



Sustainability Commission

Regular Meeting

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

Revised Agenda

Tuesday, January 9, 2024

5:30 PM

GoToMeeting

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 **January 9, 2024** at **5:30 PM**.

This meeting will be held electronically and the public may attend this meeting electronically or telephonically by accessing either:

Please join my meeting from your computer, tablet or smartphone.

<https://www.gotomeet.me/DePere>

You can also dial in using your phone.

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

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Access Code: 154-883-285

*****THIS MEETING WILL NOT BE HELD IN PERSON.*****

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.iqm2.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 October 10, 2023 Sustainability Commission Meeting Minutes
 - 2. Commission Member Introductions
 - 3. Discussion on Greener Bay Compost Proposal for Composting Services
 - 4. Discuss Next Steps for City of De Pere Sustainability Commission's Renewable Energy Work Plan
 - 5. Clean Air Initiative Update
 - 6. Social Media update
- 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

Greener Bay Compost



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: January 9, 2024

DEPARTMENT: Sustainability Commission

FROM: Betty Marovich

SUBJECT: Approval of the October 10, 2023 Sustainability Commission Meeting Minutes

ATTACHMENTS:

- 2023 1010 Sustainability Commission_Draft Minutes (PDF)



Sustainability Commission

Regular Meeting

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

Draft Minutes

Tuesday, October 10, 2023

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	Present	
Cindy Champeau	Commissioner	Excused	
Emily Henrigillis	Commissioner	Present	
Randall Lawton	Commissioner	Absent	
Nicole Slavin	Commissioner	Present	
John Quigley	Alderperson	Present	

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

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 September 12, 2023 Sustainability Commission Meeting Minutes

Commissioner Slavin moved to approve the September 12, 2023 Sustainability Commission Meeting Minutes, seconded by Commissioner Henrigillis. Upon vote, the motion passed unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Nicole Slavin, Commissioner
SECONDER:	Emily Henrigillis, Commissioner
AYES:	Jayne Black, Emily Henrigillis, Nicole Slavin, John Quigley
ABSENT:	Randall Lawton
EXCUSED:	Cindy Champeau

2. Discuss Vacant Sustainability Commissioner and Student Advisor Positions

Chase Kuffel, Assistant City Engineer, explained with the approved changes to the City Ordinance for Sustainability Commission composition, there is a commissioner vacancy along with two teen advisors. Mr. Kuffel requested commissioners work through staff and the mayor to get the positions filled if they had recommendations.

Commissioner Henrigillis asked if the commission was looking for any specific expertise or talent to fill the vacancies. Mr. Kuffel outlined the verbiage in the City Ordinance for commission members including a background in or knowledge of sustainability and sustainable practices and needing to live or work in De Pere. Alderperson Quigley stated that Commissioner Black has a recommendation for a teen advisor. Commissioner Black stated she did and would get the information to staff. Alderperson Quigley asked if the

teen advisor positions had to be one student from east side and one student from west side. Staff stated it did not need to be split.

RESULT:	DISCUSSED
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3. Discuss Social Media Posts for November thru January

Betty Sellenheim, Recording Secretary, outlined the "meet the commissioners" plan for social media posts through January.

RESULT:	DISCUSSED
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4. Discuss Clean Air Initiative

Chase Kuffel, Assistant City Engineer, asked the subgroup to update the Commission on the initiative and work with the schools.

Commissioner Black provided an update from their first outreach event and response from the schools. Commissioner Black stated that she has received concerns from the schools about the commissioners approaching parents directly and asked for ideas for working with the schools and/or getting the word out in other ways. Commissioner Henrigillis suggested working with the Parent Teacher Organization (PTO). Alderperson Quigley expressed his support of working with the PTO and also reminded the Commission that Scott Thoresen (Public Works Director), Commissioner Black, and himself met with the school district superintendents who supported the cause and agreed to help get the word out. Alderperson Quigley stated that the superintendent support needs to be linked with the individual schools to help gain support. Commissioner Black suggested following up with the superintendents with an update on the initiative and the obstacles being presented. Alderperson Quigley suggested asking the superintendents how they would prefer the Commission spread the message of the Clean Air Initiative at the individual school level. Commissioner Henrigillis suggested talking with residents that live on streets where cars often idle and see if they would support the initiative and have a yard sign placed at the front of their home for parents to see and deter idling. Alderperson Quigley supported the yard sign plan and stated that the Commission needs to have multiple outlets for getting the word out for best results. Commissioner Slavin stated her belief that the Commission should try all the suggested options for notifying parents of the initiative and the benefits of not idling. Commissioner Slavin stated that she has spoken with a few parents that were idling near her home and also her neighbors who she stated would likely put yard signs out. Commissioners Black and Henrigillis asked about getting additional signs and the cost of having signs made. Betty Sellenheim, Recording Secretary, apologized for forgetting to bring the yard signs that were made for each Commissioner to use at their home and gave a rough idea of the cost for getting signs made by the company that makes the No Mow May signs. Commissioner Black stated the subgroup could try to get a dozen homes that would be willing to have a sign in their yard until winter. Ms. Sellenheim stated for small amounts, staff would discuss internally with the sign shop to get them made, and look to get more made by a sign company in the 2024 budget. Commissioner Black suggested selecting a pilot school or two, like Dickinson or Foxview, and get a dozen homes to put yard signs out and gauge responses. Commissioner Black added that if the yard signs were successful in reducing idling, the group would look to expand to other streets near schools where cars are often seen idling. Commissioner Henrigillis stated that Merrill Street would also be good to target as there are three schools located along it. Alderperson Quigley asked if there were actions that other Commissioners can be taking, who are not part of the subgroup, to help support the initiative plan next steps. Commissioner Black requested input on a follow-up

letter to the schools that would be drafted and possible PTO attendance and helping distribute signs and talk to neighbors. Ms. Sellenheim suggested reaching out to media outlets for interviews or requesting they air the Clean Air Initiative video the City produced. Alderperson Quigley shared some responses he has personally received regarding the clean air initiative and the impact it has had on those people reducing their idling. Mr. Kuffel stated that having the teen advisor positions filled will give new insight into ways to get the message out in the schools.

RESULT:	DISCUSSED
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5. Discussion on Stormwater Art Project Timeline and Structure

Chase Kuffel, Assistant City Engineer, explained that the Commission approved a Stormwater Art Project for 2024 and stated that Commissioner Henrigillis had a draft timeline and structure to share.

