



Sustainability Commission

Regular Meeting

335 South Broadway
De Pere, WI 54115
www.deperewi.gov

Agenda

Tuesday, October 14, 2025

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 **October 14, 2025** 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 TV throughout the week and available on demand at <https://deperewi.portal.civicclerk.com/>.

- I. Call to Order
 1. Roll Call
- II. Public Comment on Matters not on the Agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Sustainability Commission. §6-3(f) DPMC
- III. Items
 1. Approval of the September 9, 2025 Sustainability Commission Meeting Minutes
 2. Wisconsin Stormwater Week Proclamation
 3. Current Sustainable Projects
 4. Consideration and Possible Action on Adopt-a-Drain Incentive Program
 5. Discussion on Sustainability Commission Work Plan

6. Discussion on Initiative Prioritization – Adopt-a-Drain
 7. Discussion on Initiative Prioritization - Composting
 8. Discussion on Initiative Prioritization – Clean Air Initiative
 9. Discussion on Initiative Prioritization – Pollinator Gardens / Planned Natural Landscapes
 10. Discussion on Initiative Prioritization – Green Energy
- 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.

Agenda Sent To:

Alderspersons
City Manager
Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Definitely De Pere



City of De Pere, Wisconsin

III.1

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Betty Marovich, Administrative Assistant
SUBJECT: Approval of the September 9, 2025 Sustainability Commission Meeting Minutes
RECOMMENDED ACTION: Approve the minutes

ATTACHMENTS:
2025 0909 Sustainability_Minutes



Sustainability Commission

Regular Meeting

Minutes

335 South Broadway
De Pere, WI 54115
www.deperewi.gov

Tuesday, September 9, 2025

5:30 PM

Council Chambers/Virtual

I. Call to Order

1. Roll Call

Commissioner Henrigillis called the meeting to order at 5:33 PM.

Present: Emily Henrigillis, Randall Lawton, Casey Nelson, Jonie Panick, Carmen Van Schyndel, Rachel Leonard

Absent:

Excused: Nicole Slavin, Anna Metzler

Others present:

Chase Kuffel, Assistant City Engineer

Betty Marovich, Recording Secretary/Administrative Assistant

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

None

III. Items

1. Approval of the August 12, 2025 Sustainability Commission Meeting Minutes

Commissioner Van Schyndel moved to approve the August 12, 2025 Sustainability Commission Meeting Minutes, seconded by Commissioner Lawton. Upon vote, the motion passed unanimously.

RESULT: Passed (UNANIMOUS)
MOVER: Carmen Van Schyndel
SECONDER: Randall Lawton
AYES: Emily Henrigillis, Randall Lawton, Rachel Leonard, Casey Nelson, Jonie Panick, Carmen Van Schyndel
EXCUSED: Nicole Slavin, Anna Metzler

2. Commission Member Introductions

Commission members introduced themselves and provided their interest in sustainability.

3. Consideration and possible action on Initiative Advertising Opportunities

Betty Marovich, Recording Secretary/Administrative Assistant, outlined the advertising options as previously discussed in July.

Chase Kuffel, Assistant City Engineer, played the videos currently available on the Sustainability Commission website.

Following the video illustrating the storm drain that enters the Fox River, Alderperson Nelson asked how far storm drains can be clogged. Mr. Kuffel explained that they often get clogged by ice during the winter and can freeze solid at times. Commissioner Van Schyndel asked if the goal was participation or education. Mr. Kuffel stated it would be both. Commissioner Leonard spoke in favor of promoting the Clean Air Initiative. Commissioner Van Schyndel stated that an active initiative should be promoted with a clear call to action and an option for measuring impact. Commissioner Van Schyndel spoke in favor of the Reid Street banner utilizing stormwater awareness and/or Adopt-a-Drain theme. Commissioner Van Schyndel asked the timeline for getting a banner installed. Ms. Marovich stated she was unsure how long it would take to get the banner back once designed and would have to work with Parks Department to know what dates are available to have the banner installed. Ms. Marovich offered to add a question on the Adopt-a-Drain sign-up asking how the participant heard about the program in order to track impact and visibility. Commissioner Leonard spoke in favor of the movie theater ad and asked if it was possible to add a call to action. Ms. Marovich stated that staff would work to add a second half of that video to capitalize on the 30-second ad spot that would be available. Mr. Kuffel outlined a few other options for promoting stormwater awareness through the banner or movie theater ad. Alderperson Nelson asked about the available budget for these options. Mr. Kuffel explained the available budget for initiatives. Alderperson Nelson supported the movie theater ad and Reid Street banner ideas. Mr. Kuffel suggested using a simple URL rather than a QR code on the banner. Commissioner Van Schyndel suggested including families and children in movie theater ads to promote participation. Commissioner Panick asked how the videos are recorded. Ms. Marovich explained they were recorded and edited by the City Video Production Team. Commissioner Lawton suggested adding the videos to the City Newsletter. Commissioner Leonard suggested having one banner with a strong fact/shock value. Alderperson Nelson asked if there was a cost for installing the banner. Ms. Marovich stated there is but would be waived for a City organization.

