

# ***"Get Your GreenBack – Tompkins!"***

*Celebrating and supporting actions to save you money and energy*

**Invitation to Partners:** A broad coalition of individuals and organizations\* has come together to support every household and business in Tompkins County to find ways to save money on the energy-related costs of the heat and electricity we consume, the food we buy, the transportation we use and the waste we have to get rid of. You are essential to helping meet the goals of the “Get Your GreenBack - Tompkins!” campaign. We need your support and participation to ensure this campaign takes root in our community.

## **Why “Get Your GreenBack – Tompkins!” and Why Now?**

In Tompkins County, rising energy, food, and commodity prices are creating financial hardships for many community members. The cost of energy is becoming an increasingly important factor in deciding whether to drive or take the bus to work; what food to put on the table; how to heat a building; where to live or locate a business; and what types of services a local government can offer its citizens. We can also anticipate that the changing energy landscape will result in greater pressure on our natural resources – agricultural land, water resources, and local forests – to help meet the energy demands of the County.

In response to these economic, energy and greenhouse gas emissions challenges, a number of community initiatives, including those of local governments, institutions of higher education, local coalitions, the business community, and local nonprofits, are already underway. By combining efforts to reduce energy demand, improve efficiency, and transition to alternative energy sources, the Tompkins County community will also build the essential connections across neighborhoods and social groups that will bring long-term economic and environmental sustainability.

## **Vision**

This campaign will:

- Support, celebrate and promote the most promising initiatives that already exist in Tompkins County that help people save money, make money, create jobs and grow local businesses by focusing on energy, food, transportation, and waste
- Help people discover resources that can make it as easy as possible for them to take money-saving and energy-saving steps related to heating and electricity, local food, transportation, and waste
- Reach EVERY household in Tompkins County by 12/12 to take an energy-saving step they have not taken before

We are working to enable people of all backgrounds, incomes and perspectives to make *their own lives* better while we also strengthen our local economy and make our community more just, healthy and resilient. This campaign will be an inclusive, practical, easy and FUN community building effort that will help us take control of our future, starting *now*.

## **Goals**

The goal of Get Your GreenBack Tompkins is to inspire every household in Tompkins County to take at least one action they have not taken before to save money on energy use in buildings, food, transportation and waste by the end of 2012. This goal is aimed at achieving three additional broad community goals:

- a) Reduce energy consumption and its associated greenhouse gas emissions to help the community reach its goal of an 80% reduction in emissions by 2050 ([Tompkins County Energy and GHG Element](#))
- b) Build a more resilient community that can face future challenges of climate instability and energy uncertainty
- c) Ensure that all members of the community are supported in saving money on energy, getting a job or growing their business.

## Approach

In order to achieve the campaign's goals, the approach to the entire campaign is based on:

- Celebration of things people are already doing
- Building community through building connections and relationships
- Inclusivity and equity
- Concrete steps people can take to reduce energy consumption and share skills/resources with others
- A spirit of "we're all in this together and all need to share ideas as we move forward"

The campaign will inspire people to take energy saving steps, make connections to established local organizations that are already set up to help people take such steps, and share their ideas for specific steps to get others started. This dynamic campaign will evolve over time and is designed to "leave room for a little jazz" as the campaign moves forward. In that way, it will in a real sense be the *community's* campaign.

### Phased Launch

The campaign will focus on and seek out events and opportunities within seasonally appropriate campaign sectors on a rolling basis throughout the year, yet continue to promote all four sectors in the campaign outreach materials. For instance, leading up to the cold winter months, campaign media stories and event participation would focus on heating in buildings, but energy saving steps in the areas of waste, food, and transportation would continue to be highlighted in materials and online. Similarly, in the late winter/early spring garden-planning time, the food sector would be the focus of effort. This approach allows for intensive work to be done in a single sector, while providing continuity in the overall campaign and continued support for all sectors of the campaign.

