



Sustainability Commission

Regular Meeting

335 South Broadway
De Pere, WI 54115
<https://www.deperewi.gov/>

Agenda

Tuesday, March 12, 2024

5:30 PM

Council Chambers and Virtual

Pursuant to Wisconsin Statute 19.84, Notice is hereby given to the public that a meeting of the **Sustainability Commission** of the City of De Pere will be held on **March 12, 2024** at **5:30 PM** in the **COUNCIL CHAMBERS, 2ND FLOOR CITY HALL, 335 S. BROADWAY STREET. DE PERE.**

The Public or Members of the Sustainability Commission, which may count toward an official quorum, may attend the meeting either in person in the Council Chambers or telephonically or electronically via video conferencing or other appropriate technological means. Telephonic or electronic access to the meeting is provided below:

Computer/smart phone accessing <https://www.gotomeet.me/DePere>

OR

You can also dial in using your phone.

United States (Toll Free): [1 866 899 4679](tel:18668994679)

United States: [+1 \(312\) 757-3117](tel:+13127573117)

Access Code: 154-883-285

This meeting may also be rebroadcast on Spectrum Cable Channel 4 and AT&T U-verse Channel 99 throughout the week and available on demand at <http://deperecitywi.igmp2.com/>.

I. Call to Order

1. Roll Call

II. Public comment upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Sustainability Commission. Section 6-3(f) DPMC

III. Items

1. Approval of the February 13, 2024 Sustainability Commission Meeting Minutes
2. Discussion on City of De Pere Urban Orchard Management
3. Discussion on Status of Sustainability Commission funded projects
4. Update on the Status of Greener Bay Compost's proposal for composting services
5. Discussion on Composting Bins
6. Discuss Sustainability Commission Subgroups
7. Clean Air Initiative Update
8. Discussion Regarding the Storm Water Art Project and Adopt-A-Drain Program
9. Consider and Possible Action for 2024 No Mow May*
10. Consideration and possible action on 2024 Farmers Market Booth*
11. Discussion on 2024 Pollinator Week
12. Discuss Sustainability Commission Vacancies

IV. Future Agenda Items

V. Adjournment

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the Clerk's office at 339-4050 by Noon, the previous day so that arrangements can be made.

***Items with an asterisk require City Council approval.**

Agenda Sent To:

Alderspersons

City Administrator

Mayor

Department Heads

TV, Newspapers & Radio Stations

Kress Family Library

De Pere Chamber of Commerce

Rooted In, Inc.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Betty Marovich

SUBJECT: Approval of the February 13, 2024 Sustainability Commission Meeting Minutes

ATTACHMENTS:

- 2024 0213 SC_Draft Minutes (PDF)



Sustainability Commission

Regular Meeting

335 South Broadway
De Pere, WI 54115
<https://www.deperewi.gov/>

Draft Minutes

Tuesday, February 13, 2024

5:30 PM

Council Chambers and Virtual

I. Call to Order

The meeting was called to order at 5:30 PM by Alderperson John Quigley

Attendee Name	Title	Status	Arrived
Jayne Black	Commissioner	Excused	
Emily Henrigillis	Commissioner	Present	
Randall Lawton	Commissioner	Excused	
Nicole Slavin	Commissioner	Present	
Rachel Weber	Commissioner	Present	
John Quigley	Alderperson	Present	
Hope Dragseth	Teen Advisor	Present	

Chase Kuffel, Assistant City Engineer
Betty Marovich, Recording Secretary
Scott Thoresen, Director of Public Works

II. Public comment upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Sustainability Commission. Section 6-3(f) DPMC

None

III. Items

1. Approval of the January 9, 2024 Sustainability Commission Meeting Minutes

Commissioner Slavin moved to approve the January 9, 2024 Sustainability Commission meeting minutes, seconded by Alderperson Quigley. Upon vote, the motion passed unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Nicole Slavin, Commissioner
SECONDER:	John Quigley, Alderperson
AYES:	Emily Henrigillis, Nicole Slavin, Rachel Weber, John Quigley
EXCUSED:	Jayne Black, Randall Lawton

2. Clean Air Initiative update

Chase Kuffel, Assistant City Engineer, stated that staff had forwarded the newsletter on to the school district superintendents for comments and review and will forward to school principals upon approval from the superintendents. Mr. Kuffel asked the Commissioners if there were any other updates or comments regarding the Clean Air Initiative.

Alderperson Quigley asked when the newsletter was provided for review and if a deadline had been provided. Mr. Kuffel stated he had not included a deadline and had gotten the newsletter to the superintendents the week before. Alderperson Quigley suggested following up if staff did not hear back in a timely manner. Mr. Kuffel said he would do that and include Alderperson Quigley on the exchange.

Discussion only. No action.

RESULT:	DISCUSSED
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3. Discussion regarding the current objectives of the Sustainability Commission

Chase Kuffel, Assistant City Engineer, updated the Commission on the current projects staff is working on and prioritizing.

Alderson Quigley provided background on the Clean Energy Work Plan and highlighted a few key points. Alderson Quigley pointed out that the City has an internal Sustainability Team for City operations and asked Scott Thoresen, Director of Public Works, who was on the team. Mr. Thoresen stated the team consisted of himself, Chase Kuffel, Betty Marovich, Larry Delo, Marty Kosobucki, Jeremy Muraski, Peter Schleinz, Andrew Pantzlaff, and Steve Massey. Alderson Quigley stated he wished to provide this update to clear up confusion from the January meeting and would have the item back on the agenda for the March meeting to discuss next steps for moving the plan forward. Advisor Dragseth asked what the next steps may be for the approved work plan. Alderson Quigley outlined two options. Option one was to set up a subgroup to work on next steps/approach to the follow up on the plan. Alderson Quigley stated if working through the plan would require funding or volunteer hours, the Commission could work on committing people for volunteer hours and work with staff to determine or obtain funding. Option two would be to work on a revision to the work plan that would be more specific and tangible. Commissioner Henrigillis asked about the Green Tier Legacy Community Program as listed in the approved work plan. Mr. Kuffel stated that he had recently attended a Green Tier meeting and they are still active as an organization and requesting participants, such as De Pere, to resubmit using their new application. Mr. Thoresen explained that the Green Tier program has a new scoresheet that is more measurable and participant communities are asked to complete the new scoresheet for establishing a new baseline of sustainable practices. Mr. Thoresen added that Green Tier meets quarterly and staff brings forward and will continue to bring forward topics that are discussed at the meetings. Alderson Quigley stated that he had been under the impression that the scoresheet would link to funding but recent discussions at the state level have included defunding the program. Mr. Thoresen added that Green Tier is also available for private entities, but is unaware of funding issues. Commissioner Henrigillis asked Alderson Quigley what he would like to see the City prioritize. Alderson Quigley expressed interest in creating a more bike friendly community, creating an app that allows residents to document their sustainable actions and possibly create a friendly competition between the districts. Alderson Quigley stated there were lots of great areas to work, but the trick will be focusing on a few to execute them well. Mr. Thoresen stated that the work plan is a huge and expensive undertaking and that there are many smaller projects that can be worked on for the community that still make an impact. Mr. Thoresen reminded that staff time is limited and De Pere does not have dedicated staff for sustainability. Commissioner Weber expressed concerns over the massive undertaking of some of the items in the work plan. Alderson Quigley agreed and stated De Pere should work with other communities that have been through the steps to better gauge the process. Advisor Dragseth offered to reach out to individuals and groups that have been through the process. Mr. Kuffel added that a lot of the work comes from a consultant that would need to be budgeted.

RESULT: DISCUSSED

4. Discussion regarding the liability concerns for stormwater art project

Chase Kuffel, Assistant City Engineer, provided background on the stormwater art project and explained some concerns the City liability insurance company had regarding the project. Mr. Kuffel stated that stencils could be approved and added that the City currently has messages on the storm sewer structures for drainage.

Commissioner Henrigillis provided an update to the project including potential locations, conversations with NEWS (Northeast Wisconsin Stormwater Consortium) regarding their focus on De Pere for 2024, their experience with the stencil paint, and that a project such as this would be good for the MS4 permit the City is required to complete annually. Commissioner Weber added that Sweet Water has a stormwater week in September which may be a good time to promote stormwater projects. Commissioner Henrigillis agreed and stated that Sweet Water and NEWS do similar work. Commissioner Henrigillis suggested an "adopt a storm drain" program in conjunction, which residents would sign up for and clear the debris (grass, leaves, trash, etc) from the drain grates they adopt. Alderperson Quigley asked if the art project can still move forward if the concerns of the insurer are avoided. Mr. Kuffel explained a few options that could allow the program to proceed including location choices, use of non-permanent materials such as chalk, and having another organization run the program rather than the City Commission. Alderperson Quigley provided a few other considerations for moving the program forwarded. Alderperson Quigley asked Commissioner Henrigillis if she had an idea how to acquire artists to complete the work. Commissioner Henrigillis stated the NEWS suggested offering the contest City wide, which takes the onus off the teachers and schools. Alderperson Quigley stated that it could be run similar to the City photo contest. Scott Thoresen, Director of Public Works, added that if it was a school competition, the murals could be drawn on the stormwater structures on school grounds. Commissioner Slavin provided her support of the stormwater art and adopt a storm drain programs. Betty Marovich, Recording Secretary, added that Green Bay has an adopt a storm drain program that could be mimicked and offered to create an online form for residents to complete if the Commission moves in that direction. Mrs. Marovich also added that content had been reviewed recently for social media that included stormwater, cleaning inlets, keeping leaves out of the street, and chemical/salt use and these topics would be getting rolled out on the City Facebook pages in the near future. Commissioner Henrigillis offered to be the main contact for stormwater projects in the Commission.

RESULT: DISCUSSED

5. Sustainable project updates

Chase Kuffel, Assistant City Engineer, explained a recently completed project through the Engineering Department to install a storm water detention pond near the Fox River Trail between Fulton and Franklin Streets.

Commissioner Slavin suggested highlighting this project on social media. Commissioner Henrigillis asked what species were planted around it. Mr. Kuffel stated it was a grass mix per DNR.

RESULT: DISCUSSED

6. Consideration and possible action regarding the frequency of virtual meetings for the Sustainability Commission

Alderson Quigley explained his request to include virtual only meetings periodically, approximately once per quarter based on agenda memo. Chase Kuffel, Assistant City Engineer, suggested that staff could reach out prior to the meeting, based on content, to get reactions from Commission members on having the meeting be virtual. Betty Marovich, Recording Secretary, stated that it would not need to be a designated month of each quarter but could be based on agenda content.

Alderson Quigley moved to have a goal of offering one virtual only meeting per quarter, based on content, seconded by Commissioner Henrigillis. Upon vote, the motion passed unanimously.

RESULT: ADOPTED [UNANIMOUS]

MOVER: John Quigley, Alderson

SECONDER: Emily Henrigillis, Commissioner

AYES: Emily Henrigillis, Nicole Slavin, Rachel Weber, John Quigley

EXCUSED: Jayne Black, Randall Lawton

IV. Future Agenda Items

None

V. Adjournment

Alderson Quigley moved to adjourn the meeting at 6:11 PM, seconded by Commissioner Slavin. Upon vote, the motion passed unanimously.

Respectfully submitted,
Betty Marovich



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discussion on City of De Pere Urban Orchard Management

ATTACHMENTS:

- 2024 0312 CI_SC_Orchards (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Discussion on City of De Pere Urban Orchard Management**

Selena Darrow, Executive Director of Rooted In, Inc., reached out to Commissioner Black to discuss the City's urban orchards with the Sustainability Commission. Selena would like to share about the work Rooted In, Inc. has been doing with the urban orchards and discuss spraying of the orchards to conserve more of the fruit, gaps that exist, and how the City can make these orchards better serve schools and the community.

Any suggestions brought forth to the Sustainability Commission would need to be routed to the City's Urban Orchard Committee for consideration and approval. The Urban Orchard Committee's current objective is to keep these urban orchards as organic as possible and only spray with a horticulturist spray.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discussion on Status of Sustainability Commission funded projects

ATTACHMENTS:

- 2024 0312 CI_SC_Project_Funding (PDF)
- Sustainability Programming (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Discussion on Status of Sustainability Commission funded projects**

Commissioner Black requested an update on Sustainability Commission funded projects. In particular, she was looking for funding information regarding the air monitors for the clean air initiative for schools.

Included with this memo is the Sustainability Programming that was budgeted as part of the City of De Pere 2024 adopted budget. This commission has an operating budget of \$24,700 for 2024. This budget is broken down into the following categories:

- \$10,000 for operating supplies for community sustainability initiatives.
- \$10,000 to partner with Greener Bay Compost (GBC) for food waste composting. This agreement is currently under review by the City Attorney and GBC.
- \$1,500 for purchasing air monitors for the clean air initiative for schools.
- \$1,500 for purchasing miscellaneous items for the farmer's market.
- \$1,000 to provide funding for the commissioners to attend various seminars or conferences pertaining to sustainability.
- \$500 for postage for mailings pertaining to the Commission's sustainable initiatives.
- \$200 for mileage reimbursement for commissioners that may travel to training or conferences pertaining to sustainability.

Staff is unaware of any current purchase requests or expenditures from the Sustainability Commission with exception of the \$10,000 public/private partnership for composting services with GBC. If the commission would like to make a purchase using budgeted funds, they would need to coordinate with staff to get the purchase order to the City's Finance Department. In example, if the Commission wishes to purchase air monitors, a model and quantity would need to be recommended to staff for purchasing purposes.

