



Welcome to **Signs of Sustainability** 2010!

Sustainable Tompkins is honored to host our fifth year of celebrating the achievements of our local sustainability movement. Each year since 2006, we've watched with delight as more and more community members, businesses, governments, schools, and nonprofits pool their efforts to innovate our way into a more sustainable future. The acceleration of this shift is obvious in the growth of our awards program from 80 in 2008 to 140 in 2009 and now over 200 in 2010.

Sustainable Tompkins has also grown with the years, and 2010 was as busy as ever as we launched new programs and deepened our ongoing initiatives. Last February, we debuted the **Finger Lakes Climate Fund** – our local carbon offset fund – and we are about to make our first grants to lower-income families for energy improvements. (We hope you will remember to offset your Holiday travels and benefit those needing help in reducing their carbon emissions.)

One year ago, we introduced the **Marcellus Challenge**, an online pledge program to demonstrate our shared commitment to reducing fossil fuel use and short-circuiting the need for gas drilling. We hosted an Energy Teach-In for hydrofracking activists and a public Energy Fair, and are in the process of expanding the program over the next few months as the Finger Lakes Energy Challenge.

Our **Neighborhood Mini-Grants** program continues to provide critical seed funding to citizen initiatives. Over the past year we supported 20 more projects with \$9,095 in grants. Thanks to the Park Foundation, Wishing Well Magazine, Brooks Family Foundation and many other contributors, we're making sure that good ideas for sustainable living have a chance to bear fruit.

In our second year of coordinating the **Finger Lakes Bioneers** conference, we offered 13 events over 3 days of inspiration and shared learning. Part of this year's harvest includes **Tompkins Transitions**, a new custom-built role-playing simulation game on sustainable development that we will share with local schools and community groups in 2011, and a lending library of DVDs featuring global leaders from the social justice and sustainability movements.

We are making good progress on growing our organizational capacity for new partnerships and new programs, and we are delighted to have the talented and hard-working Nicole Pion as our new Director of Operations. Thanks to all the hard work of our Board and volunteers, and the steadfast support of the Park Foundation and our community supporters, Sustainable Tompkins is able to fulfill its work in connecting, convening, and catalyzing our local movement.

We know we are but one wave in an ocean of change. But we are proud and grateful to be here working together with you.

Let's weave the future together!

Gay Nicholson
President and Director of Programs
Sustainable Tompkins



New Sustainable Enterprise

Food System



PrOats is the first introduction by new Ithaca-based company **BeetNPath**, which has four operating tenets: Healthy, **Natural & Organic, Responsible & Sustainable**, and Operational Efficiency. The *PrOats* oatmeal product is made from organic steel-cut oats, organic flax seeds, egg whites and water. BeetNPath does its best to buy from local or regional farms; its Farm to Fork program offers a transparent system to track ingredients back to the source farm or producer. [Website](#)

Brookton's Market, which had its Grand Opening in June, joined the "buy local" movement, offering **local food products** to shoppers in Brooktondale. The grocery features **natural and organic products**. [Website](#)

Keeley McGarr of **Keeley's Cheese Company**, a new artisan cheese producer, has begun making Irish-style washed rind cheeses on her family farm in King Ferry. [Website](#)



Panera Bread opened on Meadow Street with a menu featuring **many sustainable options**, such as antibiotic-free chicken, whole grain breads, and some organic and natural ingredients. Panera Breads is actively involved in local efforts to alleviate hunger, donating all of their unsold bread and baked goods to local hunger relief organizations. [Website](#)

The Copper Oven, a new addition to the Cayuga Ridge Estate Winery, opened in April, featuring wood fired pizzas crafted from **local and homegrown ingredients**. The Copper Oven's organic white clay oven is fired by a local renewable timber source and the disposables used are either compostable or recyclable. In line with Mary Jane Challen and Seth Kircher's **commitment to community**, the couple donates 5% of their profits to Healthy Food For All, a locally based program that reduces the cost of fresh, locally grown produce for low-income families in the region. [Website](#)



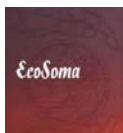
Tony and Irene Petito plan to turn the retail building they own on Hancock Street into a neighborhood grocery store. After P&C Markets was sold to Tops, and that chain opted to close the store at this location, the Petitos began looking for a new lessee to operate a grocery. They finally opted to open the new business themselves. The new store will be called "**Neighborhood Pride**" and will serve as a full service grocery to the North Side community.



The waffles at **Waffle Frolic** are made entirely from scratch using **local and organic ingredients**. Also offered is a full espresso bar, featuring Coffee Labs Roasters coffee which is Fair Trade Certified and Bird Friendly; Coffee Labs maintains an overall commitment to sustainability. Waffle Frolic offers a book exchange program for its patrons. [Website](#)

New Sustainable Enterprise, *continued*:

Health System



EcoSoma was founded by Daniel Roth, a somatic massage movement therapist. Roth offers his skills in body work and the professional field to provide clients with a variety of services including somatic movement therapy, Shiatsu, and integrative massages, along with a number of workshops. [Website](#)

Land Use

The **Danby Community Park Association** announced the opening of a new **Disc Golf Course** in the Arch and Esther Dotson Park, the latest in the series of disc golf parks springing up in the Ithaca area. The game is similar to regular golf but is played with frisbee-like flying discs rather than clubs and balls, creating a versatile and fun activity open to every skill level. The game combines friendly competition with the opportunity to connect with others and with nature - a winning combination that hopefully encouraged families to make more use of the park. [Website](#)

Reduce, reuse, recycling, and composting

Finger Lakes ReUse, in partnership with the **Ithaca Youth Bureau's Computer All-Stars** program, opened the **eCenter** that - along with providing bargains on a wide array of used electronics - offers computer refurbishment and repairs, IT service and support, and technology education. [Website](#)



Found in Ithaca focuses on providing affordable antiques and **reused home goods** to members of the community. [Website](#)

Mimi's Attic, which opened next to Mama Goose, specializes in **second hand furniture** and home décor items. www.mimisatticithaca.com



The Funky Monkey in Dryden, a new **second-hand children's boutique**, features toys and clothing for newborns to kids aged 10-12. [Website](#)

The Thrift Boutique has opened downtown, specializing in high-end-quality, **gently-used clothing and accessories** for women and men. [Website](#)



Renewable Energy



Community Biomass Energy (CBE) works to transform locally produced biomass into sustainable energy products. The group clears land for free and harvests biofeedstock to make into grass pellets for energy-efficient pellet stoves. This process provides jobs for the community, reduces carbon emissions by eliminating long-distance timber shipments, and provides a source of renewable fuels. CBE sells 100% recycled kiln dried **wood fuel bricks**, made with no binders or additives. Producing less than 1% ash, each ton of wood bricks has an equivalent heating value of a cord of average firewood, but takes up far less space. [Website](#)

Intelligent Green Solutions "identifies, designs, and installs systems that will dramatically slash both the operation cost and carbon footprint." IGS offers installation of **solar thermal energy, photovoltaic energy, small wind systems**, and offers project management and consultation. [Website](#)



Joe Solar is a company specializing in **solar thermal technology**, installing solar heating and hot water systems in homes. www.joesolar.org

New Sustainable Enterprise, *continued*:

Sustainable Lifestyle

Matt Ruger launched "**Maid-To-Shine**", a new commercial cleaning business in Ithaca using only "**green**" cleaning products.



Ithaca native Poppy Singer recently opened an online business, **Poppy Singer Designs**, selling **organic cotton sheets** printed with her signature artistic designs. The sheets are made entirely within the United States, from the certified organic cotton that is grown and used to make the fabric, to the location of where the fabric is sewn into bedding. [Website](#)

Sustainable Passion Boutique opened, specializing in **sustainable sex toys** and other erotic items. Sustainable Passion focuses on providing a sex-positive, relaxed and women-centric ambience for its customers. The store focuses on products which are not only better for the environment but safer for the health of the users. [Website](#)



Transportation



IthaCar taxi service provides an **ecologically friendly transportation** option. Customers ride in energy efficient hybrid vehicles to and from the airport. In April, IthaCar partnered with the Finger Lakes Climate Fund to purchase carbon offsets for airport shuttle trips. [Website](#)

New sustainability program or organization

Food System

Gardens 4 Humanity, a project of **Cornell Cooperative Extension of Tompkins County's Whole Community Project**, is a community driven effort to promote sustainability through urban gardening and local farm connections. In the last year, a number of these community gardens have been created, and plans for more community gardens in the city are in the works. [Website](#)



Regional chefs now have the opportunity to buy fresh local foods in the quantities they need thanks to **FLORA**, a new program developed by the **Finger Lakes Organics Farm Collective** and **Regional Access Distributors**. With this program, restaurants can buy directly from farms using the extensive FLORA catalogue. FLORA worked with over twenty different farms last season, and is expecting to add more farms from within the region. [Website](#)