Commissioner Henrigillis outlined the steps in her draft plan including reaching out to community members, local businesses, and schools this fall and winter for adopting storm drains and/or design competitions, sharing yard maintenance techniques in spring along with adopting storm drains in neighborhoods, followed by mural painting/art days in summer, and additional yard maintenance techniques next fall. Commissioner Henrigillis outlined next steps including: reaching out to NEWSC (Northeast Wisconsin Stormwater Consortium) for educational opportunities and storm drain templates, developing handouts for residents regarding the importance of protecting the waterways, reaching out to Definitely De Pere, and developing a plan to reach out to teachers (art teachers, green teams). Betty Sellenheim, Recording Secretary, requested additional information on the position Definitely De Pere would play in the project if staff reached out to them. Commissioner Henrigillis stated it would be a partnership as they have contacts for downtown businesses and promote art downtown and may have contacts for artists. Commissioner Slavin suggested having a meeting with Definitely De Pere for the SW Art Project subgroup to further discuss each organizations ideas. Alderperson Quigley suggested smaller stencil art that homeowners can have painted on storm drains near their homes if they adopt them. Commissioner Henrigillis stated she would ask NEWSC when she reached out to them. Alderperson Quigley suggested having a stencil/template made from the winning design, if there is a competition, to use that for the next year's neighborhood storm drain adoptions. Scott Thoresen, Public Works Director, stated that the Commission will need to have their final plan for the Stormwater Art Project approved by Council. Mr. Kuffel added that staff will also bring forward ideas from other communities with similar programs. Alderperson Quigley requested, per the Common Council discussion, that wording be modified to remove the statement that stormwater is not treated as there are limited locations that drain directly to the river and the City does meet DNR requirements for stormwater treatment. Ms. Sellenheim added that there is a Stormwater Awareness Week in September that could highlight this project and/or have a mayoral proclamation. Commissioner Black suggested having a live painting of the stormwater mural during a downtown farmer's market event. Alderperson Quigley asked if Commissioner Henrigillis would be willing to type her plan for review at a future meeting to be forwarded to Common Council. Commissioner Henrigillis stated it was typed and she would add the suggestions from the meeting and share after she has a chance to reach out to NEWSC.

RESULT:	DISCUSSED
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IV. Future Agenda Items

None

V. Adjournment

Commissioner Henrigillis moved to adjourn the meeting at 5:58 PM, seconded by Alderperson Quigley. Upon vote, the motion passed unanimously.

Respectfully submitted,
Betty Marovich

**City of De Pere, Wisconsin****Request For Sustainability Commission Action**

MEETING DATE: January 9, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Commission Member Introductions

The intent of this discussion is to have the Commissioners introduce themselves since there are two new members appointed to the Sustainability Commission. As part of the introductions, each Commissioner should provide a little background on themselves and what they are looking to accomplish while serving on the Sustainability Commission. The two new members were appointed to the Sustainability Commission at the November 7, 2023 Common Council meeting. Rachel Weber was approved as a commissioner and Hope Dragseth was approved as a Teen Advisor.

Rachel Weber

Rachel is pursuing a bachelor's degree in Environmental Policy and Planning at the University of Wisconsin - Green Bay. She has a strong desire to positively affect the environment, starting from her community outward. Currently an intern with the Clean Water Action Council, she has learned the aspects of organizing public participation and the efforts involved in garnering community support and engagement. Her goal in working with the Sustainability Commission is to inspire the community to consider and remediate their effects on the environment through collective actions.

Hope Dragseth

Hope is currently a senior at the De Pere High School. She has always been intensely concerned with the wellbeing of the environment, and throughout her time in high school she has dedicated her time to volunteering with sustainable organizations including the Conservation Corps and Fox-Wolf Watershed Alliance. The spring of her junior year, she took the information she had learned from volunteering with these organizations and started an environmental club at her school. This club aims to teach other students about sustainability and help the school and community be a more environmentally friendly place. So far, the club has successfully implemented a composting system and aluminum can recycling system. She hopes to continue working with sustainability in the future as well as major in environmental science in college.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: January 9, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Discussion on Greener Bay Compost Proposal for Composting Services

The City of De Pere's 2024 Adopted Budget includes \$10,000 within the Sustainability Programming section to create a public/private partnership for food waste composting. Cory Groshek, Founder and CEO of Greener Bay Compost (GBC) has provided the Greener Bay Compost Proposal to the City of De Pere for Food Scraps and Organics Recycling Program 2024 for the Commissions consideration and review.

With their proposal, GBC plans to use this \$10,000 funding to subsidize 50% of the service costs for any City of De Pere resident planning to use their services. Currently, the service rates for residential compost pickup through GBC are as follows:

- \$15/Month for pickup once every four weeks.
- \$25/Month for pickup once every two weeks.

With the proposed subsidy, the monthly costs would be reduced to \$7.50 and \$12.50 per month, respectively. Over a 12-month period, between 66 and 111 residents would be able to benefit from this subsidy should the entire \$10,000 budget be utilized. Currently, 22 residents are registered with GBC for their compost pickup programs.

The intent of this item is to discuss the proposal from GBC and provide comments. The item would return to the Commission in February for further discussion, consideration and approval.

ATTACHMENTS:

- Greener Bay Compost Proposal to De Pere for 2024 (PDF)



Proposal to the City of De Pere for Food Scraps and Organics Recycling Program 2024

Dated December 4th, 2023

With the City of De Pere having approved, as of November 21st, 2023, a 2024 Budget, which includes \$10,000.00 to enable a Public-Private Partnership with Greener Bay Compost, for the purpose of increasing the accessibility and affordability of “food waste composting” services for residents of the City of De Pere (hereafter referred to simply as “the City”), Greener Bay Compost (hereafter referred to simply as “GBC”) hereby proposes the following:

