



**Conservation Committee
Agenda
Thursday, February 6, 2020
7:00 P.M.
Village Hall**

1. Call to order
2. Approve January 2, 2020 Meeting Minutes
3. Discuss Citizen Concerns
4. Discuss 2020 Film Festival Planning
5. Discuss Solid Waste Utility, Recovery Rate Reporting, and Recycling Marketing Collaboration with Public Works Committee
6. Discuss Battery Recycling Program
7. Discuss Transportation and Parking Study Report and Housing Study Report
8. Discuss New Opportunities in Solar Energy for Village Buildings and Residents
9. Discuss 2019 Annual Reporting and 2021 Future Initiatives Process
10. Subcommittee Reports
11. Upcoming Events, Member Topics & Suggestions
 - a. Upcoming March meeting with MMSD improvements in River Park
12. Adjournment

DATED at Shorewood, Wisconsin this 30th day of January, 2020.

VILLAGE OF SHOREWOOD
Sara Bruckman, CMC/WCMC
Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Manager's Office at 847-2705.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Conservation Committee

Minutes

January 2, 2020 7:00 P.M.

Village Hall Committee Room

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order

The meeting was called to order at 7:03 p.m.

Members present: Joshua Liberatore, Linda Frank (arrived at 7:06 p.m.), Henry Tomasiewicz, Pat Wilson, Donna Pollock, Maggie Pipek, Bella Peaslee, Travis Blomberg, Elisabeth Witt, Matt McGovern and Caroline Kuebler

Others Present: Assistant Village Manager Tyler Burkart, Village Trustee Wesley Warren

Not present: Chase Kelm, Meenal Atre

2. Approve December 5, 2019 Meeting Minutes

Mr. Tomasiewicz moved to approve the December 5, 2019 minutes. The motion was seconded by Ms. Pollock. Vote 10-0 approve the minutes.

3. Staff Liaison Update

MMSD has been working with the Village's Department of Public Works on a proposed green infrastructure project for stormwater in the River park parking lot. Conservation Committee members are asked to attend the January 14 Parks Commission meeting when design concepts will be presented. The full Board will consider the Parks Commission recommendation soon after. The Transportation and Parking Study draft report was published and the public received an opportunity to provide feedback. Committee members are encouraged to attend a special meeting on the final report on Thursday, January 30 at 6 p.m. Lastly, the Village is still looking for community members to participate in this year's citizen's academy. The first session starts January 23.

4. Discuss Citizen Concerns

No citizen concerns.

5. Consider Committee's Response to the CDA / Village Board Strategic Planning Survey

Mr. Liberatore went through the draft response to the CDA and Village Board strategic planning survey. Responses are based on current priorities as well as concepts in the development green checklist. Below are the following revisions or suggestions:

- Further defining "strength of business district" including a locally owned concept
- Add in walkability and climate response to the "density of offerings"
- Encouraging local businesses to implement mission-driven sustainable practices
- Incorporate Village goals in the Sustainability Action Plan and Vision 2025 throughout the entire survey
- Identify an issue/challenge as well as outcomes to incorporate more efforts to reduce waste and more reuse and recycling efforts

- Emphasize the community needs to support local businesses in order to retain businesses here
- There was discussion about incorporating accountability assuring new development meets all components agreed upon
- Add preservation and retrofitting historic buildings with sustainable practices to number five as a 1-3 year goal
- Add incentives for minority owned businesses as a long-term goal
- For housing, emphasize the advantages of density, access to green space, walkability, and variety/diversity of housing
- High cost of homes creates an affordability and socio-economic issue to prioritize other sustainability issues as well as be inclusive to other populations
- Incorporate affordability of homes and financing for renewable energy projects in #9-2
- Include permanently ending finance incentives for duplex conversion
- Explore options for small homes or an additional dwelling unit on properties to encourage multi-generational living areas
- Add promotion of deconstruction principles to new development and housing sections
- Change meeting time not to be at 7:30 a.m. on a Friday
- There was desire for the public to provide feedback on a number of the questions included in the survey – incorporate results from community surveys in this discussion

6. Discuss 2020 Film Festival Planning

Posters and postcards are available to committee members to pass out. Members are asked to sign up to drop off marketing materials at a number of community businesses and locations. Ms. Kuebler asked committee members about speakers to present and guide a discussion at each of the showings. There were thoughts to reach out to Melissa from Compost Crusader to be present for the showing of “Just Eat It.” Ms. Frank thought a representative from the Oneida Tribe would be helpful for the showing of “Awake.” The committee talked about ways to get the high school involved.

7. Discuss and Possibly Consider Bird City Application

Mr. Tomaszewicz informed the committee that the application is due at the end of the month. The application requires an application fee to be a Bird City. Mr. Liberatore moves to allocate \$125 for the application fee. Ms. Frank seconds the motion. The motion was approved by a 11-0 vote.

8. Subcommittee Reports

No subcommittee reports.

9. Upcoming Events, Member Topics & Suggestions

Ariana Hones from the Conservation Voters was present to talk about an upcoming lobby event. Committee and community members have an open invitation to join them on January 30 for the event in Madison. Ms. Hones with Citizen Action will be hosting a

Conservation Committee
January 2, 2020 Minutes

sustainability event to talk about barriers to passing clean energy legislation some time in March. They would ask for Shorewood participation in this effort. Ms. Hones will pass along some legislative clean energy resolution examples at the municipal level for renewable energy efforts.

Ms. Frank mentioned the City of Milwaukee and Milwaukee County have a joint-resolution on climate response efforts. The committee should review this resolution and these efforts more closely and consider as a 2020 initiative and a future agenda item.

