USDN CATALYST FUND THIRD QUARTER: FINAL REPORT

Providing an Equitable Greener Future with Zero-Emission Landscape Equipment

March 15, 2026

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Burbank Water and Power

CITY OF BURBANK WATER AND POWER

Contents

Executive Summary

Project Overview

The City of Burbank hosted a targeted Landscape Electrification event designed to accelerate the transition from internal combustion engine (ICE) equipment to zero-emission alternatives. By integrating technical education with financial incentives, the initiative sought to address the primary logistical and economic hurdles facing the commercial landscaping sector.

Program Highlights

The project was implemented through coordinated outreach with more than 60,000 emails sent to Burbank households and businesses, stakeholder engagement, and technology demonstrations designed to increase familiarity with electric equipment. Manufacturers provided direct insight into equipment performance, applications, and maintenance. Participants also received information about available incentive programs. This integrated approach helped reduce uncertainty and strengthen confidence in transitioning to electric technologies.

Community Impact

The project contributed to future market transformation by increasing contractor comfort with electric technologies and connecting participants with available incentive programs. Direct engagement with equipment manufacturers and program administrators helped reduce perceived barriers and accelerate readiness for electrification adoption. As adoption increases, reductions in noise and air pollution will improve air quality and community well-being.

Funding Utilization

Catalyst Funds ($7,500) were used primarily to onboard the American Green Zone Alliance (AGZA) to lead program execution, stakeholder education, vendor onboarding, and coordination necessary to educate and demonstrate zero-emission landscape equipment. The remaining funding was used to create marketing materials, distribute Burbank Water and Power-branded recycled bags, and provide a complimentary light breakfast of donuts, bottled water, and coffee.

Conclusion

By bringing together local landscaping companies, electric equipment vendors, incentive providers, and reputable experts with firsthand experience electrifying landscape operations, the City fostered a comprehensive event that created a lasting impact. The City of Burbank's integrated approach serves as a scalable model for municipal green transitions.

Key Objectives

Environmental Mitigation

- **Reduce localized pollutants:** Decrease the emission of greenhouse gases (GHG) and toxic air contaminants by transitioning from internal combustion engines to zero-emission equipment.
- **Abate noise pollution:** Lower decibel levels in residential and priority communities through the adoption of quieter electric alternatives.

Health & Equity

- **Improve worker safety:** Protect the long-term health of landscape workers—who are disproportionately exposed to exhaust and vibration—by facilitating a shift to cleaner technology.
- **Support priority communities:** Focus interventions and resources on communities historically burdened by higher levels of environmental pollution.

Capacity Building & Technical Adoption

- **Bridge the "Compliance Gap":** Provide small, owner-operated businesses with the technical training and hands-on experience necessary to meet evolving regulatory requirements.
- **Financial Facilitation:** Deliver rebate incentives to lower the barrier to entry, ensuring that the transition to green technology is economically viable for small-scale operators.

Educational Integration

- **Operational Needs:** Understand how to compare the real-world operational needs, efficiency, and output of electric versus gas-powered platforms.
- **Economic Sustainability:** Understand long-term financial health through analysis of Return on Investment (ROI) and significant reductions in maintenance overhead.

Introduction

The City of Burbank's initiative aims to boost environmental sustainability across the community while supporting a skilled, green-certified local workforce. Besides cutting emissions, the program helps small businesses stay financially stable by easing the cost and complexity of adopting modern technology. Encouraging cleaner, quieter equipment helps create more comfortable neighborhoods and improves residents' everyday lives. The initiative also works to ensure that the shift to a zero-emission economy is fair and accessible to everyone. Overall, it's an important part of Burbank's Climate Action efforts—helping sustainable technology become more common and setting a strong regional example for community health and high-quality landscaping practices.

City of Burbank Greenhouse Gas Reduction Plan (GGRP)