**Phase 1** – The campaign will begin with a "soft launch" (Phase 1) in the fall of 2011. Initial campaign materials will be piloted and tested by piggybacking on already planned local events focusing on energy efficiency in building heat and electricity, as well as general community events, such as the Apple Festival on the Commons. Energy-related events that have already been identified include: Into the Streets, Moving Planet, efforts on Cornell and IC campuses, efforts in the Towns of Dryden and Caroline, and church activities planned through the Green Jobs Green New York outreach plan. With feedback from attendees at those events, materials and approach will be refined in time for a "hard launch" (Phase 2) in November, 2011 (possibly 11/11/11).

The attached draft budget identifies anticipated expenditures of approximately \$124,000 for Phase 1 of the campaign, as well as development of materials to be used in Phase II of the campaign. The budget also identifies realistic, yet ambitious, revenues offsetting that cost from in-kind or donated items (\$44,250) and cash donations (\$79,750). Phase 1 will require significant fundraising, as well as solicitation of in-kind time and donations from the community and partners.

**Phase 2** – Phase 2 will begin in November, with all four components touted to the media and campaign roll-out unveiled. The website will be unveiled at this time and much of the campaign content will be released, such as video clips of people commenting on their experiences taking the steps, and perhaps a game card to track progress. Phase 2 will continue through May, 2012, and during that time, the focus of the effort will switch from energy use in building heat and electricity to energy use in food. Several key food-related events have already been identified, such as the culmination events associated with the Community Food Assessment, and a host of activities planned to assist people in planning gardens and participation in Community Supported Agriculture. While the focus of the "story" in the media will be around food during this time, the campaign will continue to support energy saving work in all 4 aspects of the campaign.

The attached draft budget identifies anticipated expenditures of roughly \$70,500 for Phase 2 of the campaign.

**Phase 3** – Phase 3 will begin in June, 2012 and continue through January, 2013. During this time, the focus will move on to transportation, in order to coordinate with spring and summer biking and walking events and outreach, and then to solid waste, to support efforts to educate incoming residents on strategies to reduce waste.

The attached draft budget identifies anticipated expenditures of roughly \$23,650 for Phase 3 of the campaign.

## Components of the Campaign

### 1. Celebrating Success and Building Relationships

Relationship building is the foundation of the Get Your GreenBack – Tompkins! campaign. It has been a core aspect of the early development of the campaign, from summer 2010 to its launch in the fall of 2011. It is anticipated that messages and materials from the campaign will continually be modified as conversations in the community continue and new ideas and feedback take place. Efforts in the campaign will focus on connecting individuals and groups with local organizations that can support community members in taking energy saving steps while building community connections, and in supporting local organizations that want to develop events or programs with goals in alignment with the vision and goals of the campaign.. In the fall of 2011, as the campaign is initially launched, it is anticipated that we will meet intensively with individuals and groups in the county to build on the foundation we've built so far and to obtain ideas on how to make Get Your GreenBack – Tompkins! a long-term success.

In addition to the direct outreach described above, the campaign will coordinate efforts with ongoing programs supporting reduction in energy use in buildings, food, transportation and solid waste to be efficient in reaching the community and getting feedback on the campaign. Groups with robust organizing and outreach components will be tapped to help get the word out about the campaign and receive input from the community, while the campaign helps promote the partners' activities, as well.

Some of the organizations doing outstanding work in the community have been approached and are enthusiastic about being part of the campaign. These initial partners are listed below:

Building Heat and Lighting: Cooperative Extension of Tompkins County, Tompkins Community Action, Ithaca Neighborhood Housing Services, Sustainable Tompkins, Sustainable Enterprise and Entrepreneur Network, the Green Resource Hub.

Transportation: Way2Go, Gadabout, TCAT, Ithaca Carshare, Zimride Tompkins.

Food: Gardens 4 Humanity, the Whole Community Project, Groundswell, Healthy Food for All, Ithaca Community Harvest, area Farmer's Markets.