For the solid waste utility, Ms. Frank mentioned the next step is working with the Village Board's Public Works standing committee and receive direction from them based on the initial research and thoughts.

10. Adjournment

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Pollock. Vote 11-0 to adjourn. The meeting was adjourned at 8:313 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO VILLAGE BOARD

Agenda Item: Discuss Conservation Committee's research on possible solid waste utility and recycling marketing opportunities.

Date: February 3, 2020

Presenter: Conservation Committee

History – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

There is no history to note with this agenda item.

Agenda Item Discussion – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.

This is a summary of the Solid Waste Utility Proposal prepared by the Conservation Committee. The proposal is aimed at incentivizing residential waste reduction and generating cost savings or holding costs steady. This can be accomplished by adopting a solid waste utility manner of charging for garbage collection services in lieu of including these costs on the property tax roll. That allows for differentiation in service options and charges by adopting a Pay-As-You-Throw (PAYT) program.

The **Overview** of the proposal lists 3 options aimed at incentivizing waste reduction and calling attention to the desirability of reducing the volume of waste to landfill: (A) reduce frequency of garbage collection to biweekly; (B) continue weekly collection, but charge only if the cart is set out; (C) offer a smaller cart option at a lower quarterly charge with biweekly collection service. Roll out of the program would be in two phases, with implementation of the solid waste utility as the only change in Phase I, and introduction of one or more of the options listed above in Phase II. The Phase I estimated quarterly charge per customer is \$35. While this is a small amount, it is somewhat higher than the current charge per \$300,000 of home value, simply because nonusers of the service will not be billed. (It should be noted that the option of switching to biweekly collection, does not strictly necessitate adopting a solid waste utility, but the utility will nonetheless bring greater visibility to the problem of high levels of trash).

Results from Other Municipalities. Most available data is on the results of offering various cart sizes, or of charging per garbage bag. Both of these approaches have been demonstrated to achieve excellent results in terms of lower total trash tonnage and lower total garbage disposal costs. Of the two approaches, the results of charging per garbage bag have been much stronger than the variable cart size. In addition, some jurisdictions have reduced their frequency of collection to once every 2-4 weeks, particularly in Europe. A few jurisdictions have implemented a system of charge per set out, such as Grand Rapids, Michigan. At this time, data on the results for these two approaches is sparse.

Highlights of the Options Presented.

Option A – Biweekly Garbage Cart Collection

- Across the board reduction in level of service

- Heavy users continue to have the option to purchase an additional cart

Option B – Weekly Garbage Collection with Charge Per Set Out Only

- No reduction in available service
- Customer may choose reduced frequency of collection at reduced cost
- Low anticipated burden on staff time
- Requires significant investment in technology

Option C – Biweekly Garbage Collection w/Discount for Smaller Cart

- Across the board reduction in frequency of collection
- Customer may choose smaller cart at reduced cost
- Village costs and storage issues related to new carts

Community and Business Outreach – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes No

If Yes, identify how and what community groups and businesses were notified.

Fiscal Note – *Please include comments on the fiscal impact of this action.*

There is no fiscal note at this time due to the Conservation Committee still in the exploratory phase of the process.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

No specific action is required. The Conservation Committee is asking for general direction from the Village Board's Public Works Standing Committee on how to proceed. Specifically, the Conservation Committee would like to know if they should prepare a finalized proposal to be considered as a part of the 2021 proposed budget or defer for a future budget process. In addition, staff would like the Conservation Committee and Public Works Standing Committee to brainstorm initial efforts to begin educational and marketing activities informing the public on recycling and solid waste best practices.

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Detailed proposal for a solid waste utility

To: Village Board and Relevant Staff
From: Conservation Committee
Re: Solid Waste Utility Proposal - *DRAFT 12/31/19*

The Conservation Committee is providing the Village Board with a proposal for switching the manner of charging for refuse collections to a solid waste utility, in place of its historical inclusion in the property tax levy.

Overview

The Conservation Committee proposes a 2-phased roll-out for conversion from the current model to a user-fee system, beginning with a straightforward transition from property tax charge to utility fee, then considering one or more of three options for incentivizing waste reduction and cost savings, as described below. Phase I would run for a minimum of two calendar years so that good data can be developed before moving on to additional changes.

Phase I - 2021 – Transition from Property Tax to Solid Waste Utility

Phase II - 2023 – Pay-As-You-Throw (PAYT)