Sustainability Programming

Program Full Time Equivalents: 0.0

Program Mission:

The sustainability commission is established to explore sustainability initiatives that can be implemented in the City, with the ultimate goal of providing a more sustainable, livable, and healthy community.

List of Program Service(s) Descriptions:

- 1) Citizen Contact – Provide a forum for addressing public concerns related to sustainable policies and practices.
- 2) Sustainable Projects – Work on sustainability related projects as directed by City Council and City Administrator.
- 3) Identify and recommend sustainable policies and programs to the City Council for consideration.

Important Outputs:

- 1) The Commission meets monthly to discuss sustainability initiatives.

Expected Outcomes:

- 1) Provide formal discussions to discuss sustainable initiatives to promote a more sustainable, livable, and healthy community.

2024 Performance Measures:

- 1) Provide at least one (1) educational sustainability initiative program that impacts the community.

Significant Program Achievements:

- 1) Created planned natural landscape ordinance.
- 2) Worked on clean air initiative.
- 3) Attended farmer's market to promote sustainable practices.
- 4) No Mow May to create habitat and provide resources for early season pollinators.

Existing program Standards Including Importance to Community:

- 1) Conduct a regular meeting of the Sustainability Commission on the first Tuesday after the first Council meeting every month.
 - a. Community Importance
 - i. Allows actions required or requested on behalf of the community to be acted upon in a timely manner.
 - ii. Establishes a routine schedule for community involvement.

Costs and Benefits of Program and Services:

The adopted 2024 Sustainability Programming budget is \$24,700. The program benefits the community by providing citizens the opportunity to have input regarding sustainable initiatives to promote a more sustainable, livable, and healthy community. This program also develops policies and practices pertaining to sustainable initiatives.

2024 Program Objectives:

- 1) Create a public/private partnership for food waste composting.
- 2) Continue with clean air initiative program.

2024 Budget Significant Expenditure Changes:

- 1) Postage of \$500 for mailings pertaining to Commissions sustainable initiatives.
- 2) Seminars and Conferences of \$1,000 to provide funding for the Commissioners to attend various seminars or conferences pertaining to sustainability.
- 3) Consulting of \$10,000 is for partnering with Greener Bay Compost for food waste composting.
- 4) Office Supplies of \$3,000 is for purchasing air monitors for clean air initiative for school and miscellaneous items for farmer's market etc.
- 5) Mileage Reimbursement of \$200 is for Commissioners who may travel to training or conference pertaining to sustainability.
- 6) Operating Supplies of \$10,000 is for community sustainability initiatives.
- 7) No Capital Equipment requested.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Update on the Status of Greener Bay Compost's proposal for composting services

ATTACHMENTS:

- 2024 0312 CI_SC_GBC_Update (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Update on the Status of Greener Bay Compost's proposal for composting services.**

The City Attorney and Greener Bay Compost have been corresponding back and forth regarding the composting services proposal that was brought forth for consideration to the Sustainability Commission in January. Currently, the revised proposal is with Greener Bay Compost for review prior to returning to the Commission for final consideration and approval.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discussion on Composting Bins

ATTACHMENTS:

- 2024 0312 CI_SC_Composting Bins (PDF)
- How to Make Compost _ A Guide to Composting (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Discussion on Composting Bins**

An objective for 2024 is partnering with Greener Bay Compost (GBC) to create a private/public partnership for composting services within the City of De Pere. To further this sustainable initiative, staff wanted to share the attached article from Popular Mechanics titled "How to Compost: An Easy DIY Guide" by Joseph Ruini and Daisy Hernandez. In addition to the public/private partnership with GBC, the Sustainability Commission could promote residents to take on composting at home. This initiative could go as far as allocating funding to assist homeowners in purchasing composting bins for their own, personal use.

How to Compost: An Easy DIY Guide

Here's how to make a critical ingredient for a stunning garden right at home!

BY [JOSEPH TRUINI](#) AND [DAISY HERNANDEZ](#) UPDATED: FEB 12, 2021



RyanJLane // Getty Images

You need a couple of things to create and maintain a successful, flourishing garden—ideal amounts of sunlight and water depending on what you're growing, some chicken wire to keep pests from eating your crops, and perhaps the most critical of all, healthy, nutrient-rich soil. But how do you ensure that your plants and veggies are getting what they need? Simple: you enrich the soil with compost.

👉 *Don't have a green thumb? We've got the hacks to help you fix that!*

Composting is easy and can be done at home, and isn't especially time consuming. Here's what you need to know in order to create robust, rich soil that'll produce healthy plants and tasty fruits and veggies. Let's start with the basics: what exactly is compost, anyway?

Do you compost?

Yes. It makes a huge difference in my yard!

No, but I'm thinking about trying it out.

What Can I Compost?

Compost is a compilation of decomposing organic material such as food and plant scraps—think fruit and vegetable rinds and leaves—which is most often used in gardening because of the benefits it provides to the greenery in your yard.

Composting typically begins in the kitchen. Food scraps and trimmings left over from preparing meals are saved in a small, lidded tub or bucket that's kept on the countertop. And while there are a wide variety of scraps that can be composted, you can't use everything. Here's a list of kitchen scraps that make great compost:

Fruits, vegetables, fresh herbs, cooked rice, cooked pasta, coffee grounds, tea leaves (but not tea bags), crushed eggshells, stale crackers and cereal and bread, pizza crusts, oatmeal, peanut shells, used paper napkins and paper towels, and even animal manure such as that from chickens, cows, horses or rabbits.

You can also compost grass clippings, dry leaves, straw, dead flowers, shredded newspaper, plain brown cardboard, clothes dryer lint, and sawdust from untreated wood.

What Shouldn't Be Composted?

There are several items that you absolutely should not compost. Here's a list of the most common non-compostables:

Meat, fish, bones, cooking grease/oil, charcoal ash, dairy products (like milk and butter), dog/cat feces, twigs and branches, and sawdust from pressure-treated lumber.



Barry Batchelor - PA Images // Getty Images

Advertisement - Continue Reading Below

Now that you know what can and can't be composted, you can start the process! Once you've collected enough material to compost, move it outdoors and pile it into either a composting corral, which you can easily make

yourself, or a store-bought composting bin, such as the [EJWOX Garden Compost Bin Tumbler](#) or [Algreen's Soil Saver Classic](#).

To help the compost break down quickly into useable organic material, alternate layers of green matter (kitchen scraps and grass clippings) with brown matter (dead leaves and shredded cardboard).

RELATED STORIES



Human Composting Hopes To Make Death More Green



Start Gardening Early By Building This Cold Frame



Start Gardening Early By Building This Cold Frame



How to Grow Your Own Food



How to Grow Your Own Food

Spray the compost pile with water every few days to keep it damp, but not soaking wet, and mix it thoroughly every week or so, depending on the size of the pile and weather conditions. Move the decaying matter at the bottom of the pile to the top, so that everything gets a chance to break down over time.

The best time to mix compost is when the center of the pile feels warm to the touch, or when it's between 130 and 150 degrees Fahrenheit. Within a few months, all that matter will be transformed into rich, organic compost —AKA black gold.

Top Rated Compost Bins



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discuss Sustainability Commission Subgroups

ATTACHMENTS:

- 2024 0312 CI_SC_Subgroup_Rosters (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Sustainability Commission Subgroups**

With renewed interest in working to create the Clean Energy Plan for De Pere, multiple commissioners have indicated they wish to be part of the Clean Energy sub-group. The intent of this item is to better define which subgroups each commissioner is actively participating on. Commissioners are discouraged from meeting in groups of four or more as it would create a quorum.

CLEAN AIR INITIATIVE

Commissioner Black
Commissioner Henrigillis
Commissioner Slavin

STORMWATER ART

Commissioner Henrigillis
Commissioner Slavin

CLEAN ENERGY

Alderperson Quigley
Commissioner Black
Commissioner Weber
Advisor Dragseth



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Clean Air Initiative Update

ATTACHMENTS:

- 2024 0312 CI_SC_Clean_Air_Inititive (DOCX)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Clean Air Initiative Update**

Discussion on next steps, any updates pertaining to the clean air initiative, observations, and feedback that the Commissioners have received from the local school districts.

Discussion

Both the Unified School District of De Pere and the West De Pere School District Superintendents confirmed to have received and reviewed the Clean Air Initiative newsletter. Both Principals indicated that they had shared the newsletter with their principals and administrative staff for inclusion in the next newsletter school newsletter.

Commissioner Black would like to request permission from the principals to hold an onsite awareness event and put the no idling video on the school websites. Additionally, Commissioner Black would like to provide an overview of the Moms Clean Air Force and the services they can provide to the City.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discussion Regarding the Storm Water Art Project and Adopt-A-Drain Program

ATTACHMENTS:

- 2024 0312 CI_Storm_Water_Art (PDF)
- Green Bay AaD (PDF)
- Green Bay Inlet Marking (PDF)
- AaD_Marketing_Guide_2022 (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Discussion Regarding the Storm Water Art Project and Adopt-A-Drain Program**

The intent of this item is to provide further discussion of the storm water art project and Adopt-A-Drain program.

Background

Commissioner Henrigillis previously outlined her draft plan for a Stormwater Art Project at the October, 2023 Sustainability Commission Meeting. The plan involved reaching out to community members, local businesses, and schools for adopting storm drains and/or holding design competitions to paint murals at storm drains this coming summer. The intent of the program is to educate residents about our storm sewer system and show how pollutants discharge directly into our local waterways.

To further this educational campaign, Commissioner Henrigillis wished to discuss an adopt-a-drain program where residents could help the City by cleaning out debris and trash to prevent pollutants and chemicals from leaching out of leaf piles and entering our storm sewers and surrounding rivers. Staff researched other adopt-a-drain initiatives and found similar programs led by the City of Green Bay and Hamline University (www.adopt-a-drain.org).

1. The City of Green Bay not only leads an adopt-a-drain program, but also has a Storm Inlet Marking program. With the Storm Inlet Marking program, residents are given stickers to place on the curb near stormwater inlets to educate residents that the inlet drains directly to water ways.
2. Hamline University runs and maintains their own stormwater drain data base that communities can partner with to track and document maintenance and clean-up efforts completed by adopters. This program looks to have a fee to participate and utilize their tracking software.

Literature for both of these programs is attached for the Commission's consideration.

Lastly, the City of De Pere also has a newly implemented "Report It" complaint management system. Staff could work with our IT department to form a stormwater drain report where residents list what drain they have adopted and the maintenance completed.

HELP KEEP OUR COMMUNITY CLEAN & GREEN.

ADOPT-A-STORM INLET

WHAT IS A STORM INLET?

Storm inlets along roadways or parking lots allow runoff water from rain or snow melt to enter into the storm drainage system. The storm drainage system discharges directly into local waterways including the East River, Fox River, and various streams throughout the city.

KEEPING INLETS CLEAN KEEPS OUR WATERWAYS CLEAN...



...WHILE TRASH AND DEBRIS POLLUTE OUR WATERWAYS.



WHAT TOUCHES THE GROUND, ENTERS THE WATER.

WHAT IS THE ADOPT-A-STORM INLET PROGRAM?

The purpose of this program is to help keep storm inlets clear of debris and other obstructions. Keeping storm inlets clean helps keep pollutants out of our waterways.

We are asking you to volunteer to adopt a storm-inlet in your neighborhood. Doing your part for the environment is incredibly important, for the present and the future.

Help keep our community c

REMOVE DEBRIS FROM GRATES

3.8.b

Regularly inspect the inlet grate and remove debris. Remove snow and ice following storm events to prevent blockages. This reduces localized street flooding and prevents pollution.

REPORT MAINTENANCE ISSUES

The area under the grate should be cleaned out periodically especially if debris becomes lodged in the inlet. Cleaning inside the inlet should be performed by city workers.

If the inlet needs cleaning or the structure is deteriorating, please contact the City of Green Bay Public Works Department at 920.448.3535 or submit an online Request for Service on our website: www.greenbaywi.gov/rfs

REPORT ILLEGAL DUMPING

Report any unlawful dumping of wastes into the storm inlet. If illegal dumping occurs, please contact us at 920.448.3100 or submit an online Request for Service on our website: www.greenbaywi.gov/rfs

KEEP THE FOLLOWING OUT OF STORM INLETS

- Leaves & Branches
- Grass Clippings
- Swimming Pool Chemicals
- Animal Waste
- Soaps & Detergents
- Pesticides & Fertilizers
- Oil & Other Vehicle Chemicals
- Fats, Oils & Grease (FOG)

-
- One gallon of oil in a storm inlet can pollute up to one million gallons of storm water.
 - Fertilizer from lawns can cause excessive algae growth and oxygen depletion for fish.
 - Most water pollution is preventable.
 - Unlike sanitary sewers that convey wastewater to be treated, anything that drains into the storm sewer from storm inlets goes into our waterways untreated.
-

GREEN BAY PUBLIC WORKS DEPARTMENT

100 N. JEFFERSON ST. | GREEN BAY WI 54301

920.448.3100 | WWW.GREENBAYWI.GOV



Packet Pg. 29

What is “Storm Inlet Marking”?

The City of Green Bay Public Works Department is asking residents to participate in “Storm Inlet Marking”. This application involves labeling storm inlets (catch basins), with a marker educating residents not to dump pollutants into the inlet (catch basin). The message, **“No Dumping, Drains to Waterways”** is a simple phrase to remind those passing by that the storm inlets connect to local waterways and that dumping will pollute those waters.



Storm Inlet Marker

Supplied

Storm inlet marking materials are supplied by the City of Green Bay Public Works Department.

Organizations/Groups

It is a worthwhile, educational program designed for 5th through 12th grade students, local youth groups, adults, community or church groups and Neighborhood Associations.

