

Kristin Sewall

From: Jill Enos [jillenos@yahoo.com]
Sent: Friday, March 12, 2010 1:09 PM
To: Greg M. Keil; 'Stoll, Linda'; BauerB@mjsd.k12.wi.us; 'Bill Beachkofski'; catherine.neiswender@ces.uwex.edu; 'Christopher Bohne'; Don Merkes; Kristin Sewall; michael.dillon@sca.com; roger.kanitz@gmail.com; 'Sadie Schroeder'; tfrank@sehinc.com; 'Kathy Thunes'
Subject: RE: 2010 Menasha Sustainability Board Work Plan survey

All,

I like Greg's thoughts below, and I have some more to add.

- Create incentives for city employees and residents to think about waste and to reduce waste, starting with landfill vs recycling. For the resident component, it seems we are creating reverse incentives when we have recycling pick up only once a month and garbage pickup every week. What are the financial and logistical constraints to increase recycling pick up? On that same topic, I understand from the county landfill that tipping fees for garbage are roughly **twice** that of recycling – if residents are not moved by “green” reasons to recycle more, would they be moved by financial reasons? How can we increase the messaging (or financial incentives) to city residents (and employees) that would inspire them to actively try to reduce what they send to the landfill?
- If we take on any city ordinances regarding weeds/lawn grasses, why not go a bit broader with an effort to reduce or eliminate the heavy use of fertilizers, herbicides, etc on all green space city-wide? Starting with city properties, but also with marketing/education/information for residential lawns?
- On a larger scale, I believe we can and should map out a plan to update many city policies and procedures regarding the four system conditions for sustainability. The LaCrosse Plan is really fantastic. I went through it and captured the goals (and modified for our community) and attached them to this email. It is rather comprehensive and could be considered daunting, but I think it is a great starting point with what could/should be done by the city of Menasha. The City of LaCrosse also put together a nice table organizing each goal by department and timing – which puts the whole list into perspective and makes it easier to take one piece at a time. I'll bring copies of the timing/delegated department table to the meeting next week (or you can look at it on line on LaCrosse's sustainability site). In any event, please take a look through the attached list of goals and consider how we could learn from and take from this example.

If the attached document is too much to swallow, I think we still need to come up with a basic structure and plan from which to operate, even if it is really simple and short. In my opinion, if we don't have some sort of basic operating plan/goals/timetables/outcomes, we are largely wasting our time.

Jill

From: Greg M. Keil [mailto:gkeil@ci.menasha.wi.us]
Sent: Friday, February 19, 2010 9:19 AM
To: Stoll, Linda; BauerB@mjsd.k12.wi.us; Bill Beachkofski; catherine.neiswender@ces.uwex.edu; Christopher Bohne; Don Merkes; Jill Enos; Kristin Sewall; michael.dillon@sca.com; roger.kanitz@gmail.com; Sadie Schroeder; tfrank@sehinc.com
Subject: RE: 2010 Menasha Sustainability Board Work Plan survey

Everyone: Here's some potential work items for individual or committee action for your consideration:

- Review city ordinances regarding noxious weeds and regulating the length of lawn grasses & work with the Weed Commissioner to propose revisions.
- Evaluate options for an incentive program for homeowners to install on-site stormwater

management facilities & work with Community Development and Public Works staff to establish policies

- Explore options for establishing corporate and community gardens, and work with the Community Garden Partnership to facilitate
- Assist Menasha Utilities in the development/marketing/implementation of homeowner energy saving programs/practices
- Assist city staff with the development of LEED for Existing Buildings guidelines to be employed by the city
- Chickens???? (blame Amy)

Greg

-----Original Message-----

From: Stoll, Linda [mailto:Linda.Stoll@uwsp.edu]

Sent: Thursday, February 18, 2010 4:41 PM

To: Becky Bauer (BauerB@mjsd.k12.wi.us); Bill Beachkofski; Catherine Neiswender (catherine.neiswender@ces.uwex.edu); Christopher Bohne; Don Merkes; Greg M. Keil; Jill Enos; Kristin Sewall; Michael J Dillon (michael.dillon@sca.com); Roger Kanitz (roger.kanitz@gmail.com); Sadie Schroeder; Trevor Frank (tfrank@sehinc.com)

Subject: 2010 Menasha Sustainability Board Work Plan survey

Greetings,

At our meeting last Tuesday, I was asked to survey the group regarding the items that they believe the Sustainability Board should work on booth now and sometime in the future. I will tabulate the answers and then send the results back to the group. We will have some online discussion with the hope of being able to come to consensus on a short term and long term plan at our March meeting.