Solid Waste: Tompkins County Solid Waste, ReBusiness Partnership Program, SewGreen, Freecycle, Finger Lakes ReUse, Master Composters, Share Tompkins

### 2. Community Building and Fun Events

Insert work of Marketing subcommittee here

### 3. Online Presence and Social Media

The campaign will provide a single webpage portal to assist people in making energy saving choices. All educational and outreach material will direct people to the [www.getyourgreenbacktompkins.org](http://www.getyourgreenbacktompkins.org) website for further assistance. The website will be clear and uncluttered and direct people to the existing sector-focused websites – [upgradeupstate.org](http://upgradeupstate.org) for buildings and [way2goinfo.org](http://way2goinfo.org) for transportation – and create basic sector-focused websites for food and solid waste. The [getyourgreenbacktompkins.org](http://getyourgreenbacktompkins.org) site will also provide information about upcoming events and educational material on how to save money on energy use in the 4 sectors, as well as specific ideas for steps people can take to save money on energy.

Besides creating identities on Facebook and other social media sites, one key aspect of the [getyourgreenbacktompkins.org](http://getyourgreenbacktompkins.org) site will be its focus on community input and multi-way communication via internet media. Community members will be able to post their success stories and steps they've taken to reduce their energy use, as well as post their ideas for community projects around energy use in buildings, transportation, food and solid waste. One possible model for the social media aspect of the website might be the newly launched "Change by Us NYC" initiative at <http://nyc.changeby.us/>, where

virtual post-its from community members allow popular ideas to percolate to the top while allowing the community to own the campaign and create tailored solutions.

#### 4. Phone and Additional Resources

The Human Services Coalition of Tompkins County has offered to incorporate the campaign into its 2-1-1 information and referral service. 2-1-1 volunteers will be trained on the educational aspects of the campaign and the energy saving steps that are being promoted, while providing them contact numbers for the partner organizations being promoted in the campaign.

In addition to the 2-1-1 phone number, we will create brochures that capture the key website information in easy to read handouts. These handouts will be available at all of the campaign partner offices, at events put on by the campaign, and at key gathering spots in the community, such as grocery stores, farmers markets, bus terminals, etc. so that all residents are reached.

#### Phase 1 and Phase 2 - Timeline (2011-12)

**PHASE 1: Aug – Nov, 2011 - Soft launch and preparation for hard launch, with a focus on participating in heating and electricity-related events**

August 22	Submittals for graphic design due
August 26	Chose design and inform winner
August 31	Meeting to obtain broader input on the campaign proposal
September 1	Beta website live!
September 1	Connect with existing event or plan an event for Moving Planet ( <a href="http://www.moving-planet.org/map#/map/42.435511/-76.5257007/11">http://www.moving-planet.org/map#/map/42.435511/-76.5257007/11</a> )
September 9	Application for table at Apple Festival due (\$20 fee + tents) ( <a href="http://www.downtownithaca.com/files/all/nonprofit_application_ah11.pdf">http://www.downtownithaca.com/files/all/nonprofit_application_ah11.pdf</a> )
September 23	“Moving Planet” day (350.org national event)
September 30	Apple Harvest Festival
October 29	Lighten Up Tompkins’ “Into the Streets” activities and outreach
Other Phase 1 events	Cornell and IC campus events, Town of Dryden, Town of Caroline events, Youth Summit fall event, “Building Bridges” event

**PHASE 2: Nov 2011 – May 2012 -**

November 11	Connect with Veteran’s Day. Will be able to announce: we’ve already reached 10,000 people through Phase 1
January – April	Focus on Food-related events

**PHASE 3: June 2012 – Jan 2013 – Continued seasonal focus on different sectors**

May- July	Focus on Transportation-related events
July – September	Focus on Waste-related events
Sept – December	Focus on Heating and Electricity-related events

