



**Conservation Committee
Agenda
Thursday, April 1, 2021
7:00 P.M.
Via teleconference**

Call information: 1-312-626-6799

Meeting ID: 969 7206 2396

Password: 723318

Video Link: <https://zoom.us/j/96972062396?pwd=SHhqVHFBRlp6TXVDZ0FTMXIXRG5TZz09>

1. Call to order
2. Approve March 4, 2021 Meeting Minutes
3. Discuss Citizen Concerns
4. Staff Liaison Updates
 - a. Grow Solar Greater Milwaukee Program
 - b. Organics Collection Program
 - c. Dog Waste Station Program
5. Consider Village Board Memo on Baseline Vision 2025 Goals
6. Update on 2021 Film Series and Hometown Habitat Pricing
7. Discuss and Consider Climate Action Initiative
8. Subcommittee Reports
9. Upcoming Events, Member Topics & Suggestions
10. Adjournment

DATED at Shorewood, Wisconsin this 25th day of March, 2021.

VILLAGE OF SHOREWOOD
Sara Bruckman, CMC/WCMC
Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Manager's Office at 847-2705.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Conservation Committee

Minutes

March 4, 2021 7:00 P.M.

Via teleconference

1. Call to order

The meeting was called to order at 7:01 p.m.

Members present: Joshua Liberatore, Henry Tomasiewicz, Bella Peaslee, Chuck Hagner, Meenal Atre, Linda Frank, Caroline Kuebler, Donna Pollock, Matt McGovern, Maggie Pipek, Kendra Carey, and Pat Wilson (arrived at 7:30 p.m.)

Others Present: Assistant Village Manager Tyler Burkart, Trustee Wesley Warren, Trustee Tammy Bockhorst

Not present: Elisabeth Witt

2. Approve February 4, 2021 Meeting Minutes

Ms. Frank asked to change that the Milwaukee resolution created the goal instead of the task force in number 9. Mr. Tomasiewicz moved to approve the February 4, 2021 minutes. The motion was seconded by Ms. Pollock. Vote 11-0 to approve the minutes.

3. Discuss Citizen Concerns

No concerns reported.

4. Staff Liaison Updates

Mr. Burkart mentioned the 2020 sustainability scorecard is included in the agenda packet. Mr. Burkart will need to go back and fill in the quarter 4 water consumption results. He will also put in the 2019 results in the next agenda packet. The Grow Solar Greater Milwaukee coalition will be meeting tomorrow to review and select proposals. We received a total of three proposals. The organics collection program will be initiating new rates as they are out of Village-owned receptacles, and Constant Contact will begin using their own receptacles for the program. Lastly, the Village Clerk notified that four of the Committee members will be ending their second terms with the Committee this spring. Mr. Burkart wanted to inquire if the Committee wanted to re-assign the project lead to someone who may not be ending their term or if they should wait for the new Village President and Board to make a determination on appointments. The Committee mentioned that non-volunteer committee members still have the ability to participate in meetings and take the lead with projects. Ms. Carey volunteered to help with the dashboard reporting initiative. Ms. Atre volunteered to help with the Fin and Feather Festival. Committee members will contemplate how to proceed with the Climate Action resolution considering it is currently drafted.

5. Discuss Green Development Recommendations

Mr. Liberatore summarized the meeting with CDA Chair Peter Hammond, Village Manager Rebecca Ewald, and members of the Conservation Committee. The TIF Policy adopted referenced the encouragement of green development practices. Mr. Liberatore, Ms. Pipek, and Ms. Pollock mentioned it was determined to be more appropriate to

finalize the checklist and provide it as a supporting document for any developers pursuing a project in Shorewood. There are some gaps still remaining to be filled in the draft checklist. Mr. Liberatore asked for a few volunteers to review the document again and make additions to finalize it. Ms. Pipek, Ms. Kuebler, and Mr. Hagner volunteered to work on finalizing the checklist. Committee members can work with Mr. Burkart and Village Planner Bart Griepentrog before finalizing. Ms. Frank provided the idea of adding producing a zero-net energy building under the Best category. She also referenced the benchmarking program in the Better category and if this program exists. Ms. Pipek thinks she has a good example of a benchmarking program with the City of Milwaukee.

6. Discuss 2021 Environmental Film Festival

From the Waste Up was the film shown in February. The Committee tested utilizing a streaming experience for the film. The Committee members provided feedback on the streaming option and the film itself. One idea shared consisted of showing Symphony of the Soil at the High School Auditorium so community members can space out better. There was also discussion about having the film shown outdoors and partnering with the Recreation Department. Mr. Wilson volunteered to help with the sign up and coordination of Hometown Habitat if the film were to continue but the Committee will need another Committee member to volunteer to facilitate the discussion after the film. Mr. Liberatore will research the cost of the film screening virtually.