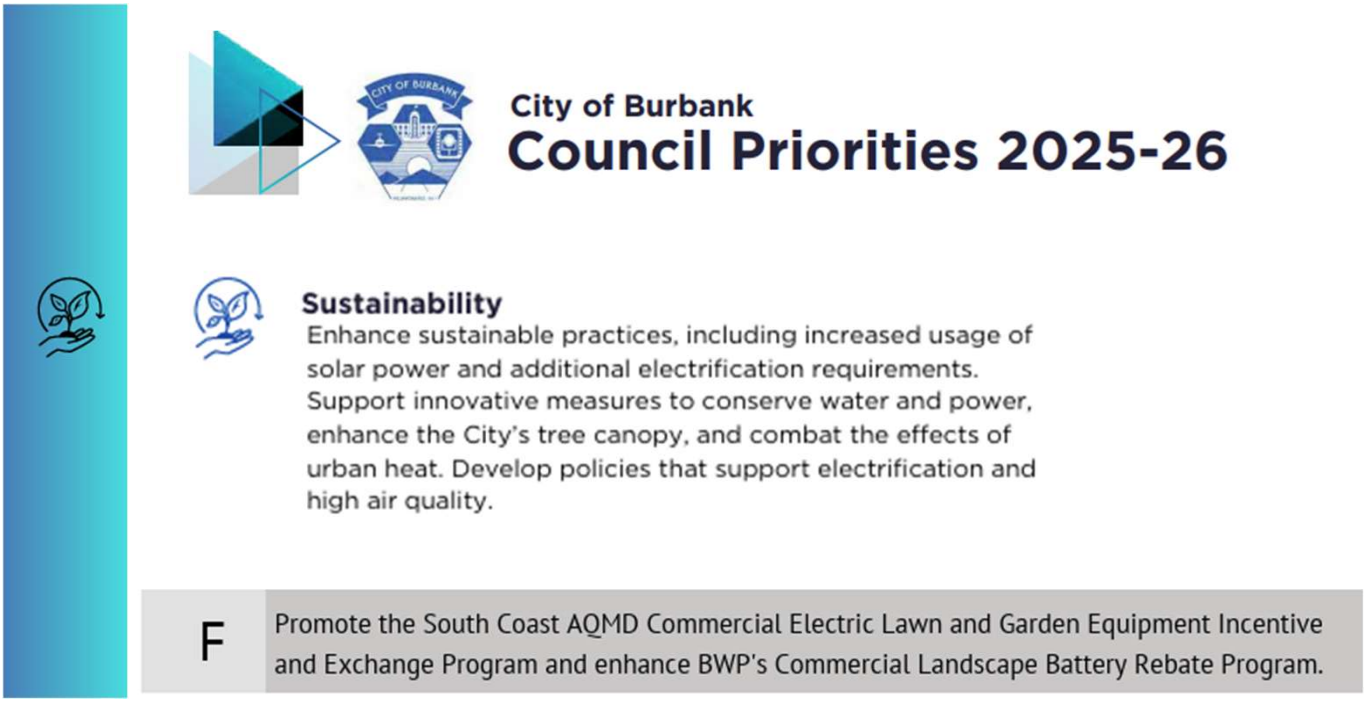
The City of Burbank's Greenhouse Gas (GHG) Reduction Plan is a comprehensive strategy to reduce community-wide emissions in alignment with State climate targets while supporting local air quality, energy reliability, and economic resilience. The plan looks at the main sources of emissions—things like transportation, buildings, energy use, waste, and City operations—and focuses on practical steps to use energy more efficiently, switch to cleaner power, modernize infrastructure, and encourage smarter land use. With a mix of policies, incentives, and updates to how the City operates, the goal is to steadily lower emissions without disrupting essential services or the quality of life for residents.

Moving toward zero-emission landscape equipment is a key part of this effort. Small gas-powered engines, like leaf blowers and lawn tools, produce a surprisingly large amount of air pollution and greenhouse gases. Supporting electric alternatives helps reduce neighborhood noise, reduce local air pollution, and contribute to the broader emission-reduction targets in the GGRP. When combined with building electrification and cleaner transportation options, this shift helps create a more consistent, community-wide approach to improving public health, meeting climate commitments, and showing leadership through the City's own operations.

City of Burbank City Council Priority Action Plan

The City of Burbank City Council Priority Action Plan serves as a strategic roadmap that translates Council goals into coordinated, measurable actions across departments. The plan outlines key initiatives designed to enhance public safety, infrastructure reliability, environmental stewardship, economic vitality, and quality of life for residents and businesses. By identifying clear priorities and implementation steps, the Action Plan ensures accountability, aligns budget decisions with community values, and provides a transparent framework for tracking progress toward the City's long-term vision.

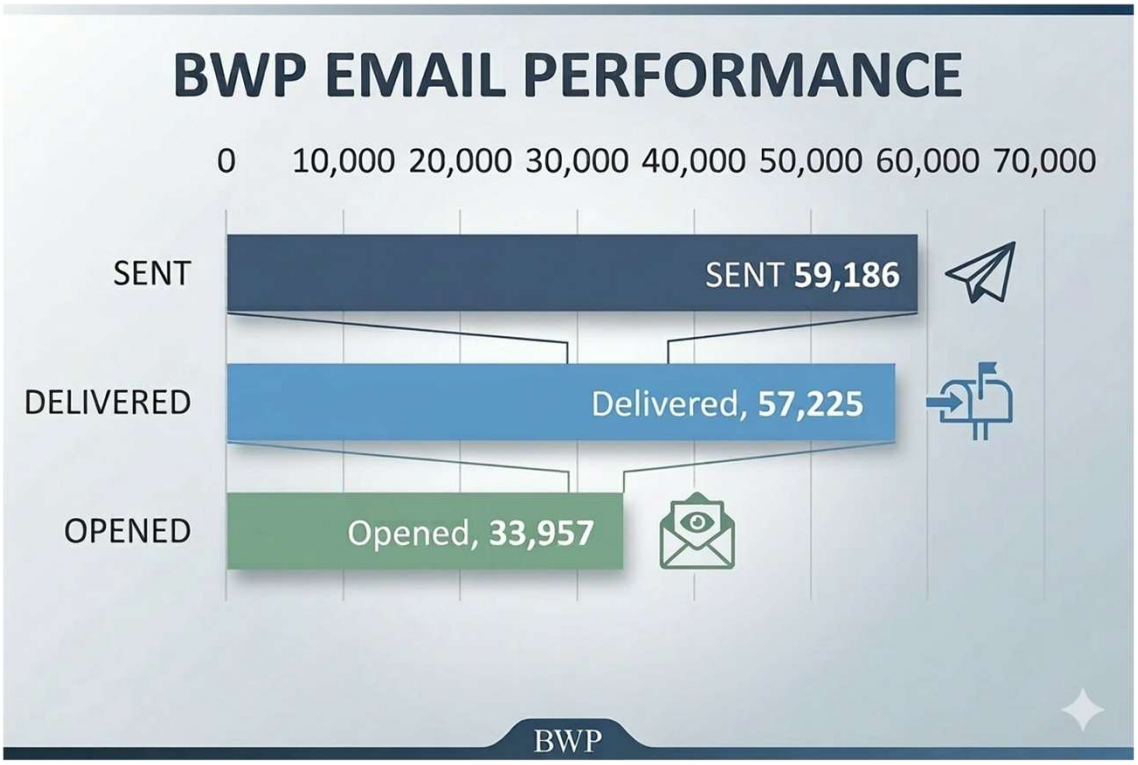
Within the Sustainability and Resiliency section, Priority "F" advances targeted efforts to reduce emissions from commercial landscaping equipment by promoting the South Coast AQMD Commercial Lawn and Garden Equipment Incentive and Exchange Program and enhancing Burbank Water and Power's (BWP) commercial landscape battery rebate program. This initiative supports the transition from gas-powered to zero-emission equipment, helping reduce greenhouse gas emissions, improve local air quality, and decrease community noise. By leveraging regional incentives and strengthening local rebate programs, the City reinforces its broader climate action goals while providing practical financial support to businesses adopting cleaner technologies.



