

## “Signs of Sustainability” 2011

### New Sustainable Enterprise

#### Energy Efficiency



Ron Khosla invented the '**CoolBot**' cold storage system which turns any brand of off-the-shelf, window-type air conditioning unit into a turbo-charged cooling machine, transforming highly-insulated rooms into walk-in coolers. *CoolBots* save electricity when combined with new *Energy Star* air conditioning units engineered to much stricter environmental standards than standard walk-in cooler compressors.

#### Food System

**culture**



**shock**

**Culture Shock** restaurant celebrates "live cultured foods" - refreshing and delicious food made with local, organic, and gluten-free ingredients.



Dedicated to organic, local ingredients, **Fruits and Roots Juice** sells juice that is all-natural, healthy, and sustainable.

**Good to Go!** is a new natural foods grocery and deli in Trumansburg.



**Ithaca Organics** grows local produce that is sold to community members through their CSA. They also sell produce, raw milk, and farmstead cheese.

The **Lansing Market** grocery strives to offer as much local produce as possible.



**Lucienne's Fine Foods** uses 100% Rainforest Alliance Certified cocoa to produce local, sustainably-produced gourmet chocolate bars. Lucienne's chocolates were featured in the gift boxes at the 83rd Academy Awards, New York Oscar Night Party and their chocolates and biscotti were given out at the Cannes Film Festival this year as well.

**The Man in the Moon Bake Shoppe** in King Ferry, NY makes and sells its own baked goods from scratch, supporting local farmers and food producers. The shop also sells products from local farms. The bakery uses organic flours daily as well as local, seasonal vegetables and fruits in their baked goods and café.



**Mercato Bar & Kitchen** promotes the artistic, eclectic spirit of Ithaca and also the town's green, local food philosophy.

**Mexeo** in Collegetown serves Tejano-style taquitos using fresh, local ingredients. A board in the restaurant lists every farm in the area from where the beef and vegetables come from.



**Mira Mediterranean Bistro** serves Middle Eastern Mediterranean food in Ithaca. Owner Samira Reamer changes her menu each month to reflect on seasonal, fresh, and local food items.



Rogues' Harbor Inn opened the **Rogues' Harbor Brewing Company** microbrewery, which produces craft ales that are served next door in the Rogues' Harbor Steak & Ale restaurant.



**Shtayburne Farm's Cheese Shop** opened this year near Watkins Glen. The shop offers 15 blends of locally produced cheeses made on site with local materials. They grow the crops, feed the cows and make the cheese.



**Snow Farm Creamery** debuted Tompkins County's only cheese-making operation at their seventh-generation family dairy farm. Their cheese can be found at Brookton's Market, Six Mile Creek Winery, and during Finger Lakes Cheese Trail Events. They distributed samples of their artisanal, seasonal aged raw milk cheeses at the "Say Cheese" event with other local producers involved in the Finger Lakes Cheese Trail.

**"That Indian Drink"** is Ithaca's own chef-crafted lassi (fruit yogurt smoothie). This drink is all-natural, comes in 3 flavors: alphonso mango, raspberry cinnamon and blueberry cardamom, and is made from locally sourced rBGH-free milk and fruits.



## Green Building



**Carina Construction Services** of Ithaca helps clients build homes at affordable prices using green technologies.

## Health System

**Apothekara** is a fully stocked apocathecary and a stop-in clinic for consultations regarding herbal medicine. They also sell herbal teas created from local organic growers, fair trade products, and locally-grown cooking spices.



## Land Use

**Freedom Farms Nursery** opened this year to sell flowers, vegetable plants, and many other items to the local community. The plants are grown in the owner Donna Schlesier's on-site nursery.

## Reduce, Reuse, Recycling and Composting

**BB Bloom and Co.** makes handmade fancies from reclaimed fabric and lead-free antiqued brass pins.



**Budget Boutique** recently opened up to provide gently used clothes at good prices.

**Eremita Winery** on Seneca Lake opened after renovating their building with local resources and reclaimed materials.

Inspired by a desire to help others, Liz Norton created **Liz Simple** to aid seniors and others interested in downsizing their homes and reducing their material possessions.



Frédéric Bouché built his new winery, **Ports of New York**, using local and salvaged materials, for which he received both the Pride of Ownership Award from the Rotary Club of Ithaca and the City of Ithaca and a Historic Ithaca award.

**Radical Roots Apothecary** introduced its new Cabin Fever Footbaths, which are locally-handcrafted and packaged in reusable canning jars.



## Sustainable Community Development



**ABeCeDarian Company** publishes and distributes the ABeCeDarian Reading Program, a research-based, explicit, comprehensive, multi-sensory decoding program developed by Michael Bend, Ph.D. The program efficiently addresses the key areas of phonemic awareness, phonics, and fluency. Bend's system provides the depth and structure necessary for tutors, interventionists, and special education teachers to help the weakest readers from age 5 to adult make outstanding progress.

The new social network **Swidjit** is an Ithaca-based online marketplace designed to strengthen the local economy. The website allows users to connect with each other to buy, sell, swap, rent, and network.

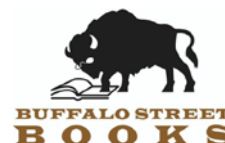


**The Ithaca Independent** is Ithaca's newest alternative media outlet promising to adhere to traditional journalistic ethics to report the most important stories in the community. The editor strongly encourages readers to become involved in the news process, such as by writing a letter to the editor or commenting on a news story.

## Sustainable Enterprise

**The Entrepreneurship, Leadership and Business Development Lab, or Elab**, is a new incubator for microbusinesses. It provides extensive support, consulting and coaching for individuals with good businesses ideas to bring their small and mid-sized enterprises to market and be successful.

**Buffalo Street Books** reopened in April 2011 as a consumer cooperative with more than 600 members. The store had been set to close until a bookstore employee led a community buy-out of the store, turning it into a cooperative.



## Sustainable Lifestyle



**Aizen Spa** uses only organic oils and creams, linens woven from organically-grown cotton, and phosphate-free, biodegradable, non-toxic cleaning products.

Emma Morris is the creator of **FRESH**, a beauty salon in Trumansburg specializing in organic, toxin-free hair care and makeup products.



**Ithacemade** is a new store where you can buy goods unique to Ithaca including locally made jewelry, tinctures and teas, aromatherapy products, clothing and more.

**People's Market** is a new local artisan store in Lansing. It specializes in handmade goods and food products from more than 50 vendors. It offers a variety of items based on local demand and supply.



## New Sustainability Program or Organization

### Food System



**Peter Martini**, vineyard manager for Anthony Road Winery/Martini Vineyards, in conjunction with the **NY Farm Viability Institute**, is banding together vintners from across the state to create a certified sustainability program for vineyards. The plan is for the vineyards that meet the program's requirements to earn a "VineBalance Sustainably Grown" label for their wines.

The new **Finger Lakes Beer Trail** helps tourists and locals navigate the many local breweries in the region.



## Planning and Policy



Relocalization."

**Sam Bosco** and **Simone Lackey** organized a three-part discussion series exploring the concept of Tompkins County joining the Transition Town movement, which addresses the threat of increasingly scarce energy supplies by engaging communities to take action. The first discussion in the series was titled "*Peak Oil, Climate Change and the Call for Deep*

Representatives of the **Tompkins County Task Force on Gas Drilling** met with state officials in Albany to discuss the effects of gas drilling on the real estate market. The group is concerned that gas leases will affect home- and land owners' ability to get mortgages or sell their properties.



## Reduce, Reuse, Recycling and Composting



**Cans for Causes** is a new local non-profit providing recyclable container collection services to businesses, non-profits and individuals. The organization donates the money redeemed from the containers to the charity of the customers' choice. Cans for Causes was founded by Nathaniel Steele, a Cornell graduate.

Six students in Joe Regenstein's *Agriculture and Life Sciences 4470: Environmental Stewardship in the Cornell Community* class formed the **Compost Initiative for Collegetown Eateries**. The initiative, which the students took on as a class project, aims to help Collegetown businesses develop sustainable waste-management practices.

## Social Activism



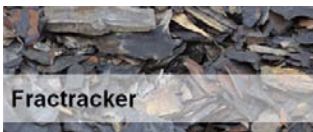
The **Green Umbrella** was created by New York students, for New York students: it serves to connect young people between schools in order to build a stronger and more dynamic environmental youth movement.

## Sustainability Education

The **Committee to Preserve the Finger Lakes** organized a Farm Forum to discuss agriculture and hydrofracking.

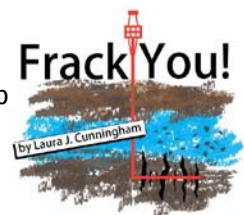


The **Cortland County Sustainable Living Tour** offered two tours. The first focused on businesses and organizations that have made their facilities more sustainable within the City of Cortland. The second tour focused on two farms and four private homes in the county.



**Fractracker.org** is a website for information and an interactive, web-based DataTool for sharing and mapping data related to hydraulic fracturing in the Marcellus Shale region.

**"Frack You!"** is a comedic play written by Binghamton playwright Laura Cunningham and presented by Binghamton's professional theater group Southern Tier Actors Read. The play focuses on hydraulic fracturing and utilizes characters that support both sides of the issue in order to best inform its viewers about the subject.



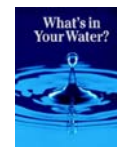


## Sustainable Community Development



**Fingerlakes Unplugged**, a new social network, was created to focus on providing information about local events and opportunities in our region.

**Cayuta-Catatonk Water Watch** is a volunteer water monitoring group monitoring the Cayuta and Catatonk watersheds specifically for red-flag indicators of gas drilling contamination. CCWW partners with the lab at Community Science Institute in Ithaca for technical assistance, quality control and assurance and display of its data on their web-site. CCWW has 28 volunteers testing 25 sites each month. This valuable data is establishing a picture of the overall pre-drilling health of the watersheds.



In connection with the Dryden Community Garden, the **Three Sisters Sharing** project involved Dryden elementary students and other community members in planting a "Three Sisters Garden" using traditional Iroquois planting methods for squash, corn and beans. The project includes history, biology and nutrition lessons, as well as inter-generational sharing with the residents of Willowbrook.