The **Finger Lakes Wine Country Tourism Marketing Association** was inspired by the success of the Finger Lakes Wine Trail to create the **Finger Lakes Cheese Trail**. The ten cheese makers featured on the trail all make cheeses from the dairy products they produce on their own farms. The marketing association hopes the cheese trail will raise the visibility of both wines and cheeses within the region and promote buying local, thus helping all these local businesses to become more profitable. [Website](#)



A new show, '**Get Foodie**', is sponsored by **GreenStar Co-op**. **Carisa Fallon** is the creative energy behind the show, which is carried on the Pegasys Network. In each episode, Fallon and her two daughters visit a local producer or farm, discuss what food is being served or grown, and then she and her daughters return home to prepare a dish using that food. The focus of the show is in teaching local families about the sustainable and delicious food options that are in their backyards. The episodes air locally and can also be found on youtube.com. [Website](#)

New sustainability program or organization, continued:

Food System

Finger Lakes CRAFT (Collaborative Regional Alliance for Farmer Training) is a new program developed by **Groundswell Center for Local Food & Farming**. As part of this program, mentor farms work with aspiring farmers to help them develop advanced techniques and expand their knowledge base. [Website](#)



Harvestation is a new online farmers' market for Tompkins County. Harvestation, designed to accommodate bulk buying and enable farmers and buyers to connect online, was developed by Authentrics, Inc, a local software development firm and co-sponsored by IthaCan, a web-based social network for food preservers in Tompkins County. [Website](#)

IthaCan is a web-based social network that connects food enthusiasts, supporters of local agriculture, and people with an interest or question about food and sustainability. IthaCan especially focuses on teaching about and supporting the preservation of food at home. IthaCan organizers hosted a number of events in the last year educating people about how to make the most of our local food bounty. [Website](#)

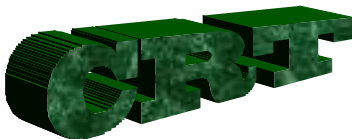


Planning and Policy

Tompkins Community Action received \$2.7 million in funding from New York's Office of Temporary and Disability Assistance to build 14 new units of homeless housing in Ithaca. TCA announced plans to develop **The Magnolia House**, a new housing development for homeless women. Magnolia House will offer programming to help homeless women land on their feet by giving them housing and support services that focus on building life skills. [Website](#)



Reduce, reuse, recycling, and composting



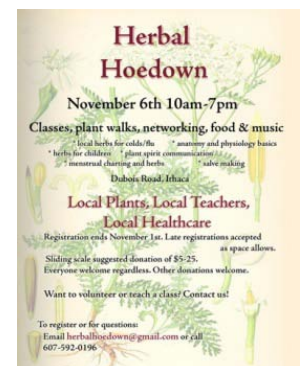
At local Ithaca festivals, **CRT (Compost, Recycling, Trash) volunteers** help educate their fellow citizens about the proper ways to dispose of waste when all three receptacles (CRT) are offered. Due to the completely volunteer CRT crews' efforts at this year's Ithaca Festival, the total amount of trash was reduced by 73%.

Sustainability education



A new not-for-profit organization, **Cortland Energy**, began a community education program to teach Cortland County residents about **renewable energy technologies and energy efficiency techniques** that can save money on energy costs. The program will help Cortland County reach its overall goal of becoming carbon neutral. [Website](#)

The **"Herbal Hoedown"** was held in early November. At this open space event, community members learned about local herbs and their many uses. Space was available to display information and event notices, to share contact information, local lore and success stories. Presentations on a range of topics, from how to make herbal salves to a plant walk.



New sustainability program or organization, continued:

Sustainable community development



Phebe Gustafson created *BeingChange: Weaving the Great Turning Through Circles, Art, & Story*, a process of creating circles for people to reflect deeply on their experiences of being in this planet-time and their visions for the future. *BeingChange* embodies responses to these reflections through art and story and feeds these responses back into the world, weaving a new story. *BeingChange* participants learn to become the change they wish to see in the world by supporting one other along their personal journeys of empowerment and transformation. [Website](#)

Dryden Resource Awareness Coalition (DRAC) formed to address **concerns about natural gas drilling** in the Town of Dryden concerning possible gas drilling in the town. The group submitted two petitions to the Town Board: the first petition sought to place limits on the noise level of the drilling and the second affirmed the town's home rule. [Website](#)

Energy in Common is a non-profit started in Ithaca by Hugh Whalan, Scott Tudman and others that allows Ithacans to provide microloans to those in developing nations who cannot afford clean energy technology and simple upgrades like replacing kerosene lamps with lightbulbs. One focus of Energy in Common is to help farmers afford technology to keep their produce from rotting. Such microloans save an average of .4 metric tons of CO2 emissions a year. [Website](#)



energy in common



Fleased provides a voice to landholders who leased mineral rights but now realize that Marcellus shale gas exploitation threatens their land, air, water and communities. Fleased members are gathering data on unfair and fraudulent gas company practices which can be used to support legislation and legal action. [Website](#)

Ithaca Community Radio is a new broadcast radio station which will feature local news, people, and shows from the community. While additional local programming is being developed, WSKG-FM is streaming some content to the new station. [Website](#)



CROP MOB

"Crop Mobs" of local volunteers descend on area farms and work on specific projects for which small farmers need extra labor to complete. Here in Ithaca, the local crop mobbers have helped with planting fruit trees and collecting unharvested food for local organizations. In return for their help, crop mobbers gain experience, knowledge, and, best of all, a delicious and locally grown lunch from the farmer. "Crop mob" events usually take place once a month at different farms in the region. [Website](#)

IthacaPlantCycle is a grassroots "free-cycling" organization where plant lovers can donate and find plants, information, and a community of other food and plant lovers with whom they can communicate. [Website](#)

ROUSE (Residents Opposed to Unsafe Shale-gas Extraction) provides resources to those in the Finger Lakes who do not want to be exposed to the effects of natural gas drilling, and offers a forum for landowners to voice their opinions. [Website](#)



THE FINGER LAKES SCHOLARSHIP
OF CIVIC ENGAGEMENT

The **Civic Engagement Scholarship** was created by college admissions consultant **Lucia Tyler** to reward students in the Finger Lakes area who are committed to their community. The scholarship is funded by various donors and is awarded to one student in the Finger Lakes region each year who embodies a spirit of civic engagement. [Website](#)

New sustainability program or organization, continued:

Transportation



Bicycle Benefits is a national program started by Ian Klepetar to encourage alternative transportation. Klepetar bikes to different cities around the US to start up his program with local businesses. The local businesses sell Bicycle Benefits stickers to bicyclists to place on their bike helmets, which, when presented, earn the cyclist a discount at participating retailers. More than 30 local

retailers in and around Ithaca are participating in the Bicycle Benefits program. [Website](#)

A new volunteer program, **RED (Retired Educators Drive)**, formed to help connect parents of children in the **Ithaca School District** with drivers familiar with the district. This program was developed in response to the need to get parents actively involved in their children's education by getting them to the schools for conferences and teacher meetings. This completely volunteer-based effort is designed to help parents who do not have easy access to a car. The RED program is the product of cooperation among many agencies including RSVP, ICSD, Ithaca Hours, Ithaca-Tompkins Transportation Council, Tompkins County Department of Social Services, Ithaca Public Education Initiative (IPEI), Tompkins County Youth Services, and Cornell Cooperative Extension's Way2Go program.

New sustainable activity by an existing business or organization

Energy efficiency



Alternatives Federal Credit Union's "Green Team" tackles projects to make their business more sustainable. One of their internal projects was **reducing electricity use**, which so far as produced yearly savings of 26,800 kilowatts.

On October 30th, **Cornell Cooperative Extension of Tompkins County** began a year-long educational program titled **"Lighten Up Tompkins"**. The campaign will be the largest energy efficiency community outreach in Tompkins County. Over twenty local businesses are donating energy efficient products, coupons, and refreshments for volunteers who will be going door to door delivering the energy efficiency packets and products. [Website](#)



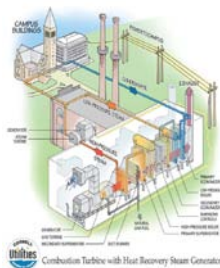
Cornell Cooperative Extension of Tompkins County began their **Community Outreach and Benchmarking Project** in Tompkins County. The goal of the project is to stimulate interest in home energy efficiency. CCE works with community leaders and project participants to collect utility billing data from NYSEG and suggest options for increasing home energy efficiency. [Website](#)

Cornell Cooperative Extension of Tompkins County released its **"Energy Financing Guide"** in both hardcopy and web-based format. The guide simplifies the process of winnowing through all the information on the array of financing programs available to support energy efficiency upgrades and renewable energy integration. The guide helps the reader easily "drill down"

to the programs for which they may be eligible, first by guiding the reader to select their residence type: homeowner, landlord, or tenant; and then further differentiating eligibility for available programs into three income tiers. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

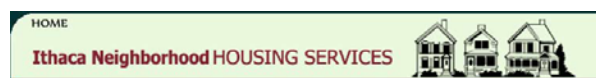
Energy efficiency



In a significant step toward meeting its Climate Action Plan goals, **Cornell** brought its new **Combined Heat and Power (CHP) plant** on line. Before the CHP facility was built, 65,000 tons of coal were being burned each year to provide steam heat for approximately 150 of Cornell's buildings. By switching fuel sources from coal to natural gas and producing heat and electricity together via the CHP facility, the university has reduced coal usage by 80%, associated carbon emissions by 28%; the facility provides about 85% of the electricity needed for campus. Cornell plans to eliminate coal as an energy source by mid-2011, reducing the university's carbon footprint by 30%. [Website](#)

The Performing Arts Center at the **Ithaca City School District** has recently been chosen as a candidate to pursue NY-CHPS verification. The **NY-CHPS program** is designed to support sustainability efforts in K-12 schools with a focus on energy reduction. There are currently an estimated 300 CHPS projects underway nationwide, 12 in NY, and of those twelve, 2 are in the Ithaca City District. [Website](#)

Two additional buildings at **Ithaca College** have been designated as **Energy Star buildings**. The Peggy R. Williams Center, which is undergoing review by the U.S. Green Building Council for certification at the LEED Platinum level, met the Energy Star certification for being at least 25% more energy efficient than comparable buildings. A third Quad residence hall building, Hood Hall, was also Energy Star certified, making Ithaca the only college and university in New York State to now have four such Energy Star buildings on its campus.



