

Cornell Cooperative Extension

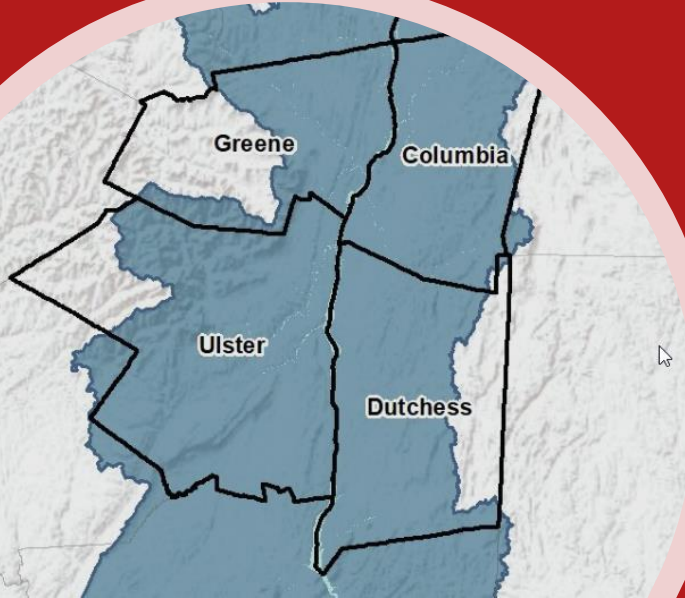
Ulster County

Join the Millions of
New Yorkers Who Live in
Climate Smart Communities



Technical Assistance

- The Climate Resilience Partnership is a combination of research, demonstration, and educational outreach projects to address the challenges of flooding, stream and watershed management, and climate change.
- We aim to assist communities in earning points towards the **Climate Smart Communities certification program.**



Pledge Element 9:

**To inform and
inspire the public**

PE 9: Climate Change Education and Outreach

- Bronze and Silver Priority Action
 - 4 points (Fulfills adaptation action)
1. Develop outreach materials and activities that describe the causes and effects of climate change in the community.
 2. Develop or update a website as a centralized place for communicating information to the public about climate change.

E. How to obtain points for this action

Points for this action are tiered based on whether the focus of the education and engagement program is on reducing GHG emissions in the community (i.e., climate change mitigation) or on community adaptation to climate change.

| | POSSIBLE POINTS |
|--|-----------------|
| Engagement strategy/activities for climate change mitigation | 4 |
| Engagement strategy/activities for climate change adaptation | 4 |

F. What to submit

Provide a description of the local government's community engagement strategy that is consistent with the requirements described above. In addition, submit documentation of at least two public education, outreach, and/or engagement activities focused on climate change within the past year where the local government played a key role. Such documentation may include meeting minutes, attendee sign-in sheets, summaries of information gathered from the community, photographs of events, copies of educational materials, presentations, etc.

The applicant must demonstrate engagement with a variety of community stakeholders through outreach activities such as public meetings, targeted stakeholder meetings, educational materials, and/or other approaches. To receive full credit for this action, local governments must demonstrate that the community engagement program has covered both climate change mitigation and climate change adaptation.

Relevant Topics

CCE provided technical assistance by developing a webpage and social media posts for the town. The resources may include topics such as:

Climate change
science

Pets and
Livestock
Emergency
Resources

Disaster
Preparedness
for residents

Emergency
Resources

Emergency
Notification
(State and
Local)

Disaster
Recovery
Resources

Warming and
Cooling Centers
(If available)

Local
Evacuation
Plans (If
available)

Food Resources
and list of
pantries

Process

- Meet with County Emergency Personnel/DOH to identify information and resources, local, state, and federal which the county would like included on municipal pages.
- Stakeholder meetings to include Supervisor/Mayor's Office, Emergency Personnel (Fire, Police), Planning, Highway, CAC/ECC/CSTF, and the community website manager to review the draft web page template
 - Discussions at each meeting must address vulnerable populations.
- Work with the website manager for each municipality to build the local web page. Determine an approach for follow-up communication and meetings as needed throughout the project.