Commissioner Leonard approved moving forward with the movie theater ad, banners over Reid Street, and the City newsletter, seconded by Alderperson Nelson. Upon vote, the motion passed with a 5-0 vote.

RESULT:	Passed (UNANIMOUS)
MOVER:	Rachel Leonard
SECONDER:	Casey Nelson
AYES:	Emily Henrigillis, Randall Lawton, Rachel Leonard, Casey Nelson, Jonie Panick, Carmen Van Schyndel
EXCUSED:	Nicole Slavin, Anna Metzler

4. Consideration and possible action on September Farmers Market Booth

Chase Kuffel, Assistant City Engineer, explained that the September Farmers Market Booth lacks volunteer staff and staff recommends canceling. Mr. Kuffel added that during previous meetings, Commissioners have expressed their concerns with the lack of participation the booths see at the Farmers Market and the lack of outreach to De Pere residents. Mr. Kuffel stated that staff will bring forward an agenda item next spring to determine if the Sustainability Commission wishes to have booth space at a community event like the Beer Garden or continue with Farmers Market.

Commissioner Henrigillis asked how many volunteers would be needed in order to host the booth. Betty Marovich, Recording Secretary, explained that staff usually tries to have two people per shift but this event was a bit different with having NEWS there it could be one volunteer but they would need to be there early to get the booth set up. Commissioner Henrigillis stated that the Commission was also represented at the Master Gardener's Open House and got good engagement.

Commissioner Van Schyndel approved canceling the September Farmers Market Booth, seconded by Commissioner Panick. Upon vote, the motion passed unanimously.

RESULT:	Passed (UNANIMOUS)
MOVER:	Carmen Van Schyndel
SECONDER:	Jonie Panick
AYES:	Emily Henrigillis, Randall Lawton, Rachel Leonard, Casey Nelson, Jonie Panick, Carmen Van Schyndel
EXCUSED:	Nicole Slavin, Anna Metzler

5. Consideration and possible action on draft letter to residents with Planned Natural Landscapes/Pollinator Gardens

Chase Kuffel, Assistant City Engineer, explained that staff drafted a letter that could be sent to property owners with planned natural landscapes/pollinator gardens to gauge interest in participating in a digital or virtual tour. Betty Marovich, Recording Secretary, shared her idea to have a digital or virtual garden tour that would be recorded during the 2026 growing season and compiled into a film that could be shown over winter at Mulva as a special showing.

Commissioner Leonard shared her desire to create a map that would allow residents to click on the location and see the species to assist with creating corridors for pollinators. Commissioner Leonard added that the City could have a paper map on display that residents could stick pins in to designate species they have in their yard. Commissioner Henrigillis suggested creating a GIS Story Map. Mr. Kuffel shared the City's mapping engine (DIME) and the ability to create a layer on this map for planned natural landscapes. Alderperson Nelson asked if there was an application or submission process for planned natural landscapes. Commissioner Henrigillis briefly outlined the planned natural landscape ordinance. Commissioner Van Schyndel asked how to know who has planned natural landscapes. Commissioner Henrigillis stated they're not known and that would be part of the next step of creating the digital tour. Mr. Kuffel shared the planned natural landscape ordinance on-screen and agreed that there is no knowledge of how many exist in the City. Commissioner Van Schyndel asked if there was a guide residents could use to assist with planting appropriate species. Ms. Marovich stated that a digital resource guide was discussed but not acted upon at the July meeting. Commissioner Van Schyndel suggested adding the creation of the planned natural landscaping resource guide as an action item on the initiative. Commissioner Weber offered to assist Commissioner Henrigillis with the creation of the digital resource guide. Alderperson Nelson spoke in favor of having a resource guide for residents to reference along with the digital tour. Commissioner Van Schyndel suggested addressing concerns residents may have about getting started as part of the digital tour/interviews. Commissioner Van Schyndel stated she did not have any concerns with the letter as there will be time to complete the resource guide before any follow-up will be done for recording next season. Commissioner Van Schyndel stated concerns over knowing who to send letters to. Commissioner Henrigillis stated that she has sent addresses to staff that the letter could be sent to. Staff also previously discussed windshield surveys and had a sign-up at past events for residents to provide their address if they had a garden to showcase. Commissioner Leonard shared a few points on the website that should be updated for planned

natural landscapes.

Commissioner Van Schyndel moved to approve the draft letter, seconded by Alderperson Nelson. Upon vote, the motion passed unanimously.

RESULT:	Passed (UNANIMOUS)
MOVER:	Carmen Van Schyndel
SECONDER:	Casey Nelson
AYES:	Emily Henrigillis, Randall Lawton, Rachel Leonard, Casey Nelson, Jonie Panick, Carmen Van Schyndel
EXCUSED:	Nicole Slavin, Anna Metzler

6. Discussion on Sustainability Commission Work Plan

Chase Kuffel, Assistant City Engineer, stated the Commissioner Van Schyndel had compiled the included work plan for review.

