



**Reporting Period: 5/1/2021 - 7/30/2021**

**I. Project Summary**

At the beginning of this year, Empire Clean Cities (ECC) launched a virtual education campaign called “Soy in the City”. 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. ECC is committed to educating the public and all transportation stakeholders about the viability of domestically produced biofuels to combat climate change and help reduce harmful air pollutants from the transportation sector. Using a direct focus on individual farmers in upstate New York, ECC aims to bring attention to the life-cycle of biofuels and biodiesel, starting from soy and corn in upstate New York and ending up as sustainable vehicle fuels. As part of the campaign, ECC created a dedicated webpage to host the farmer spotlights. ECC is also actively sharing educational resources on our social media channels and in our newsletter about biodiesel and biofuels. This quarter, ECC interviewed our first upstate farmer, Todd DuMond from DuMond Agriculture. ECC is pleased to present our first Progress of Work report for the period May 1 to July 30, 2021.

**II. Work Summary To-date**

In the second phase of our “Soy in the City” outreach campaign, ECC worked on conducting our first interview with a farm stakeholder, creating interesting content about biofuel use, and sharing relevant information with stakeholders and fleets. 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 completed a Farmer Spotlight, which was featured on social media, in ECC’s newsletter, and is now hosted on the dedicated campaign webpage, [empirecleancities.org/soyinthecity](http://empirecleancities.org/soyinthecity). We are continuing outreach to farmers and fleets for the next in our interview series.

**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>50% 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.	<i>25% Complete</i>
1d) Interview fuel end-users of bio-based fuels in New York, such as public and private vehicle fleets and restaurant and food trucks.	<i>10% Complete</i>
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.	<i>100% Complete</i>
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.	<i>100 % Complete</i>
3a) Host a webinar for fleets on the benefits of biodiesel, including participation from soybean farmers.	<i>25% Complete</i>
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.	<i>15% Complete</i>
3c) Meet with individual fleet operators to discuss the transition to biodiesel and bio-based products.	<i>25% Complete</i>

#### IV. Deliverable Completion Metrics

##### A. Newsletters (see attachment for additional details)

1. May 4th:
  - a) Funding opportunity shared: US DOE Biofuels Research
2. May 18th:
  - a) Event share: Grants and Funding to Facilitate the Transition to Cleaner and More Efficient Truck Technology
  - b) Article shared: “The Solid Biofuel Market Grows Steadily Despite the Pandemic”
3. June 1st:
  - a) Event shared: Funding Incentives to Fuel Clean Truck Technologies and Infrastructure
  - b) Article shared: “Argonne study finds 23% reduction decrease in carbon intensity of ethanol from 2005 to 2019”
4. June 29th:
  - a) Article shared: “Getting the most out of methane reduction”
5. July 13th:

- a) Article shared: "Statement by Energy Vision in Consultative Status with the United Nations Economic and Social Council"
  - b) Article shared: "Want to End Flying Shame? Meet Sustainable Jet Fuel"
6. July 27th:
- a) ECC Announcement: "Introducing Soy in the City, Biodiesel Education Campaign"
  - b) Article shared: "\$1.5M DOE grant targets cyanobacteria for biofuel production"

### **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. Instagram (4 posts)
- 2. Facebook (7 posts)
- 3. Twitter (7 posts)

### **C. Events**

ECC is planning two annual events for the late-summer and fall of 2021. These events will be held in-person in September and October. The September event is ECC's Annual Stakeholder Meeting, held in conjunction with NYC Parks Fleet and Equipment Show. ECC will host a morning session before the larger networking event and plans to include biodiesel and biofuels in the topic line-up, as well as invite biodiesel stakeholders to attend and participate. The October event is our annual Empire Clean Vehicle Festival which always attracts hundreds of passersby and vehicle showcases from public and private fleets. ECC aims to invite fleets using biodiesel to showcase their vehicles at the event. ECC also hands out information to the public on the benefits of all alternative fuels, including biodiesel.

In June 2021, ECC co-hosted a webinar with NYC Small Business Services, NYC Department of Transportation, Con Edison, and Manhattan Beer Distributors to discuss funding and programs in NYC that are paving the way for a more sustainable future in transportation. The goal of the webinar was to reach NYC fleets and business owners with reliable information about alternative fuel options, such as biodiesel, into their operations.

#### **D. Farmer outreach**

In July 2021, ECC conducted an interview session with Todd DuMond of DuMond Agriculture. The interview set a great example for the interviews to come for the duration of the project. As a result of the interview, ECC was able to share the spotlight in the bi-weekly newsletter, host it on the campaign webpage, and share on social media. We are monitoring the webpage and social media posts for how many individuals we reached.

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.

#### **V. Remaining Work Plan Summary**

Work is ~45% 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. ECC will continue to 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 looks forward to connecting with individual farmers in New York State, as well as 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
- C. Attachment C:** "Soy in the City" Webpage