Ithaca Neighborhood Housing Services was the recipient of a \$750,000 grant that will enable them to **promote energy efficiency** in low to moderate income families

through home improvement loans focusing on efficiency upgrades. Fifty rural families will be able to receive loans thanks to the grant, with a special focus on first time homebuyers and homeowners. [Website](#)

Lansing Central School District is implementing a \$5.8 million **energy saving project** (part of the EXCEL Capital Project and Energy Performance Contract). The project entails a number of energy efficiency measures, including installing a geothermal heating and cooling system. The project also includes motor and boiler replacements, building envelope improvements, lighting upgrades, installation of sunblocking window films, and computer network controls to shut down computers when not in use. [Website](#)

New York State Electric and Gas announced a competitive funding program for **energy efficiency programs**. Proposals were accepted from nonresidential customers or third-party associates working with those customers that included measures intended save at least 100,000 kilowatt-hours of electricity by October 2012. Proposals saving the most energy at the least cost would receive funding. The deadline for proposals was November 30th. [Website](#)



The **Newfield Garden Apartments**, which serves elderly and disabled individuals, has undergone an **energy efficiency upgrade** and remodeling this year. **Better Housing for Tompkins County**, which owns the apartments, utilized a grant for over \$1.6 million from the New York State Division of Housing and other groups to do the renovations. Contractors installed central water heating and energy-efficient lighting. They also replaced all appliances with Energy Star rated models. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Energy efficiency



The American Recovery and Reinvestment Act granted \$1.2 million to fund **clean energy projects in six municipalities** in Tompkins County. The **Town of Caroline** received funding to install comprehensive energy efficiency measures at the Town Hall and Highway Building; The **Town of Dryden** received funding to hire an energy coordinator to coordinate energy projects, develop peer to peer collaboration, and conduct direct implementation of energy projects for the towns of Dryden, Danby, Enfield, Lansing, Newfield and Ulysses; the Town also also received additional funding to hire a coordinator to focus on public education and marketing for energy efficiency, resident assistance with energy efficiency program applications, and expand the benchmarking for the **towns of Dryden, Danby, Enfield, Lansing, Newfield and Ulysses**. The **Town of Lansing** received funding to hire two part-time employees to work on operational and facilities energy management, community outreach and education, and land-use planning for sustainable development, as well as funding to install various energy efficiency measures at the Town Hall, Highway Barns, and Community Center. The **Village of Lansing** received funding to install a 7.59 kW solar electric panel system on the roof of the Village Hall. [Website](#)

Performance Systems Development CEO Greg Thomas was recently named the **new chair of Efficiency First**, the national energy efficiency trade association. He is also chairing a new working group that is developing a comprehensive retrofit audit software standard. *Performance Systems Development* has been awarded a three year contract to implement the **Residential New Construction energy efficiency program** for FirstEnergy's Pennsylvania utilities. Under the program, buyers and builders of new homes are encouraged to incorporate energy efficiency into their designs for residential construction projects. [Website](#)

The Ithaca office of **Tetra Tech Architects & Engineers** moved from its downtown location to a facility in the Cornell Business and Technology Park. By utilizing **energy efficient systems**, and through sustainable remodeling and reuse, Tetra Tech expects to cut their energy consumption by an estimated 50%. [Website](#)



The **Tompkins County Chamber of Commerce** worked with **ASI Energy** to conduct an **energy assessment**. ASI determined the Chamber's current energy use and evaluated the feasibility of employing energy technologies such as solar hot water, solar photovoltaics, windpower, and insulation of walls and attic space. [Website](#)

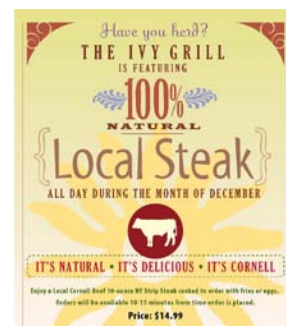
Food System



Cayuga Pure Organics, a local organic farm, has risen to a prominent position within the local food markets of New York City. Specializing in grains and legumes, the farm sells their products to a wide array of co-ops and distributors, exposing consumers to new grains which are normally not available from local sources. [Website](#)

Cornell now serves **local beef** as a part of their **Cornell Dining Services** menu, relying on meat raised at the Cornell Research Farms in Dryden. The meat is slaughtered in Troy, PA to ensure low food miles and good quality. This effort further reduces the university's carbon footprint for the Climate Action Plan.

Cornell University's **Homer C. Thompson Vegetable Research Farm** is home to a plot of organically grown vegetables. Brian Caldwell, an experienced organic farmer, grows **organic vegetables** in four different environments. In his research, Caldwell varies the amount of crops grown, compost amounts, and tillage in each of the four plots, adding to Cornell University's understanding about best practices in organic farming. [Website](#)



New sustainable activity by an existing business or organization, *continued*:

Food System

The Cornell Small Farms Program and Northeast SARE co-sponsored the **Cornell Poultry School for Small Farms**. Among the workshops offered to small farmers were "*Free Range Egg Production*" and "*Pastured Poultry 101*". The Poultry School was hosted by the Central NY Resource Conservation & Development (RC&D), Cornell University Department of Animal Science, and Cornerstone Farm Ventures.

Cornell professor and **corn breeder Margaret Smith** has developed two **organic corn hybrids** that are specifically engineered to excel in the conditions found in New York State. Local farms, such as Lakeview Organic Grain in Penn Yan, are currently using the hybrid seed. [Website](#)

Students working on the **Dilmun Hill Organic Farm** on the Cornell Campus began an outreach program to help educate people on the issue of **soil health in urban areas**. The focus of their presentation was the research currently being undertaken on the farm by the **Cornell Waste Management Institute (CWMI)**, which deals with establishing best management practices for farming in contaminated soils.

Students at the **DeWitt Middle School** joined the local agricultural movement by creating their own **garden** at the school. Students, teachers, and members of the community from a number of different organizations worked together to create the garden which offers a cross-curricular approach to education as students plan, plant, care for, analyze, and write about the garden and its products.

The **Dryden Sustainability Club** at Dryden Central School has taken on a new project. The club, which has already successfully incorporated recycling and composting into the classrooms, planted an **apple orchard** at the school. The club hopes to see homegrown food in the school cafeteria eventually. The club also plans to dig out a new garden space.



Finger Lakes Distilling, a craft distillery using locally grown fruits and grains to produce a range of high-quality, handmade spirits, released their first batch of **locally produced bourbon** in early May. [Website](#)

The **Finger Lakes Wine Center (FLWC)** opened in downtown Ithaca with the mission of helping to educate the regional community about grapegrowing and winemaking. While some Wine Center exhibit focus on wine appreciation, others deal with issues of **sustainable agriculture and climate issues affecting viticulture**. [Website](#)



GreenStar Cooperative Market instituted a new program designed to help low-income families purchase local, organic products. Under the new program, known as **FLOWER (Fresh, Local, Organic, Within Everyone's Reach)**, families who receive aid under certain state and national assistance programs will be eligible for a free one- year Co-op membership and will receive a fifteen percent discount on items not currently on promotion. [Website](#)



Ithaca Bakery on Meadow Street has begun to feature prominently its **local foods** connections, both with a board listing local farmers/producers from whom foods are purchased, and a board near the order station listing the local foods being used that day. [Website](#)

Students at **Lehman Alternative Community School (LACS)** have joined with the **Full Plate Collective CSA** in order to continue their "**localvore**" program. As part of their curriculum at the school, LACS students are required to contribute to the school community - these students are doing just that by preparing the farm-fresh food that is brought in to the school. With the students' help in preparing the food, cafeteria staff workload is eased. Teamed up with the local CSA benefits the students, farm, and community alike.