Please click here to take the survey <http://survey.uwsp.edu/TakeSurvey.aspx?SurveyID=914155m>

Thanks☺

Linda

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Proposed Sustainability Goals for City of Menasha

(adapted from City of LaCrosse Sustainability Plan)

To be used as a starting point in crafting an action plan for the Sustainability Board

- System Condition #1: The City will reduce its dependence upon fossil fuels and extracted underground metals and minerals.
- System Condition #2: The City will reduce its dependence on chemicals and other manufactured substances that can accumulate in nature.
- System Condition #3: The City will reduce dependence on activities that harm life-sustaining eco-systems.
- System Condition #4: The City will meet the hierarchy of present and future human needs fairly and efficiently.

System Condition 1:

Goal 1A: By 2025, the City will reduce overall energy consumption as measured per square foot within City facilities from 2007 (or other available baseline) by a minimum of 25%.

Actions:

1. Establish baseline consumption amounts of electric and natural gas usage within all city facilities.
2. Conduct audit of all City facilities to determine what energy efficient projects have been implemented and what is left to do. Also consider the examination of any new technologies or issues that have emerged or will emerge.
3. Develop an energy conservation policy for all City facilities and implement it through promotion, education, employee training, and action. Actions to include:
 - a. Develop and install signage asking staff to turn out the lights and turn off computers when not in use, to take the stairs rather than the elevator, etc.
 - b. Install occupancy and sound activated sensors in all City facilities to turn off lights when rooms and offices are unoccupied where appropriate.
 - c. Investigate the use of smart power strips and similar technologies to help reduce phantom power.
 - d. Continue to maintain and upgrade its HVAC systems.
 - e. Complete audit of all electric and gas meters and accounts serving City facilities and buildings.
4. Continue replacing incandescent bulbs and other traditional lighting with high efficiency lighting including compact fluorescents and light emitting diodes (LED's) where applicable.
 - a. Examine long-term cost differential between traditional lighting and new technologies in order to better understand the "pay back" period.
 - b. Complete lighting audit of all City owned facilities.

Goal 1B: By 2025, at least 25% of the City's energy needs in City facilities will be generated from renewable resources.

Actions:

1. Purchase and use renewably produced electricity through utility providers.
2. Explore the use of solar energy and other renewables for its energy needs (e.g., solar water heaters for park facilities, Solatubes™ for lighting).

Goal 1C: The City will consider LEED equivalent ratings in all major renovation projects and new City buildings.

Actions:

1. Consider LEED analyses in planning new projects and major renovations which will identify opportunities for green building methods and technologies.
2. Utilize recycled construction materials to the extent practicable in all City projects involving materials extracted from underground.
3. Utilize recycled shingle materials from shingle recycling programs.
4. Develop for Council consideration a construction and demolition ordinance which requires all buildings to recycle materials and reduce the amount of demolition materials that are landfilled.
5. Learn more about building materials from a fire protection and life safety standpoint to provide better application of building and fire codes to balance the benefits to the environment as well as maintaining acceptable levels of life safety.

Goal 1D: By 2025, the City will consume at least 25% less fossil fuel for its transportation fleet.

Actions:

1. Establish a baseline amount of fuel consumption including diesel and gasoline.
2. Develop a City eco-driving/smart-driving policy which could include mandatory:
 - a. Car pooling to meetings, inspections, and other services.
 - b. Use of teleconferencing and telecommuting whenever possible.
 - c. Reducing idling times of vehicles.
3. Maximize mileage through vehicle maintenance program.

Goal 1E: By 2025, at least 25% of the fuel consumed for the City's fleet will come from renewable sources and alternative fuels.