Summary of Outreach

Outreach for the Landscape Electrification Event kicked off in early December 2025, when the American Green Zone Alliance (AGZA) started promotion on social media to build early interest. In mid-December, the event was also presented to the Burbank Sustainability Commission to help spread the word and involve local stakeholders. From late December into early January 2026, AGZA, Burbank Water and Power (BWP), and the Burbank Chamber of Commerce sent out coordinated email campaigns. Printed fliers were placed in busy public locations—like the lobbies of BWP, Burbank Public Works, City libraries, City Hall—and shared directly with Parks and Recreation crew leads to reach landscape professionals and contractors.

As the event drew closer, outreach ramped up with another round of targeted posts on LinkedIn and Facebook, featuring participating manufacturers and giveaway highlights. BWP added its own marketing push with social media posts and a listing on the City of Burbank's official events calendar. Invitations went out to the Mayor and City Council, and BWP sent a broad announcement with more than 60,000 emails. This mix of communication channels was designed to reach commercial landscapers, local businesses, and the wider community while supporting the City's sustainability and electrification goals.



Electrification Workshop - Indoors

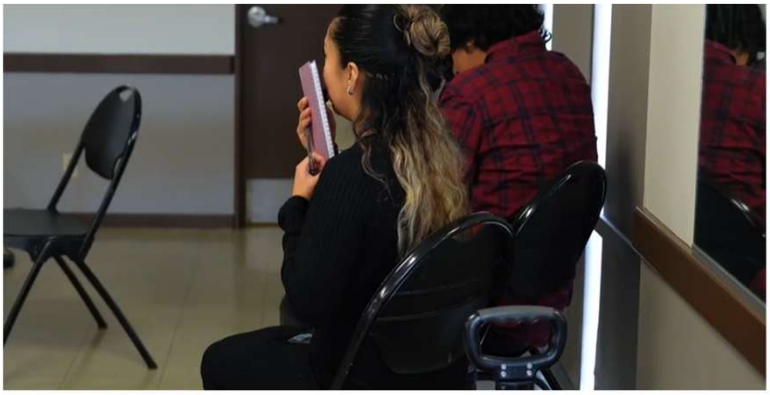
The indoor classroom portion of the event brought together city staff, regulators, and industry experts, all aligned on the goal of cleaner, more sustainable landscape maintenance. Drew Johnstone, Sustainability Officer at BWP, opened the session by highlighting the opportunity for everyone to move toward cleaner technology together. He was followed by South Coast AQMD Governing Board Chair Michael Cacciotti, who underscored how everyday landscaping practices directly affect local air quality and why electrification is an important public-health effort.

Rodney Hupalo, Marketing Associate at BWP, walked attendees through Burbank's newly adopted ordinance banning gas-powered leaf blowers. Approved by the City Council on December 16, 2025, the ordinance updates the Burbank Municipal Code to reduce noise, improve public health, and support the City's transition to cleaner equipment. It also aligns Burbank with California's statewide move away from gas-powered small engines, including the 2024 halt on new gas leaf blower sales and the state's goal of reaching 100 percent zero-emission equipment by 2035. The ordinance includes a grace period through December 31, 2026, with enforcement focused solely on outreach and education. No citations will be issued until January 1, 2027. This phased approach helped set clear expectations and gave attendees a realistic sense of the adjustments ahead, which was exactly in line with the event's aim: helping businesses prepare well before the deadline.

The technical portion was led by AGZA Founder Dan Mabe, who explained the electrification process and the operational and environmental advantages of modern battery-powered equipment. His presentation was grounded in real-world experience, including testimonials from contractors who have already phased out gas equipment in their fleets.

To make the event accessible to Spanish-speakers, translation services were offered so that Burbank's landscaping workforce could fully participate. The session wrapped up with a Q&A, during which participants raised practical questions about equipment availability, charging setups, AQMD and BWP incentives, and how to make the transition work smoothly within their own operations.