New sustainable activity by an existing business or organization, *continued*:

Food System



The **New York Chiropractic College** hosted a Local Food Conference in early June. The conference, entitled "**The Farm to Table Conference: Nourishing a Sustainable Finger Lakes,**" demonstrated healthy local food offerings to the community. Over 40 farms, businesses, health and wellness providers, restaurants, retailers, and non-profits were in attendance.

[Website](#)

The **Finger Lakes Cork and Fork Event**, held in October at the Rodman Lott & Sons Farm in Seneca Falls, offered an opportunity for food and wine lovers to learn about the food bounty the Finger Lakes region has to offer. Top chefs offered lessons on wine and food pairings, cooking demonstrations, and a variety of vendors from local farms and vineyards sold their products. The weekend's events began with a charity event benefiting local food pantries. [Website](#)



The **King Ferry Farmers' Market** opened at the Southern Cayuga Community Center. The farmers' market, open on the second and fourth Sundays of the month through October, offered locally grown foods and products such as farmstead cheese, organic flour, organic vegetables, plants, and fruits.



Chris Xavier, a professor and the head of the Communication & Media Arts program at Tompkins Cortland Community College, recently finished taping a 13-episode season of her new cooking show, '**The Sweet Life**',

with the help of 75 TC3 students. The show focuses on how to incorporate healthy food options into a balanced and delicious dietary plan. Xavier emphasizes buying locally on the show and showcases the wide array of local foods the Finger Lakes region offers. '**The Sweet Life**' is set to air on PBS next spring. [Website](#)

Audrey Baker, a Cornell University graduate, worked with students at the **Beverly J. Martin Elementary** school on a **gardening project**. Cornell junior **Catherine Schirm** and Baker helped the BJM students raise a vegetable garden to produce food for the school's Healthy Foods program, teaching them how to plant the seeds and learn the names of different parts of a plant.

Green Building



Avalon Homes only builds **Energy Star**-rated homes; Avalon is certified by the National Association of Homebuilders as a Green Professional. [Website](#)

The Brian C. Nevin Welcome Center at the **Cornell Plantations** that will open in December was designed to achieve **LEED Gold** certification. [Website](#)

The new **Hope Lake Lodge** at Greek Peak is seeking a **LEED silver rating** from the US Green Building Council. The Lodge provides 250 new year-round jobs in their four-season resort. [Website](#)



Green Planet Insulation, a division of SunSky Energy, offers a polyurethane spray foam insulation that has excellent air sealing abilities. The company promotes adding insulation to one's home as an easy way to **weatherize**, saving the homeowner money and making one's home more 'green'.



Ithaca College's new **Athletics and Events Center** project is aiming for at least **LEED silver** certification. In order to achieve this goal, about 50% of all construction waste is being recycled. More efficient boilers and air handling units are being installed as well as the tower that will help naturally cool the field house. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Health System

Due to the passage of the **Midwifery Modernization Act**, midwives may now practice independently, and free standing birth centers can open in NY State. Before this act was passed, midwives could only practice if they had a written practice agreement with a physician. The passage of this state legislation was due in great part to the local support given by practicing midwives. [Website](#)



The **Dragon Boat Festival** is annually celebrated on Cayuga Lake Inlet with performances, food offerings and contests. This year's Festival included a **health and wellness tent**, showcasing local practitioners of Eastern Medicine. [Website](#)

Pat O'Brien opened a **Ayurvedic and Chinese medicine practice** at the Integrative Medicine Center, offering her expertise in both modes of practice as alternatives and adjuncts to western modes of treating illness. Both medicinal practices employ the use of natural supplements. [Website](#)



The **Ithaca Free Clinic** moved to a much larger and well-appointed space on West Seneca St. This **move** was prompted by the rapid growth in the number of people who come through the clinic each year. Since the Ithaca Free Clinic opened in 2006, the number of patients has risen from 850 to almost 3,000 this year. The clinic is one of the only free clinics in the country that offers an integrated approach of holistic and traditional medical practices to its patients. [Website](#)

Perestam Chiropractic sponsored their **Sustainable Health Expo** in early November with many different vendors from the region, from farmers to health practitioners. [Website](#)

Tompkins County and local municipalities will save nearly \$900,000 in 2011 thanks to the new health insurance consortium that recently received its Certificate of Authority from the New York State Insurance Department. The new health care consortium took four years and tremendous inter-municipal support to create. The **Tompkins County Municipal Health Insurance Consortium** is the first of its kind in the state, and will serve as a model for future counties looking to create a similar arrangement. Coverage plans for municipal employees should begin in January. [Website](#)

Land Use

The **Cornell University Landscape Architect** and staff in the **Cornell University Grounds Department** have jointly decided to no longer mow 'The Slope' in an effort to **naturalize more parts of the campus**. Also, the Grounds department has decided to no longer use fertilizers or pesticides on 90 acres of campus in order to naturalize that acreage as well.

Ithaca College, the **Town of Ithaca** and the **Finger Lakes Land Trust** signed a joint agreement to **create 4.5 acres of wetlands** to more than compensate for the loss of 2.77 acres of wetlands resulting from the construction of the College's new Athletics and Events Center. The wetland will be designated as a Tompkins County Unique Natural Area. [Website](#)

Thanks to a \$100,000 grant from the Recreational Trails program, the **Six Mile Creek Walk trail** will be extended another 350 feet behind the Cayuga Green Building.

Thor Oechsner, a former diesel and heavy equipment mechanic who now organically field crops in Newfield offered a **Basic Tractor Maintenance for Women workshop** on his farm. This workshop was supported by the USDA Beginning Farmer and Rancher Project Grant Program.



New sustainable activity by an existing business or organization, *continued*:

Planning and Policy



Barbara Lifton, Democratic Assemblywoman for Ithaca, has worked hard to pass **legislation restricting hydraulic fracturing** for natural gas drilling. Lifton has already helped the passage of two legislative pieces, the first imposing liability on gas drilling companies for damages resulting from hydraulic fracturing. The second ensures "localities can exercise land-use powers as long as they do not specifically regulate a distinct aspect of oil or gas development." Other legislation is being proposed to restrict fracking in state parks. [Website](#)

The **City Common Council** approved a **green fleet policy** for city-owned vehicles which seeks to drop greenhouse gas emissions by 3% each year. The Green Fleet committee is working to "green" the city-owned fleet of vehicles within the next ten years. Annual budget request forms for the **City of Ithaca** now include language to **support the city's "Green Fleet Policy"**. Department heads must offer evidence that their vehicle requests comply with that policy. [Website](#)

Ithaca Common Council passed a new **smoking ban on the Commons**. [Website](#)



The **City of Ithaca** is hiring an **energy sustainability project manager** to oversee the city's climate change and energy sustainability initiatives. The City of Ithaca was awarded its **third Milestone Award from ICLEI- Local Governments for Sustainability** for the city's progress on meeting the goals of its Local Action Plan to reduce greenhouse gas emissions. [Website](#)

City of Ithaca Mayor Carolyn Peterson has been selected to join the **EPA's national advisory board** of thirty municipal officials who will advise EPA leadership on environmental issues. **Mayor Peterson** signed a contract to complete designs for an **upgrade for the Six Mile Creek water plant** using dual water filtration membranes. The new technology will require far fewer chemicals to filter drinking water.



The **Third Residential Ecovillage Experience (TREE) neighborhood** at EcoVillage at Ithaca, which has 30 homeowners committed to the construction project, has been granted preliminary approval by the Town of Ithaca Planning Board. Construction of the project is expected to begin in 2011.

Enfield Energy project developer John Rancich received **preliminary approval** from the Enfield Town Board for the **Black Oak windfarm project**. The project application details a plan for 20 three-bladed 425-foot-tall turbines stations on 925 acres of land in and around Connecticut Hill. [Website](#)

Ithaca Commons Council passed a policy requiring that *uniforms* worn by Ithaca City workers are certified "**sweatshop free**", ensuring that the garments are made in a way that respects sustainability and human rights. The policy was backed by several groups including the Cornell Organization for Labor Action, the Tompkins County Workers' Center and Catholic Charities.

The **Downtown Ithaca Alliance** successfully applied to receive a "**Main Street**" **sustainable development assessment** from the American Institute of Architects. The SDAT team spent several days in the area, interviewing municipal and community leaders and stakeholders. Their final assessment report offered a wide array of suggestions for city improvements relating to transportation, civic unity, and the style of city government.



Pending review by the Town of Caroline, builder **Bruno Schickel** plans to construct **37 new rental units in Caroline**. Schickel plans to utilize green building techniques for the individual units and will develop shared community spaces. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Planning and Policy



The **Park Foundation**, as a shareholder in ExxonMobil, exercised its right to submit a **shareholder resolution** to the company, requesting that it disclose information about its gas drilling practices. The Foundation's shareholder resolution asked ExxonMobil to explain what they are doing to reduce risks from the chemicals used in hydraulic fracturing in natural gas extraction and to consider alternatives to the practice. While the resolution was turned down by ExxonMobil, the resolution gained more support from other shareholders than any previous resolution: 26.3% of shareholders signed on. The Park Foundation was the first entity to proffer a shareholder resolution that garnered this much support. [Website](#)

The **Tompkins County Legislature** unanimously accepted a \$50,000 grant from the **Park Foundation** to hire a **planner** for one year to work with the Tompkins County Council of Governments to help surrounding municipalities plan for the *impacts of natural gas drilling*. Darby Kiley was hired to research and produce documentation to help guide county municipal representatives.