Commissioner Van Schyndel stated that this work plan is still a draft but much closer to a working document. Commissioner Van Schyndel stated that clean air and clean energy could use more focus if they are going to remain active initiatives. Commissioner Van Schyndel suggested each initiative being briefly discussed at meetings for any updates or progress on action items and measuring impact. Commissioner Van Schyndel asked if each item should have a lead commissioner listed as a main point of contact, not necessarily as an expert. Mr. Kuffel stated that having one point of contact for an initiative is easiest for staff. Commissioner Van Schyndel asked how the document will remain updated and where it will reside for reference. Mr. Kuffel offered to create an agenda item each month for work plan review and after discussion staff will summarize the changes and the Commission can make a recommendation to approve the changes. Mr. Kuffel reminded Commissioners if they had new initiatives to bring forward, they could be emailed to staff and then would be evaluated as a group on the next agenda.

Discussion only. No action necessary.

7. Discussion on Initiative Prioritization - Adopt a Drain

Chase Kuffel, Assistant City Engineer, stated that each current initiative is included in the agenda for discussion with the history of the initiative and prioritization criteria included. Mr. Kuffel provided an update on the current number of participants in the Adopt-a-Drain Program. Betty Marovich, Recording Secretary, elaborated on the staff update including the newest participants and having offered to do a presentation using the stormwater model with a Girl Scout Troop. Mr. Kuffel added that staff will do a presentation with the stormwater model for the Commission at an upcoming meeting.

Alderperson Nelson asked how many people were signed up for the Adopt-a-Drain program. Ms. Marovich provided an update to the best of her recollection of approximately 12 participants and 15 drains. Alderperson Nelson asked how many drains/inlets are in the City that could be adopted. Mr. Kuffel opened up the storm sewer layer on the City map and shared that each red 'X' on the map marked an inlet/drain. Commissioner Henrigillis stated that many of the inlets/drains flow to stormwater ponds which is more beneficial, but added that many do flow directly to the waterways. Mr. Kuffel shared about the City pond systems and watersheds the City is divided into for drainage. Commissioner Van Schyndel asked how residents know the importance of cleaning storm drains and how impact is

measured. Mr. Kuffel explained that obtaining the cleaning data will help measure the impact of the program. Commissioner Van Schyndel asked if the water could be tested to know the impact. Mr. Kuffel explained the modeling and permits the City has for stormwater. Mr. Kuffel shared that the downtown areas are the hardest to modify to reduce the nutrient and sediment loading being discharged to the waterways and added that parking lots and roadways are large contributors. Alderperson Nelson asked how residents could be recognized for their efforts. Mr. Kuffel shared the City's concerns over a few alternatives that have been suggested for recognition. Commissioner Panick asked if something could be placed in the adopter's yard or marking their sidewalk to indicate they have adopted a drain. Mr. Kuffel stated he would support recognition of the adopter at the adopter's location. Commissioner Van Schyndel suggested revisiting the tiered recognition/incentive program. Ms. Marovich shared a raffle idea staff had discussed to increase participation. Commissioner Leonard suggested offering an incentive through beer tickets at the Beer Garden. Ms. Marovich stated that would need to be discussed with the Parks Department. Commissioners Henrigillis and Panick discussed sign ideas to be placed in the yard of the adopter. Commissioners spoke in favor of offering the raffle for participants. Commissioner Van Schyndel asked how much a rain barrel costs. Ms. Marovich stated about \$100 to \$150.

Discussion only. No action necessary.

8. Discussion on Initiative Prioritization - Clean Air Initiative

Chase Kuffel, Assistant City Engineer, stated that the history of the clean air initiative and prioritization criteria was included in the packet. Mr. Kuffel stated that the clean air initiative lacks direction currently.

Commissioner Henrigillis commented that the clean air initiative no longer has a leader to take charge. Commissioner Henrigillis shared that after the Commission was unable to get traction in the schools, there was discussion on getting the word out about no-idling at other locations/venues but no action was taken. Commissioners discussed the difficulty of changing this habit and alternatives relating to clean air that were not about idling. Commissioner Leonard stated she believed she had found an application with the school district that would allow for the Clean Air Initiative to be approved for commissioners to talk with students and parents; she offered to look for that information if the Commission was interested in returning to the schools. Commissioners asked about passing a City Ordinance limiting idling. Mr. Kuffel explained the stance on enforcing an ordinance and targeting schools. Commissioner Van Schyndel shared that there are other avenues to explore outside of the school drop-off and pick-up line that could still create an impact and a habit that could ultimately work its way to the school areas. Commissioner Lawton shared that he believed Oshkosh had done a lot of work with clean air. Commissioner Van Schyndel shared the goal as written in the work plan and stated that a lead commissioner would work to build out the plan to accomplish that goal. Commissioner Henrigillis stated her support for the goal as shared as it did not target the schools and was a community-wide educational initiative. Commissioner Panick suggested signage at the City entrances or other visible areas requesting vehicles not idle as an awareness campaign. Commissioner Panick suggested signage could be installed at park and rides and with local business engagement in their parking lots. Commissioner Panick offered to lead this initiative. Ms. Marovich stated that an ad could be created for this initiative to share at the movie theater.

Discussion only. No action necessary.

9. Discussion on Initiative Prioritization - Composting

Chase Kuffel, Assistant City Engineer, stated that the history of the composting initiative and prioritization criteria was included in the packet.