Electrification Workshop - Photos



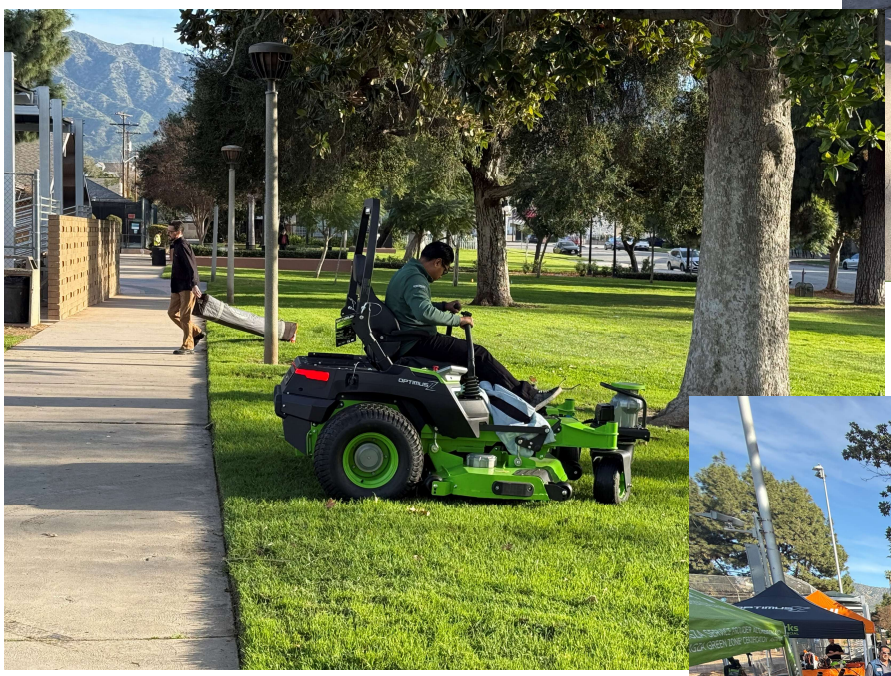
Electrification Hands-On Tutorial - Outdoors

The outdoor part of the event turned a section of George Izay Park into a hands-on demo space for the newest zero-emission landscape equipment. Seven AGZA Field Tested Certified manufacturers—STIHL, Greenworks, Makita, Husqvarna, Oso, Towa, and Kress—set up displays where attendees could try out a full range of commercial tools, from drivable and remote-controlled mowers to chainsaws and string trimmers. Among everything on display, the battery-powered commercial leaf blowers drew the most attention. Even members of the BWP Sustainability team took them out for a spin on the park grounds, testing the airflow and the surprisingly comfortable handling.

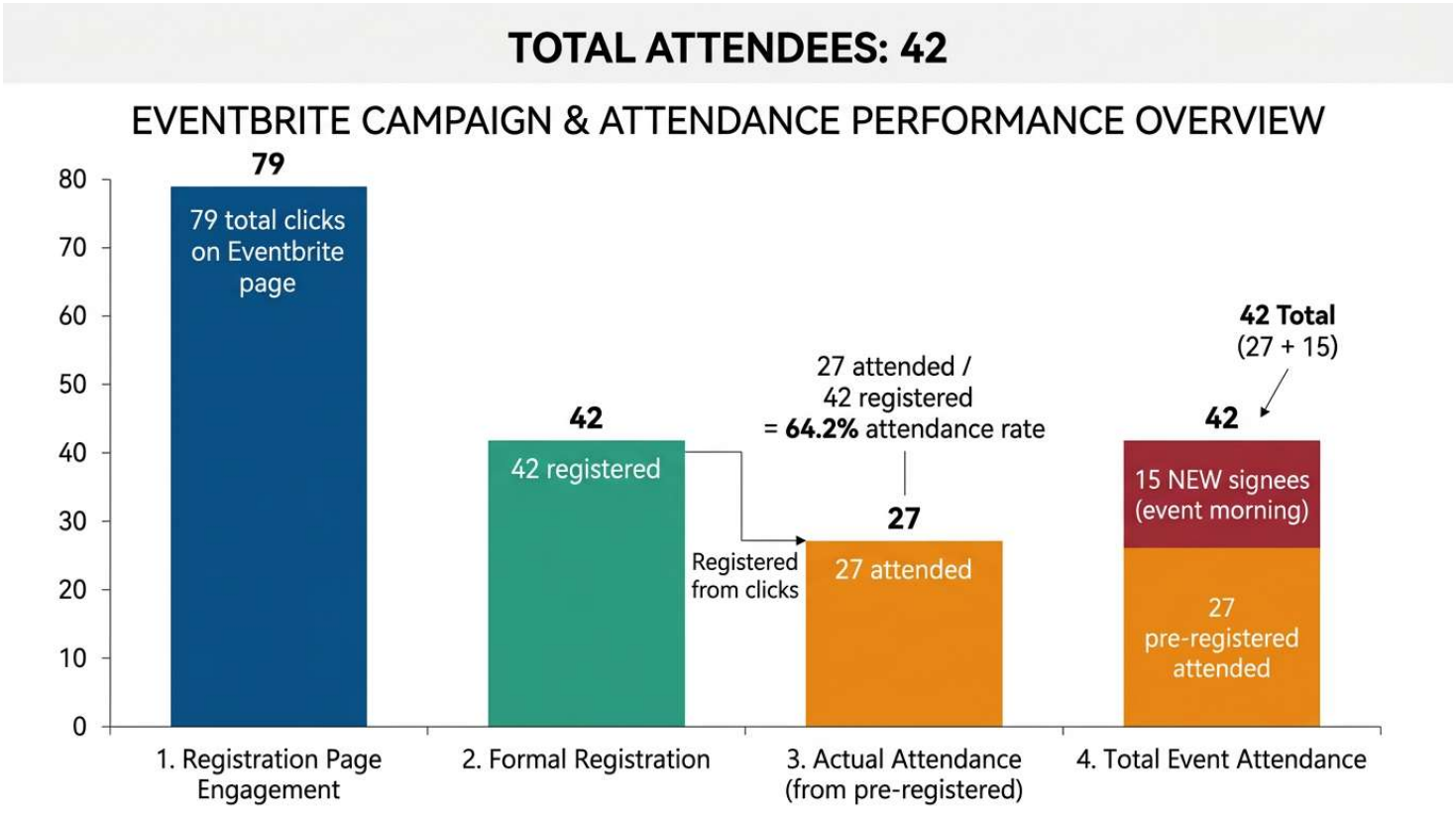
During the 90-minute workshop, commercial landscapers, local residents, and a Burbank City Council member had the chance to get hands-on with the equipment. Instead of just hearing about the benefits, they could actually feel the power, the lower vibration, and the smoother operation of electric tools. The session wrapped up with the “Ditch the Gas, Get the Gear” drawing, where more than $2,800 worth of donated battery-powered equipment was given away—helping several local contractors start shifting to cleaner, quieter tools right away.

