



Reporting Period: 1/7/2023—9/30/2023

I. Project Summary

In January of 2023, Empire Clean Cities (ECC) began its third year of outreach and education work around biodiesel and other biobased products in New York City and beyond, building on two years of outreach and education work through its "Soy in the City: Connecting Sustainable Farms and Bio-based Products in Downstate New York" campaign. The goal of the renewed campaign is to spotlight corn and soybean production in New York State and highlight the connection between farmers in the state and biodiesel fuel use in the New York fleets.

As part of our proposal, ECC committed to developing an outreach and education campaign about domestically and New York-produced biofuels and bio-based products, with a direct focus on how individual farmers in upstate New York contribute to transportation sustainability across the state. As part of our campaign, ECC created a webpage for the project, shared resources on our social media and newsletter about biodiesel and biofuels, and began outreach to NYC-based fleets. ECC is pleased to present our third Progress of Work report for the period July to September 2023.

II. Work Summary To-date

In the third phase of our renewed 2023 education and outreach campaign, ECC continued to create engaging social media and newsletter content for our readership. These pieces focused on reinforcing our audience's basic biodiesel knowledge, as well as sharing information about the state of the New York and national biodiesel markets. ECC has continued its outreach activities on social media, such as Instagram, Facebook, LinkedIn and Twitter. ECC's bi-weekly newsletter is a wide-spread and effective form of outreach communication, with a series of articles and other announcements in the biofuel space featured.

III. Deliverables Completion

Goals	Level of Completion
1a) Promote biodiesel and bio-based products New York events, including at a NYC Department of Transportation Public Space Programming event and at the annual Empire Clean Vehicle Festival, each featuring a vehicle that runs on biodiesel.	70% Complete
1b) Continue social media campaigns directly related to supporting corn and soybean growers, highlighting the connection between agriculture and fuel.	65% Complete
c) Publish articles in the ECC and fellow Clean Cities Coalition's Newsletter.	75% Complete

2a) Maintain and update current “Soy in the City” project page with links to biodiesel resources, social media pages, and the NYCSGA.	60% Complete
2b) Use ECC’s website to promote soybean production as vehicle fuel, as well as educational resources on soy and corn production in New York.	75% Complete
3a) Host a webinar for fleets on the benefits of biodiesel, including participation from current biodiesel end user fleets in NYC, as well as New York soybean farmers, where possible.	50% Complete
3b) Meet with individual fleet operators to discuss the benefits and logistics of the transition to biodiesel and bio-based products.	75% Complete

IV. Deliverable Completion Metrics

A. Newsletters (see attachment for additional details)

1. July 4th
 - a) Shared news article about EPA finalizing renewable fuel standards under the Renewable Fuel Standard requirement, showcasing federal support of low-carbon fuels and agricultural communities. We highlighted the importance of biofuels as a low-carbon fuel to our newsletter audience.
2. August 15
 - a) Shared the “Report: Global Market for Biofuels 2022-2023,” to bring awareness to our newsletter audience on the state of the biofuels market to support corn and soybean growers, highlighting the connection between food and fuel

B. Social media (see attachment for additional details)

1. Continued the “Soybean Basics” campaign through multiple posts to promote soybean production as vehicle fuel, as well as educational resources on soy and corn production in New York

ECC posted educational information to our social media channels as part of the “Soy in the City” campaign, using the hashtag #SoyInTheCity and tagging NYCSGA where possible.

2. Facebook (3 posts)
3. Twitter (2 posts)
4. Instagram (3 posts)

V. Remaining Work Plan Summary

Work is ~75% complete.

For the remaining grant, ECC will continue to promote biodiesel as a sustainable, domestically produced vehicle fuel on its social media and newsletter channels. As the year concludes, Empire Clean Cities will seek event opportunities, both virtual and in-person, to promote biodiesel to fleets and businesses in New York City and the Lower Hudson Valley. ECC will be highlighting biodiesel and other bio-based products in the next quarter, including with a webinar.

ECC will continue to increase awareness about the connection between food and fuel, increasing visibility and support for New York-based soybean farmers, and reducing air pollution by transitioning fleets to clean, renewable biodiesel and soy-based products.

VI. Attached Deliverables

- A. [Attachment A: Social Media Posts](#)
- B. [Attachment B: Newsletter Posts](#)