Safety

Just a few safety precautions:

- All minor volunteers must be supervised by an adult.
- Volunteers must wear safety vests.
- NEVER mark storm inlets alone, and be conscious of vehicular traffic and use caution when crossing streets.
- To protect volunteers' hands, use gloves when picking up debris near or on the inlet.
- Never pick up syringes or suspicious looking objects.
- Don't approach houses to place door hangers when dogs are in the yard or on the porch.
- Stay away from parked vehicles. Group members are personally responsible for property damages.
- Be courteous to passersby and homeowners who inquire about the project, hand out door hangers.

How the markers are applied:

1. Clean the area:

- Make sure the surface where the marker will be placed is flat, dry and free of any loose debris.
- Pick up any trash to prevent it from entering the storm inlet and put it in a trash bag.
- Use a whisk broom to lightly sweep the surface where the marker will be placed.



2. Apply the adhesive disk:

- Peel the backing paper from one side of the adhesive disk and apply the disk by firmly pressing the adhesive disk to the curb. Then peel off the remaining paper and apply the marker to the adhesive disk.



3. Apply the Storm Inlet Marking:

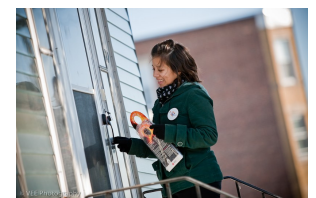
- Place the marker **“NO DUMPING – DRAINS TO WATERWAYS”** so that the wording is facing the street. After applying the marker, use a rubber mallet on the entire surface of the marker to press down onto the adhesive. This marker will notify other residents that nothing but storm water should enter the inlets.



Hang a door hanger (provided), on the residents' doorknob. Be sure that the door hanger is secured to the door so that it doesn't blow away and litter the street.

The **Door Hangers**, supplied by the City of **3.8.c** are an integral part of your efforts as they serve to inform homeowners with a message similar to the following:

- Anything that enters a storm inlet is discharged “UNTREATED” into the waterways we use for recreational use.
- Clean up leaves or grass clippings that accumulate on your driveways, sidewalks, or in the streets.
- Sweep up and properly dispose of construction debris like concrete and mortar. Excess fertilizer and soil should be swept onto green spaces.
- Use phosphorous-free fertilizer and avoid pesticides, and minimize your use of salt on driveways and sidewalks during the winter.
- Compost or recycle yard waste when possible.
- Dispose of household hazardous waste at designated collection or recycling locations.
- Clean up after your pets.
- Use a commercial car wash or wash your car on a lawn or other unpaved surface – not the driveway.
- Check for auto leaks - recycle used oil.



What are Storm Inlets?

Storm inlets along roadways or parking lots allow runoff water from rain or snow melt to enter into the storm drainage system. The storm drainage system discharges directly into our local waterways.

Storm water runoff, or water left on impermeable surfaces after a rain event, washes soil, debris, oil, leaves, grass clippings, pet waste, and fertilizers into storm drain inlets. The storm drain system is a network of underground pipes designed to control flooding by transporting storm water from paved ground to a waterway. Material flowing into a storm drain does not get treated before emptying into our local waterways. Simply put, "UNTREATED" storm water can pollute waterways. Although the individual storm drains may contribute small amounts of pollutants, the combination of many storm drains can cause a negative impact on water quality.



Why Should We Mark Storm Drains?

- Storm inlet marking informs others about the street to waterway connection.
- Many people may not realize that water flowing into storm inlets is "UNTREATED" before it empties into our local waterways.
- Polluted runoff can harm the City of Green Bay waterways –where we fish and swim and enjoy our recreational time.
- Storm inlet marking can be effective service learning or civic learning project for schools, scout groups, homeowner associations, or any organization wanting to make a positive impact on our community.
- The Environmental Protection Agency (EPA) recommends storm inlet marking for all municipalities.

Taken Action At Home:

- **Sweep instead of hosing off the driveway, street, or sidewalk.** Water runoff from driveways or sidewalks carries pollutants through storm drains and into waterways.
- **Lawn and garden chemicals.** Use phosphorous-free fertilizers and pesticides sparingly. Do not apply fertilizers or pesticides directly before or after a rain event.
- **Safely dispose of household products and motor oil.** Many products should be recycled or taken to a community hazardous waste center.
- **Compost or mulch yard waste.** Sweep leaves or grass clippings that accumulate on your driveway, sidewalk, or in the street.
- **Clean up after your pet.** Dispose of waste properly.
- **Do not wash your car in the driveway.** Use a commercial car wash or wash on the lawn.

City of Green Bay Department Of Public Works

Contact Information:

City Hall
100 North Jefferson Street
Green Bay, Wisconsin 54301-5026
Department of Public Works
Room 300 Phone 920.448.3100
Website: www.ci.green-bay.wi.us



Other Suggestions For Your Neighborhood..

"Adopt -A-Storm-Inlet"
"Adopt -A-Pond"
"Protecting Our Greenways"
"Adopt-A-Ditch"
"Adopt-A-Creek"

"Storm Inlet Marking"



**Help
Keep Our Community
Clean and Green**



**What Touches The Ground
Enters The Waters**

Promoting the Adopt-a-Drain Program

Updated October 4, 2022. Contact us for updates.

Promote Adopt-a-Drain and Become a Brand Steward

Thank you for becoming a partner. Please review the Marketing Guide to learn about Adopt-a-Drain's brand standards and how to use and order marketing materials.

Together, we can make a difference!

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Brand Standards

Our brand guidelines and usage requirements are evolving as the program grows. Follow these Brand Standards to help us maintain sustainable processes and a recognizable brand as this project grows nationally!

Brand Standards Help

For questions or updates about brand guidelines, please email info@adopt-a-drain.org.

About the Marketing Materials

How to Start: Use this guide to review specs, best practices, and print vendors for each marketing product. Download standard print-ready materials via [Google Drive](#). Or, contact info@adopt-a-drain.org to customize materials.

[Getting Started](#) – standard and custom ordering info
[Marketing Materials List](#) – our complete list of materials
[Ordering & Visual Guide](#) – specs, printing, photography, standard and custom options

Brand Standards & Logo Usage

Use only designated marketing materials to promote Adopt-a-Drain to residents in your area. Marketing materials and logo assets may only be modified by Adopt-a-Drain staff.

Adopt-a-Drain Logo Use (Print): The Adopt-a-Drain logo cannot be used on printed materials not designed by Adopt-a-Drain. We encourage partners to get the word out by using [Promo Badges](#) in partner print materials, for example, a flier advertising a local clean-up initiative.

Adopt-a-Drain Logo Use (Online): The blue and brown Adopt-a-Drain logo may be placed in websites, email campaigns, and online, but cannot be used as a button or link. Customize headlines, subheads, and messaging in online content to relate the program to your area, new initiatives, or special projects. Use Promo Badges or online content to promote resident sign up with a link to your state's landing page at adopt-a-drain.org.

Promotional Badges

Promotional Badges contain the Adopt-a-Drain logo and standard text and are available for use in print or online initiatives. Please use headlines, subheads, and messaging along with the badge to relate the program to your local area, new initiatives, or special projects. Design and text are not customizable for Promo Badges due to space and process constraints. Find more details about Promo Badges in the **Marketing Materials List** and **Ordering & Visual Guide**.

QR Codes (Optional)

How to Start & Requirements: Some marketing materials have the option to include a QR code that links to the adopt-a-drain.org landing page for your state.

QR code options are limited to linking a single URL to your state's landing page. Data-tracking via Google Analytics will be set up by our team to show how many people access the link via QR code. Our marketing team will generate a QR code at 1" x 1" with a .125" border, the recommended minimum size for scanning for most smartphones.

Contact info@adopt-a-drain.org to add this option.



Marketing Guidelines

We offer flexible options to help you promote the Adopt-a-Drain program. Use only designated branded materials to promote Adopt-a-Drain.

See **Ordering Marketing Materials** for Standard and Custom options.

Guidelines Help

For questions or updates about marketing guidelines, please email info@adopt-a-drain.org.

Printing

Print Vendors: Many of our marketing materials have been formatted for easy online-ordering. Each product is designed and formatted to unique specifications and should only be printed by the vendors associated with the product. Each marketing product listed in this guide will indicate if it is available as Standard or Custom and whether Adopt-a-Drain staff will assist with printing or if you will be able to order online from the vendor.

Standard Marketing Materials: Download a print-ready file from our [Google Drive](#). Visit the print vendor link associated with that product and follow their upload and ordering instructions. Standard messaging is crafted for universal use and does not allow for inclusion of logos or specific waterways.

Standard content example:

Protect **waterways** and help prevent localized flooding.
Join with neighbors to protect **local waterways**!

Customized Marketing Materials: Contact info@adopt-a-drain.org for assistance in customizing design to include the name of a local waterway, partner or sponsor name, and logo (see required specs for your marketing product).

Customized content example:

Protect **Puget Sound** and help prevent localized flooding.
Join with neighbors to protect **Puget Sound**!

Partner Logos

Submitting a logo for customized materials: Logo text and image must be white to be visible on a blue background (light colors may work in some cases).

Preferred File Type: Vector EPS

**In most cases, Illustrator-created EPS files will be CMYK, high res, and vector. A PDF may work if EPS is not available.*

Proofing

Carefully proof every marketing product order.

Each of our partners is responsible for final sign-off for all content: waterways, spelling, URLs, and QR code function.

Proof Quality: Contact print vendors with any questions about the digital proof. Note that many digital proofs are for content and crop placement only. A digital proof does not necessarily reflect design quality, exact color match, or sharpness of image.



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Getting Started

Read this section for instructions on how to order print-ready marketing materials with standard language or customize for your region to highlight a local waterway and/or neighborhood with option to add one logo and partner names.

Note: Due to font and software licensing, all customized materials must be prepared by the Adopt-a-Drain marketing team.

Ordering Help

For questions or updates about promoting Adopt-a-Drain, please email info@adopt-a-drain.org.

Order Standard Materials

Materials using standard language can be downloaded from our [Google Drive](#) and sent to online print vendors. A few exceptions may require assistance from Adopt-a-Drain.

Standard Language Examples:

Words highlighted in bold are standard phrases that can be used by anyone to promote Adopt-a-Drain anywhere.

- Keep **your neighborhood** clean and protect **local waterways**. Sign up today!
- A project of Hamline University.

How to Order Standard or Custom Materials:

1. Find available marketing materials and printing specs in the **Marketing Materials List**.
2. Browse photo options for standard or custom materials, as well as customization guidelines for custom materials in the **Ordering & Visual Guide**.

Order Standard: Download standard print-ready marketing materials via [Google Drive](#). Place your order online at the designated print vendor listed in the **Marketing Materials List** for each marketing piece.

Order Custom: Contact info@adopt-a-drain.org

Order Custom Materials

Marketing materials can be customized to highlight a specific waterway in your area with option to add one logo. *Due to licensing, all custom materials must be prepared by Adopt-a-Drain staff. Customized files will be sent to partners to complete the order process with the vendor specified. There may be a small fee for this service.*

How Our Custom Messaging Works:

Words highlighted in blue can be customized to highlight a waterway, neighborhood, and/or partner names.

- Keep **Highland Park** neighborhood clean and protect **the Mississippi River**. Sign up today!
- Sponsored by Hamline University, **the City of Saint Paul**, and **the Capitol Region Watershed District**.

Additional custom changes will be considered on a case by case basis, so long as requests do not significantly alter image aspect ratio, word count, or structure of the design.

Logo Specifications:

Option to include one logo to the right of the Adopt-a-Drain logo on the back of any available marketing piece.

Color: White or light color logo (must be visible on blue)

File type: High res, vector EPS* (w/ transparent background)

Color Mode: CMYK

**In most cases, Illustrator-created EPS files will be CMYK, high res, and vector. In some cases, a PDF may work if it can be converted to a vector EPS.*



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Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Marketing Materials List

Marketing materials can be used selectively for direct mail, events, resident promotion, and more. They are organized by suggested use but most can be used in multiple ways. Use your imagination!

Note: Specs are provided in case it is useful for proofing or vendor communication, but don't sweat it – the level of information provided may not be needed.

Marketing Materials Help

For questions or updates about marketing guidelines, please email info@adopt-a-drain.org.

Direct Promotion

Utility Insert or Handout

[Pages 8-10](#)

Print options: Standard or Custom

Printed size: 3.74" x 8.27"

Direct Mail

[Page 11-13](#)

Print options: Standard or Custom

Printed size: 6.125" x 11"

Door Hanger

[Pages 14-16](#)

Print options: Standard or Custom

Printed size: 4.5" x 11"

Partner Initiatives

Promo Badges

[Pages 25](#)

Print options: Standard only

Use: For inclusion in your own print initiative

Printed size: 10" x 2" (horizontal) or 3" x 4" (vertical)

Online options: Standard only

Use: For website, email, and online use

Online size: 2000 x 400 px (horiz) or 800 x 900 px (vert)

Events & Handouts

Postcard

[Pages 17-19](#)

Print options: Standard or Custom

Printed size: 4" x 6" (Not a direct mail piece)

Poster

[Pages 20-22](#)

Print options: Standard or Custom

Printed size: 11" x 17"

Pull-Up Banner

[Page 23](#)

Print options: Custom Only

Printed size: 33" x 84.25"



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Marketing Materials List

Select and order marketing materials to use selectively for direct mail, events, resident promotion, and more. Materials are organized by suggested use but most can be used in multiple ways. Use your imagination!

Note: Specs are provided in case it is useful for proofing or vendor communication, but don't sweat it – the level of information provided may not be needed.