Actions:

1. Require that 25% of fleet vehicle purchases are "green" including hybrids, NEV's, CNG's and Flex vehicles (police cars, parking enforcement, Assessors, etc.) and look at opportunities for alternatives (e.g., segways, bikes) when appropriate and to the extent possible.
2. Consider the purchase of bio-diesel whenever its cost per mile is the same or less than ultra low sulfur diesel.
 - Regularly analyze trends in bio-diesel production, technology advancements, and cost; especially to encourage the purchase and use of cellulosic bio-diesel.
3. Investigate the use of natural gas as an alternative fuel for fleet vehicles and equipment.

4. Research and test alternative fuels for fire safety design.
5. Research hydrogen fuel and solar technology as an alternative energy source.

Goal 1F: City will consider policies to reduce the amount of fossil fuel used by employees in order to get to and from work.

Actions:

1. Encourage employees to live within the City limits.
2. Develop an employee car pool program and/or incentives for ride sharing.
3. Consider providing more bike paths, bike lanes, showers, racks and preferred parking to promote bicycling to work.
4. Consider sponsorship of a car as part of a possible car sharing program.
5. Explore a partnership with the existing bike sharing program.

Goal 1G: The City will enhance our community's transportation system.

Actions:

1. Improve the public transportation system through more convenient and available service.
2. Consider helping to establish a community car sharing program.
3. Develop for Council consideration a complete streets ordinance to make streets more pedestrian and bicycle friendly in new developments and redevelopment projects by providing more sidewalks, bike paths, and on-street bike lanes.
4. Explore with University of Wisconsin-Fox Valley and other local organizations the creation of a community bike program.
5. Investigate opportunities for closing certain streets to motorized vehicles regularly or on specific days (e.g., Sundays).
6. Limit the amount of land being utilized as surface parking lots by promoting the use of existing parking ramps and facilities.
7. Improve timing and operation of traffic control lights.

System Condition 2:

Goal 2A: By 2025, the City will replace 50% of purchased products with environmentally preferred products. We will use up the product we have on hand first.

Actions:

1. Determine a baseline of products including pesticides and chemicals, etc. that are currently purchased and used.
2. Identify environmentally-preferred alternative products and equipment, and educate City staff, Common Council members, and the public on their use, performance, availability, etc. (including post-consumer content paper products, chlorine-free paper, low Volatile Organic Compound materials, etc.).
3. Consider for adoption an environmentally-preferred purchasing policy including standards for worker safety, handling of chemicals, etc.
4. Develop a policy for city facilities to go chemical-free and by landscaping with native plants, reduce watering, and reduce mowing, etc.

5. Complete project to purchase and install native perennial plants to demonstrate the reduction of the need for fertilizers, pesticides, watering, mowing, etc. and market it appropriately to the community.
6. Develop Park and Recreation policies to reduce the need for fertilizers, pesticides, etc. for the maintenance of parks and green spaces.
7. Develop City policies to minimize the use of salt and sand for winter snow and ice control.
8. Remind the staff, Common Council, and the public of safe winter driving techniques annually.
9. Develop a full cost and life cycle accounting policy for all purchasing decisions.

Goal 2B: The City will make more efficient use of high impact products such as laptop and personal computers, wireless devices, personal digital assistants, etc.

Actions:

1. Investigate extending the replacement cycle on all electronic equipment.
2. Encourage staff to minimize the number of different devices that are utilized.

System Condition 3:

Goal 3A: By 2025, the City will reduce the total amount of waste it generates by at least 25% and of the waste that is generated, the amount that is recycled will increase by at least 25%.

Actions:

1. Establish a baseline of waste generated.
2. Assess City facilities' recycling of cardboard, glass, cans, paper, and electronics/e-waste.
3. Implement a program to reduce, reuse, and recycle for all facilities.
4. Conduct a community-wide comprehensive assessment of its solid waste and recycling system.
5. Study the feasibility and impact of recycling plastics.

Goal 3B: The City will reduce its paper consumption by at least 10% each year for five years.

Actions:

1. Establish a baseline amount of paper usage and cost for each department for 2008.
 - From this baseline paper cost, require at least a 10% reduction each year for five years each department for paper expense.
 - Of the paper that is consumed, chlorine-free and a maximum of post-consumer content is preferred when feasible.
2. Maximize use of more electronic communication and information management.
3. Automate more of payroll, billing, timekeeping, accounts receivable, and purchasing.
4. Maximize use of wireless devices to reduce cable use and minimize the need for duplicate paper records (particularly during meetings, inspections, etc.).
5. Set printers to double-sided printing by default. Photo copy in duplex and multi-shot whenever practical.

