



Reporting Period: 1/1/2021 - 4/30/2021

I. Project Summary

In January, Empire Clean Cities (ECC) launched a year-long virtual educational campaign, "Soy in the City: Connecting Sustainable Farms and Bio-based Fuels in New York." The goal of the campaign is to spotlight corn and soybean production in New York State and highlight the connection between farmers in the state and biodiesel fuel use in the New York fleets. As part of our proposal, ECC committed to developing an outreach and education campaign about domestically produced biofuels, with a direct focus on individual farmers in upstate New York. As part of our campaign, ECC created a webpage for the project, shared resources on our social media and newsletter about biodiesel and biofuels, and began outreach to NYS farmers to conduct interviews and promote individual spotlights. ECC is pleased to present our first Progress of Work report for the period January to April 2021.

II. Work Summary To-date

In the first phase of our "Soy in the City" outreach campaign, ECC worked on establishing relationships with New York farmers, creating interesting and relevant content about biofuel production and use, and creating a platform for citizens and stakeholders to access available resources and connection to farmers. ECC has continued its outreach activities on social media, such as Instagram, Facebook and Twitter. ECC's bi-weekly newsletter is a wide-spread and effective form of outreach communication, with a series of articles and other announcements in the biofuel space featured.

ECC has reached out to farmers and biodiesel organizations in order to connect with individuals for the interview and spotlight portion of the campaign. ECC has developed a series of guiding questions for the virtual (Zoom or phone) interviews and is on track to network with more farmers into the spring and summer months.

III. Deliverables Completion

Goals	
1a) Launch an online social media campaign directly related to corn and soybean growers and drawing the connection between food and fuel, geared towards a public audience.	<i>25% Complete</i>
1b) Publish articles in the ECC and fellow Clean Cities Coalition's Newsletter.	<i>25% Complete</i>

1c) Interview NYS corn and soybean farmers to discuss their operations, insight as farmers, and their role in improving air quality for New Yorkers.	10% Complete
1d) Interview fuel end-users of bio-based fuels in New York, such as public and private vehicle fleets and restaurant and food trucks.	10% Complete
2a) Create a “Soy in the City” project page with links to biodiesel resources, individual farm/farmer websites (with their permission), social media pages, and NYCSGA website.	100% Complete
2b) Use ECC’s website to promote soybean production as vehicle fuel, as well as educational resources on soy and corn production in New York.	100 % Complete
3a) Host a webinar for fleets on the benefits of biodiesel, including participation from soybean farmers.	25% Complete
3b) Build opportunities for NYCSGA farmers to speak at or attend Empire Clean Cities’ annual events, such as our Annual Stakeholder Meeting and Empire Clean Vehicle Festival.	0% Complete
3c) Meet with individual fleet operators to discuss the transition to biodiesel and bio-based products.	25% Complete

IV. Deliverable Completion Metrics

A. Newsletters (see attachment for additional details)

1. January 12th:
 - a) Event shared, 2021 National Biodiesel Conference & Expo
2. January 26th:
 - a) Article shared titled “Boeing says its fleet will be able to fly on 100% biofuel by 2030”
3. February 17th:
 - a) Article shared titled “US EPA to release update on biofuel blending waivers”
4. February 23rd:
 - a) Video shared titled “Making Biodiesel: How U.S. Soybeans Become America’s Advanced Biofuel”
5. March 9th:
 - a) Article shared titled “Race for the superfuel”

B. Social media (see attachment for additional details)

ECC posted educational information to our social media channels as part of the "Soy in the City" campaign, using the hashtag #soyinthecity and tagging NYCSGA where possible.

1. Facebook (3 posts)
2. Twitter (3 posts)
3. Instagram (2 posts)

C. Events

ECC has a number of planned events for Spring 2021 to include biodiesel as an alternative fuel to NYC fleets and businesses, both virtually and in-person as COVID-19 guidelines change. In addition to an April 2021 webinar with New York City Department of Transportation's (NYC DOT) Freight Mobility Unit, ECC has two additional planned webinars in this series. The goal of the webinars with NYC DOT is to reach NYC fleets and business owners with reliable information about alternative fuel options, such as biodiesel, into their operations. It is in ECC's proposal to invite a farmer or biodiesel representative to an event in 2021.

D. Farmer outreach

ECC has been in contact with the organizations and farmers below and are actively seeking partners for the interview and spotlight piece of the grant. ECC has developed a set of interview questions in preparation for the interviews, which will be scheduled for at least 30 minutes over the phone.

1. Interview questions:
 - a) Please describe your operation, including where you are located and the services you provide.
 - b) What sustainability efforts have you incorporated into your operations?
 - c) What do you see as your role in sustainability and environmentalism in New York State?
 - d) What goals do you have for the coming years? What have you had to adapt to recently in the industry?
 - e) Is there anything else you would like us to know about being a New York State grower?
2. Outreach list to-date:
 - a) Rodman Lott, Rodman Lott & Son Farms
 - b) National Biodiesel Board
 - c) United Soybean Board

d) Ryan Lamberg, Independent Consultant

V. Remaining Work Plan Summary

Work is ~25% complete.

For the remaining grant, ECC will continue to promote biodiesel as a sustainable, domestically produced vehicle fuel on its social media and newsletter channels. As the year continues, Empire Clean Cities will seek event opportunities, both virtual and in-person, to promote biodiesel to fleets and businesses in New York City and the Lower Hudson Valley. ECC hosted an alternative fuel webinar in April 2021 to highlight biodiesel as an alternative fuel option, and have two (2) planned webinars for the summer, in addition to our Annual Stakeholder Meeting.

As part of our interview and spotlight portion of the campaign, ECC looks forward to connecting with individual farmers in New York State. We will work with our partner Clean Cities coalitions in Albany, Syracuse, Buffalo, and Rochester to promote farmers' work and sustainability practices in local agriculture. ECC will continue to increase awareness about the connection between food and fuel, increasing visibility and support for New York-based soybean farmers, and reducing air pollution by transitioning fleets to clean, renewable biodiesel and soy-based products.

VI. Attached Deliverables

- A. Attachment A:** Social Media Posts
- B. Attachment B:** Newsletter Posts