Deliverables

Webpage Resources

Creation of template with subheadings, webpage text, and relevant links/resources

The screenshot shows the Town of Hurley New York website. The header features the town logo, navigation links (About, Government, Community, Newsletter, How Do I?), and social media icons. The main content area is divided into a sidebar on the left and a main article on the right. The sidebar lists various resources such as Climate change, Food and water safety tips, Food pantries, Helping others, Make a plan, Pets and livestock, Post-emergency resources, Power and gas outages, Receiving emergency alerts, Red Cross smartphone apps, notifications, Road closures, Shelters; warming and cooling centers, and Stay informed. The main article is titled 'Disaster Preparedness' and includes a sub-section for 'Climate change'.

Generator Safety

In the event of an electric failure, generators are typically used as a source of secondary power. Unfortunately, this emergency equipment can present serious health and safety concerns. The following information is sourced from the Occupational Safety and Health Administration (OSHA), Red Cross, and the Federal Emergency Management Agency (FEMA). The primary hazards that arise when using a generator include:

Carbon monoxide (CO) poisoning

- Install CO alarms in central locations with your home. Test batteries frequently and replace when necessary. Ensure alarms are located on every level and in close vicinity to sleeping areas to ensure proper warning of accumulating carbon monoxide.
- Never use a generator inside a closed space, including but not limited to, homes, garages, basements, crawlspaces, or any partially enclosed area.
- Ensure devices are outdoors and are kept away from doors, windows, and vents that could allow carbon monoxide to circulate indoors.
- CO **cannot** be seen or smelled, leading to incapacitation or death. Do not attempt to use fans, open doors, or windows to allow for air flow. Rather, if you begin to feel sick, dizzy, or weak – get to fresh air immediately and seek medical attention. Do not re-enter the area until it is determined to be safe by trained and properly equipped personnel.

Fire

- Generators increase in temperature while running and may remain hot even after they are stopped. Ensure proper cool off time before refueling, relocating the generator or placing objects nearby.
- Generator fuels (gasoline, kerosene, etc.) are flammable and will ignite when spilled on a hot engine part. All fuels should be stored in containers with proper designs, ventilation, and labeling for contents. Fuels should **NOT** be stored in the home.

Home » Community » Disaster Preparedness

Climate change

How do we know we are experiencing climate change? Click here for the facts and to learn what the causes are.

- More information about how climate change affects NYS.
- Learn more about the specific effects of climate change throughout the regions of the state by visiting this fact sheet.
- What are some solutions to climate change?

Climate Change in the Hudson Valley and Catskills

Climate change has had and will continue to have various impacts on the Hudson Valley and Catskills regions. Here are some of the observed and projected changes.



Home » Community » Disaster Preparedness

Stream management

The Ashokan Watershed Stream Management Program (AWSMP) is a joint effort between Cornell Cooperative Extension of Ulster County, the Ulster County Soil and Water Conservation District, and the New York City Department of Environmental Protection. The three agencies work collaboratively with municipalities and landowners to maintain the health of streams in the Ashokan Reservoir Watershed.



The program aims to improve stream stability and reduce erosion threats to water quality and infrastructure, mitigate potential damage from flooding, and enhance aquatic and riparian habitat. AWSMP works to educate and inform the community about stream stewardship best management practices and coordinates stream management activities in the watershed. Stream management plans — comprehensive evaluations of stream



Town of Hurley, NY

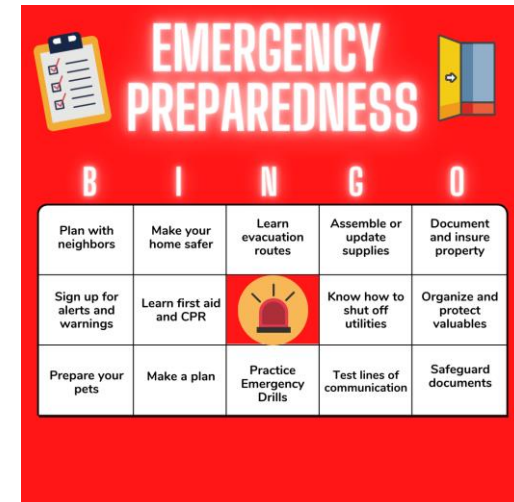
518 followers • 209 following

PE 9: Social Media

- 3 points
- Points for action are available to local governments that create **at least one social media account** and use it to inform the community about local government efforts and engage the community in accomplishing the climate-related actions led by the local government has committed.
- Applicants must show that new content has been posted within one year prior to the application date.