#### Help Needed

##### From all partners

- Suggestions for specific steps connected to both the vision and goals of this campaign as well as their or their organization’s vision and goals
- Discussions with credible allies early in the campaign’s launch with the goal of further refining the campaign message, marketing and outreach materials

- Ongoing discussions with constituents/membership/county residents about the campaign with the goal of continually refining the campaign message, marketing and outreach materials
- **Information about and invitations to events and gatherings where we can conduct outreach and promote the campaign**
- **Participation in and help organizing events that can promote the campaign (related specifically to heating/electricity, food, transportation, and waste)**
- Funding for:
  - Website development
  - 2-1-1 material development
  - Brochure development
  - Brochure printing
  - Professional marketing skills
  - Development of marketing ideas
- Testing of outreach materials and platforms (website, 2-1-1, brochures)

#### **From Credible Allies (a.k.a. Friendly Contacts Representing Different Groups in the Community)**

- Website review/feedback
- 2-1-1 review/feedback
- Brochure review/feedback
- Discussions with constituents/organizational members/customers/consumers early in the campaign's launch with the goal of further refining the campaign message, marketing and outreach materials
- Ongoing discussions with constituents/organizational members/customers/consumers about the campaign with the goal of continually refining the campaign message, marketing and outreach materials

#### **From Initial and ongoing/expanding Campaign Partners**

- Staff time to add information about the campaign and a link to [getyourgreenbacktompkins.org](http://getyourgreenbacktompkins.org) to the organization's website
- Willingness to generate excitement about the campaign with their constituents
- Commitment to keep up with demand generated by the campaign, or to let the campaign organizers know they're being swamped and need help meeting the demand
- Willingness to display posters brochures and marketing materials on their premises, and distribute such materials at events and daily activities of the organization
- Willingness to figure out how their organization can best support the campaign and have the campaign support the work of the organization
- Assist with marketing of the campaign and at campaign events, as possible
- Ongoing discussions with constituents about the campaign with the goal of continually refining the campaign message, marketing and outreach materials

### **Budget and Financing**

Draft Budget, Attached.

"To achieve the goals of this ambitious but essential campaign and to shape a more rational & resilient energy future for our county, the budget attached will require that every partner consider how they might best contribute to the overall success of this effort. Some may promote the GYGB-Tompkins! campaign through internal staff messages and mention it in external communications with their stakeholders. Others may have a staff person who has skills in an area such as event management, and allow that person to assist with a sub-committee to plan and implement that aspect of the campaign. Assistance help in some way from every partner is required, just as every household is being contacted and being asked to take a new step to participate, and hopefully more. This is "our" campaign – every household, business, and organization needs to contribute for this to blossom toward the 100% participation mark.

Importantly, we will need a dynamic fundraising, development and finance sub-committee to creatively

raise the real dollars and very real, tangible in-kind support (like banners, graphic arts, printing) to produce the products and build momentum as quickly as possible. Do you know of someone in the community who could be inspired to assist who has experience in funding & resource development? Essentially, we need to start NOW, before the 8/31 mtg., so please contact Mike K-L ([mak11@cornell.edu](mailto:mak11@cornell.edu) 592-7650) with your suggestions. Better yet, share this document potential volunteers to explore their possible interest, then report those results to help develop a fundraising team that will flourish with the skills and energy needed within the next few weeks.

Thanks for being a partner, and we look forward to celebrating successes all along the way. Your participation, at whatever level possible, will have a valuable impact on the whole campaign. Where can you plug in?"

**"I/my organization agree(s) to be a partner in this campaign and I/we can initially participate in the following ways.... (Please share this with \_\_\_\_\_." (name of fiscal sponsor organization & contact methods.)**

**Maybe add: "The next meeting of the Countywide Campaign Coalition will be \_\_\_\_\_ at \_\_\_\_\_ from \_\_\_\_\_ until \_\_\_\_\_."**

DRAFT