The **Tompkins County Department of Assessment** is the first county assessment office in New York State to **factor in the impact of natural gas drilling leases on property value assessments**. [Website](#)

Tompkins County Planning has created an **Energy Strategy guide** detailing plans for interim actions to work towards the Greenhouse Gas Emissions reduction goal set for 2050. The guide includes the 2008 baseline as well as the actions that need to be taken in the next 10 years to keep the goal on track.



Ithaca-Tompkins County Transportation Council

Ithaca-Tompkins County Transportation Council seeks to change land-use patterns in its **Long-Range Transportation Plan** in an effort to reduce carbon emissions. Along with suggesting changes to transit service, ITCTC is also working to promote a range of alternative transportation options, including vanpooling, carshares, ridesharing, biking, and walking. [Website](#)

The **Towns of Ithaca and Dryden** recently hired Katie Stoner to be the **sustainability planner** for both municipalities. Stoner was hired for a two year period, and her main responsibility will be to increase sustainable energy practices in government facilities and operations in each town. [Website](#)



The City of Ithaca played host to the **Moving Forward: Active Transportation Symposium** in November. Organized by Cornell City and Regional Planning student **Tom Knipe**, with support from the Ithaca-Tompkins County Transportation Council, Cornell University and Ithaca College, the three-day event offered a series of public programs with the aim of creating local conversation about issues of pedestrian and bicycle design, advocacy, and planning within the city and local region. [Website](#)

Reduce, reuse, recycling, and composting

Alternatives Federal Credit Union signed on with Tompkins County Solid Waste Management as a **ReBusiness** partner. Alternatives has implemented an intensive recycling program, keeping 88% of the company's trash out of landfills.

Citizen's Bank introduced a new checking program, **Green\$ense**, to encourage customers to be more environmentally-friendly. Citizen's bank will pay the account holder 10¢ every time they use their debit card or pay a bill online, avoiding paper checks; customers can earn up to \$120 a year. The bank also awards 30¢ for every ten qualifying transactions; encouraging smarter shopping. The Green\$ense debit cards are made from recycled plastic.



New sustainable activity by an existing business or organization, *continued*:

Reduce, reuse, recycling, and composting

The **City of Ithaca's Department of Public Works** initiated a significant recycling change: citizens can no longer to use plastic garbage bags **when disposing of yard waste - compostable paper bags must be used.**

"Art in the Heart of the City" is a continuing public art program of the Downtown Ithaca Alliance. **Nine new public art pieces** were added this year, many featuring recycled and natural materials. For example, Marisa di Paola's recreation of characters from children's literature is made completely of recycled products.

The New York State Department of Environmental Conservation recognized **Dryden Central Schools** for their "going green" efforts, awarding them the **NY Recycle Challenge** for 2009. Dryden High School's Sustainability Club diverted 70 tons of waste from the landfill.

The **Ithaca Children's Garden** recently unveiled a new addition to the garden: a **greenhouse made out of discarded plastic bottles**. The garden coordinator also plans to introduce international elements to the garden by planting plots of foods from around the world. [Website](#)



Ithaca College participated in the **Game Day Challenge**, a contest sponsored by the Environmental Protection Agency. More than 75 institutions participated in this friendly competition between colleges and universities to reduce waste at home football games. Students in Paula Turkon's 'Principles and Practices of Sustainability' class volunteered to help direct gamegoers to the proper receptacles for compost, recycling, and trash

separation and collection. Forty percent of the materials gathered were separated to compostables and recyclables, a percentage that will hopefully go up as students and visitors become more aware of proper disposal practices. Ithaca College tied with University of Tennessee at Martin to win the championship in the Waste Minimization category.

Thanks to funding from the Main Street Grant Program, the downtown **Ithaca Commons** is now the proud owner of two **Big Belly™ solar-powered trash compactors**. These units enable more trash to be gathered before the cans need to be dumped, cutting down on collection labor costs and keeping the Commons cleaner. [Webmail](#)



SewGreen

SewGreen, the not-for-profit sustainable sewing program, expanded its operations in June with a new store and classroom on North Cayuga Street. The move enabled **SewGreen** to increase its instructional

programming to all ages, to double the amount of materials diverted from the landfill, and to build its own sustainable revenue streams. In December, **SewGreen** became affiliated with Cornell Cooperative Extension of Tompkins County and added two green jobs to the economy. **SewGreen** became a permanent worksite for an older unemployed worker, hired through Experience Works, and was a busy worksite for eight teens from diverse backgrounds, who learned job skills and advanced sewing techniques at a six-week summer program. **SewGreen** led a community effort to make over 100 girl's dresses from gently used pillow cases to send to orphanages in Africa, combining creativity, reuse, and charity. [Website](#)

Share Tompkins community and the **Ithaca Sound Maze** hosted a community **"Sound Swap"** in early October. People were welcome to bring musical items from cds to instruments; participants were encouraged to trade their items and bring personally crafted or locally made items with them. Leftover music materials were given to benefit local businesses, such as Hickey's Music and Ithaca Guitar Works. [Website](#)

Tamarind Restaurant, featuring Thai cuisine and located in the Food Court at the Shops of Ithaca Mall, serves eat-in food on **compostable plates and utensils**.

New sustainable activity by an existing business or organization, *continued*:

Reduce, reuse, recycling, and composting



In a new program called '***Celebrate Earth Day Everyday***', **Target** now offers permanent recycling containers outside their store for plastic shopping bags, MP3 players, ink cartridges, and cell phones.

The ***Tompkins County Coalition for Safe Medical Disposal*** provided the community with a free event to properly dispose of unwanted household prescription medications. The coalition includes representatives from area governments, non-profit organizations, higher education and private businesses. [Website](#)

The recycling culture of Tompkins County experience a makeover within the next year revolving around the introduction of "***single stream***" recycling, enabling citizens to place all their recyclables into one bin rather than separating them. ***Tompkins County Solid Waste Management Division*** signed a new contract with FCR Recycling which will cost less and, due to FCR's sophisticated recycling capabilities, will enable the city to further decrease the percentage of materials consigned to landfills.

During Earth Week, ***Tompkins Trust Company***, the ***Cayuga Radio Group***, and ***Tompkins County Solid Waste Management Division*** teamed to offer free and confidential document shredding and recycling of electronics. The ***first Community Shred Day*** was such a success, it was repeated in the Fall. [Website](#)



Renewable energy

Cornell Cooperative Extension of Tompkins County, Ithaca Neighborhood Housing Services, and the ***Park Foundation*** jointly sponsored a ***pilot program*** to replace oil and propane heating systems in the homes of participants with ***wood pellet stoves***. The participants are expected to send their home heating data to Cooperative Extension in order to verify that the wood pellet stoves reduce home heating costs. The collected data will support development of future target initiatives.

Solar walkway lighting at the ***Belle Sherman Annex*** is now in place. [Website](#)

Bensvue Farm in Lansing, a member of the Organic Valley Cooperative, ***makes biodiesel*** from their own canola seeds. The Organic Valley Cooperative has their own seed oil processor which they encourage participating farms to use to foster sustainable farm fuel options like biodiesel.

Sustainability education

The Area Congregations Together and Shared Journeys held a ***meeting to explore the issue of gas drilling***: "*What we know, don't know, assume and need to be concerned about.*" The open forum was open to the public and helped raise and answer questions the community has about gas drilling.

ASI Energy sponsored the ***CNY Green Building Symposium*** in November at their offices in the South Hill Business Park. The lectures, presentations, and information targeted the not-for-profit sector, helping those organizations gain a better understanding of the funding options currently available through state and federal programs that they might use when considering construction and renovation options.

Berean Bible Church gave elementary age children the chance this summer to ***explore creeks, woods, wetlands, and forests with a forester*** who taught them about natural areas they were visiting. [Website](#)

In late July, the ***Tompkins County Public Library*** hosted an event to raise awareness about the dangerous chemicals used in a number of personal care items. Katie Kelly, a health educator with Clean New York, lectured and offered suggestions for alternative products.

New sustainable activity by an existing business or organization, *continued*:

Sustainability education

The team from **Candor High School** was the **winner of the New York State Envirothon Competition** at Keuka College. Envirothon team competitors have to demonstrate their knowledge of soil, aquatics, forestry, wildlife, and current events. This marks the sixth year in a row that Candor High teams have won the state Envirothon. The team placed 8th in the Canon Envirothon, which is the competition among champions from U.S. states and Canadian provinces.