Marketing Materials Help

For questions or updates about marketing guidelines, please email info@adopt-a-drain.org.

Advertising

Print Ad

[Page 24](#)

Print options: Custom only

Printed size: Varies by publication

Billboard

[Page 24](#)

Print options: Custom only

Size: Varies

Resident Recognition & Promotion

Stickers

[Pages 26-27](#)

Print options: Standard or Custom

Printed sizes: 2" x 1" (vertical), 6" x 6" (square),

3" x 3.25" (vertical), 3" x 3" (circle)

Temporary Tattoo

[Pages 28](#)

Print options: Standard

Printed size: 2" x 3" (vertical)

Water Bottle

[Page 28](#)

Tote

[Pages 28](#)

Patch Hat

[Pages 28](#)

Education

Reporting Trifold

[Pages 33-34](#)

Print options: Custom only

Printed size: 8.5" x 14" folded

Utility Insert or Handout with Translated Language

[Pages 35-36](#)

Print options: Custom only

Printed size: 3.74" x 8.27"

Current language options: Somali, Hmong, and Spanish

*Contact info@adopt-a-drain.org if you'd like to hire us to design a Door Hanger, Postcard, or Direct Mail piece in one of our available translated languages. We can also work with you to create these pieces in additional languages.

Ordering & Visual Guide

This section gives detailed information on current marketing materials, including photography options available for each piece and how materials can be customized to represent your area. Standard and Custom order options will be shown when available.

Marketing Materials Help

For questions about Marketing Materials customization or available photography, please email info@adopt-a-drain.org.

Photography Options

We occasionally add photographs featuring residents as models to our image library. Contact info@adopt-a-drain.org for updates.

Marketing Materials in the **Ordering & Visual Guide** display photography currently offered. Our marketing team has selected images that work best within the dimensions of each piece.

Customizing photography to fit within the templates requires professional assistance to meet specific image standards and aspect ratios. See our Photography Guidelines if you'd like to hire a photographer to take photos in your area.

Additional Ordering Help

[Getting Started](#) – standard and custom ordering info
[Marketing Materials List](#) – our complete list of materials
[Ordering & Visual Guide](#) – specs, printing, photography, standard and custom options

Ordering & Visual Guide

Not planning to hire a photographer or purchase stock photography to customize marketing materials? Skip this page.

Custom Photography Guidelines

Use this guide for tips on art direction and planning for photo shoots or selecting and purchasing your own stock images. Custom photography options are only available for use with custom marketing materials.

Image sizes listed for each marketing piece include bleed. In most cases, images will be cropped .125 to .25 inches. Plan to leave extra room in the images for bleed.

Photo sizes and approximate orientation for custom marketing materials are smaller than actual size. Some size variation occurs in images for QR code templates.

Square

Horizontal Long

Horizontal Short

Vertical Tall

Vertical Short

Tips for Successful Photography:

Allow some space around the subjects for cropping options for vertical, horizontal, or square layout orientations.

People should be smiling, wearing gloves, using tools, and modeling safety best practices as outlined on the website. Watch that photos are not “blown out” with too much sunlight, shadow, or high contrast.

**PULL UP BANNER
PHOTO SIZE**
17" (w) x 14.75" (h)

**WELCOME CARD
PHOTO SIZE
(1 LARGE)**
5.625" (w) x 5.125" (h)

**WELCOME CARD
PHOTO SIZE
(4 SMALL)**
2.875" (w) x 2.5" (h)

**DOOR HANGER
PHOTO SIZE**
5" (w) x 4.75" (h)

**POSTER
PHOTO SIZE**
11.5" (w) x 6.25" (h)

**POSTCARD
PHOTO SIZE**
4.25" (w) x 3.125" (h)

**DIRECT MAIL
PHOTO SIZE**
4.75" (w) x 6.5" (h)

**UTILITY INSERT
& HANDOUT
PHOTO SIZE**
4" (w) x 4.25" (h)



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Utility Insert & Handout

Standard example at actual size

Sign up to

Adopt a Storm Drain!



Keep your neighborhood clean
and protect local waterways.

Sign up today!



adopt-a-drain.org

Join with neighbors to protect local waterways!



Sign up online. Individuals, community organizations and businesses can participate. Visit adopt-a-drain.org to adopt a storm drain in your neighborhood.



Keep your storm drain clear. Use a broom or rake to sweep leaves, trash and other debris off the drain surface year round.



Track your impact. Enter the estimated total of debris you collect into your online account so we can track results.



Lead by example. Let others know about your commitment. Tell them how they can help prevent water pollution.

Sweep up! Rake up! Pick up!



A project of Hamline University.



Marketing Guide

Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Ordering & Visual Guide – Utility Insert & Handout (Standard)

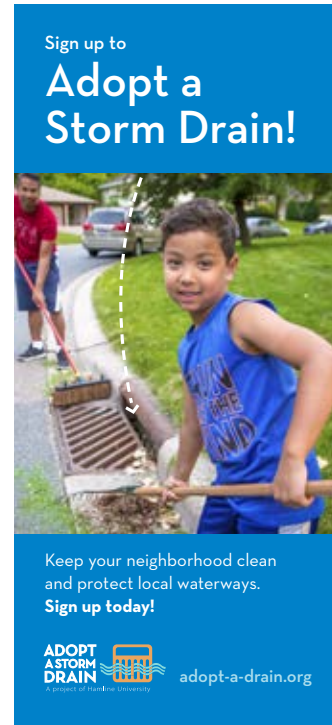
Standard Front

Photo option A



Standard Front

Photo option B



Standard Front

Photo option C



Order Instructions

ORDER STANDARD

Great for direct promotion

Visit our [Google Drive](#) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:

vistaprint.com/marketing-materials/rack-cards

Print vendor:

VistaPrint

Product name:

Rack Card

SPECS

Printed size:

3.74" x 8.27"

Document size:

3.86" x 8.39"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI

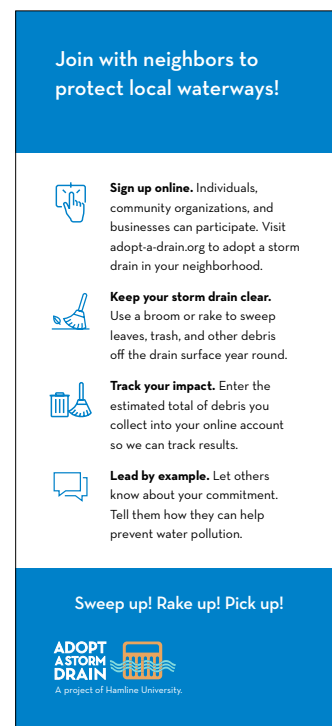
Standard Front

Photo option D



Standard Back

Pairs with all front options





Marketing Guide

Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Ordering & Visual Guide – Utility Insert & Handout (Custom)

Custom Front

Message-focused option



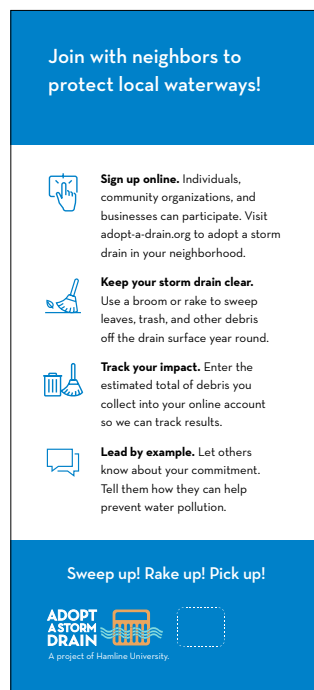
Custom Front

QR code option



Custom Back

Pairs with all front options



← See Standard page for image options available for this marketing piece

← Customize to replace "local waterways" with the name of a specific waterway

← QR code option
(Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← Customize to replace "local waterways" with a neighborhood name

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for direct promotion

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:
VistaPrint

Product name:
Rack Card

SPECS

Printed size:

3.74" x 8.27"

Document size:

3.86" x 8.39"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

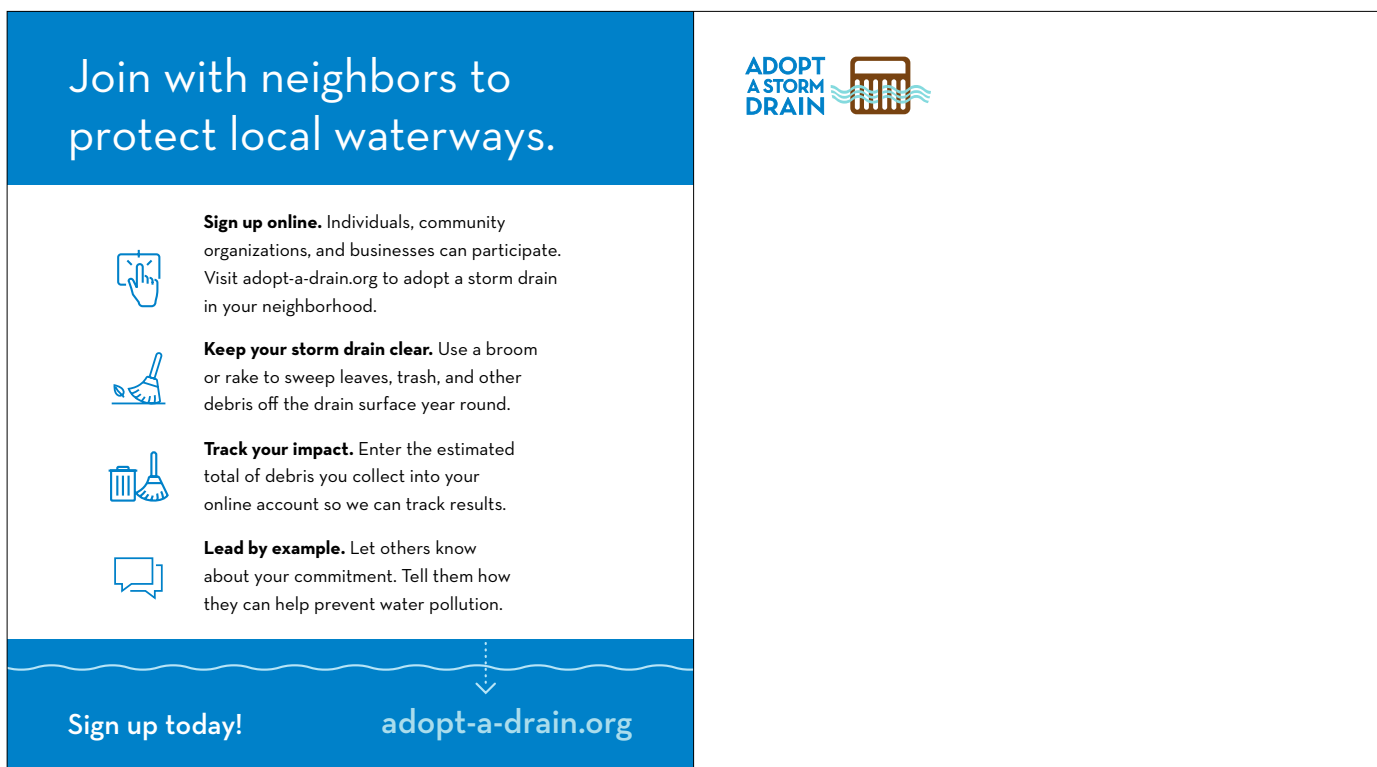
Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Ordering & Visual Guide — Direct Mail

Standard example at approximately 65% actual size





Marketing Guide

Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Ordering & Visual Guide — Direct Mail (Standard)

Standard example at approximately 40% actual size

Standard Front

Photo option A



Standard Front

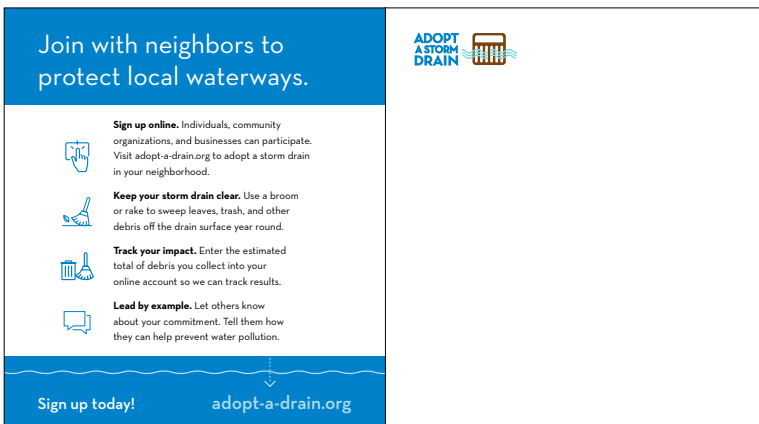
Photo option B



Standard Back

Pairs with all front options

↓ Add partner name and your return address*
(ask your printer to add)



← Add your indicia*
(ask your printer to add)

← Add recipient addresses*
(ask your printer to add)

Order Instructions

ORDER STANDARD

Great for direct promotion

***Postal Requirement**

Visit our [Google Drive](https://drive.google.com) to locate this piece and download the print-ready file to deliver to the print vendor of your choice.

Order from your printer:

Order from your local printer or use our printer of choice in Minnesota.

Our local print vendor:

Impressive Print (MN)
[ImpressivePrint.com](https://impressiveprint.com)

Product name:

Direct Mail

SPECS

Printed size:

6.125" x 11"

Document size:

6.25" x 11.125"

Bleed:

.125"

Export File:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Ordering & Visual Guide – Direct Mail (Custom)

Standard example at approximately 40% actual size

Custom Front



← Customize to replace "your neighborhood" with a neighborhood name and replace "local waterways" with the name of a specific waterway

← See Standard page for image options available for this marketing piece

Order Instructions

ORDER CUSTOM

Great for direct promotion

*Postal Requirement

Contact our team at info@adopt-a-drain.org

to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, order from your local printer or use our printer of choice.

