



OFFICE OF THE MAYOR

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[www.nyc.gov/planyc2030](http://www.nyc.gov/planyc2030)

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Earth Day New York  
201 East 42nd Street, Suite 3200  
New York, NY 10017

Dear Earth Day New York:

The New York City Mayor's Office of Long-Term Planning and Sustainability supports the "E-Green Drive" project scheduled for this year's Earth Day on April 22<sup>nd</sup>, 2011.

The event holds tremendous promise for raising electric vehicle awareness. Because New York City's power is 40% carbon-free, electric vehicles can reduce our CO2 emissions and, when compared to conventional vehicles, improve city quality of life. Of course making that benefit salient is difficult. The eco-drive meets that challenge by empowering citizens and conveying this environmental goal in a novel way.

It is our understanding that funding from the Danish government is contingent on official permission from the city. As a matter of policy, New York City does not issue permits until a few weeks before an event begins. However, Earth Day New York has a twenty year history of staging complex, public events with city approval. There's no reason that this e-drive won't be the latest in its long string of successes. Of course we expect to stay engaged with the organizers throughout the planning and implementation process.

Thank you, and please feel to contact my staff, Ibrahim Abdul-Matin and Ari Kahn, with any questions you may have.

Sincerely,

David Bragdon