Cornell professor **Brian Wansink** has been researching the way school cafeterias are arranged and how that may affect what children are eating. Prof. Wansink suggests through his research that just by rearranging the cafeterias, children could be influenced to make healthier eating choices. Doing little things like naming vegetables "x-ray carrots" or "Power Peas" and making children get in an alternate line to buy junk food can **help make kids switch to healthier eating habits**. [Website](#)

Cornell University launched its **Climate Change Research & Outreach Directory** to detail the climate-related work of various of its researchers. [Website](#)

In December 2009, Susan Christopherson from **Cornell City and Regional Planning** hosted a **webinar** presentation of Cornell Master's candidates. Titled **"Green Economy Investments: What Do Policy Makers Need to Know?"**, the webinar was designed to inform local officials about what green economy investments could mean for their communities and help them make wise, informed policy. The webinar presenters addressed a set of issues (wind energy, biofuels, green technology & jobs, and local foods) that involve local policy makers as initiators, facilitators, decision-makers, and negotiators.

The National Science Foundation awarded a \$100,000 grant to the **Museum of the Earth**, Cornell's **Department of Earth and Atmospheric Sciences**, and **Cornell Cooperative Extension** to fund efforts to help promote understanding of and **research into natural gas drilling**.

The **Finger Lakes Land Trust** sponsored a **guided tour** by Melissa Yearick, the Upper Susquehanna Coalition Wetlands Specialist, of the Connecticut Hill State Wildlife Management Area. There, landowners and others learned about vernal pools and how to construct them. The educational session also included information about seasonal wetlands and their importance in the ecosystem. [Website](#)

The **Finger Lakes Environmental Film Festival (FLEFF)** and **Cinemapolis** partnered with filmmaker Chanda Chevannes of The People's Picture Company Inc, to host the **world premier of "Living Downstream"**, the film version of the awarding-winning book by local environmental toxicologist Sandra Steingraber about her private battle with cancer, and her public fight to bring attention to the urgent human rights issue of exposure to cancer-causing chemicals. [Website](#)



This summer, **Groundswell Center for Local Food & Farming** worked with fourteen students from various local colleges in an eight week **Summer Practicum in Sustainable Farming and Local Food Systems**. The intensive, immersive format exposed students to the hands-on experience of working on a small sustainable farm. In combination with their field work, students also went on trips and met with guest lecturers. [Website](#)



In September, **Historic Ithaca** offered two **workshops on restoring wooden windows**. One workshop was designed for contractors, painters, and other building professionals, while the other was designed to instruct homeowners and landlords. The workshops were meant to equip people with the skills required to keep their existing windows in working order, saving both money and energy. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Sustainability education

Intelligent Green Solutions offered a **Solar Heat and Hot Water open house**, giving the community the opportunity to learn about affordable solar energy options for homes/businesses. [Website](#)

Since 2006, the **Ithaca City School District** has been committed to environmental responsibility. As part of their mission to encourage sustainability in their schools, the district has created a new section of their website, **Green-ICSD**, to document on-going efforts in the different school buildings. [Website](#)

Ithaca College Graduate and Professional Studies program developed and is now delivering an online **professional certificate in Sustainability Leadership**. The certificate program offers 12 seminars that cover a wide range of topics from leadership to marketing, business decision-making to sustainable operations. The first Sustainability Leadership Level One professional certificates were recently issued to those completing six of the seminars. [Website](#)

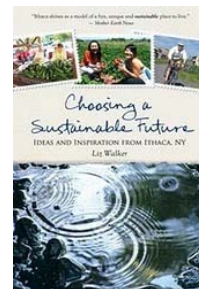


The **Clean Energy Summit** hosted by **Ithaca College** brought together students, citizens and business leaders in a forum focused on the regional economic development potential of renewable energy technologies. [Website](#)

Ithaca Freeskool sponsored a "Your Name in Print: **Press Release Skillshare**". This free educational presentation offered participants guidance on the best ways to get local and national coverage for projects. Ithaca Freeskool is committed to providing an interactive and free learning experience to all members of the community. [Website](#)

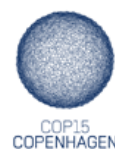
James Dake of Littletree Orchards started a new program called "**Family Adventures in Nature**". Taking place at the orchard, Dake teaches groups of all ages hands-on activities before leading them on a nature hike. [Website](#)

Liz Walker, one of the co-founders of Ecovillage in Ithaca, has written a **new book** "**Choosing a Sustainable Future: Ideas and Inspiration from Ithaca New York**", which details the success of the sustainability movement here in Tompkins County. [Website](#)



The **Museum of the Earth** opened a **new exhibit showing the effects of the Gulf oil spill on marine life** with a lecture titled "**The Other 15,000: Marine Biodiversity at Risk in the Gulf of Mexico.**" The **Museum of the Earth** demonstrated its new **Climate Change kiosk** at the State Fair which is designed to conduct formative evaluations on climate change and energy resources. The kiosk traveled throughout New York State, with a focus on rural areas. [Website](#)

Ithaca was well-represented at the 2009 United Nations Framework Convention on Climate Change in Copenhagen, with students from Ithaca College and Cornell University attending. **Dominic Frongillo**, Caroline Town Board member, represented our region as part of the delegation from the National Youth Network for the U.S Partnership for Sustainable Development. **Ithaca College students delivered a "side event"** at which they conducted an online global opinion poll to provide conference delegations with information.



The **New Roots charter school** has begun its second year with expanded athletic programs and a **new grade level**. Along with these changes, New Roots is focusing on its mission to create curriculum that encourages students to develop the skills and knowledge necessary for the creation of future sustainable communities. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Sustainability education

The New York Organic Farmers Association and Organic at Cornell University co-sponsored a **field day at a local organic farm**. This field day provided a venue in which farmers and organic vegetable growers could see demonstrations of farm equipment useful for small sustainable agricultural operations and expand their knowledge of best management practices. [Website](#)

The **New York State Energy Research and Development Authority (NYSERDA)**'s "**School Power...Naturally**" program offered a workshop for local teachers, familiarizing attendees with solar energy concepts and experiments, and providing educators with tools to help students understand solar techniques. [Website](#)

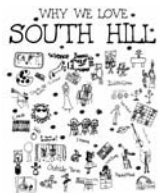
performance
systems
development

Performance Systems Development has been selected to provide **Energy Assessment Training** to government personnel as part of a federal program to reduce energy consumption and improve energy efficiency in federal buildings. [Website](#)

Science Cabaret is a local group that meets once a month, with the purpose of bringing like-minded individuals together in a public venue to discuss current topics of interest in the sciences. In November, a Science Cabaret presentation featured two local professors working on "the intersection of aesthetics, technology, and **sustainable design**" at Cornell University in the Department of Architecture. [Website](#)



Megan Ludgate of the **ScienceCenter's Science Works program** won an international online challenge to reduce carbon dioxide emissions in a virtual city. Megan's **Clim'City** just happened to have the same emission reduction goals as the city of Ithaca. The game was held as a part of the United Nations Climate Change conference in Copenhagen.



The **South Hill Elementary School** held a "**Healthy Earth, Healthy Me**" fair for Earth Day this spring to teach children about sustainability. The fair offered information about local foods, sustainable pet care, healthy living, and sun care to name a few. The fair was staffed by teachers and volunteers; children were provided with sustainable items to take home and share with their parents what they learned. [Website](#)

The **Green Guerillas' "Green Grease" tour**, consisting of youth-focused demonstrations of sustainable transportation and community leadership in sustainability, continued its travels this summer. The Green Guerillas' two-pronged media and demonstration approach comes together as they tour in their converted **biodiesel-fueled bus**. [Website](#)



The **TC3.biz program** at Tompkins Cortland Community College offers an array of courses and workshops to help learners prepare for sustainable energy opportunities. Within the **Green Energy Technology Program** are three training tracks: energy efficiency, renewable energy, and green construction. Among the courses offered are "Managing Energy Renovation Projects", "Renewable Energy & Energy Efficiency Entrepreneurship", and installer workshops for solar PV and solar thermal systems. [Website](#)

TioHero Boat Tours offers a new **sustainable cruise** that features guest presentations, hands-on ecology, and other family focused events related to regional sustainability. [Website](#)



New sustainable activity by an existing business or organization, *continued*:

Sustainability education

The Ithaca-Homes insert, published by Warren Real Estate, offered "**Green Home Tips**", a compendium of ways to save money, preserve the environment, and create a healthier home. [Website](#)

Watkins Glen High School received a grant for a **renewable energy laboratory** on the roof of the school. Students will work directly with the installed solar panels and wind turbines to gain a better understanding of sustainable energy sources. [Website](#)

WSKG worked with Blueprint America to offer **explore concepts of livability and sustainability** in local radio programming. The station offered an essay contest for students in grades 6-8 on "**Livable Communities and Sustainability**".