The **Restore the Earth Foundation Inc.** (REF) and **EKOsystems Partners** of Ithaca have reforested 30,000 acres in the coastal counties of Mississippi and parishes of Louisiana to restore damaged forests and wetlands in the Gulf Coast region.



Corinne Stern started **FLOOF Collage pARTy**, that invites groups of people of different artistic ability to come together to create art. Twenty percent of her fee for organizing these fun learning events goes to local nonprofits.

**Get Your GreenBack Tompkins** is a community-based campaign to inspire all 42,000 households and every business in Tompkins County to take meaningful steps to save energy and money in the areas of food, building heating and lighting, transportation, and waste. *Get Your Greenback Tompkins* is an initiative comprised of over fifty organizations and hundreds of people. The program, which will formally launch in 2012, is designed as a resource for community members to save money while saving energy and creating local jobs.



**Michael Turback** wrote the **"Ithaca Farmer's Market Cookbook"** in collaboration with the Ithaca Farmer's Market. *"Much more than a cookbook"*, this volume contains stories about Farmer's Market vendors along with the recipes.

Donations to the **Gulf Saver Bags**, an initiative of *Restore the Earth Foundation*, provided environmentally-friendly GS Bags containing composted humus with oil eating microbes and native marsh grasses, the very first and successful restoration on oil soiled wetlands in response to the DeepWater Horizon spill.



Carol Houssock, director of **RSVP of Chemung County**, started an **"Energy Stewards"** Program to train volunteers, often senior citizens, to go into the community and communicate to their neighbors about low-cost ways to save energy and money.

## Transportation



A project of the Earthcare Committee of the Ithaca Monthly Meeting of the Religious Society of Friends (Quakers), the **Friends Bike Clinic** holds local clinics to repair residents' bicycles.

Six Cornell employees and three non-Cornell employees pioneered the region's first **VPSI vanpool group** to commute to work. VPSI provides the van, along with insurance,



maintenance and repairs. Members of the vanpool group share the cost of the service. Another VPSI vanpool group formed to support Cornell University employees and others commuting to work. This rideshare group travels from Montour Falls and other communities along its route into Ithaca.

## New or significant expansion of sustainable activity by an existing enterprise or organization

### Energy Efficiency



*Fountain Manor*, a senior housing development in Caroline operated by **Better Housing of Tompkins County**, recently underwent renovations to increase the building's energy efficiency and handicap accessibility. Included in the renovations are new windows and doors, energy efficient electrical fixtures, and a new gas heating system.



More than 600 volunteers, under the direction of **Cornell Cooperative Extension's Energy Group**, delivered more than 10,000 informational packets to local households in a one-day blitz. The packets contained a compact fluorescent lamp along with information on how to save on energy costs. This energy efficiency information distribution effort was part of the "soft launch" for the upcoming county-wide campaign, "Get Your GreenBack Tompkins".

The **Ithaca Area Wastewater Treatment Facility** has begun a project to reduce its greenhouse gas emissions. The plan will modernize the facility's infrastructure, upgrade the co-generation system, and replace parts of a digester, which will allow the plant to create more of its own energy while running more efficiently. The project is expected to save 961 tons of CO<sub>2</sub> a year.



**NYSEG** offered free lighting assessments to five-to-50 unit apartment or condominium buildings in the Ithaca area. RISE Engineering performed the assessments, which included the installation of energy-saving compact fluorescent lights in up to six fixtures in each apartment.

**Performance Systems Development** recently released the "Green Energy Compass Suite for Programs". The software is intended to help homeowners, program managers, auditors, contractors and program quality-assurance providers improve their management of energy efficiency programs.



The Ithaca **Staples** store was re-certified as an *Energy Star* labeled building.

**SUNY Cortland's** Department of Physical Plant hired the university's first *Energy Manager* to coordinate energy efficiency programs on campus. Doug Roll will monitor and analyze campus energy consumption, compile energy budgets, oversee campus HVAC operations, address campus short, intermediate, and long term carbon reduction goals, perform campus energy audits, oversee energy system retro-commissioning, and pursue energy grant opportunities.



Ian Shapiro, president of **Taitem Engineering**, authored the article, "10 Common Problems in Energy Audits", which was published in the Journal of the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).



Taitem Engineering won its first overseas project in Istanbul, Turkey. Their project involves energy modeling for a 4.2 million square foot mixed residential/commercial development seeking LEED certification as a green building.

The **Tompkins/Cortland Builders and Remodelers Association** showcased renewable and alternative energy and energy efficiency products at their *23rd Annual Home and Garden Show*.



The **Town of Caroline** retrofitted its historic courthouse with new energy-efficient lighting. The Town also sealed the building's doors and windows, insulating them to increase the energy-efficiency of the building.

**Ithaca Rentals (Travis Hyde Properties)** has contracted to perform energy audits on all of their commercial buildings over 50,000 square feet.



The **Village of Groton Electric Department** distributed compact fluorescent light bulbs (CFLs) to its customers as part of the Village's participation in the

Statewide Independent Energy Efficiency Program.



The **Village of Waverly** celebrated the grand opening of their new municipal offices this year. The offices are housed in a well-built, existing building that was updated to be more energy-efficient.

## Food System



**Bandwagon Brewpub** serves local beef and creates its own bacon from local pork.

The **Caroline Food Pantry** garden is run utilizing *Farmers Pledge* principles, which are more strict than current federal organic standards. The garden's vegetables, tended and harvested by volunteers, are given to food pantry clients.



Local, not-for-profit agency **Challenge** recently invested in their local social enterprises, most notably *Finger Lakes Fresh*, which will expand operations in 2012. The company grows hydroponic produce year-round and sells it to many local businesses and institutions in the northeast. The company has also recently started a CSA to sell their fresh produce.

**Emmy's Organics**, a local raw, vegan and gluten-free food manufacturing company, has grown. The Ithaca company, which is run by Gaffney and Samantha Abrams, now distributes its products nationwide, selling to more than 400 stores in 25 states. Only a little more than a year and a half ago, the company was producing 72 cookies a day using a kitchen hand mixer. Now they can put out 4000 cookies a day, thanks to a recent purchase of an industrial mixer.



**Greenstar** has established a Local Bulk section where one can find a large variety of locally-grown and milled grains and flours. They also now have new varieties of coffee from regional suppliers like Tierra Farms and Silent City Coffee.

**Heritage Harvesters**, which grows and sells certified organic produce and grains, expanded their self-serve stand in King Ferry. The stand offers vegetables, flowers, corn, popcorn, and more during seasonal months.





The **Ithaca City School District Child Nutrition Program** has implemented a healthier menu for school children. The food service staff in each school and in the central

kitchen are going above and beyond to offer and promote the new options, which includes local fruits and vegetables (including some grown in their schools gardens), and **Cool School Food** entrees. Cool School Food is a partnership between the ICSD Child Nutrition Program, *NY Coalition for Healthy School Food* (lead agency on the project), Moosewood Restaurant, and Cayuga Pure Organics farm. This project develops, tests, and implements plant-based entrees using local organic beans. In addition, ICSD continues to use compostable trays and has an extensive composting program.

**Jerry Dell Farm**, located in Freeville, hosted the annual "Farm City Day" celebrating local agriculture. Participants had the chance to learn about organic dairy farming practices. The farm was also recently given a license to sell raw milk.



**New Roots Charter School** hosted a healthful dinner and an art show at which the school served gluten-free spaghetti and a variety of other vegetarian options.

The **NY Locavore Challenge** was a month-long campaign by NOFA-NY aimed at educating and engaging consumers about supporting local and sustainable farms and food businesses.



Ithaca's branch of **Palmer Pharmacy** now serves local Purity ice cream in its ice cream shop.

**Seneca BioEnergy** started local production of grapeseed oil at the Seneca AgBio Facility in Romulus. Grapeseed oil is one of the firm's planned line-up of locally-grown and processed agribusiness products. Grape seed oil is pressed from the grape seeds contained in pomace, the solids left over after juice is squeezed from grapes to make wine. Seneca BioEnergy developed a unique process plant to separate the seeds from the pomace; they cold press and filter various varieties of grape seed oils for retail bottling and bulk distribution.



**Smart Monkey Catering** prepared and served the meals for the Farm Sanctuary retreat, serving 1,200 meals using 90% local products, 80% organic foods, and all foods 100% vegan.

The **Southern Cayuga Central School's Agriculture** department and Future Farmers of America (FFA) club offer a CSA (Community Supported Agriculture) program, allowing local residents to buy shares in the school's greenhouse growing operation in return for a weekly bounty of vegetables and flowers.



To celebrate its partnership with *Harvest Home Organics*, **The Aurora Inn Dining Room** hosted a Locavore Feast, featuring local wines, meats, cheeses, vegetables, and fruits.

**The East Shore Christian Fellowship** created the "Gardens of Grace", a community garden growing produce made freely available to those in need in their South Lansing community.



**The Piggery** makes locally-raised meat more accessible to the Ithaca community with their new drive-thru, where customers can grab a cup of coffee and purchase fresh meat products to go.

**Wegmans** announced that its stores would not increase the prices for 40 products that are most frequently purchased by families in order to help them manage costs. Nearly all these products are regionally produced.







**"Food Dignity: Action Research on Engaging Food Insecure Communities and Universities in Building Sustainable Community Food Systems"**

is a project led by a public health researcher at the University of Wyoming. The extension component of this multi-state, USDA-funded project will involve community food initiatives in Wyoming, California, Brooklyn, and the **Whole Community Project** here in Ithaca. The Whole Community Project is a collaborative effort of organizations and individuals in Tompkins County to support the health and well-being of children and youth, addressing issues related to obesity, sedentary lifestyles and food injustice.

The **Youth Grow Summit** was held this summer at Cornell University. The 3-day conference focused on developing youth leadership around local and just food systems. Youth Grow is a project of the *Cornell Garden-Based Learning Program*.

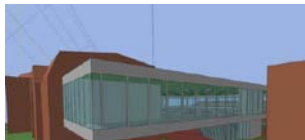


## Green Building



The **Cornell University College of Human Ecology** has a brand-new home in its *Human Ecology Building*. Every facet of the design and construction reflects a careful commitment to responsible stewardship and sustainability, with the project on target to achieve at least LEED Gold certification by the U.S. Green Building Council.