Option A – Biweekly Garbage Cart Collection

Option B – Weekly Garbage Collection with Charge Per Set Out Only

Option C – Biweekly Garbage Collection w/Discount for Smaller Cart

Phase I - 2021 – Transition from Property Tax to Solid Waste Utility

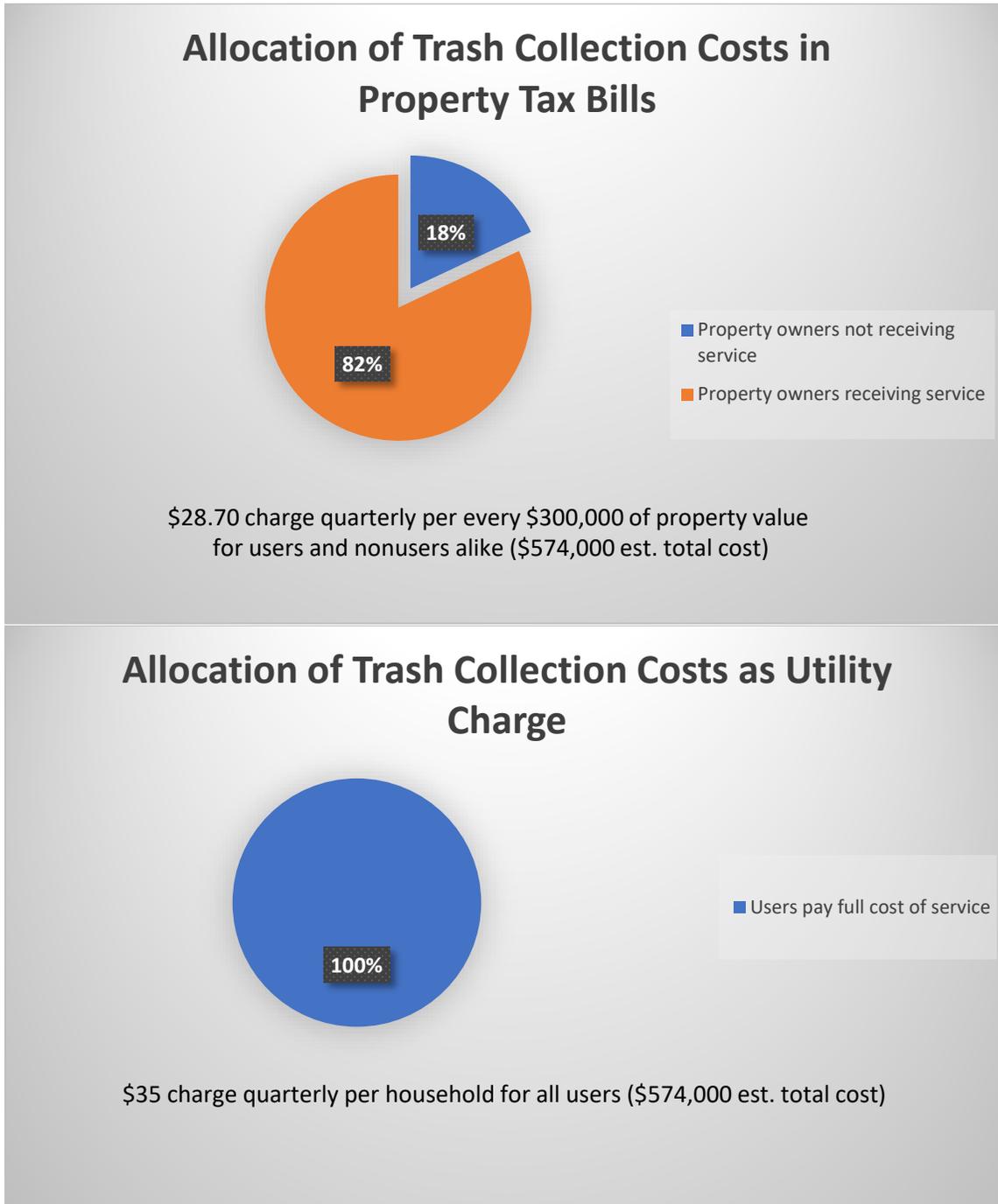
In Phase I, all households receiving the service are charged a solid waste utility fee. Currently, residents are billed quarterly by the Village for sewer and water charges. The new utility fee may be added to these bills. Everyone will pay the same amount. All costs of refuse collection will be removed from the property tax bill. It is the understanding of the Conservation Committee that a \$35 quarterly fee per household would be appropriate. In this phase, the objective is to establish an accurate fee amount to cover actual and potential costs of garbage collection. See the *Illustration* below for a comparison of how an estimated total garbage collection cost of \$574,000 in 2021 would be recovered under the current system versus the proposed system.

Specific Impacts

- Manner of payment is shifted from the property tax to a user fee. Impact to the village is expected to be cost neutral.
- The shift is in line with the goal of diversifying revenue streams for paying the costs of municipal services and accords with the Village's Financial Policy Guidelines on fees for service.
- The utility charge would be billed only to households that receive the Village's garbage pick-up service. In contrast, the property tax charges are applied against all real estate, including commercial properties and larger rental properties that do not receive municipal garbage collection service.
- The utility charge of \$35 per benefitting household will consequently be higher than the amount charged to a "typical" property owner under the current charging system, since costs are allocated over a smaller number of payors.
- Establishment of a utility creates the flexibility to consider offering varying charges for different service options, a possibility that does not exist under the current system.
- This flexibility to offer different service options in Phase II opens the way for reducing total garbage tonnage and associated costs for the Village and for motivated residents.

- Incidental reductions in refuse tonnage may occur in Phase I due to increased community awareness, but no specific targets will be set.

Illustration



Phase II - 2023 – Pay-As-You-Throw (PAYT)

Explore strategies to achieve waste reduction, incorporating incentives through a pay-as-you-throw (PAYT) program. Strategies may include changes or options on frequency of garbage

collection and variable pricing options for residents. Two alternative strategies are suggested involving frequency of collection: 1) reducing frequency from weekly to biweekly; or 2) continuing weekly collection but charging the resident only when the garbage cart is set out. A suggested strategy for variable pricing options is to offer residents the option to choose a smaller size garbage cart with a lower quarterly charge.

Option A - Biweekly Garbage Cart Collection. Currently, DPW performs garbage collection weekly and the contractor, Waste Management, performs recycling collection biweekly. If garbage collection is reduced from weekly to biweekly, recycling carts and garbage carts can be collected on alternate weeks. This change would reduce labor costs for trash collection and would be expected to free up DPW staff for other projects.

Specific Impacts

- With reduced frequency of trash collection, the Committee estimates that a 25% reduction in garbage tonnage can be achieved, as compared with the 2018 total of 2,962 tons.
- Due to an anticipated reduction in tipping charges and reduced labor costs for the service, there may be a reduction in quarterly charges as compared with Phase I.
- This change represents a reduction in level of service. It does not involve variable pricing. All customers pay the same rate.
- Odor concerns are often raised in connection with reduced frequency of garbage collection. These concerns must be addressed and should include information about removing organics from the waste stream through composting.
- Staff resources will be required to communicate the change and address concerns.

Option B - Weekly Garbage Collection with Charge Per Set Out Only. Currently, DPW performs garbage collection weekly and residents are charged a share of the cost regardless of whether a cart is set out for collection. Under this option, garbage collection will continue as a weekly service. However, a resident will be charged only if the garbage cart is set out. This change would allow residents who do not have full garbage carts to reduce their cost for garbage collection by setting out their carts less frequently. Residents who generate more garbage will still have access to the same weekly service. (Separate instructions must be provided to residents with alley collection. Since their carts stay in place, the cart could be turned sideways if collection is not desired). The EPA cites billing for actual set-out as “the key change to make” as an incentive for waste reduction to add to a variable rate system. This change will require an investment in technology for tracking and billing. Garbage carts must each be identified with a scannable RFID tag containing a unique number associated with the address and account. Costs will include approximately \$35,000+ for the initial purchase of RFID tags for 4100 households and tag readers (labor for installing the tags must be added; an estimate could not be obtained at this time). There is also an annual subscription fee for software (4 trucks) and subscription fee for readers (2 desktop and one mobile), totaling approximately \$10,000.

Specific Impacts

- With residents having a weekly option of reduced frequency of trash collection, the Committee estimates that a 25-50% reduction in garbage tonnage can be achieved, as compared with 2018 totals.
- Due to an anticipated reduction in tipping charges and reduced labor costs for the service, there may be a reduction in quarterly charges as compared with Phase I.
- This option provides residents with a choice in level of service and cost and therefore, does not represent an across-the-board reduction in level of service.
- Odor concerns are often raised in connection with reduced frequency of garbage collection and can be expected even though reduced frequency under this option would be by

choice. These concerns must be addressed and should include information about removing organics from the waste stream through composting.

- In addition to the \$35,000+ estimated initial cost, and \$10,000 estimated annual cost for required technology, modest staff resources will be required to communicate the change and address questions from residents. Variable rate billing is integrated with the tracking system.

Option C – Biweekly Garbage Collection w/Discount for Smaller Cart. Currently, all residents use a 95-gallon (large) garbage cart. Under this option, residents would be given the opportunity to trade in the large garbage cart for a 65-gallon (medium) or 35-gallon (small) cart. The committee recommends that the Village decide to offer the option of either the medium or small cart, but not both. This will limit the complexity of the community education, storage, staff time commitment and billing changes that will be required for implementation. It is important that the rates for standard versus reduced-size carts be carefully considered so that a definite price incentive is built in for selecting a reduced-size cart. This has been found to be a key factor for successful results on trash reduction. Under this variable rate structure, a discount may also be considered for participants in the Village-sponsored curbside organics collection program, in consideration of their actions to divert organic materials from the waste stream at an extra subscription cost to them.

Specific Impacts

- A 25-50% reduction in total trash to landfill could be achieved.
- Total cost of trash removal services would be reduced accordingly.
- Residents would have an opportunity to save money by generating less trash.
- The Village would achieve its sustainability goal of 25% trash reduction by 2025.
- The Village would incur the cost of new carts.
- Storage issues must be addressed for new medium or small carts and for large carts that are traded in.
- Lost value can be anticipated with respect to large carts that are traded in. Trade-ins may also result in excess numbers of large carts on hand.
- More significant staff resources may be required for this implementation, in following up on requests and questions from residents regarding the smaller cart size option. Variable rate billing must be implemented.

Discussion

This proposal recommends proven strategies for achieving trash reduction goals at an affordable cost to the Village. Without adopting new strategies, the Village is definitely not on track to achieve its stated Vision 2025 goal of achieving 25% reduction in trash to landfill by 2025. However, the Village has made recent strides toward the goal by supporting the curbside organics collection pilot and by deciding to continue supporting the subscription service as a permanent program. Still, the total refuse tonnage has remained steady over the last 8 years, and even increased in 2018. Game-changing action is required. The Committee believes that this Solid Waste Utility Proposal will prompt positive improvements in efforts by the community to reduce waste and will place the Village within reach of the Vision 2025 goal.

Some mechanism of pay-as-you-throw (PAYT), also known as unit pricing or variable-rate pricing, has proven to reduce landfill waste by nearly 50 percent in the communities that have instituted these programs. Most PAYT systems employ volume pricing, i.e. with residents paying a variable rate based on the size of cart or bag utilized or based on the number of carts or bags utilized. A small number of communities employ a weight-based pricing system, an option which we have

not explored in this proposal. Dramatic reductions in garbage totals have also been achieved by other communities following a reduction in the frequency of collection. Please see the appendix for examples and supporting materials.

Any type of PAYT system will only be possible if the municipality first changes the manner of charging for trash collection from the tax bill to a utility and then establishes a baseline price for trash collection service. After this pricing data is obtained, the appropriate pricing may be established and implemented under a PAYT system, either as a charge per set out, or as a variable rate charge based on cart size. Successful variable cart rate systems are those with price differentials that are significant enough to provide a financial incentive for waste reduction, so it is critical that the pricing structure adopted by the Village reflect this principle.

The U.S. EPA supports the transition from a fixed-fee system to a PAYT system, finding that this provides the benefits of environmental sustainability, economic sustainability, and equity. See the appendix for more details.

The current payment system made sense at a time when the concern was merely to remove trash and dispose of it. Today, however, the volume of trash generated is magnified many times over and sustainability demands that we refuse, reduce, reuse and recycle waste, as well as take into account the significant methane and associated emissions generated at landfill sites. We must employ new strategies and practices to address this major environmental issue.

Outreach and Education

- Community education is critical and must be sustained through all phases of this conversion.
- The Conservation Committee will work with staff to develop and implement an outreach and education plan.

Appendix - Links

1. <https://archive.epa.gov/wastes/conservation/tools/payt/web/html/index.html>
2. <https://archive.epa.gov/wastes/conservation/tools/payt/web/html/index-5.html>
3. https://www.biocycle.net/2018/10/11/payt-paves-way-zero-waste/?utm_source=%40BioCycle&utm_campaign=b94c17c5ed-EMAIL_CAMPAIGN_2018_10_11_05_31&utm_medium=email&utm_term=0_54de51a9ab-b94c17c5ed-500529553
4. <https://www.jsonline.com/story/communities/west/news/2018/11/20/milwaukee-suburbs-show-stark-differences-garbage-collection/1860412002/>
5. <https://www.bbc.com/news/uk-wales-45616328>
6. https://www.mlive.com/business/west-michigan/index.ssf/2013/05/grand_rapids_pay-as-you-throw.html
7. <https://kompostkids.org/wp-content/uploads/2013/12/Municipal-Curbside-Compostables-Collection-What-Works-and-Why.pdf>

Conservation Committee “Recovery Rate” Report

What does the DNR ask for?

- DNR does not regulate/mandate reporting of “recovery rate” as a percentage of recovered materials over total waste stream.
- Does collect “Table 1” tonnage for each year for certain mandated materials recovered (e.g. glass, aluminum/steel, coded plastics, paper, and cardboard).
- Gross figure does not cover businesses or residents not served in collection route, but per capita figure does reflect full census population. Could include DPW yard/drop site collection containers.
- DNR invites optional reporting for other materials recovered: electronics, batteries, appliances, yard trimmings, etc., but not required. *No provision for kitchen scraps as yet.*

Sample of DNR numbers reported to 2018 for all of Milwaukee County:

Municipality	Review Year	Population	Table 1 Tons	Tbl 1 LBS Per Capita	Collection Standard
City of Cudahy	2018	18208	1100	120.83	106.55
City of Franklin	2018	35779	2718	151.93	106.55
City of Glendale	2018	12587	1141.2	181.33	106.55
City of Greenfield	2018	36366	2349	129.19	106.55
City of Milwaukee	2018	595555	25451.64	85.47	106.55
City of Oak Creek	2018	35739	1959.03	109.63	106.55
City of Saint Francis	2018	9434	710.81	150.69	106.55
City of South Milwaukee	2018	20882	1581.43	151.46	106.55
City of Wauwatosa	2018	47781	4461.42	186.74	106.55
City of West Allis	2018	59590	4109.83	137.94	106.55
Village of Bayside	2018	4339	541	249.37	82.4
Village of Brown Deer	2018	12346	998.65	161.78	106.55
Village of Fox Point	2018	6652	628.7	189.03	106.55
Village of Greendale	2018	14345	1120.2	156.18	106.55
Village of Hales Corners	2018	7622	485.26	127.33	106.55
Village of River Hills	2018	1568	196	250	82.4
Village of Shorewood	2018	13315	1140	171.24	106.55
Village of West Milwaukee	2018	4159	633.86	304.81	82.4
Village of Whitefish Bay	2018	14199	1552.57	218.69	106.55
Average			2783.08421	170.1915789	

Key observations: Shorewood is “just” above average in the per capita figure. Remember that more recycling does not automatically equate with more sustainable behavior, but can also just mean more consumption.

What is “recovery rate”?

- “Recovery rate” as reported by Shorewood DPW is a simple calculation based on industry standards used as an internal measure of diversion patterns: $\text{TOTAL RECYCLING} + \text{ORGANICS PROGRAM} / \text{TOTAL HOUSEHOLD WASTE}$ in collection route/yard operations.
- Yard trimmings are not included in this calculation because the industry does not recognize it as part of the general household waste stream. Yard waste is reported as an optional item to the DNR.

What do other communities measure?

Glendale: Does not calculate recovery of recyclables from solid waste stream. Contract to Advanced Disposal, which does not sort recyclables. MSW facility determines recycling rates and refusal due to contamination.

River Hills: Recovery rate per capita = Pounds in single stream/population = 259.4 lbs./person. Rural community.

Wauwatosa: Curbside collection of paper, plastic (#1, 2, and 5), aluminum/steel, and glass. Diversion rate = $\text{Recyclable materials in tons} / \text{All curbside waste in tons}$. Recovery rate is based on only households on collection route.

Where do we go from here?

- Continue to collect sustainability metrics from DPW. We will be adding two data fields for 2020 in the waste category: refused items from recycling collection (currently around 9% or 10%) and number of organics subscribers.
- Analyze any patterns in waste data and design educational materials for residents through Manager’s Memo.
- Work with DPW to improve recycling “literacy” and reduce contamination among residents and yard container users.
- Concentrate our efforts on improving recycling quality (not just quantity).
- Promote the organics program to new subscribers and report on diversion data.
- Organics is moving the needle on recovery rate (averaging 6 tons per month) even with only a small percentage of the Village participating.

Village/City	Permit Required 1	Associated Fee 1	Permit Required 2	Associated Fee 2	Special Notes	Process Description	Timeframe	Relevant Contacts?	Overall Favorability Rating 1 - 5 (1 Best, 5 Worst)
Shorewood	Conditional Use	\$75	Electrical	\$60	Contractor submits design specs, project lines, etc. Staff review only, no public hearing.	Planning Director contacts neighbors. Week response time allowed.	1.5 - 2 weeks	Planning Director Bart Griepentrog, Phone: 414-847-2640, Email: bgriepentrog@villageofshorewood.org	
Glendale	See notes. Possibly Building.	Based on cost of project.	Electrical	Itemized based on project.	Contractor analysis of roof load tolerance for rafters, determining need for building permit. If no structural additions needed, no building permit. Only electric.	Electrician submits schematic and plan with application. Documentation of engineering before approval given.	3 - 4 days	Lead inspector Todd, Phone: 414-228-1708	
White Fish Bay	Building	\$60 minimum, \$8 per every K in project cost.	Electrical	\$55	Engineering design from contractor. Roof measurements, load limits, etc.	No architecture/aesthetic review.	24 hours	Joel Oestreich, Director of Building Services, Phone: 414-962-6690, Email: j.oestreich@wfbvillage.org	
Fox Point	Building	Based on cost. \$9.50 per K of project cost.	Electrical	Minimum fee of \$70.	Contractor submits copy of line diagram, size of service, modules used, etc.	Staff review only. Applications online: https://www.villageoffoxpoint.com/149/Permits-Applications-Licenses	1 week	Michael Rakow, Building Inspector, Phone: 414-351-8906	
Bayside	Building/Remodeling	Min. of \$85, but \$12 per K of project cost.	Electrical	60, but \$12 per K of proj	Use a third-party inspection company, which reports no installations to date! Fees listed here: https://wi-bayside3.civicplus.com/DocumentCenter/View/3091/Village-Fee-Schedule?bidId=	http://www.village.bayside.wi.us/DocumentCenter/View/67/ARC-application?bidId= . If project is under a certain size, just the two permits. If larger installation, more than 6 inches off roof or more than 50 sq. feet in size, will need to go before Architectural Review Committee, which meets monthly.	Depends on size of project, but most projects just going through permits could be approved quickly.	Building inspector, 262-346-4577. General number, 414-206-3915.	
River Hills	Building	50 min. \$11 per K	Electrical	Minimum of \$65 (\$75 in 2020)	Building elevations, survey (only if ground mounted equipment on exterior liek for battery enclosure), brochure from manufacture, size, how much siting off the roof, current photographs of what it looks like, inspector might require load calcs at at later date.	Meet once a month; building board willing to send out a sample from what was previously submitted. https://riverhillswi.com/permits/	Could take a month, since need to get on the schedule for design review.	Village Hall at 414-352-8213	
Mequon	Electrical	Min. fee of \$61	Possible building	\$61 min \$61 deposit	Possible engineering depending on structure.	Requiring site plan from contractor with array diagram/specs submitted with permits; reviewed by inspector, possible zoning with HOA.	Week or less.	Building inspection division. General phone number for Mequon 262-242-3100 and follow prompts.	
Brown Deer	Building permit if off house or Electrical if on house or accessory structure.	\$60 base		NO	Not in code of ordinance; treated more like water heater or air conditioner by long-standing policy.	Not in code of ordinance; treated more like water heater or air conditioner by long-standing policy.	Within 24 hrs; contractor just pulls the permit.	Nate Piotrowski 414-371-3061	
Comparable Communities									
Wauwatosa	Electrical Permit	\$35 min	Possible building	\$50 minimum	Some projects can have additional review; example: structural roof changes would need an additional building permit, ground-mounted units may need additional review.	https://www.wauwatosa.net/government/departments/development/building-safety/permits/solar-permit	Could take up to 4 weeks if major changes but it looks like most would be within 3 business days.	Buildings and Safety Division during business hours, 414-479-8907. Also see dedicated website.	
Milwaukee	Electrical Permit	\$70 min	Building	None if no structural reinforcement needed.	Online permit application. Described as "expedited" process for solar. Stamped drawings not required if basic requirements are met: Solar electric (PV) system of less than 10 kilowatts; 1 or 2 family dwelling; Solar panels are flush-mounted on the roof; Total load is less than 5 pounds per square foot.	https://city.milwaukee.gov/MilwaukeeShines/Solar-Professionals/Permitting.htm#_XhYD-GRKIUk	Electric/plumbing permit approval typically takes 1-3 days, while building permit approval can take 4-8 weeks.	Dedicated phone line (414) 286-5593 and email solar@milwaukee.gov in addition to website.	

Village of Shorewood 2019 Annual Report

**VILLAGE OF SHOREWOOD
DEPARTMENT / COMMITTEE ANNUAL REPORT**

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager's Office if you have any questions about the report.

Name of Department / Committee:

Name of Department Head / Committee Chair:

Other Department Managers / Committee Members:

Identify your most significant department / committee services and activities performed in the past year.

Village of Shorewood 2019 Annual Report

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Village of Shorewood 2019 Annual Report

FOR VILLAGE DEPARTMENTS: Please review and evaluate the Village fee schedule. For fees that should be modified or require additional review from the Village Board, please list out those fees in the chart below. In addition, please indicate your department's recommendation to amend the fee. If the fee impacts additional departments, please list the following departments you've contacted and gained their approval involving your recommendation.