The park setting also made it easy for landscapers, manufacturers, and fleet managers to connect directly. Representatives from the brands offered informal “tailgate” demos, answering practical questions about battery life, weatherproofing, and how to set up charging trailers for daily use. Being able to compare equipment side by side in the field turned the park into a temporary workshop for real-world problem-solving. By the end of the event, the hands-on format had helped turn policy goals into simple, practical steps that Burbank’s landscaping workforce can put to use.

Electrification Hands-On Tutorial - Photos



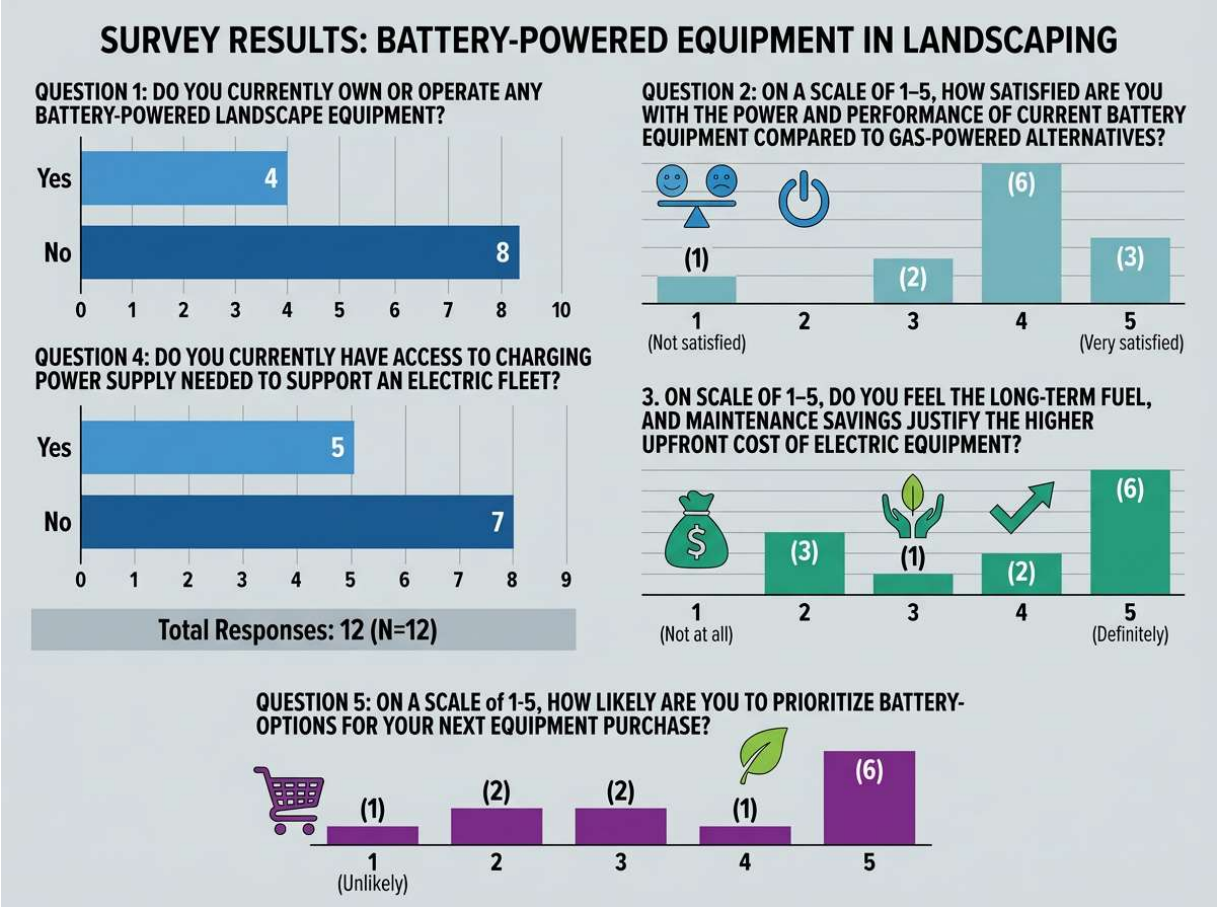
Attendee Metrics



Interest Level: *Over 64%* of those registered attended, showing a high perceived level of value with landscape electrification education

Survey Results

1. Do you currently own or operate any battery-powered landscape equipment?
2. On a scale of 1-5, how satisfied are you with the power and performance of current battery equipment compared to gas-powered alternatives?
3. On a scale of 1-5, do you feel the long-term fuel and maintenance savings justify the higher upfront costs?
4. Do you currently have access to charging or a power supply needed to support an electric fleet?
5. On a scale of 1-5, how likely are you to prioritize battery-powered options for your next equipment purchase?