7. Consider Proposed 2020 Annual Report and 2021 Future Initiatives

Mr. Burkart introduced the draft report. He recommended adding the dashboard initiative to the report as a future initiative and asked Ms. Frank to provide language on the title for the initiative. Mr. Liberatore recommended removing the film festival virtually as an initiative. Mr. Liberatore moved to approve the 2020 annual report with the suggested amendments. Ms. Pollock seconded the motion. Motion approved by a 12-0 vote.

8. Discuss and Consider Climate Action Initiative

Ms. Frank presented a draft of the Climate Action resolution that the Committee could recommend for the Village Board's consideration. The drafted resolution was based off of Milwaukee's recent goals and actions. Ms. Frank read through some of the Therefore clauses in the resolution. There was an inquiry about joining the Milwaukee task force, which Ms. Frank clarified there isn't an option for a community like Shorewood to join. There was another idea of having our North Shore neighbors participate in these efforts. Mr. Burkart was asked to setup a meeting with staff and Conservation Committee members to review the resolution and discuss next steps. Ms. Kuebler mentioned she might be available to help depending on the time of the meeting.

9. Subcommittee Reports

No reports.

10. Upcoming Events, Member Topics & Suggestions

No other events or topics.

Conservation Committee
March 4, 2021 Minutes

11. Adjournment

Ms. Pollock moved to adjourn, seconded by Ms. Carey. Vote 12-0 to adjourn. The meeting was adjourned at 8:30 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

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

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

Vision 2025 GOAL #1: Decrease solid waste by 25%, increase recycling by 25% ([see page 29](#))

Since January 2019, the Conservation Committee has been capturing raw data from Village departments on a variety of sustainability metrics (see [2019](#) and [2020](#) data here). In order to measure progress against the above goal set in 2015, we would need to show a percentage reduction measured in landfilled waste¹ based on the 2015 monthly average.

2015 total landfill tonnage	2559	2020 total landfill tonnage	2967
2015 average tons per month	213	2020 average tons per month	247

Using these two years, we see that Shorewood’s waste has actually increased by about **16%**. In order to achieve a reduction of 25%, we will need to reduce monthly tonnage down to **156**, on the order of **16.6** tons per year for the next 5 years.²

For recycling, we are looking to register an increase of 25% recycling yield against the 2015 baseline.³

2015 total recycling tonnage	1112	2020 total recycling tonnage	1158
2015 average tons per month	92.6	2020 average tons per month	96

Recycling generally has increased by **4%** over 5 years, but how to credit that increase⁴ is somewhat complicated. An increase in recycling can often merely point to not so much improved recycling behaviors as increased consumption patterns and heavier e-commerce activity (leading to more packaging), a phenomenon sometimes known as the “Amazon effect”.

Recommended action items:

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

¹ Landfill waste for intervening years is as follows: 2,529 tons (2016), 2,486 tons (2017), 2,962 tons (2018), and 2,930 tons (2019).

² It has been noted anecdotally that with a safer-at-home order in place for most of 2020, household consumption might have been greater than previous years.

³ Curbside recycling totals for intervening years are as follows: 1,029 tons (2016), 975 tons (2017), 1,039 tons (2018), and 1,111 tons (2019).

⁴ Universal cart service was introduced in March 2018.

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

Measuring renewable energy consumption involves decisions about scope. Most municipalities set goals like this only for their own building footprints and operations (rather than those of the greater community, i.e. businesses and residents). Starting with the portion of Shorewood's utility supplier WE Energies' [generation portfolio](#) made up of renewables, we see that in 2015 **4.6%** came from renewable energy sources. In 2020, that number [climbs](#) to **5.3%**. That increase is due to the utility's own investment in renewable energy. To bring this number to 25% by 2025, Shorewood would need to invest in solar projects on its own buildings or property that raised Shorewood's renewable draw by 19.7%.

The large array added to Shorewood's North Shore Fire Station, even after the building ownership shifted, could be included in this calculation, based on Shorewood's 20% stake (per capita) in NSFD funding. This would bring Shorewood's renewable energy share to 5.5% in 2020,⁵ leaving the Vision 2025 shortfall to 19.5%.

Recommended action items:

- Add solar installation to new roof budgets for any upcoming building renovations (see PSC grant opportunity for [municipal solar](#))
- Remove the Conditional Use Permit requirement for residential solar installation (only River Hills has a hurdle comparably onerous)
- Continue to support solar group-buys organized by the Midwest Renewable Energy Association with Village participation at the staff level

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

Although it appears unlikely at this time that the Village will meet either of its 2025 ambitions on waste or energy consumption, the Conservation Committee believes that if we keep pushing in the policy directions we've been recommending - getting more aggressive as opportunities allow - we can make progress as a community.

⁵ NSFD data became available in the last quarter of 2020 only, so the percentage boost reflected here is smaller than can be expected in future years.

