTORY

By Cheryl Munson

In the fall of 2006, Rochester Sierra Club's Global Warming & Energy Committee had an idea to launch a local effort to promote the 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 2009, a 501- c3 organization was formed that included a core team of individuals with diverse expertise: Bob Siegel, Executive Director; Alison Davidson, Director of Operations; Jim Tappan, Communications Officer; Diane Newton, Project Management Support; Chris DiMuro, Public Relations Manager; Tanya Cuda, Treasurer; Barbara Grosh, Web Developer; and Clayton Munnings, Intern. On June 24, 2009, we held a successful public meeting to recruit other volunteers and identify additional strategic partners and sponsors.