Commissioner Van Schyndel asked where participation stood for the most recent quarter. Mr. Kuffel shared the approximate number of participants, but added that invoices trickle in over a period of time and staff anticipates still receiving invoices over the next couple weeks. Mr. Kuffel suggested evaluating other avenues for education and outreach regarding composting moving forward. Commissioner Van Schyndel stated that she believed there is value in education about composting and waste reduction and stated she would do more research as the lead commissioner on this topic. Alderperson Nelson asked if a composting video exists that was created by the City. Betty Marovich, Recording Secretary, stated one was made but it was more of a promotional video for the ease of using the service rather than a general composting video. Commissioner Leonard shared information regarding Clean Water Action Council workshop on home composting. Commissioner Leonard suggested offering a compost container as a raffle item in the future. Commissioner Leonard asked how curbside compost collection through the City could move forward as presented by Carrie Gillman. Mr. Kuffel stated that staff has not researched moving that forward and would need to be requested or assisted by the Commission. Commissioner Van Schyndel stated she will take the lead on this initiative and do research to bring forward to the Commission for further discussion and consideration. Alderperson Nelson suggested offering a sustainability series to the community on different topics. Ms. Marovich stated that a discussion was slated for October for monthly and/or quarterly community programs/discussions.

Discussion only. No action necessary.

10. Discussion on Initiative Prioritization - Green Energy

Chase Kuffel, Assistant City Engineer, stated that the history of the green energy initiative and prioritization criteria was included in the packet.

Commissioner Leonard shared the initiative being modeled after the Green Bay Clean Energy Work Plan to form a baseline for energy usage and the challenges presented for replicating for De Pere. Commissioner Leonard shared her current position for moving forward on obtaining energy data for the City of De Pere and asked if residential data would need to be separate from commercial/industrial data. Commissioner Leonard stated that the energy work plan could be more cumulative and not strictly based on electric and gas consumption by residents.

Discussion only. No action necessary.

11. Discussion on Initiative Prioritization - Pollinator Gardens/Planned Natural Landscapes

Chase Kuffel, Assistant City Engineer, stated that the history of the planned natural landscape initiative and prioritization criteria was included in the packet.

Commissioner Henrigillis revisited the idea of the Commission installing and maintaining pollinator gardens at the urban orchards. Commissioner Leonard asked the commitment needed to install and maintain a pollinator garden at one urban orchard. Commissioner Henrigillis stated it would probably take about 3 people committed to the installation and maintenance. Commissioner Henrigillis elaborated that weeding with 3 people would take about 2 or 3 hours each time and would need to be done once or twice a month the first season and less in future years as the plants filled into the space. Mr. Kuffel stated watering would be a big challenge. Commissioner Van Schyndel asked if planned natural landscapes and urban orchard plantings could be paired under the work plan using a pollinator initiative topic with two separate action plans/projects. Commissioner Henrigillis stated that would be a good idea as they do both relate to pollinators as the main topic. Commissioner Leonard agreed and shared concerns about the initiative becoming overwhelming for a single lead commissioner. Mr. Kuffel stated

that staff has an urban orchard meeting coming up and offered to discuss the idea of having the Commission plant the urban orchard gardens and bring back their comments. Betty Marovich, Recording Secretary, stated that previously there had been discussions about having sponsors for the gardens for maintenance.

Discussion only. No action necessary.

IV. Future Agenda Items

Chase Kuffel, Assistant City Engineer, stated staff would bring back information from the City storm pond dredging project.

V. Adjournment

Alderman Nelson moved to adjourn the meeting at 7:05 PM, seconded by Commissioner Lawton. Upon vote, the motion passed unanimously.

Respectfully submitted,
Betty Marovich



City of De Pere, Wisconsin

III.2

Request for Sustainability Commission Action

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Wisconsin Stormwater Week Proclamation
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:

2025 1014 CI_SC_Stormwater Week Proclamation, Wisconsin Stormwater Week proclamation 2025- signed

CITY OF DE PERE MEMO



To: Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: October 14, 2025

RE: **Wisconsin Stormwater Week Proclamation**

At the September 16 Common Council meeting, Mayor Boyd issued the attached proclamation declaring that September 20-28, 2025 be proclaimed as Wisconsin Stormwater Week.

PROCLAMATION

WISCONSIN STORMWATER WEEK SEPTEMBER 20-28, 2025

WHEREAS, polluted stormwater runoff discharged into rivers, lakes, streams, and other waterways can result in death of wildlife, destruction of vital ecosystems, contamination of drinking water resources, and disruption of recreational activity, threatening public health; and

WHEREAS, the Clean Water Act of 1972 prohibits the discharge of any pollutant to navigable waters of the United States, unless authorized by the Environmental Protection Agency; and

WHEREAS, a major source of pollutants in the navigable waters of the United States and Wisconsin is polluted urban and suburban stormwater runoff that flows directly into our waters, untreated; and

WHEREAS, the common sources of stormwater pollution are sediments, road salt, automotive chemicals, litter and debris, household hazardous chemicals, bacteria, nutrients, and yard and pet waste; and

WHEREAS, it is imperative that pollutants be prevented from entering stormwater runoff from Wisconsin's roadways, homes, and businesses; and

WHEREAS, this week provides an opportunity to encourage greater efforts across Wisconsin to reduce stormwater pollution;

NOW, THEREFORE, I, James G. Boyd, Mayor of the City of De Pere, do hereby proclaim the week of September 20-28, 2025 as

"Wisconsin Stormwater Week"

Throughout the City of De Pere and I commend this observance to all our city's residents.