The new **CVS Pharmacy distribution center** in Chemung County implemented many sustainable design elements. For example, the 750,000 square foot facility uses an energy-efficient, PVC-insulated roof; highly efficient interior and exterior lighting with daylight sensors and timers; and high-efficiency, low-flow plumbing features along with rainwater harvesting. Additionally, the building is LEED Gold certified, making it one of the ten largest buildings in the US to receive this certification, and the largest in New York State.



Professors Don Greenberg, Kevin Pratt, and Brandon Hency of **Cornell University** collaborated to create an open-source computer program called *Sustain*. Their program combines elements of architecture, engineering, and 3-D graphics in order for users to design more sustainable buildings.

U.S. Environmental Protection Agency granted Tompkins County more than \$375,000 – one of only three grant recipients in the Northeast - to support collection of "*lessons learned*" in the design and construction of three residential projects in Tompkins County: **EcoVillage's** third co-housing neighborhood "*TREE*"; an urban pilot project by **New Earth Living** in downtown Ithaca; and a pilot project looking at building a highly energy-efficient village scale residential community on land owned by **Tompkins County**. The grant will support the documentation of the construction methods and performance of those projects and to develop a model ordinance to promote development of similar projects in the future. Through this EPA grant, Tompkins County is recognized as a "*Climate Showcase Community*."



**MaineSource** is Ithaca's first LEED-certified grocery store, boasting a high energy performance rating. Maines also sells a high number of products made locally or with recycled materials, and maintains an efficient waste management strategy, among other "green" business standards.

The U.S Green Building Council granted LEED (Leadership in Energy and Environmental Design) Platinum-level certification to the Peggy Ryan Williams Center at **Ithaca College**. Ithaca joins the company of Yale University as the only academic institutions in the world to have two newly constructed Platinum-level LEED buildings on their campuses.



## Health System



**Cornell Cooperative Extension of Cayuga County** held a workshop explaining how to make non-toxic personal body care products.

**Cornell Plantations** sponsored several "Let's Move!" programs. Created by First Lady Michelle Obama, the "Let's Move!" initiative is dedicated to keeping kids healthier while exploring their natural surroundings.



A \$1.2 million grant to the **Creating Healthy Places to Live, Work and Play** project of the The Health Planning Council, a program of the Human Services Coalition of Tompkins County, will help that program promote healthy habits in Tompkins County. The purpose of the project is to help reduce the development of obesity and type 2 diabetes.

**Town of Dryden Recreation Department** held a Wellness workshop for adults to learn how to build a kit of natural remedies to stay healthy in winter.

## Land use



**Cayuga Lake Watershed Network**, through its 'Embrace the Lake' campaign, coordinated an impressive series of cleanups and other events this year that spanned the entire length and both sides of Cayuga Lake.

**The Northern Silvopasture Conference** in Watkins Glen, sponsored by **Cornell Cooperative Extension of Schuyler County**, educated graziers, foresters, researchers and conservation professionals about how the practice of silvopasturing (sustainable woodland grazing) can improve livestock and forestry systems.



The **Finger Lakes Land Trust** acquired a tract of land that links thousands of acres of public open space and encompasses more than 6,000 feet of frontage on Six Mile Creek- the source of Ithaca's drinking water supply.

A team of staff and volunteers from the **Finger Lakes Land Trust** and students from the **Ithaca College Biology department** renovated the *Mary's Woods Community Walking Path*, helping preserve this trail as a soothing place to spend time and observe local biodiversity.

The **Friends of Stewart Park** is a public-private partnership focused on the rehabilitation of Stewart Park in Ithaca. The organization held an event to celebrate the groundbreaking of the restoration of the Mayor Stewart Memorial Flagpole Garden.



The staff of the **Ithaca Children's Garden** partnered with students in **Cornell University professor Dan Krall's Landscape Architecture class** to redesign the garden with a focus on sustainability. The students presented their sustainable redesign ideas to the staff in a public presentation.

**Ithaca Neighborhood Housing Services** purchased five acres on South Hill which it plans to develop for mixed use in order to help reduce urban sprawl.





The **Ithaca Sound Maze's** '*kinder and gentler*'-style corn maze features a number of interactive 'instruments' and sound installations hidden throughout the maze. The public learns about local ecosystems as they explore the maze. **The Steep Hollow Farm** is implementing a sustainable management plan with the help of **Newleaf Environmental** that begins by conducting an inventory of the plants, animals, and habitats, in order to best protect the local biodiversity of the area.



**Lansing Pathways Committee** opened its first recreation trail, the Lansing Town Trail, to the public. The trail can be used for walking, cross country skiing, and snowshoeing.

A City owned parcel of land on Fall Creek on Cayuga Street was recently enhanced by **Scott Doyle** from the Tompkins County Planning Department with help from the **City of Ithaca, Tompkins County, Ithaca High School** students and **GIAC**. The stream rehabilitation project enhanced water quality and demonstrated the redevelopment of biodiversity that can occur in such environments.



## Planning and Policy



**Dennise Belmaker** is the **City of Ithaca's new Energy Sustainability Project Manager**. Funded by a grant from the New York State Energy Research and Development Authority, Dennise will help the City implement its *Local Action Plan* to reduce its carbon emissions.

The **Concerned Citizens of Ulysses** presented the *Ulysses Town Board* with their group's petition to ban natural gas extraction using hydraulic fracturing in the Town; the Town Board later unanimously voted to ban the practice. The *Concerned Citizens of Ulysses* is now soliciting petition signatures opposing the Seneca Lake LPG storage project.



**Cornell University** has created its *Cornell Sustainability Plan* to further advance campus sustainability in ten areas: people, water, food, land, energy, purchasing, transportation, waste, climate and buildings.

**Downtown Ithaca Alliance** (DIA) developed its *Downtown 2020 Strategic Plan* to make the Commons more sustainable and business-friendly. The plan calls for adding up to 1500 residential housing units near downtown and improving the existing transit system by adding shuttles or streetcars to bring students from Cornell University and Ithaca College downtown. The DIA is discussing the proposed plan with community members and hopes to move forward with the redesign as soon as possible.



**Dryden Resource Awareness Coalition** drafted a petition that was signed by 1,594 Dryden town residents calling for a ban on fracking and asking the town board to pass a protective zoning ordinance to prevent gas companies from fracking in the area.

**EcoVillage at Ithaca** symbolically broke ground on the TREE housing community, which will be the third neighborhood to be built. Like the first two housing communities at EcoVillage, it will operate with principles of sustainability, accessibility, and affordability. This third neighborhood community will also be comprised of homes using the Passive House design, which are extremely energy efficient.

A consortium of local organizations organized an *informational forum* to analyze the DEC's Supplemental Generic Environmental Impact Statement regarding hydraulic fracturing. Titled "*Drilling and the DEC: Responding to New Guidelines*," this public event allowed community members to voice their questions and





concerns about the draft document. Panelists included representatives from Mobil Oil Corp., Cornell University, the Community Environmental Defense Council, and more. The **Tompkins County Council of Governments' Task Force on Natural Gas Drilling** and **ShaleShock** were among more than 20 community cosponsors of this forum.



**City of Auburn** Mayor Michael Quill and the City Council decided that the city will no longer accept wastewater from gas drilling companies. The water, with high amounts of carcinogenic chemicals in it, was deemed to pose too great a potential threat to potable water supplies and the environment.

The **City of Ithaca** has banned the practice of hydraulic fracturing on city-owned land.

The **City of Ithaca** hosted a public workshop to get feedback on various local issues of importance to the community. Members of the City's Comprehensive Plan Committee were in attendance to receive input from community members on possible approaches to handle each issue. The sustainability-related topics discussed ranged from protection to natural resources to affordable housing.



Six candidates vying for the position of Mayor of the City of Ithaca participated in a debate intended to elicit their respective views on how to create a more sustainable City of Ithaca. This mayoral debate was hosted by the **Sustainable Enterprise and Entrepreneur Network (SEEN)**.

The **Town of Danby** Town Board voted unanimously to prohibit high-impact industry, including gas drilling, within the Town of Danby.



The **Town of Dryden** unanimously banned gas drilling and related activities inside the town limits.

The **Town of Ithaca** was the first local municipality to ban high-impact industry, including gas drilling, within its boundaries.

The **Town of Ithaca** has adopted an Energy Action Plan to reduce government greenhouse gas emissions by 30 percent by 2020.

The **Town of Ulysses** became the third town in New York State to ban hydraulic fracturing, with the Town Board voting unanimously in favor of the bill.

**Edward Marx** was given the amended job title of *Commissioner of Planning and Community Sustainability*. His new title reflects the commitment that both **Tompkins County** and Ed himself have made to sustainability in our community.



The **Tompkins County** Legislature, by unanimous vote, adopted a *County Road Preservation Law*. The law regulates certain temporary "*high-frequency, high-impact truck traffic*" that could cause damage to County roads (such as, but not limited to, traffic related to gas drilling). To trigger the law's system of posting, permitting and bonding, the legislation sets a threshold of more than 1,000 truck trips to and from a project site over the course of a project, involving trucks with a gross weight of more than 30 tons.

The Board of Directors of the **Tompkins County Medical Society** passed a resolution, extending its 2010 call for a moratorium on hydrofracking and adding new recommendations for a separate, independent health impact assessment of the process and the inclusion of physicians and public health professionals on the DEC advisory panel.



The **Town of Danby Conservation Advisory Council**, formed in 2011, spent the year holding educational field trips to appreciate wildlife and wild places in Danby. Council members are gearing up to start accepting conservation easements of land in Danby on behalf of the Town.

The **Town of Ithaca** was recently selected to receive free energy consulting services for a year as part of the Direct Assistance Program of New York State Energy Research and Development. The town is currently developing and implementing an energy action plan.

The **Town of Ithaca, Tompkins County, and City of Ithaca** representatives announced plans in April to work together on common sustainability efforts. The municipalities stated their commitment to sharing resources, partnering to secure funding, sharing ideas about reducing energy consumption, planning sustainably, and supporting the development of green jobs

## Reduce, Reuse, Recycling and Composting



The **Department of Horticulture at Cornell** has made the university's greenhouses even greener with the addition of a plastic recycling program. After plastic pots become unusable, they will be recycled and the plastic used to fabricate ice scrapers, rakes, brooms, bike racks, and other products.