- That the City’s spending of its funds relative to the City’s partnership with GBC not be construed as an equity investment in GBC on the part of the City, or any other type of investment by the City, which would tend to provide the City an ownership stake in GBC or any right to dictate how GBC’s business is operated.
- That the City’s partnership with GBC consist solely, as of the time of this proposal (and as described below in more detail), of **1)** the City partially-subsidizing certain GBC services to be provided to certain De Pere residents, up to a certain dollar amount, within a certain period of time, and **2)** the City promoting the existence of and participation in said services by De Pere residents, in cooperation/coordination/collaboration with GBC.
- That the City provide GBC with the name and contact information (including phone number and email address) for at least one individual working for the City whom GBC may contact/utilize as a primary “point of contact” for in the event that GBC needs any assistance from the City with regard to any element of the Program.
- That the City’s “food waste composting” partnership with GBC be officially referred to hereafter, by both GBC and the City, as the “De Pere Food Scraps and Organics Recycling Program, in partnership with Greener Bay Compost,” (hereafter referred to simply as the “Program”) to **1)** avoid any negative feelings associated with the word “waste,” **2)** take advantage of positive feelings evoked by the word “recycling,” and **3)** make the concept of “food waste composting” as easy to understand as possible for the average De Pere resident.
- That the City not use the words “subsidizing” or “partially-subsidizing” to describe to the public what it is doing with regard to the cost of GBC’s Residential Compost Pickup Services for De Pere residents, or the words “discounted” or “half-priced” to describe GBC’s service pricing under the Program, but rather phrases such as “De Pere is covering half the cost of Greener Bay Compost’s services for eligible De Pere residents, to make composting more accessible and affordable for them” to describe what it is doing, so as to **1)** avoid giving the public the impression that GBC cannot survive without government subsidization (especially whereas GBC

is currently profitable, without governmental backing, and is reasonably calculated to remain as such for the foreseeable future) and **2)** avoid devaluing GBC's valuable work/services, particularly in any way that could lead the average person to believe that GBC's work/services are of low value or worthless.

- That the City and GBC **1)** cooperate, to the best of their respective abilities, with respect to the successful operation and administration of the Program, **2)** coordinate, to the best of their respective abilities, with respect to any proposed, planned, or actual media coverage of the Program, and **3)** collaborate, to the best of their respective abilities, with respect to the use of social media and other platforms, whether online or offline, to increase public awareness of and participation in the Program.
- That the City utilize its existing website (www.deperewi.gov) and social media accounts (Facebook, Instagram, etc.) to promote the existence of the City's Partnership with GBC and De Pere residents' participation in the Program (potentially on a webpage along the lines of www.deperewi.gov/compost or www.deperewi.gov/foodscraps), including, when and where appropriate, links to GBC's website and social media accounts (which include www.facebook.com/GBCompost and www.instagram.com/GreenerBayCompost).
- That the City, in anticipation of the start of the Program, consider renaming its "Compost and Yard Waste Site" it shares with Ledgeview to simply a "Yard Waste Site," and update the City's website accordingly, to **1)** ensure that when De Pere residents Google search terms such as "De Pere Compost" that they find the City's and GBC's webpage(s) referencing the Program first and foremost and **2)** avoid causing confusion on the part of De Pere residents who may, upon learning of the Program, misconstrue it as permitting them to drop off/dump food scraps and other non-yard-waste organics at the "Yard Waste Site."
- That the City, further to the proposal made above, consider posting signage at its "Yard Waste Site" to make clear to De Pere (and Ledgeview) residents that no dropping-off/dumping of food scraps or non-yard-waste organics is allowed at the "Yard Waste Site" and that De Pere residents seeking a sustainable method of food scrap disposal should visit GBC's website (or a City webpage that link to GBC's website).
- That, pursuant to **1)** previous discussions GBC has engaged in with both the City's staff and members of the De Pere Sustainability Commission and **2)** previous (if unofficial) agreements GBC and the City's staff have come to, with respect to GBC's and the City's expectations with regard to the Program, that the City partially-subsidize, at the rate of 50% of GBC's current monthly service costs, and up to a total amount of \$10,000.00, GBC's existing Residential Compost Pickup Services (to include GBC's Every-Other-Week and Every-Four-Weeks variations of these services, as detailed at www.GBCompost.com/Residential, which currently cost \$25 and \$15 per month, respectively), starting as early as January 1st, 2024 and continuing until the entire \$10,000.00 (or as close to it as possible) has been paid by the City to GBC.
- That no portion of the above-mentioned \$10,000.00 be used to cover **1)** the cost of any other services provided by GBC (including, but not necessarily limited to, Add-a-Bucket subscriptions, Special, One-Time Bucket Swaps, and Commercial Compost Pickup Services), **2)** the cost of GBC products (including, but not necessarily limited to, GBC's ¼" Screened, Premium Compost, which is available for purchase at www.GBCompost.com/Compost), or **3)** the cost of anything other the City's partial-subsidization of GBC's Every-Other-Week and Every-Four-Weeks

Residential Compost Pickup Services, as described earlier in this proposal (including, but not necessarily limited to, marketing materials related to the Program, City staff wages, and advertising via any platform).

- That any portion of the above-mentioned \$10,000.00 not paid by the City to GBC in calendar year 2024 be allowed to roll over into and be paid by the City to GBC in future calendar years, including, but not limited to, calendar year 2025.
- That any portion of the above-mentioned \$10,000.00 which may remain unspent following a definitive conclusion to the City's partnership with GBC, or which is insufficient to cover at least an entire year's worth of Program participation for a Program participant, remain in the custody and under the control of the City.
- That the Program, or at least some elements of it, such as registration for it, be allowed to begin as early as January 1st, 2024.
- That actual service relative to the Program start absolutely no later than June 1st, 2024, and preferably no later than April 1st, 2024.
- That registration, through GBC's website (through an as-yet-unpublished webpage, such as www.GBCompost.com/DePere), be required for anyone interested in participating in the Program.
- That there be no limit on the number of interested parties allowed to register for the Program (despite what will be a financial limitation on how many Program participants GBC will be able to serve), so that registration will not only serve as an "onboarding" tool for the Program, but also a survey/gauge of public sentiment/interest in the Program.
- That Program registration be opened to existing subscribers to Greener Bay Compost's Residential Compost Pickup Services who reside within the corporate limits of De Pere, at least one month prior to Program registration being opened to anyone else (preferably by no later than February 1st, 2024) and that such subscribers be afforded the first opportunity to sign up for the Program, assuming they are deemed eligible to participate in it.
- That Program registration be opened to the general public one month following it being opened to the aforementioned existing Greener Bay Compost subscribers (preferably by no later than March 1st, 2024).
- That only verifiable De Pere residents living within the corporate limits of the City (to include any residents whose residences would normally be serviceable by GBC, including, but not necessarily limited to, single-family homes, duplexes, townhomes/townhouses, condominiums, and apartments with at least one private door leading directly outdoors) be eligible to participate in the Program.
- That GBC be solely responsible for determining which registrants are eligible to participate in the Program, and which are not, based on GBC's consultation of the official City map (located at https://www.deperewi.gov/egov/documents/1579796296_15731.pdf) with respect to registrants proposed service locations.
- That the City be allowed to request, at any time, a list of registrants GBC has deemed eligible to participate in the Program and that GBC will endeavor to provide such a list to the City, via email, within 2-3 business days of the City's request.
- That all registrants deemed eligible to participate in the Program will be "onboarded"/invited/brought into the Program on a first-come, first-serve basis, with no

preference given to any registrants, with the exception of existing Greener Bay Compost subscribers deemed eligible to participate in the Program who successfully register for the Program prior to registration being opened to the general public.

