



Reporting period: 9/01/18-11/30/18

I. Project Summary

Empire Biodiesel Initiatives will aim to promote the use of biodiesel for the transport of goods to an audience that is already aware of the benefits of supporting local and reducing emissions through transportation, such as a part of the mission of Food Miles. Food miles are understood to be the distance over which a food item is transported from its source to its final destination. *Effective Food Miles* are the item's food miles adjusted to take into account the carbon footprint of the vehicle(s) transporting it.

Work Summary to Date

Work for this program has continued to focus on outreach and education program to ECC's network of stakeholders and members. A news blast was distributed to the entire ECC network, as well as a dedicated Facebook post. These article and social media post described ECC's partnership with NYCSGA with information on how biodiesel is made and its benefits as an alternative fuel source. Events were another part of our outreach efforts this quarter as Empire Clean Cities hosted a Clean Vehicle festival in Union Square Park on October 11th, 2018. This event highlighted the different types of alternative fuels ECC works with, including Biodiesel. The event reached over 200 people, despite poor weather and 30 individuals were added to the mailing list that includes future Empire Biodiesel Initiative e-blasts. ECC also continued its individual outreach by setting up meetings with Green Market/Grow NYC and Sprague Energy, two gatekeepers to potential end users of biodiesel. ECC will connect directly with the identified business and fleets identified through meetings in December 2018.

Deliverables Completion

Milestone Deliverable 1: Provide a series of promotional materials to educate and promote the support for the notion of food miles	95% Complete
Milestone Deliverable 2: Work with fleets and businesses to support the use of biodiesel (and when possible, NYS soybean-based biodiesel). Target fleets and businesses to operate on biodiesel and show support for the industry. Minimum of 3 fleets and 3 businesses will be involved in Food Miles and biodiesel benefits discussion with meeting notes reported.	90% Complete
Milestone Deliverable 3: Final report highlighting the importance of considering not just	80% Complete



the distance food travels but the importance of considering the fuel source as well. Case study of the fleets and businesses worked with during Empire Biodiesel Initiatives. The report will be shared with NYCSGA and ECC stakeholders.	
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II. Deliverable Completion Metrics:

Newsletter Distributions:

- News-Blast Email to Stakeholders: 4 September 2018

Social Media Posts:

- Facebook Post to Network and Stakeholders: 30 November 2018

Program Announcements & Outreach Events:

- 2018 Empire Clean Vehicle Festival, Union Square Park

One-on-one outreach to businesses:

- Contacted Green Market/GrowNYC to connect us with produce farmers and partners who would be receptive to Food Miles discussion and encourage biodiesel use.
- Met with Sprague Energy to identify food-related fleets to discuss biodiesel use.

III. Remaining Work Plan Summary

Work is ~ 90% complete. The project will be 100% complete by December 31st, 2018.

For the remaining portion of the grant ECC will meet with the 3 identified food and beverage fleets and businesses to encourage the use of soybean commodities in the form biodiesel. A case study will be developed based on these conversations. ECC will also continue its outreach through social media and engagement with stakeholders to increase education of Food Miles and the benefits of biodiesel through an additional e-blast.

IV. Attached Deliverables

- a. News-Blast Email to Stakeholders: 4 September 2018**
- b. Social Media Post to Network: 30 November 2018**
- c. Outreach Event: Empire Clean Vehicle Festival Flyer**