*IN WITNESS WHEREOF, I have hereunto set my hand and affixed
the Seal of the City of
De Pere, Wisconsin, this 8 day of Sept., 2025.*

CITY OF DE PERE, WISCONSIN


James G. Boyd, Mayor



City of De Pere, Wisconsin

III.3

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Current Sustainable Projects
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Sustainable_Project

CITY OF DE PERE MEMO



To: Sustainability Commission
From: Chase K Kuffel, PE, Assistant City Engineer
Date: October 14, 2025

RE: **Current Sustainable Projects**

In August, the City's contractor, Northeast Asphalt, Inc., completed pond dredging work within the stormwater detention pond located off Daytona Speedway near Southwest Park.

Background

Constructed in 2001, the stormwater detention pond near Daytona Speedway treats and controls the flow of stormwater for a stormwater basin approximately 42 acres in size. The purpose of this pond is to treat and control the flow of stormwater within the City's storm sewer system prior to the discharge of flow into Ashwaubenon Creek.

In the winter under iced over conditions, City staff augers holes in the ice on stormwater detention ponds to measure the depth of sediment built up at the bottom. As water travels through the pond, sediments from the surrounding neighborhoods and roadways settle out of the water. The pond at Daytona Speedway was observed to have as much as 2.5 feet of sediment at the pond bottom.

To dredge the pond, water is first pumped down through a filter bag to catch any suspended sediments. A bulldozer then entered the pond and pushed the sediment towards a backhoe that loaded dump trucks to haul away the material. After the sediment is removed, the pond, shoreline, and access route were restored back to their existing conditions.

In lieu of discharging all this accumulated sediment into the Ashwaubenon Creek, the material was instead hauled off to dry out and be used as general fill on a proposed development.





City of De Pere, Wisconsin

III.4

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Betty Marovich, Administrative Assistant
SUBJECT: Consideration and Possible Action on Adopt-a-Drain Incentive Program
RECOMMENDED ACTION: Staff has no recommendation regarding an incentive or reward program for Adopt-a-Drain. The Commission will need to consider if they wish to offer such a program and what kind.

ATTACHMENTS:
2025 1014 CI_SC_AAD_Incentive Program

CITY OF DE PERE MEMO



To: Sustainability Commission
From: Betty Marovich, Recording Secretary
Date: October 14, 2025

RE: **Consideration and Possible Action on Adopt-a-Drain Incentive Program**

The Adopt-a-Drain program that was proposed at the August 13, 2024 Sustainability Commission was approved by Common Council at their August 20, 2024 meeting. The intent of this item is to discuss the plan for the Adopt-a-Drain program moving forward and decide if/how volunteers could/should be rewarded for their cleaning efforts. Here are some ideas to consider:

Start-up Kit (Enacted):

The start-up kit was the most commonly seen option offered by other community adopt-a-drain programs. Many communities only offer a start-up kit and no other incentives. Most commonly included items are listed below. Their approximate cost is listed behind each item.

- Bucket (\$5) (\$7 with 7" x 7" sticker affixed)
- Dustpan/Broom (\$7)
- Gloves (reusable (\$2) or disposable (\$6))
- Safety vest (\$2)/shirt (\$10)
- Welcome packet (in-house)
- Paper clean-up report forms (in-house)

Some start-up kits also included these additional items:

- Yard sign (\$4), sticker (\$2-3), stencil, window cling

Annual Recognition Event:

Annually the City could host an appreciation event for volunteers. Invitations could be for volunteers, volunteers +1, or family. Volunteers could be recognized for most cleanings, most weight/mass collected, etc. The cost of this event would depend on the number of volunteers and whether additional guests were invited, along with venue and meal options. In other locations, such as Superior, WI they partner with their Parks Department to hold one large volunteer appreciation event each year. The City does not currently have a volunteer appreciation event, but could work in coordination with Police Department for recognizing Crossing Guards. Superior's event often occurs in conjunction with a public concert and volunteers get food truck vouchers, appreciation swag, and a raffle ticket.

Tiered Recognition Program:

A tiered recognition program would be the most labor intensive of the options for staff to track the participation, but would give members an incentive to keep working towards. This would pair well with offering an annual recognition event. Below is an example of a tiered recognition program.

- Level 1: Window cling/sticker for minimum 1 cleaning in first year
- Level 2: Themed tote bag for minimum 12 cleanings reported within a year
- Level 3: Themed baseball cap or beanie for 3 years of service and minimum 12 cleanings reported per year
- Level 4: Themed T-shirt for 5 years of service and minimum 12 cleanings reported per year
- Level 5: Plaque to be displayed at (Location to be determined) for 10 years of service and minimum 12 cleanings reported per year

Referral Program:

A referral program would promote current volunteers to recruit additional volunteers to adopt drains. The new volunteer would be able to write the name of the referring volunteer on their registration form. For each referral, the volunteer would be submitted for a monthly/quarterly/annual prize drawing. To prevent fake registrations, we could require a certain number of clean-up logs be created by the new volunteer before the referral is entered for prizes. This would pair well with offering an annual recognition event.