- That any time GBC “onboards”/accepts a new Program participant into the Program, that said Participant will be added to a spreadsheet, to be maintained by GBC, designed to track how much of the above-mentioned \$10,000.00 remains available, when the City’s portion of said participants’ GBC service costs are extrapolated over the course of one full year (or however long a participant actually remains a participant, assuming they take leave of the Program prior to participating in it for an entire year).
- That the City be allowed to request, at any time, a list of Program participants and that GBC will endeavor to provide such a list to the City, via email, within 2-3 business days of the City’s request.
- That the above-mentioned spreadsheet be used by GBC to determine at what point GBC is no longer able to accept any new Program participants (barring any additional funding from the City for the Program, or future iterations of the Program).
- That if less than \$150 of the above-mentioned \$10,000.00 remains available, per what was stated above, that GBC will accept, at most, one final participant into the Program, assuming they are willing to accept Every-Four-Weeks service (until/unless additional funding from the City becomes available for the Program, or future iterations of the Program).
- That if less than \$90 of the above-mentioned \$10,000.00 remains available, per what was stated above, that GBC will no longer accept any new Program participants (until/unless additional funding from the City becomes available for the Program, or future iterations of the Program).
- That any time a Program participant takes leave of the Program, whether voluntarily or involuntarily (including for the sake of taking a vacation/leaving the State of Wisconsin), if for only a single day, that such Participant will **1)** need to re-register through GBC’s website for the Program before they will again be eligible to participate in the Program, on the same first-come, first-serve basis as all other registrants, and **2)** have any of the above-mentioned \$10,000.00 that has been allocated to them, but remains unpaid by the City to GBC, made available for re-allocation to other registrants/potential Program participants.
- That GBC be solely responsible for notifying registrants determined by GBC to be ineligible to participate in the Program that they are, in fact, ineligible (but that they may still register for GBC’s normal services, not subsidized by the City, any time at www.GBCompost.com/Residential).
- That GBC have the exclusive right to refuse to provide service to any registrant, for any reason, or no reason at all, regardless of where they live.
- That GBC be solely responsible for all activities related to the “onboarding” or inviting/bringing into the Program of registrants determined by GBC to be eligible to participate in the Program (including, but not limited to, sending them electronic invitations to make first payment to GBC, providing them Welcome Kit documents (such as a welcome letter and a List of Acceptable and Not Accept Materials), and the delivery of their first GBC buckets).
- That all Program participants be held to the same standard as any other subscriber to/user of GBC’s services, in terms of adherence to/compliance with GBC’s Terms of Service

(<https://www.gbcompost.com/terms-of-service/>), and that GBC reserves all of its rights with respect to terminating the services of GBC subscribers found to be in violation of said Terms.

- That all Program participants be eligible to take advantage of all Rewards Programs (www.GBCompost.com/Rewards) GBC would normally offer any of GBC's Residential Compost Pickup Service subscribers, including, but not necessarily limited to, GBC's Referral Rewards and Waste Reduction Rewards Programs.
- That GBC be solely responsible for all aspects of providing Compost Pickup Service to Program participants, including, but not necessarily limited to, the provision of GBC's physical services (including Bucket Swaps/Compost Pickups), online and offline customer service, and record-keeping of the type that GBC routinely engages in.
- That GBC will weigh all Program participants' buckets individually, keep track of Program participants' bucket weights both on spreadsheets and on GBC's Leaderboard at www.GBCompost.com/Leaderboard, keep track of the total poundage diverted from local landfills by all Program participants combined, and publish said poundage on GBC's Leaderboard, as a means of making the Program's positive and measurable impact accessible/apparent to anyone interested in it.
- That the City's responsibilities, with respect to the Program, consist solely of **1)** promoting the existence of and participation in the Program (as detailed above), **2)** referring anyone interested in the Program (or anyone who has questions/concerns about the Program) to GBC, **3)** making timely payments to GBC, as detailed below, and **4)** communicating with GBC, through the City's aforementioned "point of contact," as necessary.
- That GBC submit an electronic invoice, through GBC's payment processor, Stripe, with payment due upon receipt, to an email address of the City's choosing, once per month, and generally in the first week of each month, for the City's portion/half of service charges relative to GBC's provision of GBC's services to Program participants in the month prior.
- That the City pay all invoices submitted to it by GBC, relative to the Program, as soon as possible, and preferably within a business week of the City's receipt of said invoices.
- That all payments made by the City to GBC, relative to the Program, be made online, through GBC's electronic invoices emailed to the City, to save paper/promote sustainability, ensure timely receipt of funds by GBC, and make record-keeping as simple as possible for GBC.
- That neither GBC or the City be obligated, contractually or otherwise, to continue the Program once the above-mentioned \$10,000.00 (or as close to it as possible) has been paid by the City to GBC.
- That, if at any point, either GBC or the City wish to terminate, or otherwise end, either GBC and the City's Partnership or the Program, that either GBC or the City can only do so, with at least 60 days written notice (with email being an acceptable means of notice).
- That the City budget at least the same amount (\$10,000.00) it has budgeted for this Program, and preferably two to three times as much (or more), for a potential second year of the Program, to potentially begin as early as January 1st, 2025.
- That the City considering applying for any relevant grants, Federal (USDA, U.S. EPA, etc.), State, or otherwise, between now and the end of the calendar year 2024, that it may be eligible for, not only on the City's behalf, but that of GBC's as well, to aid in the future growth/expansion of

the Program and support GBC's acquisition/development of the equipment and infrastructure necessary to accommodate a more robust/larger-scale Program with the City going forward.