Social Media Toolkit

- Minimum of 12 posts shared with the social media manager
- Develop a recommended timeline for sharing posts
- Relevant links and pre-written captions are included



Social Media Plan: Town of Hurley

PE 9: Disaster Preparedness and Recovery Social Media Series

Strategy

- Goal:** What are you trying to encourage residents to do?
Become informed and aware of town, county, state, and federal resources related to climate change and disaster preparedness/recovery.
- Tactic:** How are you going to make it happen?
Share a series of relevant social media posts about climate change and disaster preparedness. Interact and engage with residents who are utilizing social media to learn more.
- Audience:** Who are you trying to reach?
All Town of Hurley residents who have an interest in following or are already following municipal summer residents who may not have access to local knowledge pertaining to such resources.

Resources

Please reference the following webpages for more resources related to social media:

- [Safety Events Calendar- National Weather Service](#)
- [Social Media Preparedness Toolkits- Ready.gov](#)
- [2023 Preparedness Calendar- Ready.gov](#) (Continue to check back for 2024 update)
- [Instagram for Politics and Government](#)
- [How to Create a Facebook Account](#)
- [How to Optimize your Facebook Page](#)
- [How to Manage your Facebook Page](#)
- [About government and media account labels on Twitter](#)
- [Local Government Social Media Strategy 2023: Facebook, Instagram, Twitter & More-GovP](#)

| Topic | Facebook Copy | Instagram Copy | Target Date |
|------------------------------------|--|---|---|
| Introduction to Series | <p>Welcome to the Town of Hurley Disaster Preparedness and Recovery social media series. Disasters can occur unexpectedly and have devastating consequences for individuals and communities.</p> <p>Join us as we explore the impacts of climate change, disaster preparedness and recovery, and the steps we can take to protect our city for generations to come.</p> <p>#ClimateAction #DisasterPreparedness #CommunityResilience #TownofHurley #HurleyClimatePreparedness</p> | <p><i>*Remember to post the webpage link in your account bio before starting this series.</i></p> <p>Welcome to the Town of Hurley Disaster Preparedness and Recovery social media series. Disasters can occur unexpectedly and have devastating consequences for individuals and communities.</p> <p>Join us as we explore the impacts of climate change, disaster preparedness and recovery, and the steps we can take to protect our city for generations to come.</p> <p>#ClimateAction #DisasterPreparedness #CommunityResilience #TownofHurley #HurleyClimatePreparedness</p> | January 2024 |
| Climate Change Post | <p>Did you know that climate change is linked to the increase in natural disasters like floods and wildfires? As we face the impacts of rising temperatures and extreme weather events, it's important to understand the science behind climate change. Together, let's take action to build a more resilient and sustainable future.</p> <p>Visit the Town of Hurley's NEW Disaster Preparedness and Recovery webpage to learn more about climate change and what the Town is doing to combat the negative effects: https://www.townofhurley.org/disaster-preparedness</p> <p>#ClimateChange #NaturalDisasters #CommunityResilience #TownofHurley #HurleyClimatePreparedness</p> | <p>Did you know that climate change is linked to the increase in natural disasters like floods and wildfires? As we face the impacts of rising temperatures and extreme weather events, it's important to understand the science behind climate change. Together, let's take action to build a more resilient and sustainable future.</p> <p>Visit the Town of Hurley's NEW Disaster Preparedness and Recovery webpage to learn more about climate change and what the Town is doing to combat the negative effects. Link in bio!</p> <p>#ClimateChange #NaturalDisasters #CommunityResilience #TownofHurley #HurleyClimatePreparedness</p> | October 2024 (International Day of Climate Action) |
| Extreme Cold Weather and Blizzards | <p>Extreme cold weather events like blizzards are becoming more likely in the Northeast. These events can be dangerous, but with preparation and planning, we can minimize the impact on our community.</p> <p>1. Stay informed: Keep an eye on weather forecasts and warnings to stay informed about upcoming</p> | <p>Extreme cold weather events like blizzards are becoming more likely in the Northeast. These events can be dangerous, but with preparation and planning, we can minimize the impact on our community.</p> <p>1. Stay informed: Keep an eye on weather forecasts and warnings to stay informed about upcoming</p> | February 2024 OR |