The **Ithaca CVS** store started selling 100% organic cotton shopping bags in order to help consumers make the transition away from using disposable plastic shopping bags.



**Finger Lakes ReUse** organized a "Laptop Drop" and excess computer equipment pick-up in Collegetown during Cornell University move-out in May.

**Finger Lakes ReUse** and **Tompkins Community Action, Inc.** collaborated to create jobs and salvage reusable building material through the dismantling of a 90-year old house on North Meadow Street in Ithaca. The structure was deconstructed to make way for Magnolia House, a permanent supportive housing program for women experiencing homelessness and their children.



**GreenStar** has ended its rebate offer for reusable bags. Instead, it now gives away reusable bags to encourage people to reduce pollution. At the West End Store, they have also installed a reusable bag station where customers can drop off any extra bags they may have. Both new and used bags are available for everyone to use, free of charge.



**King Ferry Winery** donated and delivered a half ton of its compost to a garden project at Public School 226 in the Bronx.

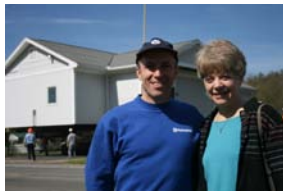
**Local First Ithaca** held its first clothing swap this past April at The Space @ GreenStar. The event, called *Swap-O-Rama*, involved not only a clothing swap but workshops on how to upcycle old textiles into items like quilts and headbands.



As part of projects by **Novarr-Mackesey Construction**, several local historical building are either being recycled entirely or in part with historic elements of those structures being used in the new buildings replacing them.



**Pete's Wine and Liquor** gave out eco-friendly, reusable wine totes with purchases.



**Route 96 Power & Paddle** "adaptively reused" a building which came from the Kingdom Hall of Jehovah's Witness across the street from their business. Owners Jim and Sue Signs purchased the building, moved the 2,600 square foot, 40-ton building across Route 96 to their property, then renovated it for use as their new Shoe Outlet. Continuing the theme of recycling, contractors used the building's original materials when they remodeled the interior.

**SewGreen** has opened its *Tune-Up Shop*, staffed with volunteers and interns who clean, oil, and do minor repairs on vintage sewing machines brought in by the public.



The **South Seneca Middle School GREEN** (*Generating Recycling and Energy Education Now*) student group held a recycling competition. South Seneca's 8th graders won by collecting 1,552 plastic grocery bags out of the 3,862 total collected for recycling.



Students participating in the **Greater Ithaca Activities Center Conservation Corps**, with guidance from professional staff at Finger Lakes ReUse, deconstructed two old barns in downtown Ithaca. Three new sustainable homes will eventually be built to replace the old barns as part of the Aurora Dwelling Circle.

The **Tompkins County Recycling and Solid Waste Management Division** finished the \$2.5 million renovation of its Solid Waste and Recycling Center. The new improvements allow the collection of new forms of recyclables and improved access by the local community.



With support from the Park Foundation and work by staff of the **Tompkins County Solid Waste Management** Division, Tompkins County has become one of the few places in the country to launch the Mail Preference Service. This service allows individuals to stop unwanted mail offers and in turn help the Division's goal of reducing the waste stream.



The **Town of Moravia** received a Clean Air grant from the NYS Department of Environmental Conservation. The grant is intended to assist the municipality in reducing open burning of leaves and other organic materials, buying recycling and composting equipment, and to educate the public about these issues. The Town of Moravia and the **Village of Moravia** jointly purchased a chipper using these grant funds.

Trader K's opened its second location, **Trader K's 2**, at Lansing Village Place to sell used clothing.



## Renewable Energy



This year, Cornell's third annual **Local Food & Fiber Fair**, sponsored by **Mann Library**, expanded to include a focus on energy conservation with exhibits and demonstrations from local renewable resources.

**EcoVillage at Ithaca** built a new 50 KW solar photovoltaic array to power village homes. This ground-mounted system is expected to provide 60% of the electricity needs for 30 homes in the first neighborhood, and will reduce carbon dioxide emissions by 250 tons. The PV installation was paid for by a sub-set of residents, and the loan is expected to be fully repaid in about 11-15 years. The new system will include upgrading neighborhood homes to smart meters, so residents can track energy usage.





Marguerite Wells and Lexie Hain have become majority owners of **Enfield Energy**, the company working to develop the Black Oak Wind Farm. The pair have applied for certification as a Women's Business Enterprise (WBE) and think they may be the first women-owned energy company in the US.

Currently, Enfield Energy is conducting impact studies and obtaining permits as they work towards their goal to build this local wind farm.

**Franziska Racker Centers** recently partnered with **Tompkins Community Action, Inc** to install a solar hot water system in one of their residential homes for people with developmental disabilities, using a demonstration grant from the Dept. of Energy. TCAAction also made efficiency upgrades to the building through the Weatherization program. The Racker Centers' has been working since 2004 to make environmentally-friendly upgrades at the home, which has resulted in an energy use reduction of 50 percent. These upgrades have resulted in savings on utility bills, allowing Racker Centers to focus more of its budget on supporting the residents of the home.



**Gleason Geothermal** conducted a geothermal system dig and installation in Lansing that was open to public. There was also an informational booth to answer any questions people might have about geothermal systems.

Ithaca-based **MicroGen Systems** has developed a new type of battery, the BOLT Power Chip Generator, that is recharged by tiny, naturally-occurring vibrations, such as those found in cars.



**NYSEG** launched the initial phase of the Seneca Compressed Air Energy Project. This is an evaluation of the technical and economic viability of storing compressed air in underground salt caverns and releasing the air to generate electricity.

**Taitem Engineering** made a commitment to renewable energy by installing a 9.2 kW solar photovoltaic system on its office.



**Tully High School** unveiled its new electric car charging station with the power for it produced by both a windmill and solar panel. Tully High School students also completed the design and construction of a solar/wind-powered scoreboard. The students were part of a State University College of Environmental Science and Forestry in the Classroom program. They partnered with an engineer at Tully-based Applied Concepts to design and test the scoreboard, which was first put in use this spring during a lacrosse game at the high school.

## Social Activism



The "Tour de Frac" offered cyclists an opportunity to bike around the Ithaca countryside to visit areas leased for hydraulic fracturing. **Chuck Greene** created the event to increase awareness about the conflicts between our society's demand for energy and its desire for a healthy environment and planet.

The **Cornell Concert Series**, at Bailey Hall, hosted "Water is Rising: Music and Dance Amid Climate Change" to inspire audiences to become more globally aware and to participate in social change. The touring group of three dozen performers demonstrated the music and dance traditions of the Pacific while at the same time illuminating the plight of Pacific Islanders' existence from sea level rise.

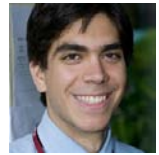






Students from **Cornell University** and **Ithaca College** attended *Power Shift 2011* in Washington DC. where young people who want to bring about change got trained regarding strategies, solutions, and actions to engage their generation and help the nation. Over 200 people from Tompkins County; the Central NY delegation was the largest group from NY and the second-largest in the US.

**Dominic Frongillo**, Town Councilman of Caroline, participated as a speaker in a national conference call for young climate organizers interested in running for office or working with elected officials on climate issues.



Local resident **Eliza Sherpa** biked between communities in New England with a team from the New England Climate Summer program. The team focused on educating each community about the dangers of fossil fuels and the importance of transitioning to alternative energies.

Students at **Ithaca College**, affiliated with the Greenpeace Student Network, locally protested Facebook's use of coal-powered facilities, demanding that the company switch to renewable energy sources by Earth Day. Their campaign was called "*Unfriend Coal*".



Ithaca College students in the **Labor Initiative Promoting Solidarity (LIPS)** student organization worked with Ithaca College administrators, the College's food service contractor, Sodexo, and the staff at the Workers' Center to encourage increase in the wages paid to some food service workers. The students' efforts resulted in a decision by Sodexo to pay all its employees on campus at a minimum the local living wage standard as determined by Alternatives Federal Credit Union.

A **Youth Power Summit** was held on April 9th in Ithaca. Students from Lehman Alternative Community School, New Roots Charter School, Ithaca High School, Dryden High School, Ithaca College, and Cornell University organized the event aimed at empowering our community's youth leaders to take action to spur climate action.



Three local scientists - **Sandra Steingraber** from Ithaca College and **Anthony Ingraffea** and Robert **Howarth** from Cornell University - briefed congressional aides on the practice of hydraulic fracturing for natural gas extraction. The trio called for more studies about the potential environmental and health impacts of fracking. Ingraffea and Howarth both presented at the Association for the Study of Peak Oil and Gas (ASPO-US) conference in Washington DC. *Truth In Energy* was the theme of the conference -- focusing on the importance of reliable, transparent energy information, and the need to have a clear understanding of our energy challenges to make wise decisions for the future.



Inspired by a desire to help the activists participating in the Occupy Wall Street movement, Stefan Senders and David McInnis from Wide Awake Bakery organized a collection of foods from many local businesses to send to New York City. Additionally, the van that the businesses used for their "*food run*" to the demonstrators was fueled with biodiesel.

Young elected officials from the region were invited to meet with members of the Obama administration in Washington D.C. Mayoral candidate **Svante Myrick**, Ithaca Common Council member **Eddie Rooker**, Tompkins County Legislator **Nathan Shinagawa**, and Town of Caroline board member **Dominic Frongillo** discussed and pressed White House officials on environmental issues related to natural gas.







The **Finger Lakes CleanWaters Initiative** sponsored the *Big Splash* concert series that took place around the central New York area. The concerts, which featured local bands, wineries, and speakers, raised awareness about the threat of hydraulic fracturing.

**Don Barber**, the town supervisor of Caroline, spoke to the United Nations Commission on Sustainable Development about environmental issues related to hydraulic fracturing.



## Sustainability Education



**B Lab, Singlebrook Technology, and Comet Skateboards** came together to host the event titled, "*Party with a Purpose: A Gathering to Learn More about the B Corp Movement*". The event featured speakers from B Lab and Singlebrook Technology to educate the public about how B Corporations can utilize business to confront social and environmental issues.

**Cornell Cinema** presented a double feature of two environmental documentaries: *Into Eternity* and *Petropolis*, one of which was focused on the Alberta Tar Sands.