- That, either in light or in lieu of grants the City may seek in relation to this Program, the City consider providing or making available to GBC appropriate space (such as Municipal garage space, unused/under-utilized/loss-making City property, etc.), either for a fee or free-of-charge, which GBC may use for the purpose of screening De Pere residents' buckets for contamination, preparing pre-mixed compostables for hauling to GBC's compost facility, cleaning the De Pere residents' buckets, storing said buckets, and performing other activities necessary for the provision of GBC's services to De Pere residents (in recognition of the fact that as the size/scale of the Program may increase in future years, so, too, will GBC's needs, including for bigger, better, and more efficient equipment and infrastructure).
- That the City, in addition to its responsibilities under this Program, consider purchasing GBC's products (most notably GBC's ¼" screened, premium compost), at the City's convenience, for use in City projects and on City property (to include projects run by entities such as the De Pere Beautification Committee, or at De-Pere-area Community Gardens), as a show of further support for GBC's waste diversion mission and as a means of beautifying De Pere (which, as GBC understands it, is a key objective of City leadership).



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: January 9, 2024

DEPARTMENT: Public Works

FROM: Chase Kuffel

SUBJECT: Discuss Next Steps for City of De Pere Sustainability Commission's Renewable Energy Work Plan

In December of 2021 the Sustainability Commission and Common Council adopted and approved the Renewable Energy Work Plan for the City of De Pere. Recently, the City of Green Bay expanded upon their work plan and approved the Clean Energy Green Bay Plan. An executive summary of this plan is attached for the Commission's consideration. The full plan can be found at:

[<https://greenbaywi.gov/DocumentCenter/View/11383/Clean-Energy-Green-Bay-December-2023-?bidId=>](https://greenbaywi.gov/DocumentCenter/View/11383/Clean-Energy-Green-Bay-December-2023-?bidId=>)

Advisor Dragseth requested that the Commission discuss creating a similar Plan for the City of De Pere.

Background

The Clean Energy Green Bay Plan was funded through a City-Wide Energy Planning Innovation Grant awarded from the Public Service Commission of Wisconsin's Office of Energy Innovation. Through this grant, Green Bay was awarded \$87,000 and was required to provide a local match of \$56,000 funded through Public Works, Transit, Water Utility budgets and local donations. Support to create this Clean Energy Plan was also provided from the following sources:

- University of Wisconsin-Green Bay pledged 280 student intern hours and 40 faculty hours.
- Northeast Wisconsin Technical College pledged 80 hours of student time.
- Green Bay Sustainability Commission pledged 100 volunteer hours.

The following table shows the funds and personnel provided to create this plan:

Source	Funds
PSC Grant	\$87,000
Resiliency Coordinator Labor	\$15,272 ^[1]
Green Bay Public Works Budget	\$15,000
Green Bay Water Utility Budget	\$5,000
Green Bay Water Utility Labor	\$5,000
Green Bay Transit Budget	\$5,000
Green Bay Transit Labor	\$5,000
Consultant Labor Contribution	\$5,000
Donation	\$1,000
TOTAL	\$143,272

Notes:

1. The Resiliency Coordinator's \$15,272 in Labor equates to 416 hours worked.

The majority of the funds (\$113,000) allocated under this grant were provided to retain a consultant to develop the plan and proposal. Other funds were used for personnel, denoted as labor in the table above, or for supplies to send out a mailer to survey residents (\$5,000).

ATTACHMENTS:

- City of De Pere Sustainability Commission Final Renewable Energy Work Plan 12-6-2021 (PDF)
- Executive Summary_Clean Energy Green Bay_December 2023 (PDF)

City of De Pere Sustainability Commission's Work Plan

- Conduct a baseline assessment of the City of De Pere's greenhouse gas emissions utilizing resources such as the Greenhouse Gas Protocol (Global Protocol for Community-Scale Greenhouse Gas Emission Inventories), City of De Pere staff, WPS staff, and local expertise from faculty and students at St. Norbert College.
- Use baseline assessment as a guideline for the City of De Pere to work towards eventually achieving carbon neutrality and for tracking changes in the City's greenhouse gas emissions annually.
- Conduct research and compile a white paper report that outlines various considerations towards transitioning to carbon neutrality that includes, but is not limited to:
 - Specific information on the baseline assessment of greenhouse gas emissions for the City of De Pere;
 - Scientific evidence for community benefits of reducing greenhouse emissions;
 - Definition of carbon neutrality and possible goals for reaching carbon neutrality;
 - Overview of types of renewable energy possible in the City of De Pere;
 - Discuss energy conservation;
 - Economic and tax rate considerations: the cost of the initial transition vs. the cost of doing nothing, the long-term economic benefits to renewable energy;
 - Policy recommendations to meet the scientific needs with consideration to the economic realities.
- Following the report's presentation and discussion at the City Council, the Sustainability Commission may submit a resolution with stated recommendations with consideration to feedback from the Council that outlines our target dates and goals for a transition to carbon neutrality.
- Solicit feedback from the community on specific possible actions towards transitioning to carbon neutrality before passing a final resolution. This can include, but is not limited to:
 - Commission members reaching out to community organizations, individuals, and other key stakeholders;
 - Receiving feedback from partner organizations' sustainability listening sessions by providing them a list of possible recommendations for them to include in any programming;

- Enlisting the help and advice of expert organizations (ex. RENEW Wisconsin);
 - Developing and sending out a survey to a random sample of city residents and also making the survey available online for residents of the City about possible solutions;
 - Advertise report to the City Council and subsequent resolution and encourage public dialogue and civic engagement prior to any policy votes.
- Following the potential passage of a resolution outlining goals towards the transition to carbon neutrality, the Sustainability Commission may work with city staff and any key stakeholders to develop a Renewable Energy Action Plan that will outline exactly how the municipality and community will make that transition toward any stated goals. This plan may be developed in consultation with third-party consultants, and the commission may identify grant opportunities to fund such a plan (including but not limited to the annual grants from the Wisconsin Public Service Commission). The Sustainability Commission will facilitate community input in this plan.
 - Prior to and following any resolution that states specific goals, the Sustainability Commission may work to identify and recommend any other policy suggestions or programmatic opportunities to encourage the use of renewable energy in the city.
 - The Sustainability Commission may engage and collaborate with other local and tribal governments in the region, the State of Wisconsin (DNR Green Tier Legacy Community Program), and the federal government (Environmental Protection Agency), higher education (e.g., St. Norbert College), business and industry to encourage progress towards these goals.
 - The Sustainability Commission may constantly be identifying funding opportunities from grants, public-private partnerships, possible city budget requests, or any other opportunities that become available.
 - Work with City staff to determine current levels of renewable energy versus other energy sources and identify any existing efforts to transition, cost estimates, and barriers to transition.
 - Utilize the Green Tier Sustainability scoresheet (and the City's 2019 baseline) as a guideline for choosing projects that Commissioners agree would advance the sustainability goals of the City, while also improving the City's score each year.