Volunteer Spotlight:

Each month, the City could spotlight one of the volunteers on their social media account as a thank you for their efforts.

Recommendation:

Staff has no recommendation regarding an incentive or reward program for Adopt-a-Drain. The Commission will need to consider if they wish to offer such a program and what kind.



City of De Pere, Wisconsin

III.5

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Discussion on Sustainability Commission Work Plan
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Prioritization_Summary_Work Plan

CITY OF DE PERE MEMO



To: Members of the Sustainability Commission
From: Chase Kuffel, Assistant City Engineer
Date: October 14, 2025

RE: **Discussion on Sustainability Commission Work Plan**

De Pere Sustainability Commission Work Plan

Objective of Work Plan: To address identified gaps, implement recommendations, and advance the De Pere Sustainability Commission's mission by ensuring success across all current initiatives. When new initiatives are proposed, the commission will evaluate using the established evaluation criteria and add to the Work Plan when applicable. Work plan will be updated as necessary when updates in each initiative is provided at commission meetings.

Initiative: **Adopt-A-Drain**

- Goals:
 - Increase community participation
 - Improve visibility and public awareness
 - Establish measurable success metrics
- Actions:
 - Develop outreach plan
 - Create marketing materials
 - Leverage farmer's market, social media, and passive engagement methods (passive methods TBD - example would be storm drain stencils)
 - Engage community
 - Idea: Partner with local organizations to promote the program
 - Idea: Introduce friendly competition or campaign
 - Idea: Provide incentives such as bumper stickers, swag, etc.
 - Idea: Evaluate collaboration opportunities to scale program visibility (ex: other communities, other programs with same goal)
 - Define success metrics and tracking methods
 - Determine what program 'success' looks like - metric
 - Determine how to measure program results (ex: water quality improvements, participation, etc.)
 - Gather feedback and track participation satisfaction

- Analyze data to report outcomes and set next 12 month goals
 - Communicate program results to the initiative participants and the broader community
- Lead Commissioner: Emily Henrigillis

Initiative: **Composting**

- Goals:
 - Assess current program viability
 - Assess future program options
 - Increase community participation
- Actions:
 - Review current program and identify improvements for future program development
 - Analyze participation metrics
 - Identify improvements based on public and city feedback and metrics
 - Refocus outreach and engagement
 - Idea: Host Q&A sessions at Farmers Markets on home compost practices.
 - IDea: Pilot a smaller-scale composting initiative to test and learn
 - Identify alternative partners/models
 - Investigate collaborations with farms or other compost facilities
 - Research other city composting programs
 - Tour regional recycling and composting facilities for insights and best practices
 - Evaluate and make final decision on future program
 - Compile findings from previous actions to make recommendation
 - Recommend whether to continue, restructure, or sunset the initiative based on findings
 - Once recommendation approved, then:
 - Develop outreach plan to increase community awareness
 - TBD once final program determined
 - Develop engagement plan to increase participation in program
 - TBD once final program determined
 - Implement metrics and tracking
 - TBD once final program determined
- Lead Commissioner: Carmen

Initiative: **Clean Air - ON HOLD**

- Goals:
 - Improvement community engagement and awareness on air quality issues
- Actions: TBD
- Lead Commissioner: Jonie Panick

Initiative: **Planned Natural Landscape**

- Goals:
 - Support pollinators

- Increase community adoption of native plant landscaping.
- Provide educational resources to overcome knowledge gaps.
- Promote sustainable land-use practices.
- Actions:
 - Refocus outreach and engagement
 - Increase social media marketing
 - Create marketing content
 - Create handouts
 - Idea: Replacement plants
 - Interview those that have changed their landscape and create marketing campaign around their case study/success story
 - Highlight process, reasons for changing, maintenance, and more
 - Engage community
 - Create success metrics and tracking
- Lead Commissioner: Emily Henrigillis

Initiative: **Urban Orchards**

- Goals:
 - Support pollinators
 - Have fruit available for anyone and everyone to pick - make De Pere a greener/healthier place
- Actions:
 - Urban Orchards are already established
 - Increase pollinator habitats around urban orchards to support healthy growth
- Note - The orchards do need regular maintenance and this falls to Public Works or Parks Department
- Lead Commissioner: Maintenance = Public Works/Parks ; Pollinator habitats = Emily Henrigillis

Initiative: **Clean Energy**

- Goals:
 - Create an energy baseline for De Pere.
 - Align with state and federal energy policies.
 - Develop long-term action plans for energy sustainability and resilience.
- Actions: *Rachel to provide*
- Lead Commissioner: Rachel



City of De Pere, Wisconsin

III.6

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Discussion on Initiative Prioritization – Adopt-a-Drain
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Prioritization_AAD

CITY OF DE PERE MEMO



To: Members of the Sustainability Commission
From: Chase Kuffel, Assistant City Engineer
Date: October 14, 2025

RE: **Discussion on Initiative Prioritization – Adopt-a-Drain**

The purpose of this item is to evaluate the Adopt-a-Drain program against the initiative prioritization evaluation criteria.