Our local print vendor:

Impressive Print (MN)

[ImpressivePrint.com](https://impressiveprint.com)

Product name:

Direct Mail

SPECS

Printed size:

6.125" x 11"

Document size:

6.25" x 11.125"

Bleed:

.125"

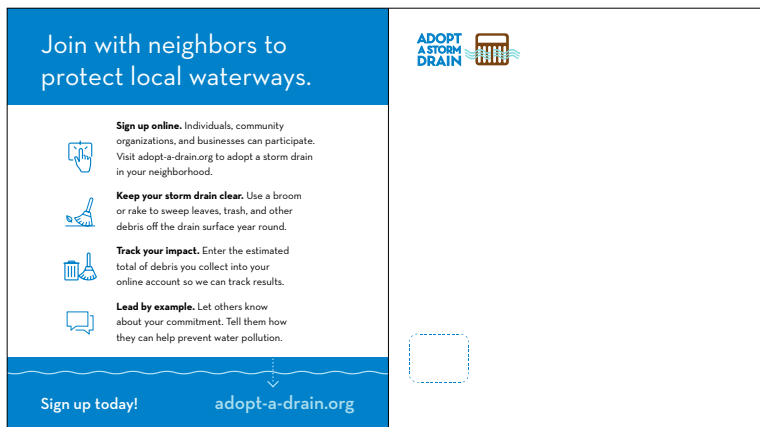
Export File:

PDF, CMYK, 300 PPI

Custom Back

Message-focused option

↓ Add your return address*
(ask your printer to add)



← Add your indicia*
(ask your printer to add)

← Add recipient addresses*
(ask your printer to add)

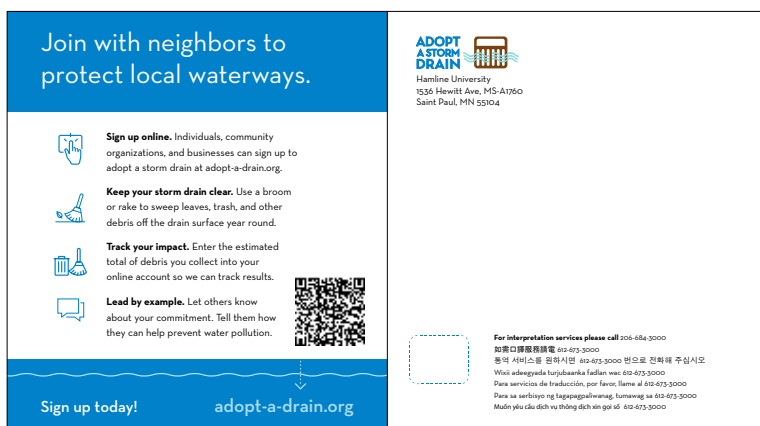
← Option to add one logo

← Option to add translation language
(provide to Adopt-a-Drain if translation service by phone is available in your area)

Custom Back

QR code option

↓ Add your return address*
(ask your printer to add)



← Add your indicia*
(ask your printer to add)

← Add recipient addresses*
(ask your printer to add)

← Option to add one logo

← Option to add translation language
(provide to Adopt-a-Drain if translation service by phone is available in your area)

↑ Option to add QR code
(Link to your state's Adopt-a-Drain home page.
See Brand Standards for QR code requirements.)



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Door Hanger

Standard example at approximately 75% actual size

Sign up to

Adopt a Storm Drain!

Keep your neighborhood clean and protect local waterways.
Sign up today!

ADOPT A STORM DRAIN  adopt-a-drain.org

Join with neighbors to protect local waterways!

-  **Sign up online.** Individuals, community organizations, and businesses can sign up to adopt a storm drain at adopt-a-drain.org.
-  **Keep your storm drain clear.** Use a broom or rake to sweep leaves, trash, and other debris off the drain surface year round.
-  **Track your impact.** Enter the estimated total of debris you collect into your online account so we can track results.
-  **Lead by example.** Let others know about your commitment. Tell them how they can help prevent water pollution.

Sweep up! Rake up! Pick up!

ADOPT A STORM DRAIN 
A project of Hamline University.



Marketing Guide

Brand Standards & Marketing Materials User Guide

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adopt-a-drain.org

Ordering & Visual Guide – Door Hanger (Standard)

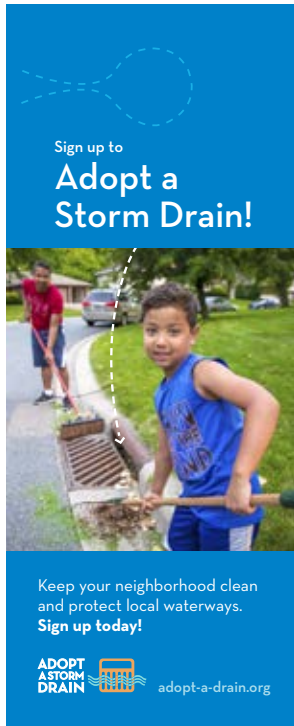
Standard Front

Photo option A



Standard Front

Photo option B



Standard Front

Photo option C



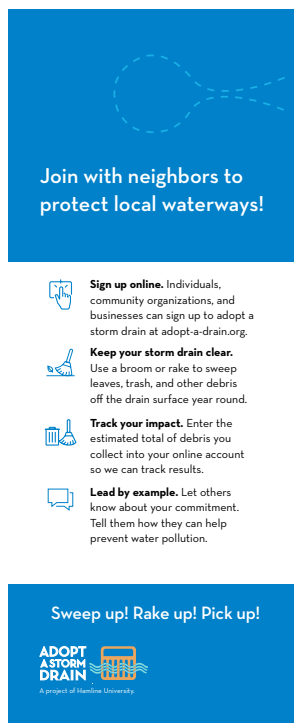
Standard Front

Photo option D



Standard Back

Pairs with all front options



Order Instructions

ORDER STANDARD

Great for direct promotion

Visit our [Google Drive](#) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:

vistaprint.com/marketing-materials/door-hangers

Print vendor:

VistaPrint

Product name:

Door Hanger

SPECS

Printed size:

4.5" x 11"

Document size:

4.74" x 11.24"

Bleed:

.24"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Door Hanger (Custom)

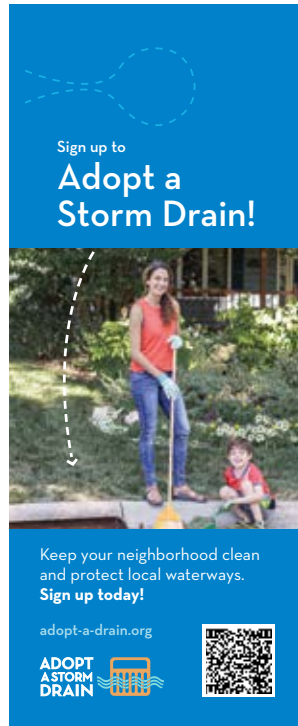
Custom Front

Message-focused option



Custom Front

QR code option



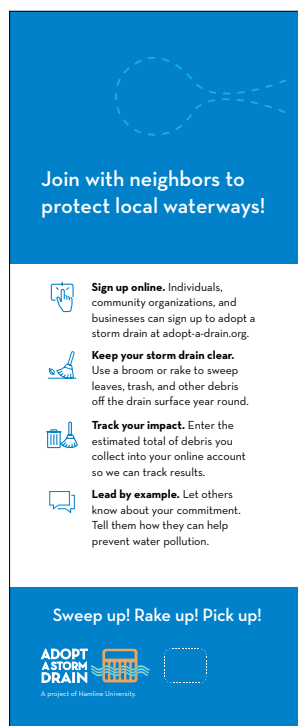
← See Standard page for image options available for this marketing piece

← Customize "local waterways" with the name of a specific waterway

← Option to add QR code
(Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

Custom Back

Pairs with all front options



← Customize to replace "local waterways" with a neighborhood name

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for direct promotion

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:

VistaPrint

Product name:

Door Hanger

SPECS

Printed size:

4.5" x 11"

Document size:

4.74" x 11.24"

Bleed:

.24"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide — Postcard

Standard example at actual size

Sign up to Adopt a Storm Drain!



Keep your neighborhood clean and protect local waterways. **Sign up today!**



adopt-a-drain.org

Join with neighbors to protect local waterways!



Sign up online. Individuals, community organizations, and businesses can sign up to adopt a storm drain at adopt-a-drain.org.



Keep your storm drain clear. Use a broom or rake to sweep leaves, trash, and other debris off the drain surface year round.



Track your impact. Enter the estimated total of debris you collect into your online account so we can track results.



Lead by example. Let others know about your commitment. Tell them how they can help prevent water pollution.

Sweep up! Rake up! Pick up!



A project of Hamline University.



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Postcard (Standard)

Standard Front

Photo option A



Standard Front

Photo option B



Standard Front

Photo option C



Standard Front

Photo option D



Standard Back

Pairs with all front options



Order Instructions

ORDER STANDARD

Great for events + handouts

**Not a direct mail piece*

Visit our [Google Drive](https://drive.google.com) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:

vistaprint.com/marketing-materials/postcards

Print vendor:

VistaPrint

Product name:

Postcard

SPECS

Printed size:

4" x 6"

Document size:

4.12" x 6.12"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Postcard (Custom)

Custom Front

Message-focused option



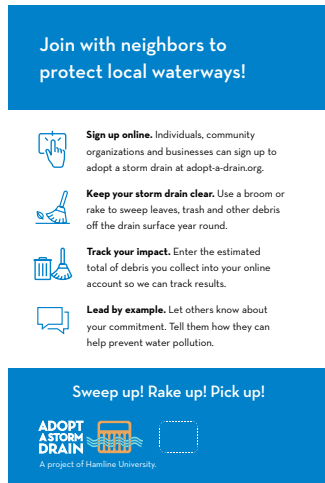
Custom Front

QR code option



Custom Back

Pairs with all front options



← Image options are limited for this marketing piece when using the QR code due to impact on design

← Customize to replace "local waterways" with the name of a specific waterway

← Option to add QR code (Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← Customize to replace "local waterways" with a neighborhood name

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for events + handouts

*Not a direct mail piece

Contact our team at info@adopt-a-drain.org to customize this piece.

Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:

VistaPrint

Product name:

Postcard

SPECS

Printed size:

4" x 6"

Document size:

4.12" x 6.12"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide — Poster

Standard example at approximately 50% actual size

Adopt a Storm Drain!

Keep your neighborhood clean and protect local waterways.



Sweep up! Rake up! Pick up!

Sign up to
adopt a drain



Keep your
drain clear



Track your
impact



Sign up today!
adopt-a-drain.org



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Poster (Standard)

Standard Front

Photo option A



Order Instructions

ORDER STANDARD

Great for events + handouts

Visit our [Google Drive](https://drive.google.com) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:

vistaprint.com/signs-posters/posters

Print vendor:

VistaPrint

Product name:

Poster

SPECS

Printed size:

11" x 17"

Document size:

11.5" x 17.5"

Bleed:

.25"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

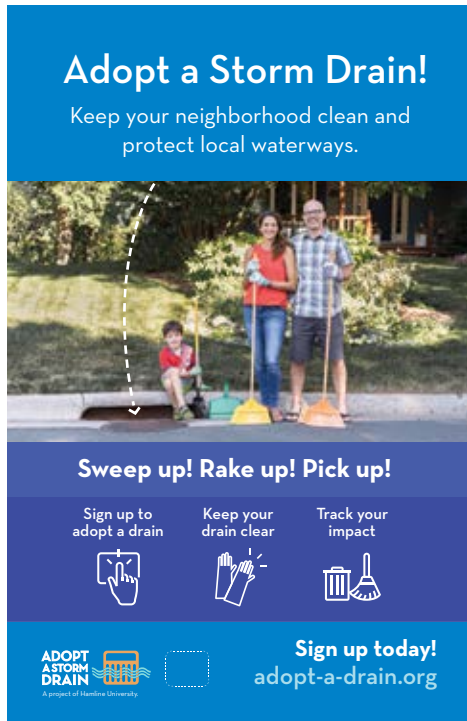
2022

adopt-a-drain.org

Ordering & Visual Guide – Poster (Custom)

Custom Front

Message-focused option



← Customize to replace "local waterways" with the name of a specific waterway

← Option to add one logo

← Option to add partner name

Custom Front

QR code option



← Customize to replace "local waterways" with the name of a specific waterway

↙ Option to add QR code
(Link to your state's Adopt-a-Drain home page.
See Brand Standards for QR code requirements.)