As part of the exhibition "*Unpacking the Nano*" at the Johnson Art Museum, **Cornell Cinema** presented a series of films exploring the connections between cars and culture. The series featured films from different parts of the world.



**Cornell Cooperative Extension of Tompkins County's** Energy group and **TST-BOCES** ran a building energy audit class called "*Building Science*." 15 students participated in the class over a course of 5 days, working both in the field and the classroom. The students learned about making buildings more energy efficient, and recognizing areas in buildings that need improvement. The class is usually \$2,000 per person, but a grant to this training program enabled the BOCES students to be trained for free.



At the *Forest Farming* open house, hosted by the **Horticulture Department at Cornell University**, participants engaged in hands-on activities including mushroom inoculation, harvesting nuts from tall trees, and container production of ornamental plants.

Students in Ying Hua's "*Collaborative Sustainable Building Practice*" class in **Cornell's Design and Environmental Analysis** department made short documentaries on the topic of sustainability. These films, which were shown publicly in early December 2010, explored planning, home energy retrofits, mindful consumption, sustainable design, and sustainable lifestyles.



The U.S. Environmental Protection Agency chose **Cornell University's Civic Ecology Lab** to lead its national environmental educational professional development program. The *EECapacity* project focuses on redefining environmental education for an urbanizing society.

Several scientists from Cornell University, including climate researcher **Art DeGaetano**, contributed research and material to *ClimAID*, a 600-page report about global climate change and its impacts, commissioned by the New York State Energy Research and Development Authority (NYSERDA).



The National Science Foundation awarded Cornell a \$1.5 million grant through their Graduate STEM Fellows in K-12 Education program. The program will support 25 graduate fellows over four years; the students will focus on renewable energy research, communication, and education.



Cornell University developed a new graduate program called *Environmental Finance and Impact Investing*. The program is a collaboration between the **Cornell Institute for Public Affairs** and the Center **for Sustainable Global Enterprise** at the Samuel Curtis Johnson Graduate School of Management. It is the first program of its kind to be jointly offered by a graduate school of business and a graduate program in public affairs.

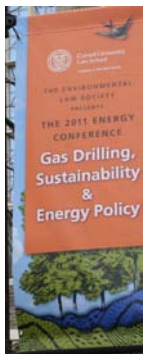
**Cornell University's Atkinson Center for a Sustainable Future** has selected their first cohort of *Agrarian and Rural Transformation Fellows*. The program takes an interdisciplinary approach to energy, environment and economic development issues.

**Cornell University's Department of Architecture** offered the lecture, "*Hedonistic Sustainability: How Can Sustainable Cities and Buildings Improve Our Quality of Life?*", which centered on sustainable building and city development, and how those concepts can improve our society and our lives.



**Cornell's Laboratory of Ornithology** supplied natural audio recordings for the new Hollywood feature film, "*The Big Year*", starring Steve Martin. The movie, which centers on a group of bird watchers, includes authentic audio of the birdcalls of the species being watched in the film.

The **Dryden Community Garden** offered a free class in sustainable pest management for home gardeners.



Hosted by the **Environmental Law Society of Cornell**, the Gas Drilling, Sustainability and Energy Policy Conference explored the legal, scientific, and business perspectives on shale gas development and hydrofracking. The conference had 45 distinguished speakers from Cornell and around the country working in law, science, business, and government.

This year, the annual *Finger Lakes Environment and Development Conference* was titled "*Proactive Approaches to Mitigating Impacts of Marcellus Shale Development*".



The conference had participants focus on issues related to shale gas development in New York. The 2-day event facilitated networking and informed decision making on gas development for non-profits, individuals, health professionals, and municipalities. The event was hosted by the

**Finger Lakes Institute** at Hobart and William Smith Colleges.



The **Finger Lakes Land Trust** partnered with *Parks & Trails New York*, along with support from the **Park Foundation**, to hold the *Finger Lakes Trails and Greenways Conference*. Topics discussed included how to create, improve, and link trails that community members and tourists can hike. The conference offered tools and strategies for trail advocacy, promotion, development, networking, and business.

The **Finger Lakes Land Trust** and the **Museum of the Earth** co-presented the documentary "*Green Fire: Aldo Leopold and a Land Ethic of Our Time*". The film charts the history of Aldo Leopold's influential conservation and environmental career. The Land Trust also partnered with other organizations to show the film throughout the region: in Geneva (partnership with Finger Lakes Institute) and Elmira (partnership with Tanglewood Nature Center & Museum and Friends of the Chemung River Watershed).



Hosted by Syracuse University's Environmental Finance Center, the webinar, "*E-Waste as RE-Source: A Webinar on Electronic Waste Reuse, Recycling & Policy*" educated citizens on the issues surrounding e-waste. Participating experts included Diane Cohen from **Finger Lakes Reuse**. The webinar was free for New York State citizens.

The **Youth Bureau Computer All-Stars** and **Finger Lakes ReUse** organized a *Technology Apprenticeship and Leadership* program to train high school students on how to set up, repair, and refurbish computers.



The **Groundswell Center for Local Food & Farming** successfully launched a suite of *New Farmer Training Programs* this year. 24 trainees participated in the 100-hour Sustainable Farming Certificate Program; 46 others participated in the Finger Lakes Collaborative Alliance for Farmer Training; and 10-15 more will enroll in the Farm Business Planning course this winter.

The **Johnson Art Museum** at Cornell University hosted a community conversation titled "*Mad Max or the Jetsons*", as part of the "*Unpacking the Nano*" exhibition.



Organized by Sustainable Tompkins, the panelists offered a primer on the assumptions behind our current transportation plan and a look at local initiatives to buffer our car-dependent system. Panelists also discovered whether these activities will be sufficient and timely enough. Panelists included Aleksandr Mergold, Visiting Assistant Professor of Architecture at Cornell; Fernando de Aragon, Ithaca Tompkins County Transportation Council; Jennifer Dotson, Ithaca Carshare; Rob Morache, New Earth Strategies; Jon Bosak, TC Local; and Gay Nicholson, Sustainable Tompkins.

**Historic Ithaca** provides job training in a real-world workplace environment to participants. Program participants are currently developing skills in retail sales, customer services, furniture repair, and traditional building techniques.



Jonathan Miller of Ithaca-based Homelands Productions has created a radio series titled *Food for 9 Billion*. Starting in November 2011, the series is producing regular segments for public radio and television that explore the challenges of feeding the world's growing population. The series' launch was helped in part by the Atkinson Center, among others.

**Ithaca College Facilities** hosted a free, daylong conference called "*Educational Energy Day*" to explore energy topics ranging from renewable energy solutions to energy purchasing strategies. The conference was designed for representatives from business, government, and nonprofit sectors to learn from industry experts.



When **Ithaca College** hosted the *National Conference of Undergraduate Research*, event organizers at the institution added a "sustainability studies" category to the list of disciplines; eleven abstracts were accepted for presentation in this new category. Additionally, Ithaca College integrated many other sustainability features into this 3-day, interdisciplinary academic event that brought more than 2,500 national and international higher education undergraduates and their faculty sponsors to the area.

**Ithaca College Department of Environmental Studies and Sciences** created the position of *Experiential Learning Coordinator* to handle field trips, faculty-student research projects, internships, community-based partnerships, and short-term study abroad programs.



**Ithaca College Dining Services** created a new full-time position of Sustainability Coordinator to help advance sustainability education, outreach, and more sustainable practices in the College's food service operations. The Sustainability Coordinator works with two student Dining Sustainability interns. Stephanie Piech, who graduated from IC in May and had served as a sustainability intern for several years, was hired.



An article titled *"Go Green"* by Kristine Heiney was published in the ***Ithaca Times*** encouraging people to participate in environmental activities for the holidays.



A two-part workshop called *"EntrepreWhat?!"*, organized by the ***Ithaca Youth Council***, was designed to help youth understand the basics of entrepreneurship and discover local successful models.



***Cornell University Earth and Atmospheric Sciences professor Larry Cathles*** taught a resources of the earth course in which students assessed the potential to replace coal-fired electricity production at AES Cayuga's Milliken Station power plant with alternative energy sources. Students researched innovative solutions including use of wind power to compress air in a portion of the Cargill salt mine that could be released to drive turbines to generate the electricity when the winds died. Pumping water uphill to a reservoir in Lansing was another alternative considered.

Peter Harry at the ***Lime Hollow Nature Center*** delivered a talk about native plants. The center features nature trails and educational displays about wildlife.



In a full-day workshop sponsored by ***Local First Ithaca***, Michael Shuman, author of the *"The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition"*, taught the Ithaca community about the importance of locally owned businesses and how to best nurture them with new, cutting-edge strategies.

The ***Groton Public Library*** featured the program, *"The Virtues of Vinegar"*. Taught by Lucy Dates, the program taught the public how to clean and green their homes with vinegar.



The ***New Roots Charter School*** expanded this year to include a new senior year program emphasizing year-long projects focusing on sustainability

The workshop titled *"Agricultural Justice and Your Farm"* was designed to teach farmers and farm employees how to improve labor policies and employer-employee relationships. This educational event was co-sponsored by NOFA-NY, Groundswell, Agricultural Justice Project, Cornell Farmworkers Program, and Cornell Small Farms Program.



The ***We Live NY Summit*** held in Ithaca offered 30 different informational sessions with 50 speakers aimed at attracting and retaining young talent from across the state. This second, statewide, young persons summit was organized by young professionals throughout the region. The Summit followed five programming tracks: Business & Entrepreneurship, Political & Civic Engagement, Cuisine & Culture, Neighborhood & Community Revitalization, and Health & Wellness.

***Rick Manning***, vice president of the New York Upstate Chapter of the American Society of Landscape Architects, helped bring that organization's spring conference to Ithaca. Titled *"Regional Planning and Community Design for a Renewable Future,"* the conference educated landscape architects and designers about their role in planning and designing built environments that reduces energy use, facilitate renewable energy, and encourage local food. A number of our local planning experts were showcased, including Peter Trowbridge, Ed Marx, George Frantz, Robert Morache, Monika Roth, Ian Shapiro, Brentz Katzmman, and Rick himself.



The ***Southeast Steuben County Library*** hosted a NYSERDA-sponsored free workshop for teachers to help make them "energy smart" in order to integrate energy education into lesson plans. Workshops focus on such topics as energy forms and sources, energy efficiency, and renewable energy and are designed to meet NYS education standards.