WHEREAS, the United Nations (U.N.) Intergovernmental Panel on Climate Change (IPCC) issued a report in October 2018 titled, “Global Warming of 1.5 degrees Celsius, an IPCC special report on the impacts of global warming of 1.5 degrees C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of development, and efforts to eradicate poverty,” and the United States Global Change Research Program released the “Fourth National Climate Assessment” (NCA4) in November 2018, which found:

- The global climate is diverting from its prehistoric pattern, due primarily to human activity since the Industrial Revolution, including increased greenhouse gas emissions, deforestation, and other land use changes
- Human activities had, at the time of the report, increased the average global temperature by approximately 1.0 degrees C (1.8 degrees F) since the early 1800s, will likely rise to 1.5 degrees C (2.7 degrees F) between 2030 and 2052, and 2.0 degrees C (3.6 degrees F) under current emissions, making the Earth significantly less habitable for humans and wildlife alike
- The Midwestern states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin, with cumulative populations of 60 million people, and producing 18 percent of the American gross domestic product, would likely experience:
 - Decline to 1980s levels in agricultural productivity due to forecasted precipitation changes, and increases in extreme temperatures by 2050
 - Downturn in the forestry industry, as trees including birch and ash species may not be able to cope with temperature changes, and the advancement of invasive species which will not perish on account of warmer winters
 - Degeneration of biodiversity as many plant and animal species may not adapt to the changes in climate and other human pressures
 - Increased public health problems from poorer air quality due to increases in ground-level ozone, extended length of pollen seasons, and deadlier urban heat island effects
 - Increased costs in maintaining and reconstructing Midwestern transportation and stormwater infrastructure due to higher intensities and frequencies of storms and floods.

; and

WHEREAS, the Milwaukee Metropolitan Sewerage District in an October 2014 “Climate Change Vulnerability Analysis” anticipates that, among other things, Metropolitan Milwaukee will likely see larger storms, and more precipitation will fall as rain rather than snow, potentially rendering area green infrastructure less effective when contending with storm surges, and lowering the water level of Lake Michigan due to evaporation exceeding precipitation (although the past five years have been the wettest ever in the Great Lakes region leading to high water levels and extreme erosion along the lakeshore; in the longer term, dramatic swings in water levels are anticipated due to climate change); and

WHEREAS, the U.N. Framework Convention on Climate Change, of which the United States (U.S.) is a Member State, adopted the Paris Agreement (Paris Climate Accord) in 2016, a global plan to counteract climate change and prevent the average global temperature from rising to or above 2 degrees C, and the U.S. signed and ratified the Paris Agreement that year; and

WHEREAS, the City and County of Milwaukee have both declared their intent to adhere to the Paris Agreement; and

WHEREAS, the City and County of Milwaukee have co-established a joint taskforce named the “Milwaukee City-County Joint Taskforce on Climate and Economic Equity” tasked with making recommendations for achieving greenhouse gas emissions reductions of 45% by 2030 and net zero emissions by 2050 or sooner, and mitigate racial and income inequality through “green” jobs, throughout Milwaukee County (which includes the Village of Shorewood); and

WHEREAS, reducing locally produced greenhouse gas emissions is imperative, and will likely lead to the creation of new “green” jobs, and for example, the Madison-based Center on Wisconsin Strategy estimated in a February 2019 report that 100 percent of domestic energy production with renewable sources in the State of Wisconsin (the State) may produce a net increase of 162,100 jobs, and would keep \$14.4 billion in the State by not importing fossil fuels for State Power Plants; and

WHEREAS, the Reverend Doctor Martin Luther King, Jr., said at the 1963 March on Washington, “We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history there ‘is’ such a thing as being too late. There is no time for apathy or complacency. This is a time for vigorous and positive action,” and

NOW, THEREFORE, BE IT RESOLVED, [describe the committee or process to be established] for the purpose of making practical recommendations consistent with the 2018 United Nations Intergovernmental Panel on Climate Change and United States Global Change Research Program Fourth National Climate Assessment reports, so our Village may achieve greenhouse gas emissions reductions of 45 percent of current levels by 2030, and achieve net zero greenhouse gas emissions by 2050 or sooner, and mitigate racial and income inequality to the extent feasible within the scope of the climate plan recommendations; and

BE IT FURTHER RESOLVED, [identify leaders of the committee and identities or affiliations of the members]; and

BE IT FURTHER RESOLVED, [the committee] shall advise the Village of its recommendations which shall include, but shall not be limited to, providing:

- A roadmap of required and measurable governmental actions to accomplish greenhouse gas reduction goals while making the benefits and economic opportunities created by climate action available to all regardless of race or income
- A description of how the Village may be able to assess vulnerabilities to climate change
- A list of outside experts that the Village may contract with for technical expertise who may further the goals of [the committee] and write a comprehensive climate plan; and

BE IT FURTHER RESOLVED, that the Village Manager's Office [or Village Clerk's Office] shall provide staffing support to [the committee]; and

BE IT FURTHER RESOLVED, that all Village departments are directed to support and cooperate with the work of [the committee].

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin,