



**Conservation Committee
Agenda
Thursday, December 3, 2020
7:00 P.M.
Via teleconference**

Call information: 1-312-626-6799
Meeting ID: 992 4359 0592
Password: 656089

Video Link: <https://zoom.us/j/99243590592?pwd=K2FhUFFDNW9oUkp3emJoaGVZMlZlZQOT09>

1. Call to order
2. Approve November 5, 2020 Meeting Minutes
3. Discuss Citizen Concerns
4. Staff Liaison Updates
 - a. 2021 Budget Update
 - b. Progress with other Volunteer Committees
 - c. DPW Org Study Implementation
5. Discuss Baseline 2025 Goals
6. Discuss Winter Salt Education and Best Practices
7. Discuss Grant Opportunity for Renewable Energy and Efficiency
8. Discuss Bird City Application
9. Subcommittee Reports
10. Upcoming Events, Member Topics & Suggestions
11. Adjournment

DATED at Shorewood, Wisconsin this 25th day of November, 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
November 5, 2020 7:00 P.M.
Via teleconference

1. Call to order

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

Members present: Joshua Liberatore, Henry Tomasiewicz, Bella Peaslee, Chuck Hagner, Donna Pollock, Maggie Pipek, Kendra Carey, Meenal Atre, Caroline Kuebler, Elisabeth Witt, and Linda Frank (arrived at 7:08 p.m.)

Others Present: Assistant Village Manager Tyler Burkart

Not present: Pat Wilson, and Matt McGovern

2. Approve October 1, 2020 Meeting Minutes

Mr. Tomasiewicz moved to approve the October 1, 2020 minutes. The motion was seconded by Mr. Hagner. Vote 10-0 approve the minutes.

3. Discuss Citizen Concerns

No citizen concerns.

4. Staff Liaison Updates

Mr. Burkart provided an update on the 2021 budget. The public hearing for the proposed budget will be November 16 at 7:30 p.m. During the budget sessions, several Village Board members expressed interest for staff to investigate going to an electric fleet in multiple departments. Additional trash receptacles at Atwater Park were also added to the budget. A Construction Coordinator position is in the budget who will provide some additional support to DPW administration. Mr. Burkart also informed the Committee that the Village Board will be considering consolidating the Parks Commission and Pedestrian and Bicycle Safety Committee during the November 16 meeting. Mr. Burkart expressed support among both committees and listed some of the benefits for making such a change. Lastly, Mr. Burkart updated the Committee on Mr. Liberatore's presentation to the Village Board at the last meeting.

5. Discuss North Shore Waste Collections Overview

Mr. Liberatore mentioned he's been working with Village staff to reach out to other comparable communities to learn about different ways to perform waste collection operations. Mr. Liberatore has the initial results of the survey but needs support to analyze the data. Ms. Frank and Ms. Witt offered assistance with the analysis. There was some discussion about the cart size of other communities. The Committee also discussed how they could build on their current data to develop baselines for certain metrics.

6. Discuss Sustainability Data Project and Dashboard Samples

Ms. Frank shared with the Committee we were able to add a reminder about putting leaves on the greenway and not the street on the School District's outdoor electronic sign.

The perception was shared that more leaves have been set out on the greenway rather than the street compared to other years. Mr. Liberatore and Ms. Frank shared some dashboard samples to highlight certain metrics with the community. There was some advice about promoting positive social norms, highlight the solution first, and inviting community members to begin practicing these positive norms. Ms. Kuebler expressed interest in crafting the language in an attempt to promote behavior change for Shorewood. There was discussion about ways to reach out to skeptics as well as animate the dashboard to make it more fun. An idea of sharing testimonials to personalize sustainability efforts was expressed. Mr. Liberatore mentioned the goal of publishing the dashboard out by January 2021. The Committee shared a number of ways to display the dashboard, which includes businesses, utility bills, manager's memo, electronic boards, Village website, and social media.

7. Subcommittee Reports

No reports.

8. Upcoming Events, Member Topics & Suggestions

Sunday, November 8 there will be a weedout at Estabrook Park starting at 9:00 a.m. Ideas for future agenda items should be shared with Mr. Liberatore in advance of the meeting. Mr. Tomasiewicz mentioned the idea of creating invasive and noxious weeds education materials. Mr. Hagner shared some of the current bird migration patterns.

9. Adjournment

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Kuebler. Vote 11-0 to adjourn. The meeting was adjourned at 8:16 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

To: Village Trustees, Village Manager, Assistant Manager, and Relevant Staff
From: Conservation Committee
Re: Baseline Vision 2025 Goals

To build off our November 2 presentation (and accompanying memo) to the Village Board on the primary Vision 2025 goals that drive so much of the Conservation Committee’s ongoing work, we wanted to offer two follow-up points in response to trustee questions about establishing quantitative baselines for both waste reduction and renewable energy targets.

GOAL 1: Decrease solid waste by 25%, increase recycling by 25% ([see page 29](#))

Since January 2019, the Conservation Committee has been capturing raw data from Village departments on a variety of sustainability metrics (see [2019](#) and [2020](#) data here). In order to measure progress against the above goal set in 2015, we would need to show a percentage reduction measured in landfilled waste based on the 2015 monthly average.