Conversion Driver: 50% of contractors are *highly motivated* to prioritize battery-powered equipment for their next purchase

Key Learnings

Education as a Trust-Builder: Technical validation from a neutral third party, such as AGZA, was essential for converting skeptics; landscapers were more likely to invest when they saw "proof of performance" that battery-electric tools could handle professional workloads.

The Power of Layered Incentives: A takeaway is that a single subsidy is rarely enough; the "tipping point" for commercial adoption can be reached by stacking the SCAQMD equipment discount with the BWP battery rebate to address the total system cost.

Infrastructure Overlooked: A critical lesson is that the transition is not just about the tool but also about the power supply; scaling will require addressing how small businesses charge multiple batteries overnight without overtaxing their existing residential or shop electrical panels.

Recommendations to Scale

Streamline Adoption via Local Vendor Networks: Scale electrification by empowering local vendors to drive equipment recommendations. This creates a "frictionless pathway" for crews to adopt electric landscape tools, making the transition a value-added service.

Create a "Try-Before-You-Buy" Tool Library: To reach the most hesitant operators, the program could scale by establishing a municipal equipment loan program. Allowing landscapers to use the commercial-grade electric tools on their actual job sites for one week significantly increases the likelihood of a permanent transition.

Standardize "Full-Kit" Rebates: Future programs should move away from individual-tool rebates toward "Full-Kit" incentives. To scale effectively, funding should cover a bundle that includes the primary tool, multiple batteries, and a high-speed multi-port charger, to ensure the operator is operational from day one.

Project Success Metrics

Metric Category	Outcome	Strategic Impact
Financial Accessibility	**85% discount** on equipment and **$500 rebate** on spare batteries via rebates and incentives.	Bridge the "affordability gap" to make electric fleets cost-competitive with gas alternatives.
Maintenance	Project a **70–90% reduction** in ongoing fuel and mechanical maintenance costs.	Enhance the long-term fiscal health and sustainability of local small landscaping businesses.
Technical Proficiency	Verified performance parity with **25cc–35cc gas equivalents** via AGZA training.	Overcome psychological and technical barriers regarding the "power gap" of battery tools.
Environmental Health	Project a **50% reduction in noise** and zero point-of-use emissions.	Improve the quality of life for Burbank residents and significantly reduce occupational health risks for operators.

Conclusion

The Burbank Landscape Equipment Electrification Workshop and Hands-On Tutorial brought the community together to accelerate the shift to zero-emission landscape equipment. By combining an educational classroom session with a hands-on outdoor demo, the event gave landscapers and residents the information and experience they need to get ready for the 2027 gas-powered leaf blower ordinance. The indoor session laid the foundation by bringing together city leaders, regulators, and industry experts in the same room to discuss the health and environmental benefits of going electric. To ensure everyone could take part, the event offered full Spanish interpretation—an important step in supporting Burbank's multilingual landscaping workforce, many of whom feel the impacts of noise and air pollution most directly.

Strong community engagement shaped the entire program. Outreach leading up to the event included direct conversations with local landscaping businesses, targeted communication through professional networks, multilingual materials, and collaboration with community groups to ensure everyone knew they were welcome. This inclusive approach paid off with solid participation from commercial landscapers and residents. Their perspectives added depth to the indoor discussion and drove the practical questions that came up during the Q&A, helping ensure the workshop addressed real day-to-day needs.

The outdoor showcase built on this momentum by turning part of George Izay Park into a live demo space where attendees could test equipment from seven AGZA Field Tested Certified manufacturers. Being able to try the tools themselves—feeling the torque, the quieter operation, and the reduced vibration—helped landscapers move from theory to real-world understanding. The mix of contractors, families, residents, and elected officials, including City Council member Konstantine Anthony, highlighted how much this transition matters to the whole community. Their presence reinforced the message that moving to clean equipment isn't just a policy requirement—it's a shared effort to improve the health and quality of life in Burbank.

Conclusion continued

The “Ditch the Gas, Get the Gear” equipment giveaway brought a lot of energy to the event and made a real impact. Several local landscaping professionals walked away with electric tools they could start using right away, giving them a hands-on introduction to what the transition looks like in practice. When paired with information about available incentive programs from SCAQMD and Burbank Water and Power, participants left with a clearer understanding of how to make the switch in a financially supported way. Many shared that seeing the equipment in action and speaking directly with manufacturers made them feel much more confident about moving forward.

Together, the indoor and outdoor portions of the event created a well-rounded experience that went beyond simply sharing information. It gave attendees the chance to ask questions, explore resources, and see real solutions up close. The event helped build trust, increase awareness of available programs, and create practical opportunities for early adoption. As Burbank moves toward the January 2027 implementation deadline, this event marks an important step forward—highlighting the City’s leadership in sustainability and its commitment to supporting the workers, businesses, and residents who will help make this transition successful.

ACKNOWLEDGEMENTS

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Urban Sustainability Directors Network Catalyst Fund

Prepared for the Urban Sustainability Directors Network

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Burbank Parks and Recreation

ASSISTANCE, SPECIAL THANKS, AND SUPPORT FROM

Susanna Sutherland, Sutherland and Associates
Mariana Garcia, Sutherland and Associates

Join us for a FREE fun and informative workshop where you can learn about electric landscape equipment and get hands-on experience.