Shaleshock held a **benefit concert** at the State Theatre that featured a number of well known regional bands such as Donna the Buffalo and the Horseflies. All of the money raised at the concert went to support raising awareness about the concerns related to hydraulic fracturing (fracking) for natural gas drilling and extraction. [Website](#)

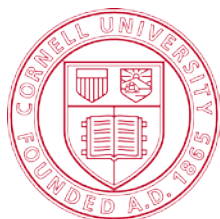
Sustainable community development

Ithaca-based **Alternatives Federal Credit Union** was one of the finalists for the Wachovia Wells Fargo **Next Awards for Opportunity Finance**. The \$5.5 million award would allow Alternatives to expand their loan program for low-income citizens who might not be able to secure credit with typical lenders. **Alternatives Federal Credit Union** was one of only 180 national financial institutions to receive a grant from the US Department of the Treasury's **Community Development Financial Institutions Fund** (CDFI Fund). Alternatives Federal Credit Union has a long history of working with **Ithaca Neighborhood Housing Services** (INHS), which also received a CDFI fund, to help low income families receive financing. Both institutions provide microloans to small businesses and businesses owned by minority groups. They also offer business education and mentoring to their microloan borrowers through Alternative's Business CENTS program. [Website](#)



The Ithaca **Borders** bookstore devoted an entire day to **honoring the local talent** of the Ithaca region across the literary and artistic spectrum. Demonstrations of local talent ranged from cooking exhibitions to speeches and readings from books by local authors.

The **Community Foundation of Tompkins County** celebrated its **10th anniversary** this year. The Community Foundation receives monetary gifts and in turn grants funding to programs and organizations that support the arts, human services, sustainability, education and community building. [Website](#)



Cornell University received *Second Nature's* 1st annual **Climate Leadership Award for Institutional Excellence**. Cornell University has a long history of supporting sustainability in their community on and off campus via research, improving campus operations, and through community outreach. The university aims to become carbon neutral by 2050. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Sustainable community development



Students and faculty from the **Cornell Department of Landscape Architecture** are coordinating with local citizens in Utica, NY on a revitalization project. The idea behind the project, known as "**Rust to Green**", is to bring concerned citizens and organizations together in a conjoined effort to move Utica in a more sustainable direction, in hopes this will improve the city's vitality and growth. [Website](#)

The **Downtown Ithaca Alliance** and the **Tompkins County Climate Protection Initiative** sponsored a talk by noted environmental author and activist **David Orr** this past May. The talk was titled "**Green Arts, Downtown, and Economic Development: Oberlin's Lessons for Ithaca**." Orr explained his recent project, a downtown green arts district in the city of Oberlin Ohio, and how those ideas might be adapted to the Ithaca community.

During the week leading up to Thanksgiving, **GreenStar Cooperative Market** distributed \$30,000 of **Ithaca HOURS** to its customers through a promotion coordinated with Local First Ithaca's Local Lover holiday campaign. Customers presenting their register receipt received up to two HOURS per purchase plus a list of Local First Ithaca businesses accepting Ithaca HOURS. A donation box was provided to collect HOURS from Greenstar customers not planning to use the currency; these were donated to Local First Ithaca. The program had many benefits: Ithaca HOURS is reinvigorated by getting the currency into the hands of many people who haven't used it before and local businesses that accept HOURS win as more shoppers come in to purchase goods.



Among his many lifetime achievements, the late **Carl Leopold** helped to found Greensprings Natural Cemetery. Carl's legacy was commemorated at Greensprings' annual meeting, noting his many contributions as a conservation writer and thinker and his **lifelong commitment to environmental sustainability**.

The **Ithaca Alternative Gift Fair** was bigger than ever in December 2009, raising more than \$60,000 in donations for local non-profit organizations. Among the many alternative gifts offered were donations of fluorescent lights, school meals, scholarships, clothing and more. [Website](#)



The **Ithaca Children's Garden** is working to complete a new **Playsound Playground**, a sound garden to introduce children to making music. [Website](#)

The **Princeton Review "Green Schools"** report card identifies institutions that fulfill certain requirements for being environmentally-friendly, helping prospective student families find a good "fit" for their values. Of the 286 schools the Princeton Review named "greenest" this year, two were higher education institutions in our own backyard: **Cornell University** and **Ithaca College**.

The **Cortaca Climate Challenge** was a new element of the annual Cortaca Jug competition between **Ithaca College and SUNY Cortland**. Leaders at each school challenged their respective campus communities to see which school could enroll the most participants each pledging to reduce their personal carbon emissions. The Challenge ran from the spring semester, ending just before the Cortaca game in November. Cortland State won this year's Cortaca Climate Challenge, earning the prize: a native hardwood sapling grown by RPM Ecosystems in Dryden. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Sustainable community development

The **Community Housing Trust** is a new program from the **Ithaca Neighborhood Housing Services**. Under the program, buyers buy the home but not the land the house rests on. Additionally, buyers agree to recover only a portion of the equity in a home if they sell it, which enables INHS to control the price, thus guaranteeing that other low income families can afford it. Currently the Community Housing Trust has helped four homebuyers, has two other houses on the market, and will be building 22 housing units next year. All of the houses that are built are LEED certified, providing the Ithaca community with affordable, energy efficient homes. [Website](#)

In April, The **Landlords Association of Tompkins County** distributed a survey to tenants designed to gather information on energy efficiency. The results of this survey were presented to the Tompkins County Chamber of Commerce in July. [Website](#)

Mayor Caroline Peterson joined mayors of other New York communities in urging residents to join the "**\$25 on the 25th**" campaign, encouraging shoppers to spend twenty five dollars on each September 25th at a local business. [Website](#)



The **Park Foundation** issued a number of **grants** for organizations and efforts working to address Marcellus Shale gas drilling. [Website](#)



Singlebrook Technology offered fifty hours of development time to a sustainable organization for the creation of a **custom iPhone application** that would enhance or increase the organization's sustainable efforts. [Website](#)

The **Quilt Divas** group created the "Women Empowering Women" art quilt for an auction to benefit the local chapter of **Dining For Women** (DFW), an organization whose mission is to empower women around world, in particular women and girls in developing countries. The DFW chapter meets monthly to share a meal and learn about global women's needs global. The money the DFW chapter members would have spent going out to dine together is instead donated to support the foundation. The quilt created by the Quilt Divas will be raffled off at the end of December and a check for \$10,000 will be presented to the **Dining for Women** organization.



In September, **TOPS Friendly Markets** ran the "**Reuse It for the Food Bank**" program. Each time a shopper used any reusable bag, TOPS donated 5 cents per bag to the local Food Bank. The pledged goal of \$5,000 was met, giving financial support to provide nearly 25,000 meals. [Website](#)

WSKG-FM, the local public radio affiliate, **supported Habitat for Humanity of Tompkins and Cortland Counties with their fall fundraiser**. For every \$100 pledged to WSKG, Builder's Best Do-it-Center donated a 2x6 to the house Habitat plans to build in Lansing in 2011. A number of other companies agreed to donate construction services and building materials to finish outfitting the house if the station's \$100,000 fundraising goal was reached. **Finger Lakes Electric Supply Company** offered to donate the electrical fitout for the house; Dean Shea of **Sunny Brook Builders** pledged to donate his time to oversee the project. **Paul Yaman Construction** volunteered a roofing crew, and **J.B. Smith Heating and Air Conditioning** promised the heating system for the project. More than \$125,000 was pledged for local public radio programming, making this the station's most successful pledge drive. [Website](#)



New sustainable activity by an existing business or organization, *continued*:

Sustainable community development

Three Cornell University students - Nicole Miller, Emily Nash, and Joel Sngley - assembled a **pamphlet of "suggestions to promote community sustainability"** and assessment in Tompkins County." The guide outlines ideas of ways to spread sustainability throughout the community and unite the communities' efforts as well.

Sustainable enterprise



Peggy Haine, a local real estate agent, has been awarded the **Green Professional** designation by the National Association of Realtors. [Website](#)

Bishop's Carpet One offers consumers a wide choice of **sustainable flooring options**, from renewable cork to tile and carpets that meet earth friendly standards. [Website](#)

Bruce's Pitstop now carries **EcoPower™ recycled motor oil** in addition to its regular full synthetic and synthetic blend oils. [Website](#)

Corning, Inc. introduced a new product, **Gorilla Glass™** into the home technology market. Gorilla® Glass is an environmentally friendly thin sheet glass designed specifically to function as a protective cover glass for high-end display devices such as notebook PCs, televisions and mobile phones. [Website](#)



The **Downtown Ithaca Alliance** (DIA) has instituted a new program to take the place of its paper-based Downtown Dollars program. This new initiative, the **Ithaca Gift Card program**, works to support local shopping. The gift cards can be used at any participating local business, ensuring that every gift card dollar remains in our local economy. The gift cards can be purchased online or at the Downtown Ithaca Alliance office. [Website](#)

Peter Kilcoyne, manager for printing services in Marketing Communications at **Ithaca College**, created a **sustainable rating system for College publications**. The publications are evaluated on the sustainability of the printing service supplier, like use of recycled content paper and vegetable-based inks, as well as the sustainable design elements of the publication.