a. 4 September 2018 MailChimp Mailer

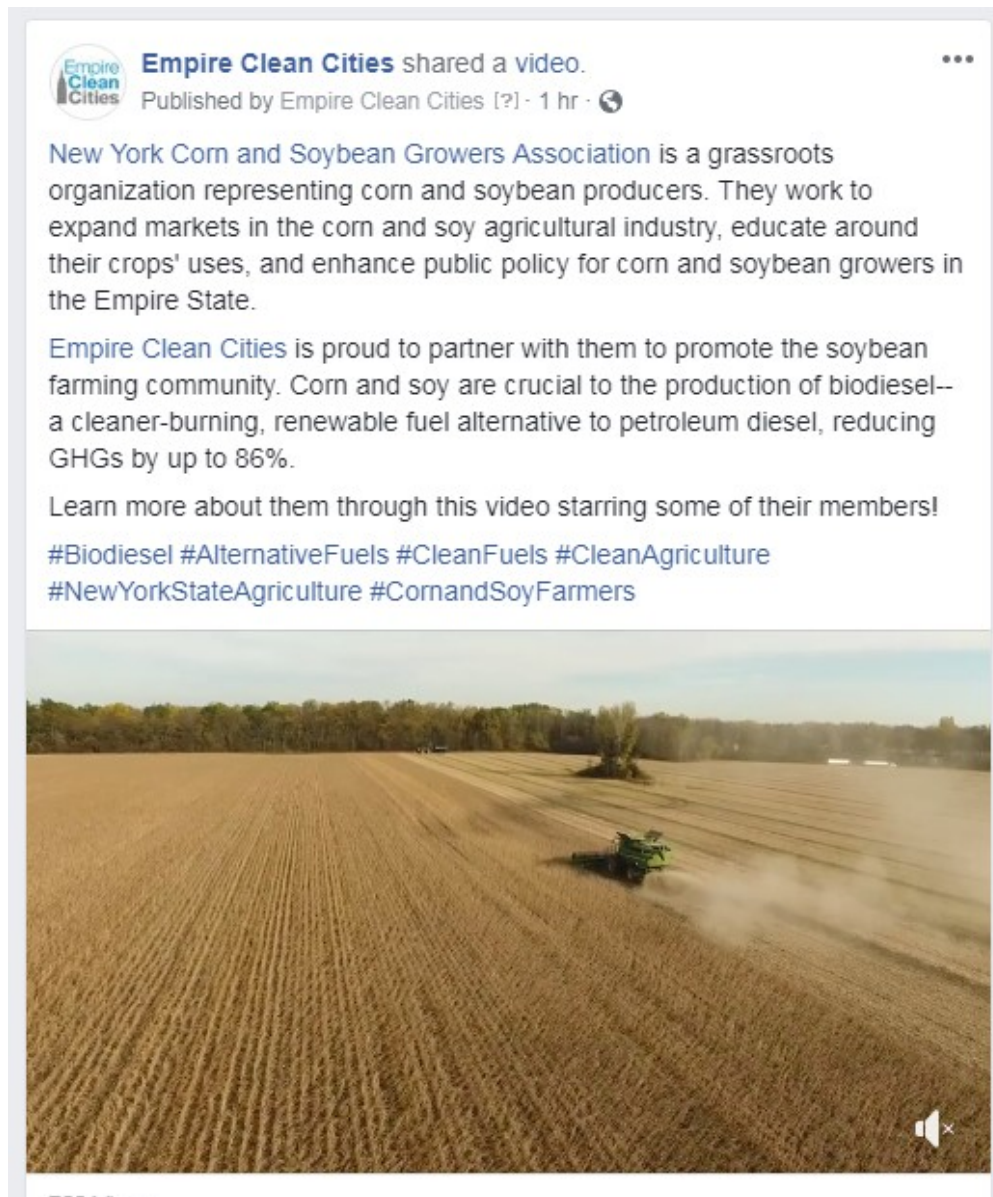
How Farms in New York State Play a Big Role in Clean Energy


Empire Clean Cities and the **New York Corn and Soybean Growers Association** are partnering to promote and support the growing soybean farming community in New York State.


New York state's soybean production has increased in acreage and value of production since 2006, and is a **competitive alternative** to fossil fuels and electric. Biofuels are just one of ECC's programs. Support our mission [here](#).



b. 30 November 2018 Facebook Post

A screenshot of a Facebook post. At the top left is the Empire Clean Cities profile picture and name. The text of the post describes the New York Corn and Soybean Growers Association and mentions a video. Below the text is a large video player showing a combine harvester in a field. The video player has a volume icon in the bottom right corner.

 **Empire Clean Cities** shared a video. ⋮


Published by Empire Clean Cities [?] · 1 hr · 

New York Corn and Soybean Growers Association is a grassroots organization representing corn and soybean producers. They work to expand markets in the corn and soy agricultural industry, educate around their crops' uses, and enhance public policy for corn and soybean growers in the Empire State.

Empire Clean Cities is proud to partner with them to promote the soybean farming community. Corn and soy are crucial to the production of biodiesel-- a cleaner-burning, renewable fuel alternative to petroleum diesel, reducing GHGs by up to 86%.


Learn more about them through this video starring some of their members!


[#Biodiesel](#) [#AlternativeFuels](#) [#CleanFuels](#) [#CleanAgriculture](#)
[#NewYorkStateAgriculture](#) [#CornandSoyFarmers](#)



700 16:55

c. 2018 Empire Clean Vehicle Festival Flyer

A flyer for the 2018 Empire Clean Vehicle Festival. The flyer is white with blue and green accents. It features logos for Empire Clean Cities, NYC Parks, and NYC Citywide Administrative Services Fleet. The event details are: Thursday, October 11th, 9:00a-2:00p, at Union Square - North Plaza, Intersection of 17th St & Union Square E, New York, NY 10003. It includes an RSVP link: http://bit.ly/2018ECCFestival. A vertical strip of photos on the right shows various scenes from the festival, including people, tents, and a subway station. At the bottom, there is an accessibility icon and contact information for Paul Evans and Joy, along with the website EmpireCleanCities.org.




**Empire Clean
Vehicle 2018 Festival**

Thursday, October 11th: 9:00a-2:00p

Union Square – North Plaza
Intersection of 17th St & Union Square E
New York, NY 10003

Please join Empire Clean Cities, NYC Parks
and DCAS as we gather the latest innovations
in clean vehicles and technologies!

RSVP here: <http://bit.ly/2018ECCFestival>

 For information or requests
regarding accessibility please
contact Paul Evans by email
paul.evans@parks.nyc.gov

For more information please contact:
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EmpireCleanCities.org

VENDORS ARE WELCOME.
Contact us today!