**Steve Austin**, who completed the Community Training in Ecological Design course offered by the Finger Lakes Permaculture Institute (FLPI), implemented an amazing permaculture design in the former backyard of his new home, complete with solar installations, rainwater harvesting, a pond, and aquaponics. Steve hosted an *Open Garden Day* to invite the public to come see his site and learn more about permaculture design. Karryn Olson-Ramanjan from FLPCI offered a "What's Permaculture?" talk during the event. Steve has also offered aquaponics training through the FreeSkool program.



Participants in the "*We Are All Connected: Now Let's Create the Future Together*" workshop spent the day with leaders from **United Way**, **Groundswell**, the **Center for Environmental Sustainability**, and **Lifelong**, exploring the nature of effective collaboration and action planning when moving toward shared goals.



The theme for Family Day at **The History Center** was "*Focus on Sustainability*". The day featured activities, music, and ice cream for attending families, with representatives from local organizations providing interactive sustainability-related demonstrations.

**The History Center** hosted an adult reading group featuring titles on sustainability. The included books examined the meaning of sustainability and raised fundamental questions about consumption and environmental degradation.

Sue Cosentini and Ed Lisbe offer **The Listening Workshop** at Ithaca Community Childcare Center. These workshops teach revolutionary listening techniques that improve relationships. Participants develop a capacity and willingness to understand the world of a speaker, and consciously eliminate judgment, opinion and advice. The outcome is a trust and respect based connection between the speaker and the listener, which are the cornerstones of effective communication.

**Ithaca College professor Tommy Dunne** is teaching the course "*Social Entrepreneurship in Action: Creating a Green Living Magazine for Tompkin County*." His class created the "*Fresh Dirt*" magazine which will showcase the regional sustainability scene.



## Planning Department

The **Tompkins County Planning Department** developed a *Sustainability Internship Program*, a pilot program of the Tompkins County Sustainability Center, to help place Cornell and Ithaca College students with local community organizations for Fall semester internships. This project was a "proof of concept" of such a sustainability service-learning placement service, which has been articulated as a component of the proposed Tompkins County Sustainability Center. The Planning Department submitted sustainability project proposals to over 130 local organizations and was able to place 10 interns for the Fall.

**Tompkins Workforce New York** presented a series of "*green jobs*" workshop. Each workshop included discussions on green jobs definitions, tools for job searching, training and certification information, anticipated job sectors, and information from local, state, and national levels.



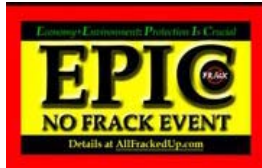
The *Marcellus Shale Resource Center*, provided by **WSKG Public Broadcasting**, offers a number of on-line resources related to natural gas extraction. WSKG created several podcasts about the process of hydraulic fracturing, its impact on the environment, and the DEC's public hearings in New York State.

**WSKG-FM** offered a half-hour long Spectrum Radio program titled "*Sustainable Design for the Future*" which discussed sustainable planning with engineers and planners

**EMPOWERED**, the newest film from *Shira Golding Evergreen*, is an independent, locally-produced feature-length documentary that showcases the many ways in which Tompkins County residents are embracing renewable energy. Viewers get the stories behind numerous residential and public installations that utilize solar, wind, geothermal and even veggie oil, and glimpse the entrepreneurial spirit driving these new community projects. The film was shot entirely on location in Ithaca and the surrounding area.



## Sustainability Event



The "**Epic No Frack Event**" consisted of film showings, speeches and other activities to raise awareness about natural gas drilling. The keynote speaker was Sandra Steingraber, scholar in residence at Ithaca College, and noted environmental activist. The event was organized by *Jeff and Jodi Andrysick*, local anti-fracking documentary filmmakers.

The **Town of Caroline** brought together residents and engaged them in discussions about how the town could become energy independent, including possibilities for LED street lights, wind power, biodiesel, and more sustainable transportation. This community education event was supported by Energy Independent Caroline, Community And Regional Development Institute (CARDI), and Cornell Cooperative Extension of Tompkins County.

**Cinemapolis** screened a Community Sneak Preview of the new, locally-produced documentary, "Empowered". The film focuses on the ways in which community members have embraced renewable energy.



**GreenStar Community Projects** hosted Ithaca's first annual *Food Justice Summit* to promote food sovereignty and to raise funds for food justice projects, such as Ithaca Community Harvest and Greenstar's work as an advocate for health, equity, and community control of resources.

To pay homage to Six Mile Creek, one of Ithaca's primary water sources, **Cynthia Stevens** of *INSITU* presented a dance performance that was highly interactive with the creek ecosystem and featured participatory activities at Six Mile Creek.



## Sustainable Community Development



With their new million dollar lending program, The Small Business Loan Fund, **Alternatives Federal Credit Union** helps small businesses by giving them a chance to compete in a more financially feasible manner.

The *Earn, Save, Share* program through **Alternatives Federal Credit Union** was created to teach students from low-income families about financial education and personal enterprise. The program allows students to practice their learning about building savings and money-management skills through small-scale entrepreneurial projects.



**Castaways** hosted the "*Germination Celebration*" to benefit the *Groundswell Center for Local Food & Farming* and *Gardens 4 Humanity*. The event consisted of live music, raffles and waffles. The funds raised for the event support the Groundswell Center in creating an innovative, secure and just food system.

The non-profit home-building organization **Community Building Works!**, which specializes in green and

affordable housing, now has a division that deals with home improvement, called the *2Good2BTru Crew*. This group works on smaller jobs in between house-building projects to keep up with demand. For every house that CBW builds, it also builds one internationally. Two workers from CBW traveled to Pucara, Ecuador to build a much needed recycling center, with the trip funded by CBW's previous projects.

**Community Faith Partners** held two *CARE Days* where citizen volunteers helped rehabilitate the homes of those in need around Tompkins County.

For their annual luncheon, the **Women's Fund of the Community Foundation of Tompkins County** invited attendees to bring a pair of "gently used" or new shoes that would be donated to the Samaritan Center.



85 volunteers from **Cornell's College of Human Ecology** and **Department of Fiber Science & Apparel Design**, and members of the local community collaborated in a "sew-in" to mass-produce 54 reusable feminine hygiene kits for women and girls in underdeveloped parts of Africa and Asia. Without access to such supplies, some girls must stay home from school during their menstrual period. The kits were sent to Days for Girls International to distribute. **SewGreen**, which donated some of the fabric for the kits, conducted a second sew-in to try to meet the goal of creating 100 kits to send abroad.

The *Mini-fest* at the **Schwartz Center for Performing Arts at Cornell University** featured original "locally-grown" music and dance performances from Cornell, Ithaca College and community groups. The Mini-Fest was an abbreviated version of the The Locally Grown Dance Festival, a two-week long exhibition of original choreography and related arts created in the Ithaca area and supported by dance at Cornell. Performances feature local dance organizations as well as student and faculty dancers from Cornell University and Ithaca College.



**Cornell University Sustainable Design** recently finished constructing a schoolhouse in Cosmo City, South Africa and continues to conduct research for upcoming projects.

Two high school graduates received \$500 scholarships from **Cornell University's Student Association of the Geneva Experiment Station** to pursue careers in environmental science. The student association raised the scholarship money by selling cider and vegetables at a farm stand in Geneva.



**David Wolfe**, a Cornell University professor of horticulture, won a \$4.7 million grant from the U.S. Department of Agriculture to help corn producers reduce their carbon emissions and improve net profits.

**Delilah's on Cayuga** has a wall dedicated to the work of local artists.



**Building Bridges** is a project of several local organizations that identify equity as the preferred driver of both economic development and ecological sustainability, and prioritizes jobs for low-income people both in the city and in rural towns. The ultimate goals are eliminating structural poverty and racism, creating a local economy that works for everyone, and protecting the ecosystems that sustain the region. The organizations and programs that collaborated to create the Building Bridges project include: *Dorothy Cotton Institute, Sustainable Tompkins, Ithaca College's Committed-to-Change Program, Dryden Solutions, Multicultural Resource Center, Center for Transformative Action, Alternatives Federal Credit Union, Groundswell Center, Tompkins County Cornell Cooperative Extension's Environment Program, Whole Community Project, Natural Leaders Initiative, and Green Jobs Program.*





**Eric Bopp** was tired of looking at the graffiti-tagged NYSEG pumping station on Route 79. He gained the approval of NYSEG and the *West Hill Civic Association* to commission a mural to be painted on that structure. Eric solicited artists and selected **Sean Chilson** to design and paint the mural. Since then, Eric also commissioned Sean to create a mural on the side of the recycle/redemption center.



The "ZUMBATHON!" fundraiser raised money for the *Ithaca Free Clinic* and *Veterans' Sanctuary Farm Program*. The program was led by instructor **Felipe Rivera** in a ZUMBA dance-based cardio workout. The event was co-sponsored by **Performing Arts for Social Change** (PASC). Cynthia Henderson brought in actors from *Ithaca College Theater Arts* who performed scenes from the play, "*Plumfield, Iraq*" and raffled off tickets for their production.

The **Finger Lakes Independence Center** has created a *Loan Closet* stocked with assistance equipment and devices that can be rented by local community members. FLIC also created a *Try-It Room* that has equipment for every day activities - such as phones and alarm clocks - for rent as well. Lastly, FLIC also has a large library of books, videotapes and DVDs on a variety of disability-related topics.

**Ilana Wallenstein**, an 8th grade LACS student, organized a benefit to raise money for Red Cross disaster relief. Titled "*Benefit for 2011 Flood Victims of the Southern Tier*", the benefit was a combination of a concert, dance performance, and silent auction. Ilana raised and donated \$2,100 to the Red Cross.



The **Ithaca Church of Christ** transformed its sanctuary into a multipurpose room, with portable folding chairs and new oak flooring, allowing it to be used for many more church and community activities.



**Ithaca League of Women Rollers** (ILWR) created a cookbook featuring favorite recipes contributed by the stars of the Ithaca Bluestockings roller derby team, with the sales proceeds benefiting *Foodnet Meals on Wheels*. In partnership with *Communiq  Design & Marketing*, ILWR created a cookbook featuring the favorite recipes of its newest and youngest skaters on the *Ithaca League of Junior Rollers* (ILJR). Proceeds from that cookbook benefit the ILJR scholarship fund, providing young girls an opportunity to participate in the team sport of Roller Derby.



