



**Conservation Committee
Agenda
Thursday, February 1, 2018
7:00 P.M.
Village Hall**

1. Call to order
2. Approve January 4, 2018 Meeting Minutes
3. Staff Updates
4. Discuss Citizen Concerns
5. Discuss and Consider Long Term Recommendation for Organics Collection Program
6. Discuss Environmental Film Festival Planning and Promotion
7. Consider Fee for Bird City USA Application
8. "Salt in the City" – Subcommittee Report
9. Report from DPW Liaison
10. Upcoming Events, Member Topics & Suggestions
11. Adjournment

DATED at Shorewood, Wisconsin this 25th day of January, 2018.
VILLAGE OF SHOREWOOD
Sara Bruckman
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

January 4, 2018 7:00 P.M.

Village Hall Committee Room
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order

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

Members present: Chair Joshua Liberatore, Sue Murphy Yerkes, Donna Pollock, Henry Tomasiewicz, Roland Schroeder, Elisabeth Witt (arrived at 7:05 p.m.), Linda Frank (arrived at 7:06 p.m.), Caroline Kuebler, and Carolyn Morse

Others Present: Assistant Village Manager Tyler Burkart, Village Manager Rebecca Ewald, Tr. Davida Amenta

Not present: Chase Kelm, Meenal Atre

2. Approve December 7, 2017 Meeting Minutes

Ms. Morse moved to approve the December 7, 2017 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 7-0 to approve the minutes.

3. Staff Updates

Mr. Burkart updated the Conservation Committee on the Lake Drive lane configuration public meeting for January 17. In addition, the Parks Commission is inviting 1-2 members from the Conservation Committee to attend their next meeting to discuss the split partnership of adopting a section of the Milwaukee Riverway. Ms. Pollock and Mr. Tomasiewicz volunteer to attend the meeting. The International Migratory Bird Resolution will be on the January 8 Village Board agenda. There was an inquiry about an update on snow dumping. Mr. Burkart mentioned this report would be available for the Conservation Committee to review by March.

4. Discuss Citizen Concerns

There was discussion about doing an informational campaign to increase awareness on the appropriate amount of salt to use for snow and ice control on public sidewalks. Mr. Schroeder will work with Ms. Frank and Mr. Tomasiewicz on crafting a message to address the concern.

5. Discuss Environmental Film Festival Planning and Promotion

Mr. Liberatore worked with the committee on assigning places to distribute and hang up film festival posters and postcards throughout the community. Mr. Liberatore asked to have a few speakers for the second and third films. Mr. Kelm will be having some speakers at the first film. There was discussion about the film format incorporating an introduction, speakers, and a group discussion. The committee agreed to invite elementary school groups to come and do another bake sale at the film festival. Mr. Burkart will create an event for the upcoming films and send a link out to the committee.

6. Update on Community Solar Survey and Renewable Energy Initiatives

Mr. Kelm and Mr. Liberatore will meet with the new Village Planner to discuss some opportunities to include a loan for renewable energy initiatives. This will be discussed more at length during the February meeting.

7. Report from DPW Liaison

Ms. Frank provided a report to the Conservation Committee about her recent discussions with DPW, including the amount of phosphorous being found in the sewer system from fallen leaves. Potential legislation and permitting requirements may require leaves to be bagged in the future. There was discussion about the Asian Jumping Worm and its impact on the issue of leaf collection. The committee determined to wait for the DNR ruling before making any recommendations or next steps.

8. Discuss Possible Rain Garden Education Event

There is no new update on this item.

9. Discuss Collaborative Projects with other Village Committees

Mr. Liberatore mentioned Mr. Kelm's idea of a scrap metal rodeo. It would be a community event where metal artists and welders take scrap metal and create art in a day around the community. The art would then be auctioned off. This idea would be jointly worked on with the Public Art Committee.

10. Upcoming Events, Member Topics & Suggestions

February is the Backyard Bird Count. There was brief discussion about the market for recyclable materials.

11. Adjournment

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Pollock. Vote 9-0 to adjourn. The meeting was adjourned at 8:19 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

To: Village Board Trustees and Relevant Staff
From: Conservation Committee
Re: Organics Pilot and Renewal Proposal

On June 1, 2017, the Village of Shorewood partnered with organics collection hauler Compost Crusader to pilot a curbside organics service with 100 participating households. All data point to resounding success (see pullouts below) and enthusiasm for the program, at very low cost to Village coffers. As Village leadership considers the best way to expand and make permanent the service, the Conservation Committee recommends renewing the terms of the pilot (with a continued subsidy of \$2.25/customer per month) for another year, through May 31, 2019. This proposal is in line with Milwaukee's decision in the fall of 2017 to continue its own pilot of 500 households for an additional year.

Going forward, we invite continued discussion on the following previously suggested options:

- Expand pilot to more households (a waiting list exists) at set monthly subscription rate
- In-house organics collection using yard waste carts and DPW trucks (not currently feasible per DPW, but worth exploring)
- Consider trash service reductions as budget offsets, volume pricing for trash, and household incentives like rebates

Customer Satisfaction Survey - Key Data Points

- 94 percent of customers are happy with the cart size
- 75 percent are taking trash out less often than they were pre-pilot
- 52 percent note less odor; 69 percent note that trash is lighter
- Full 2/3 say they could get by with smaller trash cart or less frequent pickup (another 20 percent said: "maybe")

General Feedback Is Positive

- 58 percent say they are bagging less yard waste
- 97 percent report no rodent concerns
- 96 percent report no issues with startup of program
- 86 percent are putting organics cart out weekly
- 70 percent are using the organics cart for yard waste
- 84 percent cite food waste disposal as primary factor in enrollment

Some Testimonials

- "Please let me know how to help get this adopted as a permanent program. All my neighbors want to know how to get in."
- "I absolutely love composting and I really hope this can become a permanent feature in Shorewood!"

- “We did not factor in yard waste when we decided to sign up but that has been a great added benefit of not having to bag yard waste.”
- “It is vitally important to have this service in our community.”
- “I love this [program] and think it should be everywhere, especially the schools and local businesses.”
- “This is such a great service. It is truly amazing how much less we throw out.”

Updated Diversion Data - Through January 18

- Weekly setout rate averages **72 percent**
- Average collection weight for Shorewood **1,421 lbs.** per week
- Per household diversion rate is **19.5 lbs. per week**
- Total collected in Shorewood **42,620 lbs.**, over 19 metric tons (scaled: **1,875,280 lbs.**)*
- CO2 equivalent emissions savings: **1.5 cars** off the road permanently (scaled: **95 cars**)
- Estimated cost savings to Shorewood to date is **\$872** (scaled: **\$38,358**)

* Scaled figures represent a rough estimate of the curbside program expanded to all 4,400 households in DPW's collection route.

The Conservation Committee welcomes the opportunity to remain a consultative resource for Village leadership as this program is weighed in the balance of planning for sustainability goals ratified by the Board in 2012 and 2015 visioning statements.

Sincerely,

Josh Liberatore, Chair

Shorewood Conservation Committee