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for events + handouts

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:

VistaPrint

Product name:

Poster

SPECS

Printed size:

11" x 17"

Document size:

11.5" x 17.5"

Bleed:

.25"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

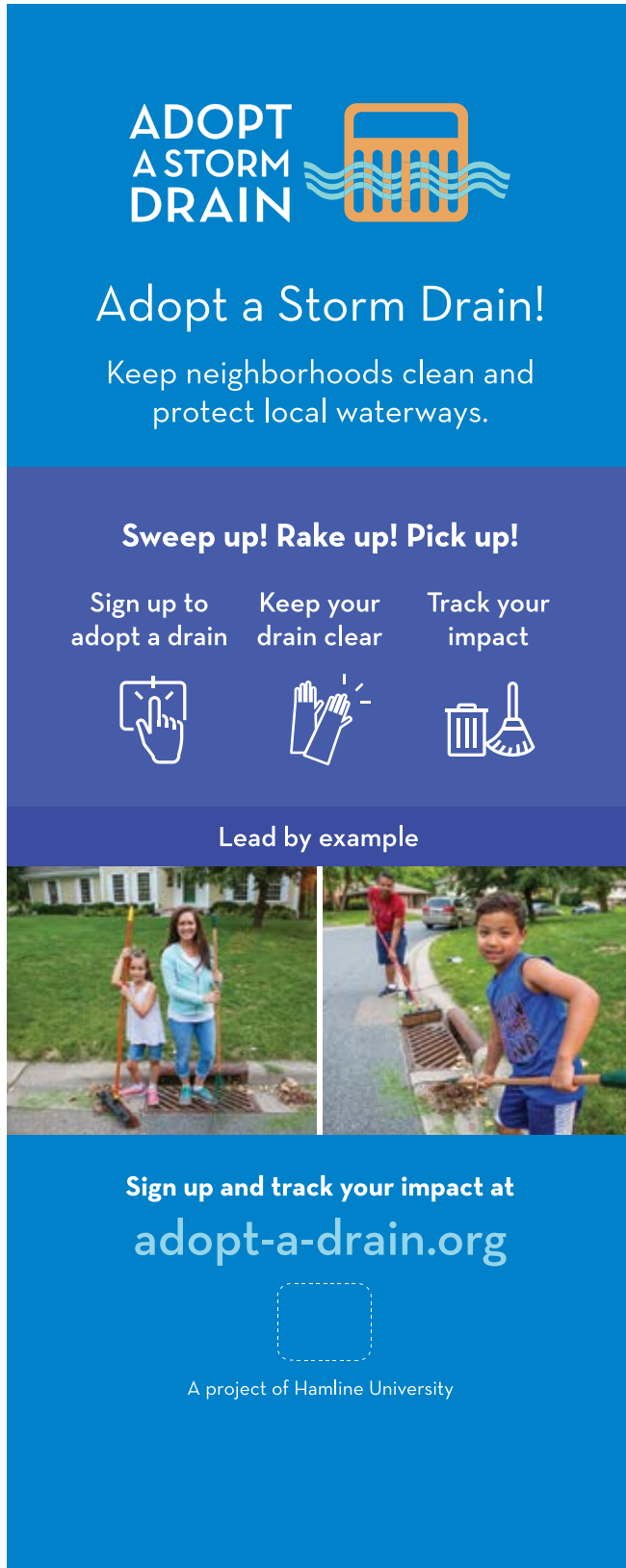
Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Pull-Up Banner (Custom Only)

Smaller than actual size



← Customize to replace "local waterways" with the name of a specific waterway

← Option to add one logo OR QR code
(QR code: link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for events

Comes with a dark gray retractable banner stand

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:

Imagine Twin Cities

Product name:

Pull-Up Banner

SPECS

Printed size:

33" x 84.25"

Document size:

33.5" x 84.75"

Bleed: .5"

Visual area: 33" x 78.25"

Clear space: .375" (top), .25 (sides), 6.125 (bottom)

Other: Convert to outlines;

Do not embed images

Export file:

PDF, CMYK, 150 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Print Ad (Custom Only)

Example at actual size (business card dimensions)



← Option to add partner names

Order Instructions

ORDER CUSTOM

Great for advertising

Contact our team at info@adopt-a-drain.org to customize either piece with ad dimensions or billboard specs and to learn about partner logo and photography options for the billboard. Our team will deliver a PDF for you to review spelling and content. After proof approval, you can place the order with your vendor.

Product names:

Print Ad or Billboard

Vendor and specs:

Varies

Ordering & Visual Guide – Billboard (Custom Only)

Smaller than actual size



↑ Option to add one logo



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

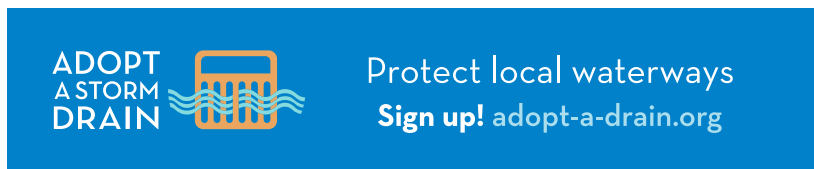
adopt-a-drain.org

Ordering & Visual Guide – Promotional Badges

Standard examples, size varies

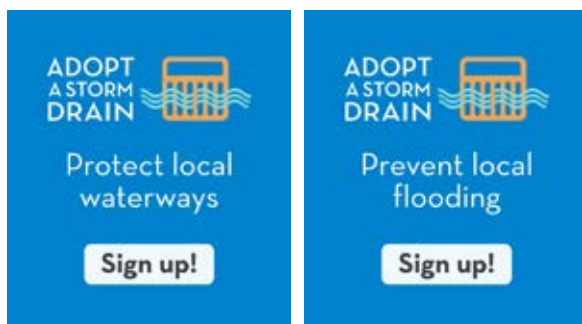
Print

Add to your own print initiatives



Web

Link to your state's Adopt-a-Drain home page



Order Instructions

ORDER STANDARD

Great for partner initiatives

Visit our [Google Drive](#) to locate these pieces and download files.

Product name:
Promo Badges

PRINT SPECS

Use: For inclusion in your own print initiative at the print vendor of your choice

Printed size options:

10" x 2" or smaller

3" x 4" or smaller

Export file:

PDF, CMYK, 300 PPI

ONLINE SPECS

Use: For website, email, and online use

Online size options:

2000 x 400 px or smaller

800 x 900 px or smaller

Export file:

JPG, RGB, 72 PPI

Link to:

adopt-a-drain.org or your state's landing page



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

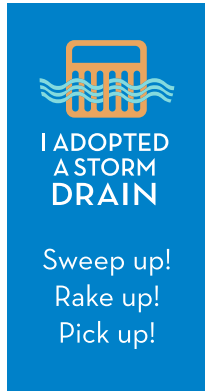
adopt-a-drain.org

Ordering & Visual Guide – Stickers

Standard examples at actual size

2" x 1" Standard

Use suggestion: place on tool handles



ORDER CUSTOM 6" x 6" STICKER

Great for resident recognition or promotion

***Customization must use preexisting Yard Sign design**

Contact our team at info@adopt-a-drain.org to customize the 6" x 6" sticker with an image that matches your yard sign. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place your order online from the designated vendor and ship it to you.

6" x 6" Standard or Custom

Use suggestion: place on buckets



Customize illustration to match your yard sign



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready piece and download files. Order online from the designated vendor.

Order online:

stickergiant.com/matte-labels

Print vendor:

Sticker Giant

Product names:

2" x 1" Sticker

6" x 6" Sticker

SPECS

Print type:

Matte (satin finish) sticker

Printed size options:

2" x 1" (vertical)

6" x 6" (square*)

Document size:

2.125" x 1.125"

6.125" x 6.125"

Bleed:

.125"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Stickers

Standard examples at actual size

3" x 3.25" Standard

Use suggestion: place on water bottles or folders



3" x 3" Standard

Use suggestion: place on water bottles or folders



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](https://drive.google.com) to locate these print-ready piece and download files. Order online from the designated vendor.

Order online:

stickergiant.com/matte-labels

Print vendor:

Sticker Giant

Product names:

3" x 3.25" Sticker

3" x 3" Sticker Round

SPECS

Print type:

Matte (satin finish) sticker

Printed size options:

3" x 3.25" Sticker (rectangle)

3" x 3" Sticker (circle)

Document size:

3.125" x 3.625"

3.125" x 3.125"

Bleed:

.125"

Export file:

PDF, CMYK, 300 PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Tattoo

Standard examples at actual size

2" x 3" Standard

Use suggestion: a fun way to engage kids



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](https://www.google.com/drive/) to locate these print-ready piece and download files. Order online from the designated vendor.

Order online:

temporarytattoos.com/custom-temporary-tattoos.html

Print vendor:

Temporary Tattoos

Product name:

2" x 3" Tattoo

SPECS

Print notes:

Classic Tattoos. Ask vendor to flood white behind entire ribbon image; keep outside area around ribbon clear, and email a proof.

Document size:

2" x 3"

Bleed:

None

Export file:

PDF, CMYK, 300 PPI



Ordering & Visual Guide — Tote, Patch Hat (Standard Only)

Standard examples smaller than actual size

Tote



Patch Hat



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready pieces and download file(s). Order online from the designated vendor for each piece.

Tote

Order online: 4imprint.com/product/141258-1313/Main-Squeeze-7-oz-Flat-Cotton-Tote-13-12-x-13-12

Print vendor:
4imprint

Product name:
Main Squeeze 7 oz.
Flat Cotton Tote

SPECS

**Artwork formatted
for a natural tote*

Tote size:
13.5" x 13.5"
Printed area:
13" x 13" (Imprint on Front)
Tote color: Natural
Imprint color:
Process Blue
Export file:
EPS, CMYK, 300PPI

Patch Hat

Order online:
[custompatchhats.com/
custom-patch-hat-pricing](https://custompatchhats.com/custom-patch-hat-pricing)

Print vendor:
Custom Patch Hats

Product name:
Custom Richardson 112
Trucker Hat

SPECS

**Artwork formatted
for a navy hat*

Hat color:
Trucker navy charcoal
Fabric: Cotton-poly/
nylon mesh
Size: Adjustable snapback;
one size fits most
Export file:
EPS, CMYK, 300PPI



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Ordering & Visual Guide – Water Bottle, Pencil

Standard examples smaller than actual size

Water Bottle



Pencil



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready pieces and download file(s). Order online from the designated vendor for each piece.

Water Bottle

Order online: 4imprint.com/product/109484-26/Pacific-Aluminum-Sport-Bottle-26-oz

Print vendor:

4imprint

Product name:

Pacific Aluminum Sport
Bottle - 26 oz.

SPECS

**Artwork formatted
for a white bottle*

Print area side:

5" h x 2.75" w

Imprint on:

Side One (Wrap N/A)

Water bottle color: White

Imprint color:

Process Blue

Export file:

EPS, CMYK, 300PPI

Pencil

Order online: <https://www.vistaprint.com/promotional-products/writing-office/pencils/round-pencil>

Print vendor:

VistaPrint

Product name:

Round Pencil

SPECS

**Artwork formatted
for a white or teal pencil*

Print area side:

.81" h x 3.75" w

Pencil color: White

Export file:

PDF, CMYK, 300PPI

Welcome Materials

We'll help you communicate with program participants in your area.

Order with assistance: Contact info@adopt-a-drain.org

Note: Due to font and software licensing, all customized materials must be prepared by the Adopt-a-Drain marketing team.

Welcome Materials Help

For questions or updates about welcome guidelines, please email info@adopt-a-drain.org.

→ Welcome Email

Every participant will receive an automated email specific to the region and customized with partner logos. Email us with any of the following content that you would like to include.

Note: If you are joining an existing program, email content has been written and cannot be edited. City-specific information can, however, be included in the Welcome Letter if the optional Welcome Packet is part of your contract. (See below.)

Content Options:

1. Up to 3 color logos for supporting partners (low res JPGs or PNGs in a square format; simple logos work best here)
2. Website URLs that will link from each logo – e.g., a city website, a specific stormwater or public works page, or an informational page about Adopt-a-Drain

→ Welcome Packet

If Welcome Packets are included in your contract, follow these instructions and Adopt-a-Drain staff will order for you.

Welcome Letter

[Page 29](#)

Printed size: 8.5" x 11" (single page)

We can customize this one-page letter to include information you would like to convey to program participants. Send us an email with any of the following that you would like to include.

Content Options:

1. Public works contact info – e.g., name, phone, or email
2. Website URLs specific to the city's program
3. Resources or waste disposal instructions
4. Up to 3 color logos for supporting partners – e.g., city, county, watershed, etc. (high res EPS or PDF)

Welcome Card & Safety Tips

[Page 30](#)

Folded size: 8.5" x 5.5" (4 vertical panels)

Yard Signs

[Page 31](#)

Printed size: 8" x 8"

Print material: Coroplast

We work with local partners in each state to refine yard sign templates to represent local geography. Each jurisdiction can choose from these templates and customize select content for each watershed they want to highlight. Yard sign template choices should cover all areas of the city and correspond to GIS data for each highlighted watershed.

Content Options & Quantities:

1. Names of water bodies
2. A template choice for each water body, for example: Creek, Lake, River, or Sound
3. Quantities (minimum 20 for each sign; total number should add up to the number of welcome packets ordered)



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Welcome Materials – Welcome Letter (Custom Only)

Smaller than actual size

Adopters receive an automated email and a printed welcome letter (included in the welcome packet, if ordered) outlining helpful FAQs for getting started. If you would like to direct drain adopters to a specific page, a hyperlink or QR code can be added to the welcome letter.


adopt-a-drain.org

Thank you for signing up to adopt a storm drain in your neighborhood!

By adopting a drain, you're committing to keeping the drain and the area around it clear of leaves, trash, and other debris. Below you'll find answers to a few questions that we hope will help you get started with the program.

How often do I need to rake, sweep, clean my storm drain?

There's no specific requirement for how often you need to sweep up. Most people clear their drain about twice a month, but be sure to check the drain before and after big rain storms to avoid flooding, during leaf collection season, and when snow begins to melt.

What special equipment / materials do I need?

A rake, broom, dust pan and bucket or yard waste bag should be all you need in terms of equipment. In the event you are interested in adopting a storm drain on a busy street, it is advised that you clear the drain from the curb, wear bright or reflective clothing and use safety cones if you have access to them. Be aware that leaves, if water-logged, can be heavy enough to break a rake!