Print Resource

Develop print resources available to enhance the disaster preparedness information provided for the community's website and social media posts

- Design a ready-to-print template for a rack card and postcard on disaster preparedness with information specific to the community such as local shelters etc.
- Minimum of 2 stakeholder meetings to determine the information and layout of the template
- Provide printing of approved outreach materials

Rack card:



The rack card is a vertical blue and white informational card. At the top, it features a landscape photo of a lake and mountains. Below the photo is the Town of Hurley logo, which includes a circular emblem with a tree, a water drop, and a mountain. The text on the card reads: "Town of HURLEY New York", "DISASTER PREPAREDNESS & RECOVERY TIPS", "Our goal is to empower individuals to take proactive steps to reduce the impact of disasters and emergencies. By preparing in advance, we can better protect ourselves and our families.", a QR code, and the website "www.townofhurley.org/disaster-preparedness". At the bottom, it lists partner organizations: "A program of Cornell Cooperative Extension Ulster County in partnership with the NYDEC Hudson River Estuary Program, NY Water Resources Institute and Cornell University with support from the NYS Environmental Protection Fund."

MAKE A PLAN

- Identify potential hazards and assess risks in your area.
- Create an emergency kit with essentials.
- Designate a safe meeting spot outside of your home in case of evacuation.
- Communicate the plan with your family and practice it regularly to ensure everyone knows what to do in the event of an emergency.

BUILD A KIT

| | |
|---|--|
| <input type="checkbox"/> Non-Perishable Food | <input type="checkbox"/> Water |
| <input type="checkbox"/> Battery Operated Radio | <input type="checkbox"/> First Aid Kit |
| <input type="checkbox"/> Cellphone and Charger | <input type="checkbox"/> Local Maps |
| <input type="checkbox"/> Blankets/Sleeping Bag | <input type="checkbox"/> Can Opener |
| <input type="checkbox"/> Essential Medications | <input type="checkbox"/> Flashlight |
| <input type="checkbox"/> Personal Hygiene Items | <input type="checkbox"/> Extra Batteries |

GENERATOR TIPS

- **DO** operate your portable generator at least 20 feet from your house to prevent accidental carbon monoxide poisoning.
- **DO NOT** use the generator near any open windows, doors, vents, or openings into your house.
- **DO NOT** use in wet conditions.
- **DO NOT** refuel when generator is still hot.

WATER SUPPLIES AND STORAGE

- Store at least 2 quarts (1/2 gallon) of water each day per person for hydration purposes.
- Store at least 1 gallon per person, per day for preparation and hygiene purposes.
- Purchase commercially bottled water to store.
- Keep bottled water in its original container. Do not open it until necessary.
- Observe the expiration or "use by" date.

Postcard:



Engagement Strategy

Community Engagement Strategy: Town of Hurley Disaster Preparedness and Climate Change Education and Outreach

*Developed by Cornell Cooperative Extension Ulster County in conjunction with the Town of Hurley
Climate Smart Task Force*

Goals and Scope:

- The primary goal of our community engagement strategy is to increase awareness and understanding of natural disasters, climate change, and their impacts while promoting preparedness and resilience among community members.
- The scope of our outreach program will encompass both climate change mitigation and adaptation, highlighting the importance of building resilience to climate-related hazards.

Key Partners:

- We will collaborate with various partners in the community, including the local government, the local library, and fire departments.
- Regional partners such as Cornell Cooperative Extension Ulster County, the Ashokan Watershed Stream Management Program, and the Ulster County Department of Emergency Management may also enhance outreach efforts.

Audience:

- Following conversations with local leaders, key groups and demographics within our community have been identified.
- This engagement strategy considers factors such as age, socioeconomic status, cultural diversity, and vulnerability to climate-related risks to ensure that our outreach efforts are inclusive and tailored to specific needs.