Village Fee – include Fee amount	Recommended Modification	Departments Approving Recommendation
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

VILLAGE OF SHOREWOOD
REQUEST EXECUTION OF NEW VILLAGE INITIATIVE

Summary: This form is used for departments, citizen committees and officials to propose new significant initiatives such as service changes, programs, studies, capital items and other requests to be considered for the annual vision planning and prioritization process. The goal of this form is to help staff, residents and officials identify the resources, steps and time involved in executing an initiative. It allows a formalized process for the Village to recognize proposed initiatives and request the Village Board to consider an initiative before investing more resources. Complete the following information and hand in to the Village Manager for the request to be considered.

Name: **Date:**

Department / Committee:

Initiative:

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

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Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

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Village of Shorewood 2018 Annual Report

VILLAGE OF SHOREWOOD DEPARTMENT / COMMITTEE ANNUAL REPORT

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager's Office if you have any questions about the report.

Name of Department / Committee: Conservation Committee

Name of Department Head / Committee Chair: Josh Liberatore, Conservation Committee Chair

Other Department Managers / Committee Members:

Roland Schroeder, Donna Pollock, Sue Murphy Yerkes, Maggie Pipek, Henry Tomaszewicz, Chase Kelm, Linda Frank, Caroline Kuebler, Abigail Widell, Greta Maierle, Meenal Atre, Matt McGovern, Elisabeth Witt, Assistant Village Manager Tyler Burkart (staff liaison), Trustee Davida Amenta (Village Board liaison)

Identify your most significant department / committee services and activities performed in the past year.

1. Organics collection program made permanent following 17-month pilot program. Expanded to 250 subscribers. Over 35 tons diverted from landfill.
2. Consulted with staff, Trustees, and community on snow removal alternatives to Wilson Drive. Prepared memos outlining recommendations.
3. Continued developing revised Green Development guidelines, soliciting Village staff and CDA feedback.
4. Successful annual Environmental Film Festival, screening three films over February, March, and April, with excellent attendance & post-film discussions.
5. Launched partnership with Parks Commission on Milwaukee Riverkeeper's Adopt-a-River program, with first-ever Shorewood river cleanup in October.
6. Partnered with Franklin Energy to conduct two comprehensive energy audits on Shorewood Library and Village Hall at no cost to Village.
7. Renewed annual Bird City designation, with aspirations to achieve "High Flyer" status in 2019 in partnership with DPW.
8. Explored revision/expansion of suspended Neighborhood Loan Program to provide financing support for energy efficiency updates/solar installations.
9. Launched the Sustainability Data Project to collect and analyze Village metrics in collaboration with staff departments.
10. Explored contacts with counterparts in White Fish Bay, Waukesha County, and Fox Point to share best practices and opportunities for collaboration.

Village of Shorewood 2018 Annual Report

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Continue to explore and consult with staff on expansion/reinstatement of Neighborhood Loan Program to include financing support for energy efficiency updates/solar installations by residents.	
2. Continue consultations with Village staff and Trustees on opportunities for solar panel installations and energy efficiency projects on municipal buildings (e.g. Franklin audit action items, WE Energies “Solar Now” program).	
3. Continue working with Finance/DPW on possible waste reduction scheme to meet Vision 2025 targets, with proposed (1) shift to solid waste utility for collections funding; and (2) new waste service options likely to include smaller trash carts, variable pricing, and optional reduced frequency of collection or global reduced frequency of collection.	
4. Initiate residential pesticide/fertilizer data collection process to learn barriers/benefits and target educational/behavior change campaign (and elevate Bird City status).	

VILLAGE OF SHOREWOOD

REQUEST EXECUTION OF NEW VILLAGE INITIATIVE

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Name: Tyler Burkart

Date: 5-7-2019

Department / Committee: Conservation Committee

Initiative: Initiate residential pesticide/fertilizer data collection process to learn barriers/benefits and target educational behavior change campaign

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

The committee wants to focus on understanding what kinds of pesticide and fertilizer is used by residents. Based on that research, the committee will propose an educational campaign to inform and inspire residents to utilize more environmentally-friendly pesticide and fertilizer options. The committee will also talk with DPW about learning of their usage.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

There is no time sensitivity to this initiative.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

A few hours will be needed from DPW and the Village Manager's Office to understand municipal uses and ways to communicate and promote the campaign. Majority of the work will be completed by committee members.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

There are no estimated costs at this time for this campaign.

Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

1. Conduct survey of residential pesticide/fertilizer usage.
2. Attend public events to recruit more residents to take the survey. Include content in Village communication channels to further promote the survey.
3. Review survey results with the committee.
4. Put together recommendation and action steps to address pesticide/fertilizer usage.
5. Present recommendations to the Village staff and/or Village Board.
6. Include campaign materials in future Village communication to promote action steps.

VILLAGE OF SHOREWOOD

REQUEST EXECUTION OF NEW VILLAGE INITIATIVE

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Name: Tyler Burkart

Date: 5-7-2019

Department / Committee: Conservation Committee

Initiative: Continue working with Finance/DPW on possible waste reduction scheme to meet Vision 2025 targets with proposed shift to solid waste utility for collections funding and new waste service options to include smaller trash carts at variable pricing

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

The Conservation Committee would like to setup a structure that encourages residents financially to throw fewer materials in their refuse carts and recycle or compost more. A program that could incentive residents to use smaller carts and be charged less for those services is one method the committee is investigating. Refuse collection would need to be a utility and charged quarterly in order to create different rates for service and incentives. The goal of the program is to increase the recycling recovery rate in Shorewood.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

There are no significant time implications with this initiative. The committee is most likely planning for a 2021 execution.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

Phase one: For 2020 or 2021, the Finance Director will need to work with the Village Manager, DPW, and members of the Conservation Committee to create a proposed refuse utility for the Village. Approximately 40-80 hours to execute.