What do I do with the debris I've collected?

Some sorting is involved. Cans, bottles, and appropriate plastic should be cleaned and recycled. Compostable material like leaves and grass clippings can be composted. Other debris like pet waste and trash should go in the garbage.

Is this a safe activity that I can do with my children or a scout troop?

Adopt-a-Drain is meant to be a safe, family activity, however all participants must be supervised by an adult and you must be an adult to sign the waiver. Please take a moment to review our tips on how to clear your drain and stay safe while doing it at adopt-a-drain.org/safety-information.

Who can adopt a drain?

You must be an adult to adopt a drain and sign the liability waiver, however, young people may work on cleanup with parental consent and adult supervision.

Sweep up! Rake up! Pick up!



Option to customize,
add, or delete content
in the Welcome Letter



Option to add up
to 3 color logos for
supporting partners




adopt-a-drain.org

My time commitments have changed, can I unadopt my drain?

While we ask you to commit to clearing your adopted drain for at least one year, we will assume you are continuing to participate in the program until you notify us otherwise. You can discontinue your participation at any time by logging in to your account and unadopting your drain, or by sending us an email. We'll be happy to help.

What is entailed in estimating the amount of debris I collect? Do I need to use a scale?

Reporting the debris you collect is easy and supports the program by tracking Adopt-a-Drain's positive impact on our watersheds.

- 1. Collect:** After debris collection, visit adopt-a-drain.org, select your state, and login to your account.
- 2. Report:** In the dashboard, choose "Track Impact" and then "Add a Cleaning."
- 3. Estimate:** Report your estimate in pounds or gallons; our online calculator will translate gallons into pounds for most types of debris. Remember, we just need a rough estimate!

If record-keeping gets in the way of the cleaning, don't sweat it! It's much more important that you do the clean-up. But please report in the Adopt-a-Drain tool at least quarterly so we can collect some data and know that you're taking care of your drain.

What if there are materials by or in my drain that I don't feel comfortable or able to remove?

Safety first!! Never do anything to put yourself at risk. At no time should you clean inside the drain. If you feel your drain needs extra cleaning (i.e. chronic flooding or blockage) please contact your city.

How can I promote my efforts to my neighbors and the community?

We're so glad you asked! Put a sign in your yard and be ready to tell neighbors who ask about your participation in the program. If you take any great photos when you're out there cleaning your drain, share them with us and follow us on Facebook, Instagram, and Twitter.

Still have a question? Don't hesitate to contact us. Please email us at info@adopt-a-drain.org.



Sweep up! Rake up! Pick up!



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Welcome Materials – Welcome & Safety Tips (Custom Only)

Smaller than actual size

Front and Back (folds at center line)

Debris types match the approved copy for your region's website



Sweep up! Rake up! Pick up!

Rain and melting snow wash anything that's on streets and other paved surfaces down storm drains and into lakes, rivers, and wetlands.

Thank you for adopting a storm drain!

Leaves, grass, and dirt contain phosphorus, which feeds the algae that turn lakes green. Keep them off streets and sidewalks.

Salt is harmful to waterways and aquatic life. Just one teaspoon pollutes five gallons of water forever. Sweep up leftover salt and reuse it.

Trash clogs drains and pipes causing flooding. Put it in the garbage.

Dog poop carries harmful bacteria and phosphorus. Pick up after your pet!

Help us track our impact. Report your work at adopt-a-drain.org.

Tips for Getting Started

Safety tips match the approved copy for your region's website



How to clear your storm drain and stay safe while doing it

adopt-a-drain.org

Helpful tools for cleaning. You might want these tools for cleaning your drain: a broom, a rake, a trash grabber, work gloves, an orange cone and/or safety vest, a snow shovel or dustpan, and a large bucket or yard waste bag.

Never remove the grate. Clean only the surface of the storm drain grate and the area around it. Don't attempt to clean the inside. If the drain seems to be plugged or have any problem, contact city staff to address the issue.

Safety first! There could be something sharp or otherwise harmful near the drain, so wear work gloves to protect your hands and be careful when picking up leaves and trash. You might want to use a trash grabber to collect debris. Work with a friend! set up orange cones, or wear reflective clothing to make sure you are visible to cars. Do not stand or crouch on busy streets.

Busy streets. It's best to adopt drains on local residential streets. If you do adopt a drain on a street with lots of traffic, please stick to clearing trash and debris from the sidewalk and let city staff take care of the street and the surface of the storm drain.

Not just the drain. While the program asks you to adopt a drain, clearing debris from streets and sidewalks is helpful, since anything on pavement can wash into storm drains when it rains.

Separating and disposing of waste. To dispose of waste, separate it into three categories and place it in the appropriate receptacle:

- **trash** (litter, dirt and grit)
- **clean recyclables** (cans, glass and plastic bottles)
- **clean compostables** (leaves, grass clippings and sticks)

When in doubt throw it in the trash.

Dirt swept from streets in spring is not compostable as it contains chemical residue from de-icers. If there is A LOT of sediment near your drain, notify your city or county staff, as this may be an indicator of a bigger problem.

If you have **questions about how to properly dispose of trash**, compost, and recyclables, contact the city or your garbage collection service.

For **questions about the Adopt-A-Drain program**, email us: info@adopt-a-drain.org



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Welcome Materials — Yard Signs (Custom Only)

Example at actual size. Contact info@adopt-a-drain.org to see other water body design options and ordering instructions.

Use: Mail to new adopters **Printed size:** 8" x 8" **Print material:** Coroplast **Print vendor:** North Light Color

Document size: 8.5" x 8.5" **Bleed:** .25" **Export file:** PDF, CMYK, 300 PPI **Dieline and hole punch:** Shown in magenta



We protect
local waterways
Sweep up! Rake up! Pick up!
adopt-a-drain.org

Educational Materials — K-12 Classroom Kit

Examples smaller than actual size

Classroom Kit

Classroom Kits are shipped in a storm drain clean up bucket that contains the following materials:

Poster

[Page 36](#)

Amount included in kit: 1

Printed size: 18" x 24" (vertical)

Safety Tips Bi-fold

[Page 37](#)

Amount included in kit: 30

Folded size: 8.5" x 5.5" (4 vertical panels)

Data Collection Cards

[Page 38](#)

Amount included in kit: 30

Folded size: 8.5" x 5.5"

Data collection pages: 4

Stickers

[Page 39](#)

Amount included in kit: 30

Printed size: 3" x 3"

Pencils

[Page 39](#)

Amount included in kit: 30

Style: White with Adopt-a-Drain logo and URL

TEACHER MERCH

One of the following is included on a rotating basis, as available

Hat

[Pages 29](#)

Water Bottle

[Pages 30](#)

Backpack

Not shown

OPTIONAL

Translation Handout

[Page 40](#)

Amount included in kit: 0-30

Printed size:

3.74" x 8.27"

Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for helping students identify pollutants, feel empowered to keep storm drains clear, and learn how to report online.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

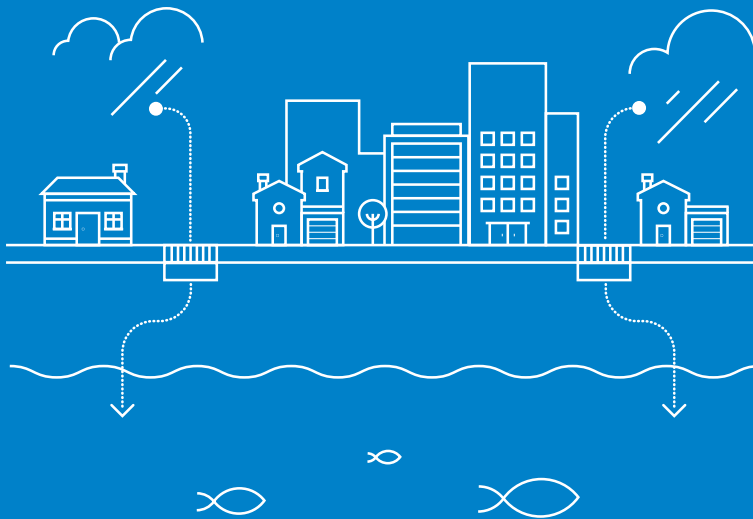
adopt-a-drain.org

Educational Materials — K-12 Classroom Kit / Poster

Smaller than actual size

We adopted a storm drain!

Sweep up! Rake up! Pick up!



adopt-a-drain.org

Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for hanging in classrooms and hallways.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

SPECS

Printed size:

18" x 24"



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Educational Materials — K-12 Classroom Kit / Safety Tips (Bi-fold)

Smaller than actual size

Outside

Sweep up! Rake up! Pick up!

Rain and melting snow wash anything that's on streets and other paved surfaces down storm drains and into lakes, rivers, and wetlands.

Sign up to Adopt a Storm Drain!

ADOPT A STORM DRAIN

Tips for Getting Started

Sign up online. Individuals, community groups, and schools can sign up to adopt a storm drain at adopt-a-drain.org.

Keep your storm drain clear. Use a broom or rake to sweep leaves, trash, and other debris off the drain surface as often as you are able.

Collect data. Enter the amount of debris you collect into your online account so we can track results.

Lead by example. Keep an eye on your drain and tell others how they can help prevent water pollution too.

Help us track our impact. Report your work at adopt-a-drain.org.

Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for helping students identify pollutants and learn how to report online with tips on how to keep storm drains clean.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

SPECS

Printed size flat:

8.5" x 11"

Printed size folded:

8.5" x 5.5"

Inside

Safety tips highlight best practices for safe and effective storm drain clean up

How to clear your storm drain and stay safe while doing it

adopt-a-drain.org

Helpful tools for cleaning. Grab a broom, rake, bucket, garbage bags, work gloves, a safety vest and/or orange cones to clear your drain.

Never remove the grate. Clean only the surface of the storm drain grate and the area around it. Do not clean the inside. If the drain is clogged, contact city staff to address the issue.

Safety first! There could be something sharp near the drain so wear work gloves or use a trash grabber when picking up leaves and trash. Work with a friend or family member and wear bright reflective clothing to make sure you are visible to cars.

Busy streets. Try to adopt drains on quieter streets. If your street does have a lot of traffic, clear trash and debris from the sidewalk and boulevard instead of the street. Never stand or crouch on busy streets.

Not just the drain. Any debris on the sidewalk or street can wash into the storm drain when it rains. Clear the gutter on either side of the storm drain as well.

Separating and disposing of waste. To dispose of waste, separate it into three categories and place it in the appropriate bin.

- trash
- recyclables (cans, glass and plastic bottles)
- yard waste (leaves, grass clippings and sticks)

When in doubt, throw it in the trash.

Dirt swept from streets in spring is not compostable as it may contain chemicals or salt. If there is A LOT of dirt or sand near your drain, notify your city staff.

If you have **questions about how to properly dispose of trash**, compost, and recyclables, contact the city or your garbage collection service.

For **questions about the Adopt-a-Drain program**, email us: info@adopt-a-drain.org



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Educational Materials — K-12 Classroom Kit / Data Collection Cards (Tri-fold)

Smaller than actual size

Outside

Reporting Booklets use the standard four tips shown on the back (center panel).

Collect Data Date: _____ Drain Name: _____ What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i> It was mostly this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt With some of this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt  How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i> Amount: _____ pounds/gallons (circle one)  How long did it take? Time: _____ hours/minutes (circle one) Sweep up! Rake up! Pick up!	Protect local waterways Keep these pollutants out of streets and storm drains.  Leaves, grass, and dirt contain phosphorus, which feeds the algae that turn lakes green. Keep them off streets and sidewalks.  Salt is harmful to waterways and aquatic life. Just one teaspoon pollutes five gallons of water forever. Sweep up leftover salt and reuse it.  Trash clogs drains and pipes, causing flooding. Put it in the garbage.  Dog poop carries harmful bacteria and phosphorus. Pick up after your pet! ADOPT A STORM DRAIN A project of Hamline University adopt-a-drain.org	ADOPT A STORM DRAIN adopt-a-drain.org Be a hero in your community  Track Your Impact Keep your neighborhood clean and protect local lakes and streams. Your Name(s): _____
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Inside

Reporting Booklets use the pollutant list shown on the inside panels.

Collect Data Date: _____ Drain Name: _____ What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i> It was mostly this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt With some of this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt  How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i> Amount: _____ pounds/gallons (circle one)  How long did it take? Time: _____ hours/minutes (circle one) Sweep up! Rake up! Pick up!	Collect Data Date: _____ Drain Name: _____ What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i> It was mostly this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt With some of this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt  How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i> Amount: _____ pounds/gallons (circle one)  How long did it take? Time: _____ hours/minutes (circle one) Sweep up! Rake up! Pick up!	Collect Data Date: _____ Drain Name: _____ What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i> It was mostly this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt With some of this: ☐ Brown leaves ☐ Grass/green leaves ☐ Sediment/dirt ☐ Trash ☐ Salt  How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i> Amount: _____ pounds/gallons (circle one)  How long did it take? Time: _____ hours/minutes (circle one) Sweep up! Rake up! Pick up!
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Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for helping students identify pollutants, feel empowered to keep storm drains clear, and learn how to report online.

Contact our team at

info@adopt-a-drain.org

to order an Adopt-a-Drain

K-12 Classroom Kit. Our

team will mail you a bucket

that contains the materials

listed in this section.

SPECS

Printed size flat:

8.75" x 14.25"

Printed size folded:

8.5" x 4.6875"

Data collection pages:

4



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Educational Materials — K-12 Classroom Kit / Translation Handout (Optional)

Examples smaller than actual size except sticker shown at 3" x 3"

Round Sticker

Use suggestion: place on water bottles or folders



Pencil

Use suggestion: hand out with Data Collection Cards



Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for student recognition or as a handout to accompany Data Collection Cards.