Recommended Engagement Methods:

- **Public Workshops and Presentations:** Conduct educational workshops and presentations in community centers and public gatherings to provide information on disaster preparedness, climate change science, and practical mitigation and adaptation strategies.
- **Online Platforms and Social Media:** Formulate a social media planning document that outlines goals and audience of the natural disaster series while also prioritizing posts depending on months and disaster applicability. Utilize the town website and social media platforms to share educational materials, tips, and resources for disaster preparedness and climate change.
- **Print Resources:** Dissemination of print resources including a rack card and post card mailer that will be developed and distributed at community centers, libraries, local businesses, and other accessible locations. These printed resources will cover essential topics related to disaster preparedness. This effort aims to bridge the digital divide and ensure that all community members have access to vital information.
- **Community Events and Fairs:** Participate in local events, fairs, and festivals to engage directly with community members, distribute informational materials, and demonstrate practical examples of preparedness measures.

Ongoing Program Development:

- We will continuously evaluate and update our engagement strategy based on feedback, emerging needs, and evolving understanding of climate change impacts.
- Regular assessments will be conducted to measure the effectiveness of our outreach efforts and identify areas for improvement.

Inclusion of Climate Change Mitigation and Adaptation Strategies/Information:

The engagement strategy outlined above encompasses both climate change mitigation and adaptation efforts to address the challenges posed by a changing climate.

- **Climate Change Mitigation:** The strategy includes the use of online platforms to disseminate information on climate change science and practical mitigation strategies. Community members will be informed about the importance of reducing greenhouse gas emissions through energy efficiency, renewable energy adoption, sustainable transportation choices, and waste reduction practices. By promoting these mitigation measures, the strategy aims to contribute to the overall goal of reducing the community's carbon footprint and mitigating the impacts of climate change.
- **Climate Change Adaptation:** The engagement strategy emphasizes disaster preparedness and resilience building, which are key aspects of climate change adaptation. Workshops and presentations will provide information on the potential impacts of climate change and practical adaptation strategies to enhance community resilience. The strategy also focuses on collaboration with schools to integrate climate change education into curricula, empowering the younger generation to understand and address climate-related risks. By raising awareness and facilitating the adoption of adaptive measures, the strategy aims to enhance the community's capacity to cope with the challenges posed by a changing climate.

By incorporating both climate change mitigation and adaptation into the engagement strategy, the goal is to foster a comprehensive approach that addresses the causes and consequences of climate change. This integrated approach ensures that the Town of Hurley is equipped with knowledge and resources to build resilience and preparedness to effectively respond to the negative impacts of climate change.

Previous Actions by the Town of Hurley:

The Town of Hurley Conservation Advisory Committee has been active for several decades and has worked to advise the town on environmental issues through studies and plans such as groundwater protection and open space plans. The Town Board adopted the Climate Smart Communities Pledge in 2018 and established the Hurley Climate Smart Task Force (CSTF) in November 2020 through town resolutions.

The Town of Hurley is committed to completing actions for Clean Energy Communities (CEC) certification as well. Many of these are chronicled on our [website](#). One of first town-wide actions was conducting the Solarize Hurley Campaign. Kristen Schara, the Hurley task force coordinator, participated in the Local Champions Pilot Program sponsored by Hudson Valley Lifeboats for training on strategies, techniques and protocols on how best to achieve Climate

Smart Communities Bronze Certification. Kristen Schara also serves on the Ulster County Environmental Management Council and Hurley's Conservation Advisory Committee. Member Lynne Bailey completed the Cornell Climate Smart Steward training program.

On the county level, we coordinated with the Solarize Ulster Campaign sponsored by Ulster County. Task Force Members worked with the Ulster County Climate Smart at the Ulster County Fair. At the town level, the CSTF presented the Greener Living Car Show & Expo.

Emergency Preparedness Resource Toolkit:

Folders

Name ↑



Flooding



General Preparedness



Generator Safety



Pets



Power Outages



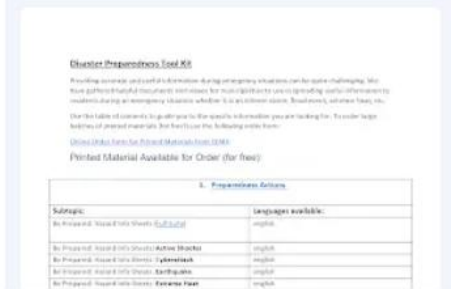
Files



fema_guide-for-alert...



Tool Kit_ How to Ord...





Thank you!



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