**Jessica Angle** painted an attractive mural on the side of the family business, *I-Deal Self Storage*. This community art project is visible to motorists on the highway.

In celebration of National Library Week, the **Lansing Community Library** waived \$1 of overdue fees on a patron's account for each non-perishable food item they donated to the *Lansing Food Pantry*.

As a service learning program, a group of **Lehman Alternative Community School** (LACS) students teamed up with second graders from *Beverly J. Martin (BJM) Elementary School* to volunteer and eat a meal at *Loaves and Fishes*. Prior to the visit, the BJM and LACS students read a book together about a child who volunteers at a community meal space. Though the LACS students had been going every week to *Loaves and Fishes*, it was an eye-opening first time for many of the second graders.



Ithaca's **Earthdance** fundraising event donated the money it raised to support the *Southside Community Center's UNITY Music Studio* and Ithaca's *Gardens for Humanity* program.

In January, **Metro Mattress** stores in Central NY and the Southern Tier participated in the "50 Beds in 50 Days" Program. This program donated beds to local charitable organizations, including the *American Red Cross of Tompkins County*. 50 beds were given away in each area, totalling 200 donated mattresses.







**Peaks Over Poverty's** website provides opportunities for community members to make direct connections with grassroots causes and help them achieve their mission. *Peaks Over Poverty* encourages the creation of fundraising challenges as an engaging, creative, and innovative way to help raise awareness and raise money for a cause. In order to make seasonal produce available to families with a limited income, *Peaks Over Poverty* worked with the *Healthy Food for All* program to set up the challenge to host a farm-to-table harvest dinner on its donation website.

The band *Phish* held a three-day music festival over the summer. The band's **Water Wheel Foundation** donated some proceeds to local charities and non-profit organizations. The proceeds from their Watkins Glen concert was donated to the *Coalition to Protect New York*, an anti-fracking group.



The **Porchfest Music Festival** in downtown Ithaca has celebrated local music since 2007. Since then, it has grown from 20 bands to nearly 100 acts this year. The Porchfest organizers now use three performance time slots so that more musicians can participate.

This fall, a visiting French graffiti artist known only as "**Roti**" collaborated with city officials to grace concrete walls in the city with public murals. Among these community art installations are the Green Street parking ramp next to City Hall, the redemption center at the intersection of Taughannock Boulevard and Seneca Street, and on the wall at the Standard Art Supply and Souvenir on Seneca Street. The mural on Seneca Street was a collaboration with another graffiti artist, known as "**Meal**," with whom Roti shares an art exhibit inside at *Standard Art Supply and Souvenir*.



**Sandra Steingraber**, visiting scholar at Ithaca College, recently released her book about raising children in the age of climate change. The book, titled "*Raising Elijah: Protecting our Children in an Age of Environmental Crisis*", mixes her own memoirs with environmental science. Steingraber is currently writing a book about natural gas drilling.



HEARTSCRYINDIA.ORG

On Earth Day, **SewGreen** hosted a "*Sew off the Grid*" event to teach participants how to use and repair treadle sewing machines. SewGreen partnered with another local organization, *Heart's Cry*, to raise money to donate to a women's sewing program in Mattampally, India for the purchase of sewing machines.

**Southside's Unity Studio** allows neighborhood youth to learn how to perform, record, and produce their music for free. Classes have recently been introduced to provide these services for free.



The local community in Tioga County came together to build a new playground for the **Spencer-Van Etten Middle School**. The playground uses all-natural wood chips and has park benches created by a local vendor. In the park are 20-30 new trees and shrubs, and all of the food for the volunteers was supplied by local restaurants.

The **Bright Red Bookshelf** at the **Groton Public Library** (the newest of 38 similar bookshelves in Tompkins County) provides free books for children of all ages, sponsored by donations of children's books by the local community and with support from the **Family Reading Partnership** in Ithaca.





The **New Violin Family Orchestra** conducted a benefit concert to support the new local book cooperative, *Buffalo Street Books*.

The **Village of Groton** has been awarded \$375,000 in federal grant money to spur economic development. The money will be dedicating to expanding Challenge Inc.'s *Finger Lakes Fresh* hydroponic produce operation into Groton, which will create 14 full-time jobs, nine of which will benefit low- and moderate- income residents.

**The West Hill Civic Association** and **Ithaca West Hill Community** came together to host a "Sustainable Options" meeting for residents. Local organizations came to the meeting and gave short presentations to the communities' residents about creating more sustainable lifestyles.

**United Way of Tompkins County** launched a new volunteer center called "Volunteer.. Live United", helping match up local volunteers with opportunities to help in this area.

The **West Village Neighborhood Association** in Ithaca created a community garden for their apartment complex in order to save on food bills and grow healthier foods.



**WICB** staff raffled off an electric guitar and amplifier during the *Grassroots Festival of Music and Dance*. The raffle raised \$572 dollars which the radio station donated to the local hunger organization, *Loaves and Fishes*.

"Rootabaga Boogie" is a new music program on **WITH-FM** radio that promotes old and new music rooted in Ithaca.



## Sustainable Enterprise



**AIBC International**, a locally based company specializing in renewable-energy products, has pushed into the LED lighting market. *AIBCs* LED (light-emitting diodes) bulbs give off as bright a light as standard bulbs, but with much lower energy consumption. *AIBC* is now the only company in New York State that produces *Energy Star*-qualified LED PAR lamps.

**Jillian's Drawers** has started a cloth diaper delivery service in the central New York area. They deliver cloth diapers to the customer's home, and each week, exchange the dirty diapers for clean ones.



## Sustainable Operations



The **Ithaca Farmers Market** board voted unanimously to eliminate the use of plastic bags at the market. The vote was in favor of instituting a three-year plan that will help community members transition away from plastic bags to reusable plastic bags. According to Robin Ostfeld, co-owner of Blue Heron Farm and chairwoman of the market board's Sustainability Committee, the Ithaca market is the first farmer's market on the East Coast to take on this initiative.

The Maguire Family of Dealerships ran a promotion in which they changed old motor oil with new oil in cars for free; Maguire used this reclaimed oil to heat their building. Other ways in which Maguire works to make their operations more sustainable is through recycling of construction waste, using solar power, employing water-saving techniques, and buying more local construction materials. In addition, the Maguire Import store renovation was a LEED Certified project.



**NYSEG** and the *Arbor Day Foundation* paired up to offer to plant a tree in communities throughout NY for every NYSEG customer who opted for paperless billing during April.

All three enterprises of the **Rogues' Harbor Inn** (restaurant, brewery, and bed&breakfast) are diligent in their sustainable efforts which include: compact fluorescent lighting, programmable thermostats, recycling and re-use of materials, composting, use of compostable take out containers and bags, use of natural cleaning products, and purchasing of local products.



Located three miles west of Ithaca, **Sunbeam Candles** is making strides to reduce their carbon footprint. They generate their own electricity, recycle and reuse materials, and compost their waste.

The **Cayuga Nature Center** and the **Paleontological Research Institution** approved a plan to merge the two organizations to better utilize resources.

**Tompkins County Personnel Department** transitioned their job applications from paper-based to online-based forms. Completing job applications on-line will save a significant amount of paper and assist with better applicant tracking.

## Transportation



**14850.com** created the iPhone app titled *Ride14850* which helps users navigate TCAT. The smart-phone application determines where the user is and displays the right bus routes to get the rider where they want to go.

The **City of Ithaca** announced plans to use new parking machines that run on solar power as an alternative to the old metered parking.



The **City of Ithaca's Planning and Economic Development** Committee plans to create a payment in lieu of parking option for developers in Collegetown. Developers must currently make one parking spot for every two units developed.



The **Cornell University College of Architecture, Art, and Planning** organized an exhibition called "*Unpacking the Nano*" to display and learn about the world's most affordable car, the *Tata Nano*.

**Ehrhart Propane & Oil** partnered with Alliance AutoGas to provide New York State vehicle fleets with propane gas as a more sustainable alternative to gasoline.



The "**Green**" **Grand Prix** was held at the Watkins Glen International race track. The event promoted alternative-fueled vehicles through demonstrations of the vehicles and other educational activities. The race is the only official Sports Car Club of America event that promotes the entry of "green" vehicles.



**Ithaca Carshare** is a founding member of a global independent carsharing association that sets the ethical, social, and environmental bar for the carsharing industry.

**Ithaca Carshare** purchased *Empire Passports* for four of the carshare fleet vehicles so carshare members had free entry into area state parks.

**Ithaca Carshare**, in partnership with other community organizations and with underwriting support from **NYSERDA**, hosted the 2-day *Upstate Transportation Forum* in downtown Ithaca. Among the topics covered in this learning laboratory-style conference were how to start independent carsharing organizations, how to create community partnerships for alternative transportation, and ways to establish bicycling infrastructure.



**Ithaca Dispatch** now offers "*Fare Share*" which offers shared ride discounts for more economical and sustainable transportation.



The **Ithaca Tompkins County Transportation Council** allocated \$200,000 to support a regional transportation study focusing on transportation alternatives and other regional transportation needs



iTNAmerica is partnering with **GADABOUT, Tompkins County Departments of Social Services & Aging, Way2Go** and others to develop volunteer community mobility services.

**PPM Homes** is creating the first "car free" rental property in Ithaca. PPM Homes will provide bus passes rather than on-site vehicle parking for tenants.



The **Town of Ithaca** received \$323,000 from the "Safe Routes to School" program to build a new sidewalk on Warren Road, reaching from Hanshaw Road to Uptown Road in front of DeWitt Middle School. The Town constructed the sidewalk using approximately 6,500 recycled tires, some stone, and a super glue-type material.

**Way2Go** brought together representatives of local employers in Tompkins County for a workshop entitled "Moving at the Speed of Green: Modern Mobility & Your Bottom Line." Employers learned about how promoting sustainable transportation could save them money and increase their reputation as a "green" business leader.



**Way2Go** program organized a local event at Northeast Elementary and Dewitt Middle Schools to commemorate National **Walk to School Day**. The day focused on encouraging children to walk or bike to school in a healthy, safe and fun manner and utilized "walking school buses" as part of the effort.