Contact our team at

info@adopt-a-drain.org

to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

SPECS

Sticker size:

3" x 3"



Marketing Guide

Brand Standards & Marketing Materials User Guide

2022

adopt-a-drain.org

Educational Materials – Classroom Kit / Translation Handout (Optional)

Example smaller than actual size

Front

Standard translation available for Somali, Hmong, and Spanish languages

**Saxiix ilaa
Qaado Marin
Duufaan!**

Sign up to Adopt a Storm Drain!

Ka dhig nadiif xaafadaada oo ilaali marinnaada biyaha ee maxalliga ah. **Isasajil maanta!**

Keep your neighborhood clean and protect local waterways. Sign up!

ADOPT A STORM DRAIN  adopt-a-drain.org

**Rau npe los
Pab Tu ib lub Qhov
Dej Nag Ntws!**

Sign up to Adopt a Storm Drain!

Pab tu koj lub zej lub zos kom du dais thiab tiv thaiv tej qhov uas dej nag ntws mus uas nyob hauv koj thajtsam. **Rau npe hnub no kiag!**

Keep your neighborhood clean and protect local waterways. Sign up!

ADOPT A STORM DRAIN  adopt-a-drain.org

**¡Inscríbese ahora para
Adoptar un
Desagüe Pluvial!**

Sign up to Adopt a Storm Drain!

Mantenga limpio su vecindario y proteja las vías fluviales locales. **¡Inscríbese hoy!**

Keep your neighborhood clean and protect local waterways. Sign up!

ADOPT A STORM DRAIN  adopt-a-drain.org

Order Instructions

OPTIONAL ADD-ON

Great for direct promotion

Contact info@adopt-a-drain.org if you'd like to include Translation Handouts in one of our available translated languages.

Current language options:

Somali, Hmong, and Spanish

SPECS

Printed size:

3.74" x 8.27"

Back

Standard translation available for Somali, Hmong, and Spanish languages

**Ku biir deriska si aad u
ilaalis marín biyoodka
maxalliga ah!**

Join with neighbors to protect local waterways.

Iska-sajil onlayn. Shakhsiyaadka, ururada bulshada iyo ganacsatadu way ka qaybqaadan karaan. Booqo adopt-a-drain.org si aad u korsato daadad duufaan ah oo ka dhaca xaafadaada.

Ka ilaali daadashada duufankaaga. U adeegso xaaqin ama rakibo xaaqida caleemaha, qashinka iyo qashinka kale dusha sare ee bullaacad sannadka oo dhan.

Lasoco saameyntaada. Gali wadarta qiyaasta ah ee burburka aad ururinayso koontadaada internetka si aan ulasoco natiijoyinka.

Ku hoggaami tusaale ahaan Dadka kale ogeysii ballanqaadkaaga. U sheeg sida ay uga caawin karaan kahortagga wasakhaynta biyaha.

Xaaq! Ururi! Soo qaado!

Sweep up! Rake up! Pick up!

ADOPT A STORM DRAIN  adopt-a-drain.org

Mashruuc ka socdo Jaamacadda Hamline. A project of Hamline University.

**Koom tes nrog kwvtij zej zos los
tiv thaiv tej chaw uas dej nag
ntws mus hauv koj thajtsam.**

Join with neighbors to protect local waterways.

Mus rau npe hauv is taws nej. Yus ib leeg, cov koom haum zej zog thiab kev lag luam los yeej koom tau. Mus rau ntwam adopt-a-drain.org los pab tu ib lub qhov dej nag ntws hauv koj lub zej lub zos!

Pab tu koj lub qhov dej nag ntws kom du lug. Siv ib tug khaub rhuab lossis tus rake los cheb cov nplooj, khub hnyab thiab lwm yam kom txhob npog lub qhov dej ntws tas mus li.

Saib seb koj tau pab li cas. Khwv yees seb koj khaws tau ntau npaum li cas ces muab ntaws rau hauv koj qhov account hauv is taws nej kom pab thiab paub tias mus li cas lawm.

Ua tus qauv rau lwm tus. Qhia lwm tus paub txog qhov uas koj tau txiav tism siab ua. Qhia lawv seb lawv yuav ua li cas pab kom cov dej tsis txhob puas tuuas.

Cheb pov tseg! Sau pov tseg! Khaws pov tseg!

Sweep up! Rake up! Pick up!

ADOPT A STORM DRAIN  adopt-a-drain.org

Hamline University ib qho project. A project of Hamline University.

**¡Únase a los vecinos
para proteger las vías
fluviales locales!**

Join with neighbors to protect local waterways.

Regístrese en línea. Pueden participar personas, organizaciones comunitarias y empresas. Visite adopt-a-drain.org para incorporar un drenaje pluvial en su vecindario.

Mantenga su desagüe pluvial despejado. Utilice una escoba o un rastrillo para barrer las hojas, la basura y otros desechos de la superficie del drenaje durante todo el año.

Realice un seguimiento de su impacto. Ingrese el total estimado de los desechos que recolecta en su cuenta en línea para que podamos rastrear los resultados.

Predique con el ejemplo. Comparta y dialogue acerca de su compromiso con los demás. Dígalos cómo pueden ayudar a prevenir la contaminación del agua.

¡Barra! ¡Remueva! ¡Recoja!

Sweep up! Rake up! Pick up!

ADOPT A STORM DRAIN  adopt-a-drain.org

Un proyecto de la Universidad de Hamline. A project of Hamline University.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Consider and Possible Action for 2024 No Mow May*

The intent of this memo is to have discussion with the Commission on whether the City should pursue "No Mow May" for 2024.

The Commission and City Council approved resolutions in 2021, 2022, and 2023 for "No Mow May" allowing property owners not having to mow their properties if they chose to participate. Those that participated were to sign up with the City and receive a "No Mow May" sign to install in their yard. The City had approximately 140 property owners in 2021, approximately 285 property owners in 2022, and 158 property owners in 2023 register to participate. There was a lot of positive feedback regarding the program as well as negative feedback over the past three years. Moving forward we need to discuss what worked well and where we need improvements if we choose to do this in 2024.

Also, in 2022 and 2023 the City collaborated with the City of Green Bay to do a public campaign educating the communities in regards to the benefits of "No Mow May". It would be staff's intent to collaborate with the City of Green Bay in 2024.

Staff has drafted the attached resolution for your consideration.

ATTACHMENTS:

- 2024 No Mow May Resolution (DOCX)

RESOLUTION #24-XX
ESTABLISHING NO MOW MAY

WHEREAS, the City of De Pere desires to develop and implement a program to create or expand pollinator-friendly habitat on public and private land, to galvanize communities to adopt sustainable pollinator-friendly land management practices; and

WHEREAS, the City of De Pere is in a unique position to significantly increase pollinator-friendly habitat by encouraging pollinator-friendly lawn-care practices and by encouraging its citizens to take direct and meaningful action on their own properties; and

WHEREAS, ideal pollinator-friendly habitat is comprised of mostly native wildflowers, grasses, vines, shrubs, and trees blooming in succession throughout the growing season; is free or nearly free of pesticides; is comprised of undisturbed spaces including leaf and brush piles, un-mown fields or field margins, fallen trees and other dead wood for nesting and overwintering; and provides connectivity between habitat areas to support pollinator movement and resilience; and

WHEREAS, the formative period for establishment of pollinator and other insect species, and the many songbirds and other urban wildlife species which depend upon them, occurs in late spring and early summer when they emerge from dormancy and require flowering plants as crucial foraging habitat; and these opportunities are dramatically reduced with early spring leaf-litter removal and grass-mowing; and

WHEREAS, the City of De Pere will collaborate with the City of Green Bay with a public campaign educating the communities in regards to the benefits of No Mow May; and

Resolution #24-XX

Page 2 of 3

NOW, THEREFORE, BE IT HEREBY RESOLVED THAT:

The Common Council hereby recognizes “No Mow May” to actively promote and educate the community about the critical period of pollinator emergence, generation of crucial pollinator-supporting habitat and early spring foraging opportunities; and

BE IT FURTHER RESOLVED, that for the duration of the month of May, the City of De Pere shall suspend the enforcement of De Pere Municipal Code 74-8(b) as it relates to long grass in order to voluntarily delay homeowner lawn-care practices until June 1, 2024, allowing pollinator species to emerge and early flowering grasses and forbs to establish, which may result in groundcover exceeding established ordinance height restrictions. Regulation and enforcement of ordinances related to harmful noxious weeds shall remain in effect.

BE IT FURTHER RESOLVED, those homeowners that want to participate in No Mow May need to register with the City of De Pere Public Works Department and obtain a No Mow May sign to install in their front yard.

Adopted by the Common Council of the City of De Pere, Wisconsin, this 19th day of March, 2024.

APPROVED:

James G. Boyd, Mayor

ATTEST:

Carey E. Danen, City Clerk

Resolution #24-XX
Page 3 of 3

Ayes: _____

Nays: _____



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Consideration and possible action on 2024 Farmers Market Booth*

ATTACHMENTS:

- 2024 0312 CI_SC_Farmers_Market (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Consideration and possible action on 2024 Farmers Market Booth***

The intent of this item is for the Sustainability Commission to determine if they wish to participate in the 2024 Farmers Markets held by Definitely De Pere. Staff has reached out to Definitely De Pere and they are excited to have the Commission participate again in 2024. The Commission will need to provide what dates (once per month) they plan to attend.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discussion on 2024 Pollinator Week

ATTACHMENTS:

- 2024 0312 CI_SC_Pollinator_Week (PDF)
- Proclamation-Request_SAMPLE_2024 (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission

From: Chase K Kuffel, PE, Assistant City Engineer

Date: March 12, 2024

RE: **Discussion on 2024 Pollinator Week**

The intent of this item is to make the Sustainability Commission aware that June 17-23 is Pollinator Week. The following information is provided from www.pollinator.org/pollinator-week:

"Pollinator Week is an annual celebration in support of pollinator health that was initiated and is managed by Pollinator Partnership. It is a time to raise awareness for pollinators and spread the word about what we can do to protect them. The great thing about Pollinator Week is that you can celebrate and get involved any way you like! Popular events include planting for pollinators, hosting garden tours, participating in online bee and butterfly ID workshops, and so much more. However you choose to celebrate this year, be sure to register your event on the map below, and share your story with us by tagging us on social media using the hashtag #PollinatorWeek.

Pollinator Week 2024 is a celebration of the vital role that pollinators play in our ecosystems, economies, and agriculture. Under the inspiring theme "Vision 2040: Thriving ecosystems, economies, and agriculture," this year's event urges us to envision a future where pollinators not only survive but thrive. These essential creatures, including bees, butterflies, moths, bats, beetles, and hummingbirds, are the unsung heroes behind the food we enjoy and the beauty that surrounds us. As we reflect on the interconnectedness of our world, let's unite in a collective effort to protect and preserve these crucial pollinators. By understanding the impact of our actions on their habitats and embracing sustainable practices, we can pave the way for a flourishing future. Join us in celebrating Pollinator Week 2024, and let's cultivate a world where both nature and humanity thrive in harmony. Explore our resources, learn about pollinator-friendly initiatives, and be inspired to contribute to the vision of a greener and more sustainable tomorrow."

If the Commission were to move forward in celebrating Pollinator Week, they could sponsor events for planting for pollinators, provide additional information and an interactive craft at the Farmers Market (e.g. a bee and flower pipe cleaner craft), or partner with local organizations to host garden tours. Included with this memo is a sample proclamation that could be used as a template for a future proclamation made at Common Council.

State of STATE

WHEREAS, pollinator species such as birds and insects are essential partners of farmers and ranchers in producing much of our food supply; and

WHEREAS, pollination plays a vital role in the health of our national forests and grasslands, which provide forage, fish and wildlife, timber, water, mineral resources, and recreational opportunities as well as enhanced economic development opportunities for communities; and

WHEREAS, pollinator species provide significant environmental benefits that are necessary for maintaining healthy, biodiverse ecosystems; and

WHEREAS, the State of STATE has managed wildlife habitats and public lands such as STATE forests and grasslands for decades; and

WHEREAS, the State of STATE provides producers with conservation assistance to promote wise conservation stewardship, including the protection and maintenance of pollinators and their habitats on working lands and wildlands; and

NOW, THEREFORE, I, Governor LAST NAME, Governor of the State of STATE, do hereby proclaim the week of June 17-23, 2024 as

STATE Pollinator Week

throughout the State of STATE, and urge all citizens to recognize this observance.

NOTE - Please send a copy of your proclamation to:

Reed Livers
Pollinator Partnership
600 Montgomery Street, STE 440
San Francisco, CA 94111
415-362-1137
reed@pollinator.org

Your State proclamation will be posted on www.pollinator.org to publicize National Pollinator Week.

Thank you for helping pollinators!



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: March 12, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discuss Sustainability Commission Vacancies

ATTACHMENTS:

- 2024 0312 CI_SC_Vacancy (PDF)

CITY OF DE PERE MEMO



To: Alderperson John Quigley
Members of the Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: March 12, 2024

RE: **Sustainability Commission Vacancies**

On September 19, 2023 the Common Council updated the City of De Pere Municipal Code to allow for two teen advisory seats. One teen advisory seat has remained unfilled since the update to the Municipal Code. Additionally, a commissioner seat is now vacant as of last month. If the commission is aware of anyone who would be interested in these vacancies, please let staff know so we can coordinate with the Mayor.