EXECUTIVE SUMMARY

In 2021, the Green Bay City Council approved a resolution setting the goals of using 100% renewable energy and achieving carbon neutrality throughout the community by 2050. In support of those goals, the City has implemented several initiatives to start making progress towards its goals, including solar installations at city facilities, efficiency upgrades across its buildings and facilities, and a municipal greenhouse gas inventory.

As the city worked towards its goals, City staff and the Sustainability Commission highlighted the importance of creating a community energy plan to serve as an overarching and impactful roadmap. In 2022, the City partnered with Green Bay Metro Transit and Green Bay Water Utility and was awarded a planning grant through the Office of Energy Innovation (OEI) at the Wisconsin Public Service Commission (PSC).

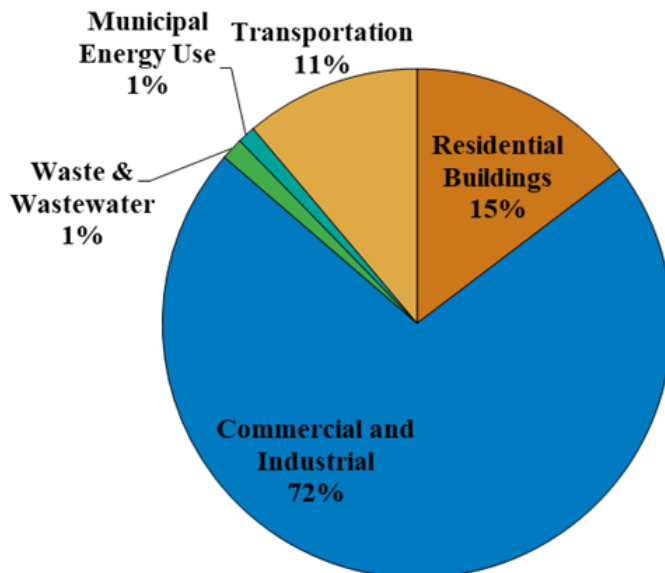
Over the past year, the three partners have worked with Slipstream, a nonprofit organization, to develop an energy plan to guide near-term actions. The effort undertook several tasks, including:

- Creating an inventory of communitywide carbon emissions
- Engaging the community through a public survey process and an Open House
- Developing interim targets for 2030 to guide near-term action and quantify potential impact
- Identifying recommended actions across six focus areas – buildings, clean energy, transportation, education, advocacy, and urban tree canopy
- Establishing strategies to guide implementation and highlighting relevant funding opportunities

The project partners worked together to ensure that the plan reflected the feedback of the community and was cost-effective and feasible for near-term implementation. The roadmap should be viewed as a living document that is updated and reviewed across time.

Creating a greenhouse gas profile is a vital first step in a planning process. The profile allows for identification of savings opportunities and serves as a baseline to use when tracking future progress. Figure 1 details the CO₂ emissions baseline for the City of Green Bay. Over 85% of emissions come from industrial, residential, and commercial buildings and facilities.

Figure 1. City of Green Bay CO₂ emissions baseline (2018 data)



2,779,465 metric tons of CO₂ emissions

25.8 metric tons per person

6,846 kilowatt-hours per WPS residential customer

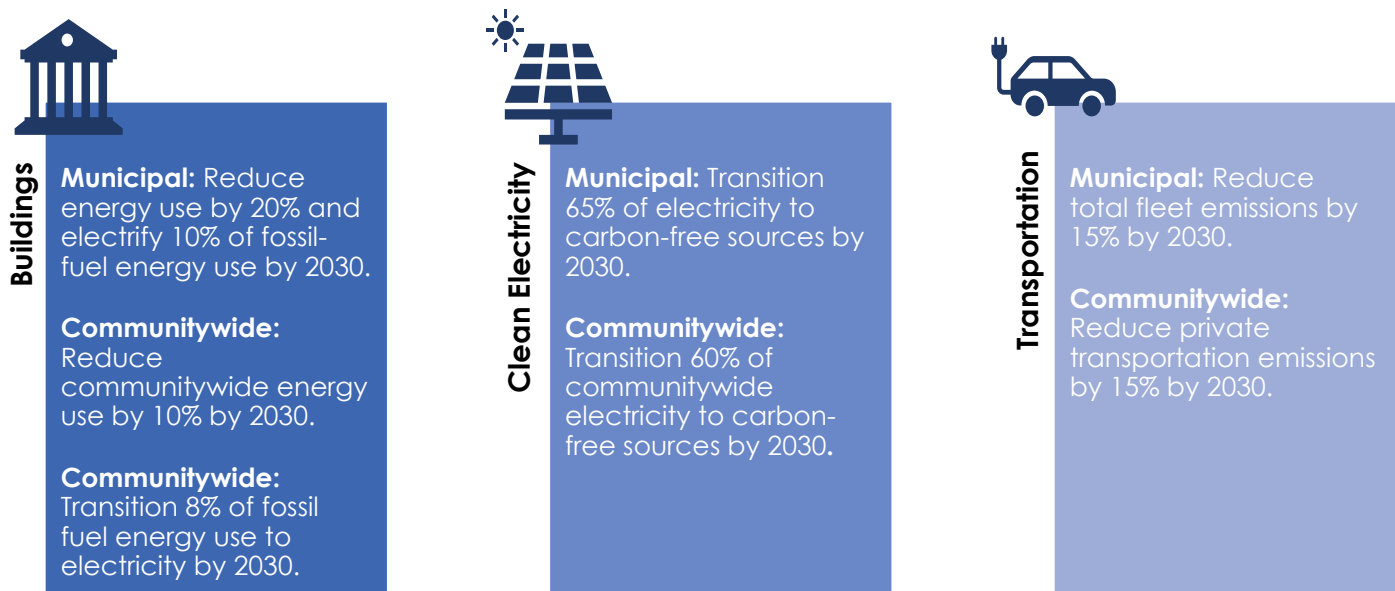
1,231 commercial buildings

394 industrial facilities

45,789 housing units

To reach carbon neutrality by 2050, community CO₂ emissions must be reduced by 4% annually. This plan focuses on the next 5 to 10 years and actions the Green Bay community can take to begin to reduce its carbon footprint. The plan sets interim targets for emissions reductions by 2030 for buildings, clean electricity, and transportation. Figure 2 details the interim targets.

