

**Red Hook Conservation Advisory Council
10% Challenge Project
2011 Action Award**

The Red Hook Conservation Advisory Council has worked on energy and climate change for many years. However, since the 10-10-10 launch of the Red Hook 10% Challenge, a heightened level of awareness has reached the community. The CAC and partner Bard College lead this initiative. Other partners for the Challenge include not-for-profit Sustainable Hudson Valley, local utility Central Hudson, Red Hook and Tivoli public libraries, local schools, NYSERDA, local businesses and the Community Artists Network.

Some of the work accomplished includes:

- Conducting energy parties to lead residents through the process of creating their own energy plants.
- Selling 20 compost bins and raffling 10 bins through their partnership with Bard College.
- Encouraging businesses to participate in the utility's commercial lighting program.
- Sponsoring an electronic waste recycling event at the annual community day.
- Partnering with Central Hudson to do the outreach for their new Smart Meter Program. As a result of the Challenge success, Central Hudson chose Red Hook as their pilot community for this program.
- Providing outreach on the Green Jobs, Green New York energy audit opportunity.
- Securing a NYSERDA grant which allowed the Town to hire an Energy Consultant whose work is directed by the CAC. Among her many outreach activities are workshops for seniors on energy savings.
- Installing five bike racks around Town to promote "Moving Planet" day. This was accomplished with the lead of Bard College's Sustainability Director.

The Challenge has had great success, engaging many partners and community members. To date:

- 66 Red Hook households have create energy plans, saving \$41,276 in energy costs and \$22,564 CO² pounds.
- More than 300 people have pledged to try to reduce their energy use by 10%
- 27 households applied for energy audits
- 12,666 pounds of electronic waste was recycled
- 30 new households now have compost bins
- About 100 homes have signed on to the Central Hudson Smart Meter Program

Most residents now recognize the 10% Challenge "brand" and, although the Challenge was conceived as a year-long event, a second phase is now being planned. Different sectors of the community are now coming up with their own ideas for reducing energy use. This was always the goal, to raise awareness about energy use to the height at which there is substantive community action.

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