Adopt-a-Drain

Origin

Starting in 2024, the Adopt-a-Drain program was created to formalize the cleaning of storm sewer inlets within the public right-of-way. Residents who sign up to adopt a drain are provided with a drain cleaning kit to help their cleaning efforts. Participants are encouraged to take photos and document the amount of debris cleaned up at the inlets as part of their adoption.

History

August 20, 2024, the Adopt-a-Drain program is adopted by Common Council as an educational and outreach tool.

On October 2, 2025, the Adopt-a-Drain program was included in the City Newsletter and is routinely promoted on City social media channels.

On October 6, 2025 an advertisement campaign started with the De Pere Cinema showcasing the promotional Adopt-a-Drain video the commission created.

Currently, the Adopt-a-Drain program has 22 adopters who clean 30 inlets throughout the City.

Status

The program is slowly growing in participation. Additional education and outreach is recommended. There currently is a promotional period going on where all current and new drain adoptees that complete a cleaning log in the month of October get entered to win a rain barrel.



City of De Pere, Wisconsin

III.7

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Discussion on Initiative Prioritization - Composting
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Prioritization_Compost

CITY OF DE PERE MEMO



To: Members of the Sustainability Commission
From: Chase Kuffel, Assistant City Engineer
Date: October 14, 2025

RE: **Discussion on Initiative Prioritization - Composting**

The purpose of this item is to evaluate composting and the composting reimbursement program against the initiative prioritization evaluation criteria.

Composting Reimbursement Program History

Origin

The City of De Pere wanted to provide a program to incentivize residents for using local composting services. This program started out as a partnership with a local composting company and has since turned into a partnership directly with City residents to reimburse invoices from local composting services.

History

- December 13, 2022 – Greener Bay Compost presents to the De Pere Sustainability Commission regarding the benefits and ease of private composting and wishes to enter a public-private partnership with the City.
- In 2023, the City budgets \$10,000 to hire a composting consultant in 2024 with the intent to enter into a partnership with Greener Bay Compost.
- April 2024 – A formal partnership between the City of Green Bay and Greener Bay Compost is established where the City will reimburse 50% of the registration fees for those residents utilizing their composting services.
- August 2024 – Greener Bay Compost raises their subscription fees 20%.
- September 2024 – Greener Bay Compost indicates they will terminate their contract with the City of De Pere if we do not budget what they deem to be sufficient funding for composting services in 2025. The City indicates that enough budget is present to meet current demand with room for moderate growth.
- December 31, 2024 – The partnership with Greener Bay Compost is terminated due to their budgetary concerns.
- January 1, 2025 – The City launches the compost reimbursement program where residents are directly reimbursed by the City in lieu of reimbursing Greener Bay Compost for subscription

fees. The annual budget is increased to \$12,000 and the City carries over left over funds from 2024 to further bolster reimbursement funds.

Status

The city-led compost reimbursement program has entered its fourth quarter of existence.



City of De Pere, Wisconsin

III.8

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Discussion on Initiative Prioritization – Clean Air Initiative
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Prioritization_Clean Air

CITY OF DE PERE MEMO



To: Members of the Sustainability Commission
From: Chase Kuffel, Assistant City Engineer
Date: October 14, 2025

RE: **Discussion on Initiative Prioritization – Clean Air Initiative**

The purpose of this item is to evaluate the clean air initiative program against the initiative prioritization evaluation criteria.

Clean Air Initiative History

Origin

In March 2024, a carbon monoxide leak at Crandon Elementary School resulted in the school closing for repairs and inspections. This event resulted in the Sustainability Commission pivoting from providing air quality monitors to providing carbon monoxide detectors to the school districts. Carbon monoxide detectors were viewed as a cheaper and more feasible alternative. Up to this point, the Commission has led the “No Idling Campaign” and has handed out “No Idling” signs for properties near schools in an effort to limit car idling during school pick-up and drop-off to improve air quality. Newsletters regarding the “No Idling” campaign have been provided to the School Districts during the 2023-2024, and 2024-2025 school years.

History

- September 2021 – A idling ban ordinance is not approved by Common Council due to policing concerns and is returned to the Sustainability Commission for discussion.
- January 2023 - A clean air resolution is passed by Common Council encouraging residents to limit how much they idle vehicles.
- February and March 2023 – The idle limit program, “Idle Citizen” campaign, and clean air initiative is kicked off where commissioners attend school pick up and drop off and encourage parents to not idle their vehicles.
- July 9, 2024 – Sustainability Commission pivots from air monitors to carbon monoxide detectors due to the leak at the Crandon School District.
- August 8, 2024 – West De Pere School District indicates they have no need for carbon monoxide detectors.