DATE:
Saturday, January 17, 2026

TIME:
9:00am - 12:30pm

LOCATION:
George Izay Park
1111 West Olive Avenue
Burbank, CA 91506

Welcome to the Landscape Equipment Electrification Workshop and Hands-On Tutorial! Join us at the City of Burbank's Olive Recreation Center for a morning filled with learning and fun. This event is perfect for people seeking to explore the world of commercial-grade electric landscape equipment and wanting to learn more about the gas-powered leaf blower ban effective January 1, 2027. Get ready to get your hands on and try out some of the latest electric tools on the market. Don't miss this opportunity to learn from experts in the field and take your landscaping game to the next level. See you there!

SCAN TO RESERVE YOUR SPOT!

This event is a partnership between Burbank Water & Power and the American Green Zone Alliance (AGZA), and is 100% grant-funded.

SPANISH TRANSLATION WILL BE AVAILABLE

CITY OF BURBANK
WATER AND POWER

AGZA
AMERICAN GREEN ZONE ALLIANCE

Landscape Equipment Electrification Workshop and Hands-on Tutorial

DATE: JANUARY 17, 2026
EVENT TIME: 9:00AM-12:30PM
LOCATION: GEORGE IZAY PARK, 1111 W. OLIVE AVE, BURBANK, 91516

INDOOR PRESENTATION/Q&A: 9:45AM-11:00AM
OUTDOOR PRESENTATION & TOOL TUTORIAL: 11:00AM-12:30PM
TAKEDOWN: 12:30PM-1:00PM
PARKING: AVAILABLE AT THE WEST SIDE OF THE PARK.
ENTER OFF W. CLARK AVE OR N. GRIFFITH PARK DRIVE.

JANUARY 17, 2026
RAFFLE

STIHL
Handheld Blower BGA 60 Set

Husqvarna
T542i XP Top-Handle Battery Chainsaw Kit

82V Brushless Leaf Blower| 82BH22-4DP

4Ah battery & dual-port charger

greenworks COMMERCIAL

GRU01M1 String Trimmer and Charger/Battery

makita

Handheld Blower KG561 Battery & Charger

Kress

Join us for an Landscape Equipment Electrification Workshop and Hands-On Tutorial

Reserve Your Spot at **BurbankElectricLandscaping.eventbrite.com**

CITY OF BURBANK WATER AND POWER

AGZA
AMERICAN GREEN ZONE ALLIANCE

Ven a nuestro taller GRATUITO, divertido e informativo, donde aprenderás sobre equipos eléctricos para jardinería y podrás vivir la experiencia práctica.

FECHA:
Sábado, 17 de enero de 2026

HORA:
9:00h - 12:30h

LUGAR:
Parque George Izay
1111 West Olive Avenue
Burbank, CA 91506

¡Te damos la bienvenida al Taller y Tutorial Práctico de Electrificación de Equipos de Jardinería! Te esperamos en el centro de recreación Olive de la ciudad de Burbank para que disfrutes de una mañana llena de diversión y aprendizaje práctico. Aprenderás sobre equipos eléctricos para jardinería y podrás vivir la experiencia de usarlos.

Este evento es ideal para quienes desean descubrir el mundo de los equipos eléctricos profesionales para jardinería y conocer más sobre la prohibición de los sopladores de hojas a gasolina, que entrará en vigor el 1 de enero de 2027.

Prepárate para probar personalmente algunas de las herramientas eléctricas más innovadoras del mercado, aprender de expertos y llevar tus habilidades de jardinería al siguiente nivel.

¡No te lo pierdas!

¡ESCANEA PARA RESERVAR TU LUGAR!

Este evento se realiza en colaboración entre Burbank Water & Power y American Green Zone Alliance (AGZA), y cuenta con financiación 100% por subvención.

LA TRADUCCIÓN AL ESPAÑOL ESTARÁ DISPONIBLE

CITY OF BURBANK
WATER AND POWER

AGZA
AMERICAN GREEN ZONE ALLIANCE

Taller y demostración práctica sobre electrificación de equipos de jardinería

FECHA: 17 DE ENERO DE 2026
HORARIO: 9:00 A 12:30
UBICACAIÓN: GEORGE IZAY PARK, 1111 W. OLIVE AVE, BURBANK, 91516

PRESENTACÍON EN INTERIOR Y TURNO DE PREGUNTAS: 9:45-11:00
PRESENTACÍON AL AIRE LIBRE Y TALLER PRÁCTICO DE HERRAMIENTAS: 11:00-12:30
DESMONTAJE: 12:30PM-1:00PM
APARCAMIENTO: DISPONIBLE EN EL LADO OESTE DEL PARQUE. ACCESO POR W. CLARK AVE O N. GRIFFITH PARK DRIVE.

JANUARY 17, 2026
RAFFLE

STIHL
Handheld Blower BGA 60 Set

Husqvarna
T542i XP Top-Handle Battery Chainsaw Kit

82V Brushless Leaf Blower| 82BH22-4DP

4Ah battery & dual-port charger

greenworks COMMERCIAL

GRU01M1 String Trimmer and Charger/Battery

makita

Handheld Blower KG561 Battery & Charger

Kress

Join us for an Landscape Equipment Electrification Workshop and Hands-On Tutorial

Reserve Your Spot at **BurbankElectricLandscaping.eventbrite.com**

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AMERICAN GREEN ZONE ALLIANCE

Mow, Blow and Trim your way into even MORE Savings
with the Burbank Water and Power

COMMERCIAL LANDSCAPE EQUIPMENT BATTERY REBATE!