Figure 2. Green Bay interim targets for 2030



Each of these interim targets are vital for reaching the carbon neutrality goal:

- **Building energy efficiency and electrification:** Reducing energy use from buildings and facilities lowers CO₂ emissions directly and generates cost savings for residents and business owners. Energy efficiency has a ceiling to total reductions it can achieve, so electrification of equipment must be paired with efficiency to fully decarbonize operations and buildings. Natural gas will continue to emit CO₂ into the future. However, trends show that the carbon emissions intensity of electricity, or the amount of carbon released for unit of electricity generated, will continue to decrease in the future. Therefore, high-efficiency electric building equipment will lead to significant emissions reductions over time.
- **Achieve 60% clean electricity by 2030.** Clean electricity emits zero CO₂ emissions. WPS is a key partner in this effort and has committed to a transition to clean electricity. In fact, the parent company of WPS, WEC Energy Group, has committed to an 80% reduction in CO₂ emissions by 2030 compared to 2005. Under this goal, the utility estimates its generation will be 39% renewable and 24% nuclear energy by 2030.¹ The renewable energy recommendations focus on how to partner with WPS to collaborate on the City and utility goals.
- **Reduce vehicle emissions through transition to low-carbon vehicles.** Reducing transportation emissions is vital for reaching carbon neutrality. Gasoline and diesel will continue to release the same amount of CO₂ per gallon in the future while EVs charged with clean electricity have the potential to have zero tailpipe emissions.

To meet the interim targets and progress towards the city's 2050 goals, this plan identifies recommended actions across six focus areas - buildings, renewable energy, transportation, education, urban tree canopy, and advocacy. The recommendations work together to reduce CO₂ emissions while bringing cost savings, public health benefits, and air quality improvements to the City of Green Bay. Each recommendation is grounded in

¹ 2022 Corporate Responsibility. WEC Energy Group. <https://www.wecenergygroup.com/csr/cr2022/wec-corporate-responsibility-report-2022.pdf#pagemode=bookmarks>

three principles: cost-effective and affordable, proven and feasible, and benefits flow to the community. Figure 3 provides an overview of all recommendations across the focus areas.

Figure 3. Clean Energy Green Bay recommended actions



City and Commercial/Industrial Buildings

Prioritize energy efficiency upgrades in municipal facilities to showcase commitment to energy reductions.

Introduce heat pump installations in city buildings and document lessons learned and savings.

Develop guidelines for operations of municipal buildings and for purchasing decisions.

Create high-performance building standards for new municipal buildings and promote use by private businesses.

Explore ways to encourage sustainable construction through existing City funding programs, such as tax-increment financing.

Develop an energy benchmarking program for commercial buildings.

Explore policies to reduce residents' energy bills through energy efficiency.



Transportation

Pilot low-carbon vehicles in municipal fleet to inform gradual transition to EVs.

Enact total cost of ownership and fleet right-sizing vehicle purchasing policies.

Engage the private sector to develop public EV charging.

Support holistic transportation solutions.



Resident and Business Education

Hire an energy education employee.

Develop an education hub with energy resources.

Conduct outreach and marketing to inform residents and businesses.

Create an initiative to highlight energy actions by local businesses and residents.

Partner with local organizations to grow the clean energy workforce.



Clean Electricity

Install solar PV on City-owned buildings and facilities to reach 6% renewable.

Work with WPS to identify off-site renewable energy solutions for municipal operations.

Create open dialogue with WPS on clean energy transition goals.

Facilitate a solar group buy to lower barriers and costs for solar.

Streamline adoption of solar on homes and businesses.



Advocacy

Continue to advocate with other local governments for improved state policies.



Urban Tree Canopy

Promote increased urban tree canopy.

Implementing the recommended actions directly supports achieving the interim targets. Across the focus areas, there are two types of recommendations: city operations that focus on city buildings, fleet, or processes and communitywide recommendations that impacts energy use by residents and businesses.

The building, transportation, and clean energy recommendations directly support emissions reductions to hit their corresponding targets. The recommendations address both city operations and communitywide emissions.

The education recommendations support all interim targets. The recommendations ensure that community members and organizations understand the benefits of climate action, steps to take to reduce CO₂ emissions, and funding opportunities. This is especially important as the Inflation Reduction Act released several direct funding opportunities for residents and businesses that will be available years through 2032. The educational efforts also serve as an opportunity for the city to share case studies and lessons learned from its efforts to implement strategies in its own operations.

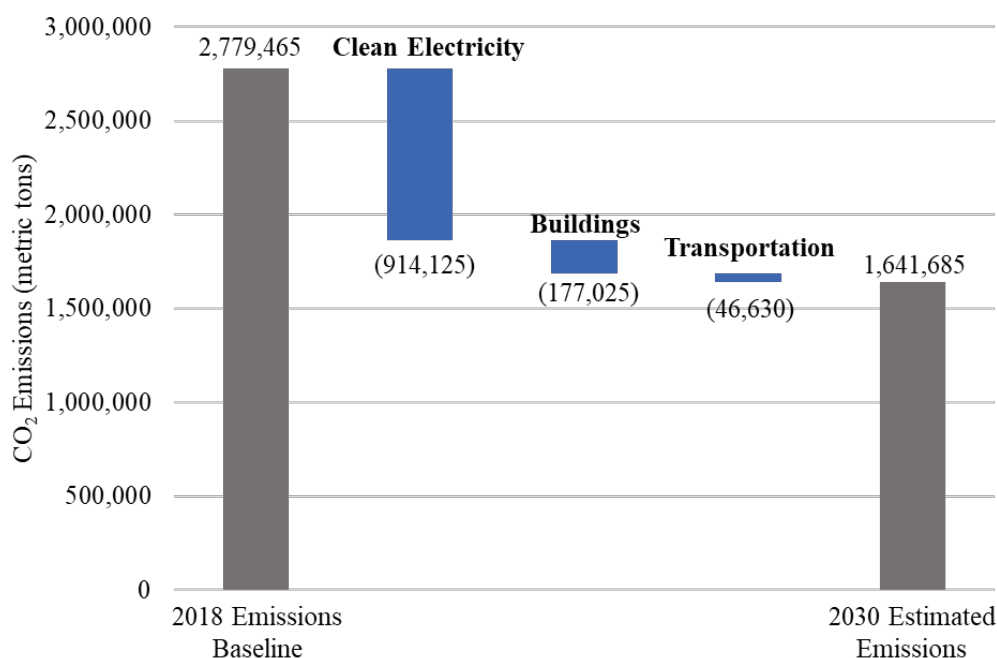
The advocacy recommendations support all interim targets and focus on ways that the City of Green Bay can engage with other municipalities across the state to encourage state agencies to pass more climate-friendly policies. This can help enable local action, and hopefully encourage state action.