2015 total landfill tonnage	2559	2020 total landfill tonnage _____	
2015 average tons per month	213	2020 average tons per month	238.6 (July)

Using these two years, we see that Shorewood’s waste has actually increased by about **12%**. In order to achieve a reduction of 25%, we will need to reduce monthly tonnage down to **156**, on the order of **16.6** per year for the next 5 years.

For recycling, we are looking to measure an increase of 25% recycling yield against the 2015 baseline.

2015 total recycling tonnage _____	2020 total recycling tonnage _____
2015 average tons per month _____	2020 average tons per month 93 (July)

Recycling generally has increased by _____ over 5 years, but how to credit that increase is more complicated. An increase in recycling can often merely point to not so much improved recycling behaviors as increased consumption patterns and heavier e-commerce activity (leading to more packaging), known as the “Amazon effect”.

Recommended action items:

- Explore incentives toward waste reduction (organics program support, smaller carts, reduced service frequency, financial incentives, etc.)
- Continue recycling education directed toward residents, with emphasis on quality (reducing contamination)

GOAL 2: Renewable energy - Reach 25% renewable energy use by 2025 ([see page 27](#))

Measuring renewable energy consumption involves decisions about scope. Most municipalities set goals like this only for their own building footprints and operations (rather than those of the

greater community). Starting with the portion of Shorewood's utility supplier WE Energies' [generation portfolio](#) made up of renewables, we see that in 2015 only **4.6%** came from renewable energy sources. In 2020, that number climbs to 5.2% ([projected](#)). That increase is due to the utility's own investment in renewable energy. To bring this number to 25% by 2025, Shorewood would need to invest in solar projects on its own buildings or property that raised Shorewood's renewable draw by 19.8%. (It's not clear that the large array added to Shorewood's North Shore Fire Station could be included in this calculation once the ownership changed.)

Recommended action items:

- Add solar installation to new roof budgets for any upcoming building renovations
- Remove the Conditional Use Permit requirement for residential solar installation (only River Hills has a hurdle comparably onerous)

Our ongoing research toward understanding these two goals and how Shorewood might better achieve them has involved reaching out to other North Shore and comparable communities in order to develop a better view of the regional landscape of both [waste handling](#) and [solar energy](#). Our analysis of these two surveys continues, but initial observations do help inform the above recommendations.

2020 Shorewood Sustainability Data

Month	Energy and Fuel		Natural gas - Village buildings		Electricity - Village buildings		Total fuel - vehicle fleet*		Solar conditional use permits pulled		Water		Community Water Consumption		Water - Village and School buildings		MSW		Landfill - DPW residential route		Recyclables diverted		Refusal/Contamination Rate by Vendor		Yard waste collected		Outside organics diversion		Households participating in organics		Recovery rate		Salt		Road salt	
January		9001	therms	63324	kwh				1	perm.			ccf		ccf		257.42	tons	107.08	tons		%	44.29	tons	5.75	tons			homes	30.47%	%		399,600	lbs.		
February		8922	therms	72336	kwh				0	perm.			ccf		ccf		194.56	tons	74.46	tons		%	21.65	tons	3.12	tons			homes	28.51%	%		285,600	lbs.		
March		6393	therms	58725	kwh		10047		0	perm.		95107	ccf	2317	ccf		228.85	tons	95.51	tons		%	31.00	tons	4.71	tons			homes	30.46%	%			lbs.		
April		5457	therms	49180	kwh				0	perm.			ccf		ccf		222.54	tons	90.43	tons		%	118.70	tons	8.43	tons			homes	30.76%	%			lbs.		
May		2599	therms	52446	kwh				1	perm.			ccf		ccf		253.47	tons	118.00	tons		%	84.53	tons	9.70	tons			homes	33.50%	%			lbs.		
June		946	therms	68733	kwh		8501		0	perm.		95933	ccf	1349	ccf		274.94	tons	95.77	tons		%	101.47	tons	10.36	tons			homes	27.85%	%			lbs.		
July		726	therms	72030	kwh		2877		0	perm.			ccf		ccf		238.74	tons	78.76	tons		%	69.71	tons	11.05	tons	292	homes	27.34%	%			lbs.			
August		753	therms	68361	kwh		2764		0	perm.			ccf		ccf		251.01	tons	91.55	tons		%	73.21	tons	9.01	tons			homes	28.60%	%			lbs.		
September		2814	therms	70798	kwh		3350		0	perm.		113235	ccf	3637	ccf		258.67	tons	103.66	tons		%	61.63	tons	8.62	tons	295	homes	30.27%	%			lbs.			
October			therms		kwh					perm.			ccf		ccf			tons		tons		%		tons		tons			homes	#DIV/0!	%			lbs.		
November			therms		kwh					perm.			ccf		ccf			tons		tons		%		tons		tons			homes	#DIV/0!	%			lbs.		
December			therms		kwh					perm.			ccf		ccf			tons		tons		%		tons		tons			homes	#DIV/0!	%			lbs.		
TOTALS		37611	therms	575933	kwh				2	perm.		304275	ccf	7303	ccf		2180.2	tons	855.22	tons		%	606.19	tons	70.75	tons			homes		%		685,200	lbs.		
Average		4179	therms	63993	kwh					perm.			ccf	2434.3	ccf		242.24	tons	95.02	tons		%	67.35	tons	7.86	tons			homes		%			lbs.		

* reported quarterly