Ithaca's Glass is the only store in the Commons not selling imports. All of the glassware, including jewelry, sold in the store is **local**, mostly from artisan glassblowers found within a half hour to an hour of the shop. [Website](#)

Jillian's Drawers is a natural parenting store opened by Mandi Meidlinger in 2008, offering a variety of natural products including cloth diapers. The first store was located on Cayuga St. Meidlinger has now **expanded the store** and moved onto the Commons. The new larger storefront offers even more products and includes a community space for parenting and children's classes. [Website](#)



Novomer, a local company arising from Cornell University research work, is working to commercialize a promising new technology to harness atmospheric CO2 and transform it into a **biodegradable plastic** that is more energy-efficient to produce than petroleum-based products. [Website](#)

The **Tompkins County Chamber of Commerce** now **emails its Chambergram to members** instead of printing hard copies. [Website](#)



New sustainable activity by an existing business or organization, *continued*:

Sustainable enterprise



In 2010, ***Snug Planet completed its 200th home energy retrofit*** through the New York State "Home Performance with Energy Star" program. ***Snug Planet*** works with homeowners to identify and implement energy saving measures such as insulation, air leakage reduction, and high-efficiency heating equipment. In partnership with *Taitem Engineering*, Snug Planet also conducted *energy audits on more than 800 units of senior and low-income housing*. [Website](#)

Scot Taylor, a custodian at ***Boynton Elementary School***, has been commended by other school representatives for his ***support for the school's green team efforts*** and his active participation on the Ithaca City School district-wide green team. Scot tweaked the recycling bin collection system in the cafeteria, and a lot of thought into placement of bins in other parts of the school. Scot created informational signs which are hung from the ceiling, to prevent them from being soiled or thrown out.

Tompkins Trust Company has created a ***Green Steering Committee*** and formed "green teams" within all its branches. TTC issued drinking flasks or reusable coffee cups to all employees and is currently phasing out disposable cups in break areas. TTC has incorporated compostable serveware for bank events. The Green Steering Committee created a "green suggestion" submission system on its electronic intranet and encourages its staff to offer their ideas for making the bank more sustainable. TTC enrolled with Tompkins County Solid Waste Management Division as a ReBusiness partner, and working with TCSWM staff, the "green teams" are conducting audits at each branch to establish operating baselines so future efforts in energy conservation and waste management can be measured and tracked. [Website](#)



Sustainable lifestyle

Local artists will utilize the curved wall of the former public library building to create murals as part of the ***Mural and Street Art Program***. This is just another sign of the Public Art Committee's efforts to cultivate an environment in the Downtown commons area that supports communication about and around art. [Website](#)



Ithaca was declared the top area for citizen well being in the recent One Million survey completed as part of the Gallup-Healthways Well Being Index. Launched in 2008, this survey tests opinions about Americans' overall health and wellbeing. [Website](#)

The Cornell University Lab of Ornithology sent two competitive ***birding teams to the World Series of Birding***. The two teams competed in a 24 hour battle to tally the most bird species possible with donations going directly to the Cornell Lab of Ornithology to support bird conservation programs and research. The *Cornell University Lab of Ornithology* has created the ***BirdsEye™***, a new ***iphone "app"*** that gives users a list of birds spotted recently around their area and how to find them. [Website](#)



The fall issue of ***Ithaca Parent and Teen*** featured an article titled ***"7 Easy Ways to be Earth-Friendly for Back-to-School"***. The piece offered tips to parents on how to make school shopping more sustainable. Suggestions varied from making more sustainable purchases to avoiding certain buys altogether.



The Finger Lakes Trail Conference is working with local businesses to promote use of the trails and a healthy lifestyle. Local businesses, including Wegmans, provide ***"passports" to hikers*** who must then hike at least four of the routes that are offered in the booklets. Once the hikers complete the "passport", they can redeem the booklets for merchandise from participating vendors. [Website](#)

New sustainable activity by an existing business or organization, *continued*:

Sustainable lifestyle

Students from **Lehman Alternative Community School** put on benefit barbecue at the Ithaca Agway to raise money for their trip to Guatemala. The **barbecue featured local, pasture-fed** chickens from Autumn's Harvest Farms and was served in eco-friendly compostable containers.

The Real Estate Journal, a weekly local real estate guide insert in the Ithaca Journal, featured an article titled "**The 'Greening' of the Garage**" that offered helpful hints on how to make one's home garage more sustainable and simultaneously increase the home's market value. [Website](#)

Everett Boutillet and Louis Johnson live in a **yurt home** they built themselves. Theirs is an alternative-style home that utilizes solar panel power, composting toilet, gravity shower, solar batch hot water heater, and more.

Transportation

Cornell University announced plans for a new bike share program. **Big Red Bikes** will offer roughly 20 bikes to students. The bike stations will be located outside each of the 4 main libraries, where students will go to get the key to the bike lock. The plan is for student activity fees to fund this project. [Website](#)

Cornell University, Ithaca College, TC3, Ithaca-Tompkins County Transportation Council, Tompkins County Department of Social Services, TCAT, and the Way2Go program at Cornell Cooperative Extension collaborated to write a successful grant application from the New York State Energy Research and Development Authority to pilot a **community-wide rideshare program**. The service, which will be implemented shortly, is backed by Zimride, a web-based system that allows drivers and passengers to seek matches for carpools and single rides.



The **Day Care and Child Development Council of Tompkins County** uses a colorful, branded **Smart Car** for business. [Website](#)

In January, **Fitzgerald Brothers Bus & Limo Co.** added a **biofueled 35-passenger mid-size touring coach bus** to their fleet of 20 vehicles. The coach - which features TV/DVDs, reclining seats, overhead racks, and rear cargo space - is ideal for wine tours, college travel, field trips, sporting events and wedding shuttles. Owner Mike Fitzgerald says: "*The number one area I enjoy serving the most is Ithaca because the people there appreciate a green alternative and love biofuels too! You don't get the same reaction or appreciation anywhere else.*" [Website](#)



Ithaca Carshare rolled out its **Easy Access plan**, created in collaboration with the Greater Ithaca Activities Center (GIAC), and the Way2Go transportation education program. The program, funded by the federal Job Access Reverse Commute (JARC) program and with an additional grant from the Park Foundation, currently has funding to cover about 50 participants for about one year. Members must be eligible for Medicaid, Family Health Plus, free or reduced price school lunch, or meet the maximum income limit of 150% of the federal poverty level to sign up for this plan. Easy Access is intended for local permanent residents. [Website](#)

Ithaca Soy delivers its locally-made tofu products to area distributors in a small 3-wheel, **fuel-efficient delivery truck**.



New sustainable activity by an existing business or organization, *continued*:

Transportation

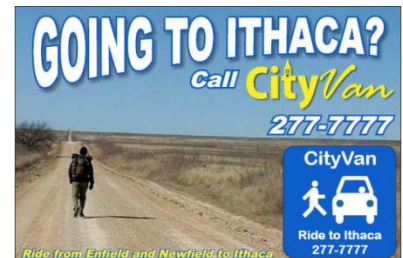
Recycle Ithaca's Bicycles (RIBs) reopened at a new location. To help with the transition, RIBs worked with students from the New Roots School who helped to clean the shop, etc. In exchange, the New Roots students received a free membership to RIBs and a bicycle education class from one of the RIBs mechanics. [Website](#)



Tompkins Consolidated Area Transit (TCAT) implemented a new route system with streamlined routes and overall better service. TCAT also switched to a **next-generation fare collection system** which allows the use of proximity sticker tags that can be attached to existing ID cards. Alternatively, TCAT made available durable, rechargeable, chip-embedded key fobs that can be attached to cloth lanyards. [Website](#)

The **Trumansburg Central School District** has replaced six of its 32 diesel fueled buses with propane-fueled vehicles. **Propane fueled buses** have lower maintenance and fuel costs than the diesel buses, and greatly reduced emissions.

CityVan, operated by Ithaca Dispatch under contract to Tompkins County, now offers an affordable van service that runs from Newfield and Enfield to the City of Ithaca, Monday through Friday. This offers a transportation alternative for people who do not live near public transit service. [Website](#)



"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

About Sustainable Tompkins' *Signs of Sustainability* Awards:

Since 2006, Sustainable Tompkins' board members have identified and honored individuals and organizations emerging on the local scene, all doing their part to help advance community sustainability. Each year, Sustainable Tompkins acknowledges the following categories of Signs of Sustainability:

1. New sustainable enterprise;
2. Brand new programs or non-profit organizations supporting some aspect of sustainable development;
3. New sustainable program elements rolled out by an existing business or non-profit organizations.

In 2008, we identified over 80 new sustainability initiatives in our community. Almost doubling in size, in 2009 we found over 140 Signs of Sustainability! In 2010, Sustainable Tompkins is proud to recognize the achievements of over 200 individual Signs of Sustainability.

As part of this recognition, Sustainable Tompkins honors these new activists at our annual holiday party, the Signs of Sustainability reception. This celebration also serves as a place where budding "signs" can connect with others involved in similar endeavors. Awardees are celebrated for their contributions and receive a "Sign of Sustainability" certificate for their initiative. The individuals and organizations in this book are our honorees for 2010.

Sustainable Tompkins is a citizen-based organization whose mission is to promote the long-term well-being of our communities and region by integrating social equity, economic vitality, ecological stewardship, and personal and civic responsibility. Their office is located at 109 South Albany St. in Ithaca. Visit www.sustainabletompkins.org for more details.