The tree canopy recommendation provides benefits as trees absorb carbon and additional shade can lower cooling needs and save energy.

Together, these recommendations work to meet the interim targets set for 2030 and lay the groundwork for future reductions. Figure 4 illustrates the estimated impact of meeting the targets. As 60% of current CO₂ emissions come from electricity, transitioning to clean energy has the largest relative impact of all the recommendations.

The buildings recommendations include both the energy efficiency reductions and electrification impacts across all building types. Starting electrification now will ensure that it occurs naturally as equipment is replaced at end-of-life and will lay the groundwork for full electrification of buildings by 2050. As transportation is a smaller component of total CO₂ emissions, the relative impact is smaller. Together, the plan results in a 40% reduction by 2030 compared to 2018 emissions.

Figure 4. Estimated CO₂ reductions from interim targets and recommended actions



The implementation of this comprehensive plan will be a multi-year and multi-faceted effort. Recommended strategies to aid in implementation are below:

1. **Leverage an internal City team to discuss sustainability.** This project identified several staff with responsibilities and interests related to sustainability or these recommended actions. The City should institute an internal staff committee or recurring meetings where a larger group of staff can discuss current and future actions for renewable energy installations, fleet upgrades, or building upgrades.
2. **Collaborate with the Sustainability Commission.** The Sustainability Commission can be an excellent partner and provide additional support in implementing recommendations.
3. **Develop a multiyear prioritization process.** Internal staff and the Sustainability Commission should use these recommendations to prioritize actions each year or couple of years. The prioritization process will help balance the need for action with staff capacity constraints and funding available.
4. **Consider how to track progress towards goal.** To understand impact and progress towards its goals, the City needs to consider how often to update the communitywide baseline.
5. **Continue to engage the community.** This plan was developed based on feedback from City residents. It's important that the City continues to engage the community to inform and receive feedback on potential actions and share lessons learned and successes.

The costs for implementation of solar upgrades, building efficiency upgrades, and fleet purchases is significant. However, there are several sources of funding that the City can consider, including:

1. **Leverage fuel and maintenance cost savings generated by use of EVs and building energy efficiency to fund capital expenses.** As identified in the report, the energy efficiency, solar installations, and fleet upgrades will save the City money in annual operating cost. The City could quantify avoided energy and maintenance costs from EVs, solar and efficient buildings and apply those avoided costs to fund recommended actions in future budgeting cycles.
2. **Utilize and publicize Focus on Energy existing incentives.** WPS participates in Focus on Energy statewide incentives for renewable energy installations and energy efficiency upgrades and installations. The City should leverage those rebates for municipal upgrades and publicize the availability to residents and businesses.
3. **Apply for and educate the community on federal tax credits.** The Inflation Reduction Act includes a provision, direct pay, that makes non-taxable entities eligible for the tax credits and also rebates and tax credits for individuals and businesses. The City should apply for credits and highlight opportunities for the community in their educational efforts.
4. **Identify and apply for other state and federal grant and financing opportunities.** Other grants and opportunities through the state government or federal government could also potentially provide funding for these projects. These grant opportunities include the Wisconsin Energy Innovation Grant and federal grants, such as the Energy Efficiency and Conservation Block Grant and Clean Heavy Duty Vehicle program.



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: January 9, 2024

DEPARTMENT: Sustainability Commission

FROM: Chase Kuffel

SUBJECT: Clean Air Initiative Update

Discuss any updates to the Clean Air Initiative's Idle Citizen Campaign and the response from local school districts.

Background

A draft newsletter to the School Districts by Commissioner Black has been provided for the Commission's review. Commissioner Weber did have a note to update the verbiage to reflect vehicles idling while queued for student pick-up or parked in the parking lots.

The Commission will need to determine the next steps for this newsletter. Commissioner Black recommended that the City send out the newsletter to the two Superintendents for consideration and approval prior to engaging the individual school principals and Parent Teacher Organizations (PTOs).

ATTACHMENTS:

- Sustainability Commission No Idling Newsletter (PDF)

City of De Pere No Idling Clean Air Initiative

The No Idling Clean Air Initiative was implemented at the beginning of the school year with the support of Superintendent Krueger and Superintendent Thompson. We are asking drivers to turn off their engines when waiting more than 10 seconds while picking up children.

We have been checking up on idling at the various schools and notice that there are still a lot of idling vehicles. We would love you to commit to No Idling the positive affects are great for our schools, students, community, and our environment!

Not idling is a great way to make sure the air in your children's classroom is clean and it helps the schools out too!

Not idling means that children with asthma and allergies will not get sick because fumes from idling affects their health.

Not idling means that greenhouse gas emissions will be lower and that is good for the challenges of climate change.

We ask for your support it is an easy way to provide clean air for everyone!

1 in 13 school age children have asthma.

Can car idling reduce asthma risk?

Air toxins are pollutants known to cause serious health problems such as asthma. Vehicle exhaust is a major source of air pollution. By reducing car idling, the potential of lung irritation and inflammation can be reduced, therefore **potentially reducing the risk of developing asthma** and other exhaust-related health problems.

CLEAN AIR: DON'T SIT IDLE-LY BY

BECOME THE IDLE CITIZEN BY
TURNING YOUR CAR OFF
WHILE YOU WAIT
#cleanaircleanlungs



City of De Pere

The City of De Pere Sustainability Commission



City of De Pere, Wisconsin

Request For Sustainability Commission Action

MEETING DATE: January 9, 2024

DEPARTMENT: Sustainability Commission

FROM: Betty Marovich

SUBJECT: Social Media update

The "Meet the Commissioner" series is nearly complete. There are three current members to be featured, if they want to be. Please let staff know if you do not wish to be featured. Below is a tentative schedule of social media posts:

Meeting recap (by 1/12)

Meet the Commissioner-Lawton (by 1/19)

Meet the Commissioner-Weber (by 1/26)

Meet the Commissioner-Dragseth (by 2/2)

Meeting recap (by 2/16)

Volunteer to provide social media content (topic of their choice) by 3/1

Meeting recap (by 3/15)

Volunteer to provide social media content (topic of their choice) by 3/29