- September 10, 2024 – Staff meets with the Unified School District of De Pere to discuss the commission providing carbon monoxide detectors. They show interest and indicate they will attend the November Sustainability Commission meeting.
- November 12, 2024
 - Staff meets with Notre Dame Academy staff to discuss their carbon monoxide detector needs. No indication of need is provided.
 - Unified School District of De Pere fails to attend the Sustainability Commission Meeting to discuss carbon monoxide detector needs.
 - No Idling Campaign newsletter is approved by the Sustainability Commission. Staff forwarded on the newsletter to the School Districts on November 13, 2024 for consideration and/or inclusion in their district correspondence.
- January 14, 2025 – Sustainability Commission discusses alternative methods to promote clean air in lieu of going through the schools. For example, a banner could be hung above Reid Street near St. Norbert College.

Status

Staff awaits direction from the commission as to next steps for this initiative.



City of De Pere, Wisconsin

III.9

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Discussion on Initiative Prioritization – Pollinator Gardens /
Planned Natural Landscapes
**RECOMMENDED
ACTION:** Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Prioritization_Pollinators

CITY OF DE PERE MEMO



To: Members of the Sustainability Commission
From: Chase Kuffel, Assistant City Engineer
Date: October 14, 2025

RE: **Discussion on Initiative Prioritization – Pollinator Gardens / Planned Natural Landscapes**

The purpose of this item is to evaluate pollinator gardens and the planned natural landscapes initiatives against the initiative prioritization evaluation criteria.

Pollinator Gardens / Planned Natural Landscapes History

Origin

The pollinator garden initiative started in March 2024, when the Sustainability Commission voted to discontinue “No Mow May.” The Common Council urged the commission to continue to champion our pollinators and further promote the new Natural Landscaping Ordinance in lieu of “No Mow May.” This coupled with complaints regarding the City’s urban orchards led to the genesis of the Sustainability Commission looking to have pollinator gardens installed at our City parks.

History

Annually, the Sustainability Commission promotes pollinator week which results in a proclamation made by the Mayor at Common Council. Pollinator week typically falls on the third week in June (June 16-22, 2025).

- March 12, 2024
 - No Mow May is Discontinued
 - Selena Darrow of Rooted In, Inc. outlines her complaints to the Sustainability Commission regarding the City’s urban orchards.
- April 6, 2024 Selena Darrow of Rooted In, Inc. requested that the Commission allocate money to establish pollinator gardens at our urban orchards.
- August 26, 2024 – Staff met with The Plant Gal to discuss the feasibility of pollinator garden installation at Braisher Park, Samantha Park, VFW Park, and Voyageur Park. Estimate for materials only came to be approximately \$4,000.
- October 9, 2024 – Staff met with the City Urban Orchard Committee to determine the feasibility of constructing pollinator gardens. Approval was received to pursue approval with the Board of Park Commissioners.

- November 21, 2024 – Staff met with the Board of Park Commissioners and received unanimous approval for the construction and maintenance of Pollinator Gardens at City Parks.
- March 11, 2025 – Staff provided a draft request for proposals for the creation of Pollinator Gardens to the Sustainability Commission for comment. No Proposals ended up getting submitted.

Status

The commission is evaluating how to best approach having pollinator gardens installed. Additional educational and outreach programs are being discussed (e.g. the garden tour or educational brochures).



City of De Pere, Wisconsin

III.10

**Request for Sustainability Commission
Action**

MEETING DATE: October 14, 2025
DEPARTMENT: Sustainability
FROM: Chase Kuffel, Assistant City Engineer
SUBJECT: Discussion on Initiative Prioritization – Green Energy
RECOMMENDED ACTION: Discussion only. No action necessary.

ATTACHMENTS:
2025 1014 CI_SC_Prioritization_Clean Energy

CITY OF DE PERE MEMO



To: Members of the Sustainability Commission
From: Chase Kuffel, Assistant City Engineer
Date: October 14, 2025

RE: **Discussion on Initiative Prioritization – Green Energy**

The purpose of this item is to evaluate the Green Energy work plan against the initiative prioritization evaluation criteria.

Green Energy

The De Pere Common Council approved the City of De Pere Sustainability Commission’s Work Plan on December 6, 2021 following the Clean Energy Resolution #21-87 passed on August 17th, 2021. Pursuant to the directives of resolution #21-87 that “the City will advance energy efficiency and conservation projects, programs and outreach as a means of rapidly reducing the need for centralized fossil energy generation” with intent that “the city of De Pere will account for these goals in its future budget cycles and will collaborate with the De Pere Sustainability Commission to develop a work plan which identifies cost-effective measures to transition to clean energy and net-zero carbon emissions”.

The actions prioritized in the work plan include a city baseline assessment and inventory to analyze the City’s greenhouse gas emissions. Consistent with the allowable actions in the work plan, the Sustainability Commission is requesting funds to implement the initiation of a baseline study. This funding request is contingent upon the availability of grant opportunities that the Commission has identified in the sections below.

Further activities developed in the Work Plan are to be taken by the Sustainability Commission to be executed congruent to the baseline assessment preparation. We are initiating public involvement to identify stakeholders and community values to inform the objectives and community targets of subsequent surveys.

Green Tier Legacy Communities participation may couple with this initiative. Staff is currently evaluating the time and resource commitments to complete the Green Tier submittal requirements.