WATER AND POWER

To help promote a healthier, quieter community, Burbank Water and Power is offering a rebate of ***up to $500*** for Burbank-based landscape companies who also participate in the SCAQMD electric landscape program!*

South Coast AQMD

JUST FOLLOW THESE EASY STEPS!

1 If you are an eligible participant, you would start by visiting one of the participating program retailers listed on the South Coast AQMD website. The retailer will help you determine eligibility, assist with selecting eligible commercial-grade lawn and garden equipment and will apply for a voucher on your behalf.

2 The retailer will submit the voucher application for South Coast AQMD approval. Once approved, you would bring your old, gas- or diesel-powered commercial lawn and garden equipment for the retailer to send to the dismantler and pick up your new replacement battery-powered electric equipment at a discounted price. ***Be sure to take a photo of the Equipment Release Form from your participation!***

3 Buy an extra battery for your new equipment purchased through the South Coast AQMD Program. Complete the Burbank Water and Power application and return it via Email, Mail or Drop off in person.

Have a question? We're here to help!

Contact the BWP Conservation team at (818) 238-3730 or BWPConservation@burbankca.gov.

*RULES AND CONDITIONS Equipment available through this program includes handheld trimmers, chainsaws, pruners, backpack and handheld blowers and ride-on, stand-on, walk-behind and robotic lawn mowers. An equivalent operable gasoline or diesel-powered piece of lawn or garden equipment must be scrapped when the new battery-electric equipment is purchased. Rebates may not be greater than the purchase price. Both programs are on a first-come, first-served basis until funds run out.

For all commercial customers, the general incentive will provide a rebate for up to 85% of cost of spare batteries – not to exceed $500. Municipal, educational and non-profit customers are eligible for up to 85% of cost of spare batteries – not to exceed $2500.

Email performance

Filter | 2 selected ×

Emails sent
59,186
↑+3,346 vs. previous 60 days

Delivered
57,225
↑+4,669 vs. previous 60 days

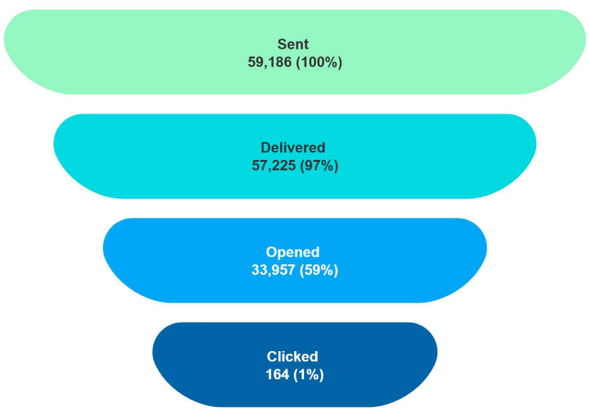
Open rate
59%
↓-8% vs. previous 60 days

Click rate
1%
↑+0% vs. previous 60 days

Bounced
1,961
↓-1,323 vs. previous 60 days

Unsubscribed
59
↓-50 vs. previous 60 days

Email marketing funnel



*Percentages are based on total emails sent

Overall open rate

+24% vs industry average

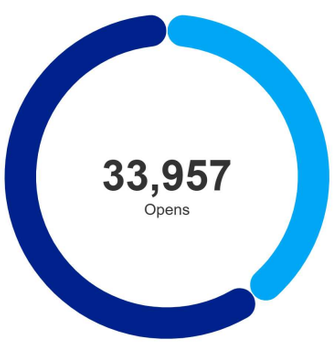
Your open rate	59%
vs. previous 60 days	-8% ↓

Overall click rate

-1% vs industry average

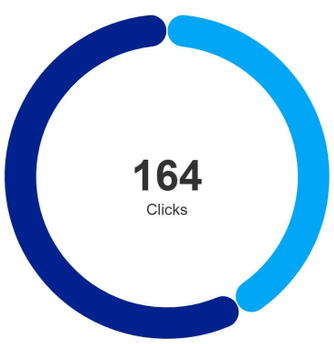
Your click rate	1%
Your click-to-open rate	1%
vs. previous 60 days	0% —

Opens by device



Mobile 40% | Desktop 60%

Clicks by device



Mobile 42% | Desktop 58%

Top performing campaigns by Open Rate

Open Rate

January 2026 Digital Currents Jan 15, 2026, 3:31 PM PST	64%
Landscape Equipment En Workshop Dec 29, 2025, 5:00 PM PST	52%

Low performing campaigns by Open Rate

Open Rate

Landscape Equipment En Workshop Dec 29, 2025, 5:00 PM PST	52%
January 2026 Digital Currents Jan 15, 2026, 3:31 PM PST	64%

Top performing links by Total Clicks

Total Clicks

https://www.eventbrite.cc5560314119	76
https://www.youtube.coCN2j24cdCo	25
https://burbankwaterandpterproject	24
https://www.burbankwatpower.com/	19
https://burbankwaterandpont-street	14

Low performing links by Total Clicks

Total Clicks

https://twitter.com/BurlnkH2OPower	2
https://www.burbankwatom/privacy	3
https://www.facebook.cnkH2OPower	4
https://www.instagram.ckh2opower/	11
https://vimeo.com/10171tshare=copy	12

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