6. Develop paperless job application process and materials, open enrollment materials, and related Human Resources documents.

Goal 3C: The City will strive to preserve and enhance its natural resources, including: wildlife habitat, forests, water, and wetlands.

Actions:

1. Implement a smart growth plan, neighborhood plans, Downtown redevelopment plans – efficiently using land resources and protecting natural areas.
2. Modify its development ordinances to protect natural habitats
3. Establish water conservation policies and adopt a well field protection ordinance.
4. Establish a comprehensive storm water management program for both water quality and water quantity issues (i.e., volume). Consider projects at City Hall such as rain barrels, rain gardens, green roofs, pervious pavement, etc.
5. Plant more trees City-wide, especially on streets that lack trees.
6. Assist in the establishment of an environmental education program to promote conservation and enhancement of our natural resources

System Condition 4:

Goal 4A: City facilities will be healthy environments in which to work for all employees (air quality, ergonomics, mental health, etc.).

Actions:

1. Establish an employee sustainability policy and make sustainability part of new employee orientation.
2. Consider surveying employees about various work environment issues including the implementation of sustainability practices both good and bad.
3. Continue to offer health risk assessments.
4. Offer a variety of work options like telecommuting, flex-time, etc.
5. Consider an off-duty City staff study circle.
6. Develop a cross-departmental “green team” to help plan, implement, and promote sustainability initiatives including brainstorming project ideas, assessing progress, and communicating to staff.
7. Develop a recognition program for City departments regarding reducing resources and increasing recycling amounts; set up challenges/friendly competitions amongst departments.
8. Post the four system conditions on every floor of every City building.

Goal 4B: Support the availability of local food.

Actions:

1. Work with existing organizations to identify, promote, and educate the community about Community Supported Agriculture farms, coops, and farmer’s markets.
2. Work to increase food grown within the City.
3. Increase the number of community gardens including establishing a garden at City Hall.
4. Study and provide examples of and information on urban agriculture to residents and property owners.

Goal 4C: The City will continue to offer a range of housing that is of high quality and affordable.

Actions:

1. Explore the creation of a community development corporation to focus on housing and redevelopment projects.
2. Increase the number of affordable housing units (through Home Buyer, Housing Replacement and Housing Rehab Programs).
3. Maintain, increase, and encourage socio-economic integration in housing.
4. Improve the quality of multi-family housing (through multi-family design standards, rental inspection, and single-family home registration).
5. Explore ways to encourage owner occupied rental properties.

Goal 4D: The City will work to ensure that neighborhoods are safe, integrated, and have a sense of community.

Actions:

1. Work to re-establish more single family housing units within our neighborhoods.
2. Reduce the number of surface parking lots.
3. Address pockets of poverty by a review of housing, workforce development, and education programs, etc.
4. Work to refurbish all neighborhood parks city-wide.
5. Be an advocate and lender for redevelopment of blighted areas – by providing grants and incentives.

Goal 4E: The City will foster community-wide knowledge of *The Natural Step* framework.

Actions:

1. Develop an informational program to keep the public informed of the sustainability practices we are implementing.
2. Partner with existing groups including ECOS, UW Extension, Sustainable Neenah, and the Menasha Joint School District on sustainability education and resources.
3. Upgrade the City's web site and e-newsletters; use other electronic media as key education tools.
4. Make available an information packet.
5. Periodically host a public open house to present and review a City Plan for Sustainability.

Goal 4F: The City will work to implement a Strategic Plan for Sustainability.

Actions:

1. Consider the creation of the position of sustainability coordinator or identify staff responsible to oversee Plan implementation, various sustainability projects, education, and community resources.
2. Draft an annual report to measure progress on Plan implementation including the common set of sustainability indicators.

Goal 4G: The City will encourage economic development including the green economy sector.

Actions:

- Continue and enhance economic development programs and assistance to take advantage of opportunities in the green economic development sectors.

Goal 4H: By 2025, at least 25% of the City's residents' energy needs will be generated from renewable resources.

Actions:

- Establish an energy conservation, efficiency and educational program for residents and home owners including energy audits, solar assessments, etc., or partner with another organization and actively market an existing program from Menasha Utilities, Focus on Energy, etc.