Phase two: Starting in 2021 or 2022, staff would need to work with the Conservation Committee on education of promoting the new cart sizes. DPW will need to get estimates on cart sizes and figure out a way to distribute all the new carts. No estimate on staff time, but it would be substantial to the point where we would need to consider contracting cart distribution out to a third party.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

There are no costs associated with creating a separate refuse utility. Charges for residents on their utility bills would change as well as their property tax bills. Ordering different cart sizes to accommodate the incentivized program would certainly have a substantial cost, especially if the Village pays for all the carts. While there is no cost estimate at this time, total costs for all the carts would most likely be a six-figure number (i.e. \$300,000+) unless residents are asked to pay for their new carts. Additional costs would include hiring a third party for the cart distribution. The Village will also need to consider storage space for the additional carts.

Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

1. Committee finalizes research on community survey results, creating a refuse utility, and program details associated with incentivizing different sized carts.
 - a. Explore options for reducing the frequency of garbage collection, including the feasibility of offering a Pay As You Throw system that includes charging the resident only when the cart is set out versus global reduction in frequency of collection.
 - b. Address concerns raised by the DPW and Finance directors regarding this initiative.
 - c. Consider the feasibility and desirability of offering a pilot program with features of the solid waste utility plan, including the switch to a small garbage cart and reduced frequency of collection.
 - d. Assess the needs involved with running a community education campaign to communicate the options offered and changes that would be made to billing for garbage collection, as well as ongoing response to resident questions and concerns as the new system is implemented.
2. Submit a proposal to the Village Board for a switch from the tax roll to a municipal solid waste utility, along with consideration of options for a Pay-As-You-Throw system.
3. If approved by the Village Board, staff presents a budget incorporating a refuse utility.
4. Once new budget is adopted, committee begins working with staff to create education materials on program and size cart options. Staff strategizes with the Village Board and committee on way to have residents determine their cart size.
5. Carts are selected, ordered, and distributed to residents. DPW seeks a third party to distribute the carts or potentially store the extra carts.
6. Staff tracks number of carts and the recycling recovery rate before and after program initiation date to evaluate the success of the program.

VILLAGE OF SHOREWOOD
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Name: Tyler Burkart **Date:** 5-7-2019

Department / Committee: Conservation Committee

Initiative: Continue to explore and consult with staff on expansion/reinstatement of Neighborhood Loan Program to include financing support for energy efficiency updates/solar installations by residents

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

The Village has suspended a Neighborhood Loan program which offered two-year deferred payment, zero-interest loans for up to 10 years. The Conservation Committee would like to propose adding the installation of renewable energy infrastructure (such as solar panels) and major energy efficiency improvements like attic and sidewall insulation, air sealing, etc.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

Now that the program is suspended, there is some time sensitivity to restoring the program and providing a financing option for community members.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

Staff in the Planning and Development Department, Finance Department, DPW, and Village Manager's Office will need to be involved in discussions to incorporate these aspects to the Neighborhood Loan Program. The Planning Director would be the lead contact and take approximately 40 hours to review the current program, make suggested language changes, collaborate with other departments, and present the proposed amendments to the Village board. Collectively, an additional 20-40 hours of other staff time will be needed in order to execute. If approved, the Planning Director and the Finance Director will be involved for approximately 10 hours collectively to review and process each application.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

The Village anticipates it will need to allocate enough funds into the account that finances Neighborhood Loan projects assuming the Village would receive more requests if this initiative is approved. If approved, the Finance Department will explore the appropriate funds needed for the proposed activities.

Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

1. Planning Director works with departments to make suggested changes to the Neighborhood Loan Program.
2. Planning Director and Village Manager work with the Community Development Authority to make a recommendation on the program. The Conservation Committee members would be invited to attend these meetings to provide their perspective to the discussion.
3. If CDA adopts program changes, Village Board then considers approval of program.
4. If approved by the Village Board, staff will communicate and promote the new program through their communication channels.
5. Once the Village receives applications, Planning Director will do their initial review of the application and follow the implementation steps outlined in the program description.
6. Staff will update the Conservation Committee annually on participation levels and lessons learned to evaluate the program.

VILLAGE OF SHOREWOOD

REQUEST EXECUTION OF NEW VILLAGE INITIATIVE

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Name: Tyler Burkart

Date: 5-7-2019

Department / Committee: Conservation Committee

Initiative: Continue consultations with Village staff and Trustees on opportunities for solar panel installations and energy efficiency projects on municipal buildings

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

To meet sustainability goals listed in the 2025 Vision Plan and the Sustainability Action Plan, the Village should consider options to install solar panels on the roof of its municipal buildings. Village Hall, Village Center, and the Fire Station may be some of the prime buildings due to its location. Recommendations would be based off of research from the Franklin audit action items, the WE Energies Solar Now program, and other grants that may be available. The goals of this incentive would be to substantially reduce energy consumption in the Village's municipal buildings, have the energy savings pay back for the infrastructure, and inspire other community members to install solar panels to reduce the entire community's non-renewable energy consumption.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

Applying for certain grants may make this project to be time sensitive in the near future.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

The specific staff time needed to execute this initiative is unknown at this time. Members of the Conservation Committee will work with DPW and staff from the Village Manager's Office to make deadlines of grant and program applications known.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

Village financial commitment is unknown at this time. Energy audit reports and summaries from contractors will identify projects and potential costs.

Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

1. Continue researching programs and filling out applications when available.
2. When feasible opportunities arise, receive approval from Village Manager and Village Board prior to completing application.
3. Consider submitting budget request in the 2020 or 2021 budgets – incorporate concept in the long-range financial plan.