## MILESTONES



The **Cayuga Nature Center** celebrated its 30<sup>th</sup> anniversary this year. The Center allows visitors to hike on its trails, visit a six-story treehouse, and learn about biodiversity.

**Primitive Pursuits** celebrated its 10<sup>th</sup> annual Field Day, which consisted of activities to engage children and adults in wilderness survival and outdoor living. Primitive Pursuits helps people connect with nature and hopes to foster within participants a sustainable outlook toward the environment.



To recognize its 20<sup>th</sup> anniversary, **EcoVillage at Ithaca** hosted the "Honor Our Roots" event to honor those who have contributed to the development of this showcase co-housing community and educational non-profit organization. The event offered a variety of tours, locally-made crafts and food, and music created by the residents. The day also featured a "ground-breaking" for the TREE neighborhood.

**Cinemapolis** has entered its 25<sup>th</sup> anniversary of bringing independent films to the community.



The 10<sup>th</sup> annual **Foodnet Meals on Wheels "Wheel-a-thon"** Fundraiser was held in June at Cass Park. For the third year in a row, the Ithaca League of Women Rollers worked in partnership to help raise more than \$6,000 to be used to fight hunger faced by local senior citizens.

The **Center for Transformative Action** celebrated its 40<sup>th</sup> anniversary. The center is dedicated to developing projects that address society's most pressing social concerns.



This year marks the 40<sup>th</sup> anniversary of **Greenstar**, Ithaca's local natural food co-op. The company strives to offer local, natural products and has made an active commitment to charity work and making healthy, nutritious food available to as many people as possible. The co-op has over 8,000 members and currently realizes \$15 million in sales annually.

**Ithaca Carshare** welcomed their 1,000<sup>th</sup> member in the organization's third year of operation.



To celebrate **Historic Ithaca's Significant Elements** 20<sup>th</sup> Anniversary, the company held a *Mega Free Friday* event for the public, where attendees could take home free building materials, overstocked items, and furnishings. Historic Ithaca also held a *ReArt* Challenge in which teams created a sculpture or useful art object using reclaimed, recycled, or discarded materials.

## RECOGNITION

The Environmental Protection Agency gave **Cornell University** its 2011 **ENERGY STAR Combined Heat and Power award**. The University won the award for its 37 MW natural gas/oil-fired combined heat and power system.



The New York State Energy Research and Development Authority recognized **Cornell University** with a High Performance Building plaque for energy-savings investments that will annually reduce energy costs by close to \$120,000. The project involved the adaptive reuse and renovation of Riley Robb Hall's east wing 1950s-era large equipment lab in as a suite of modern wet labs for state-of-the art cellulosic biomass biofuels research and development.



**e2e Materials** was recognized by *fundedIDEAS* as one of the top 300 startups involved in sustainability. *e2e Materials* develops proprietary biocomposites for furniture and cabinetry using a fraction of the energy required to make traditional composites.

**High Point Farms LLC** won first place in a hamburger competition in "Cookout NYC". The Farm won by entering burgers made out of grassfed beef.



**Baird Sampson Neuert Architects**, the Canadian firm that designed the new **Brian C. Nevin Welcome Center at the Cornell Plantations**, received a "Design Excellence" award for the project from the *Ontario Architects' Association* in May. The Plantations' new welcome center was designed to achieve LEED Gold certification.

**Ithaca College** achieved a GOLD rating in the *Sustainability Tracking, Assessment and Rating System (STARS)*, developed by the Association for the Advancement of Sustainability in Higher Education.



**Assemblywoman Barbara Lifton** has been named the 2011 Legislator of the Year by EPL/Environmental Advocates. Lifton won the award based on her voting record, demonstrating she has done the most to advance policy that is environmentally-beneficial.

**Rick Manning Landscape Architecture** was awarded the 2010 *Planning Excellence Award for Innovation in Sustainable Places*.

The New York Department of Environmental Conservation awarded the **Dryden Central School District** as the "Most Innovative School" for its efforts in recycling and composting.

**Adelaide Park Gomer**, president of the Park Foundation, was honored with the *Civic Advocacy Award* by *Common Cause NY*, for her steadfast dedication to and support for environmental advocacy in the public interest. *Common Cause* cited Ms. Gomer's focus, through her independent philanthropy, on instituting and protecting democratic ideals and preventing political corruption that affects human rights, health and the environment.



**Alternatives Federal Credit Union** received a \$25,000 grant to support its continued advocacy for payment of living wages. Alternatives won in the advocacy category of the fifth annual *Wachovia Wells Fargo NEXT Awards for Opportunity Finance*.

**Sandra Steingraber**, scholar in residence at Ithaca College, is one of this year's winners of the prestigious *Heinz Award* due to her work in drawing the link between cancer and environmental contamination in her two books. Award winners receive a \$100,000 prize, which Sandra has pledged to use to combat the practice of hydrofracking.



Local civil rights legend **Dorothy Cotton** received the *National Freedom Award*, recognizing her commitment to social justice and her vision of a racially harmonious future for the Ithaca community and the world.

Cornell University Professor **Anthony R. Ingraffea** has been invited to provide input to the *U.S. Environmental Protection Agency's Hydraulic Fracturing Study*.



"*Choosing a Sustainable Future: Ideas and Inspiration from Ithaca NY*", by EcoVillage at Ithaca co-founder and executive director **Liz Walker**, recently received a national award. Liz's book received a bronze award in the Social Activism/Charity category for the *2011 Living Now Books Awards*, an IPPY award for books from independent publishers. The book explores a "whole systems" approach to sustainability and offers local success stories.

TST-BOCES Agricultural & Environmental Science Teacher **Michele Sutton** was named the 2011 New York winner of the Outstanding Agricultural Education Teacher Award, presented by the National Association of Agricultural Educators. The award is based on leadership in civic, community, and professional activities, and is given to agricultural educators who have the highest quality agricultural education programs.



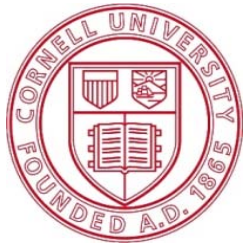
A song by Amie Hamlin and the *Fresh Fruit and Vegetable Singers*, a group of **students from Beverly J. Martin Elementary School**, with help from local musicians *John Simon* and *Travis Knapp*, was included in an album of songs to benefit the *New York Coalition for Healthy School Food*. The students' song, "We Love Raw Vegetables and Greens", is part of the CD titled "*Healthy Food for Thought - Good Enough to Eat*", which was nominated for a Grammy award in the "Best Spoken Word Album for Children" category.

**Outside Magazine** has named **Ithaca, NY** as one of its "Best Towns Ever" in its 2011 list. The list is compiled based on culture, jobs, reasonable home prices, stress-free living, and its proximity to the outdoors.



According to *Working Mother* magazine, **Cornell** is ranked **#19 of the 100 best employers for working mothers**, according to the magazine's 2011 list. Some of the college's benefits for mothers include formal mentoring initiatives and leadership programs, free undergraduate and graduate degrees for employees, tuition discounts for children, and backup childcare.





**Cornell University** made the top 10 list of *Most Vegan-Friendly Colleges* by People for the Ethical Treatment of Animals (PETA). *Cornell's One-World Café*, devoted entirely to vegetarian and vegan food, was specifically cited.

**Cornell** was named an adoption-friendly workplace according to the Dave Thomas Foundation's "*Top 100 Adoption-Friendly Workplaces List*" in recognition of its benefits and support for adoptive parents.

**Cornell students Jaser Faruq and Carolyn Witte** won the 2011 "*Big Idea*" competition at the university for their business idea, *Malaria TechNet*. *Malaria TechNet* incorporates solar power into the concept of a malaria net, which protects people from malaria as they sleep. The solar energy generated by the net is used to power a light and cell phone charger, thus making the net less of a nuisance and more desirable.

**Cornell University** was ranked the *fifth-greenest university in the world* based on five indicators: green space, energy efficiency, water use, waste management, and transportation system. This recognition was according to the *GreenMetric Ranking of World Universities*, a new ranking system by the University of Indonesia.



**Cornell University** gave its second annual *Partners for Sustainability award* in 2011 to the **Tompkins County Climate Protection Initiative (TCCPI)**. The award recognizes research, regional stewardship, education, and public engagement in sustainability. Launched in 2007, TCCPI has helped to create a peer-to-peer mentoring network, develop a regional greenhouse gas emission reduction strategy, and promote energy efficiency and renewable energy as a key economic development strategy.

**Pat Govang** from *e2e Materials* was among the small business owners and entrepreneurs from across the country invited to a forum the White House Business Council hosted in November. Pat spoke about how the American Jobs Act would enable his business to grow even more quickly in 2012. As it grows, e2e plans to source all of its agricultural raw materials from within 100 miles of its Ithaca production facility. In the next four to five years, e2e plans to meet its growing demand with a major production operation that will support up to 200 manufacturing jobs and as many as 1,500 related agricultural jobs in New York State.



**Silas Pandori** of *Iron Design* in Ithaca placed 2nd in a national competition to create a new symbol to designate products made from bioplastics. The competition was put on by *Cereplast Inc.*, a company that produces sustainable plastics.



The City of Chicago Department of Aviation gave **Ithaca Tompkins Regional Airport** the "*Airports Going Green*" award at that organization's annual conference. The award was given to the airport because of its recent Sustainable Master Plan. Sustainability is not usually incorporated into airport master plans, and the Federal Aviation Administration has initiated a pilot program for ten other airports, after being inspired by Ithaca's airport planning effort.

The **Organization of Cornell Planners** won the *American Planning Association* award for last year's Cornell-Ithaca Active Transportation Symposium.

Our grateful thanks to the team of "*Signs of Sustainability*" volunteers who helped to collect, organize, research and write the citations for this year's crop of awardees:

**Hassan Ladhubhai**  
**Catherine Spirito**  
**Jonathan Maddison**  
**Jessica Santos**



## ***“Signs of Sustainability”***

are emerging everywhere in our community.

Have you seen one?

Have you ***been*** one?

Please help us identify the new “*signs*”  
of sustainable actions and efforts in our community.

Send the “*signs*” you see to:

[\*sos@sustainabletompkins.org\*](mailto:sos@sustainabletompkins.org)