



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

1. Call to order
2. Approve February 1, 2018 Meeting Minutes
3. Staff Updates
4. Discuss Citizen Concerns
5. Discuss and Consider Direction with Vacant Student Representative on Conservation Committee
6. Consider Long Term Recommendation for Organics Collection Program
7. Discuss MMSD Rain Garden Workshop Promotion Opportunities
8. Update on Environmental Film Festival
9. Report from DPW Liaison
10. Consider Conservation Fair/Fish and Feather Collaboration
11. Upcoming Events, Member Topics & Suggestions
12. Adjournment

DATED at Shorewood, Wisconsin this 22<sup>nd</sup> day of February, 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

February 1, 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 Tomaszewicz, Linda Frank, Chase Kelm, Meenal Atre, Elisabeth Witt (arrived at 7:07 p.m.), and Carolyn Morse

Others Present: Assistant Village Manager Tyler Burkart, Melissa Tashjian from Compost Crusader

Not present: Roland Schroeder, Caroline Kuebler

### 2. Approve January 4, 2018 Meeting Minutes

Ms. Morse moved to approve the January 4, 2018 minutes. The motion was seconded by Ms. Pollock. Vote 8-0 to approve the minutes.

### 3. Staff Updates

No staff update.

### 4. Discuss Citizen Concerns

Mr. Liberatore raised again the issue of the smell of styrene. This issue will be discussed with the Department of Public Works.

### 5. Discuss and Consider Long Term Recommendation for Organics Collection Program

Mr. Liberatore introduced Ms. Tashjian from Compost Crusader. Mr. Liberatore also summarized the memorandum he prepared for the meeting. The committee discussed some of the potential next steps and some of the current ways to transition to a long-term solution for organics collection. Ms. Tashjian presented an option that Compost Crusader could purchase the carts in order to continue providing service for residents who want to keep the organic collection services. This option would be if the Village would not be interested in continuing their involvement with the services. There is a potential grant that may allow Compost Crusader to afford the carts and in return Compost Crusader would look for a multiple year contract. Mr. Burkart clarified for the committee that two decisions need to be considered by the committee. The committee needs to determine what to do for the rest of 2018 and what to consider for 2019 and beyond. The committee talked about access to some compost soil and having a community event to purchase the soil. Ms. Tashjian provided the committee a summary on how the collections have been going thus far. Mr. Liberatore moves to pass the memorandum forward to the Village Board and extend the pilot program by seven months to the end of fiscal calendar year 2018. The motion was seconded by Ms. Frank. Motion approved by 9-0 vote.

**6. Discuss Environmental Film Festival Planning and Promotion**

Ms. Murphy Yerkes gave the committee a summary about the planning and coordination of the events. At least one person will need to be present before 6:30 p.m. Members are asked to share the event link and volunteer to help setup chairs before the film. Mr. Burkart will make his tablet available for the committee so more surveys for the solar panel initiative can be completed. There was some discussion about guest speakers and vendors available to talk with residents. Lake Bluff PTO will be available for the first film for a bake sale.

**7. Consider Fee for Bird City USA Application**

Mr. Tomasiewicz moved to spend \$125 for the Bird City USA application. Ms. Pollock seconded the motion. Motion approved by a 9-0 vote.

**8. “Salt in the City” – Subcommittee Report**

Mr. Tomasiewicz summarized a presentation from the Milwaukee Riverkeeper group to talk about the usage of salt and its impacts. The presentation focused more on the financial impacts rather than the environmental impacts. The committee talked about ways to educate the public and Village staff about the appropriate portions of salt on the roads and sidewalks. There was a suggestion of placing community bins in neighborhoods with more environmentally friendly substances to remove ice. Members will also be working on communication materials to inform residents of the impacts of high uses of salt.

**9. Report from DPW Liaison**

Ms. Frank provided a summary to the committee and what DPW is currently doing to review leaf removal practices. DPW will be using grant dollars to review our current program and determine next steps on how to avoid leaves going into our stormwater system.

**10. Upcoming Events, Member Topics & Suggestions**

No upcoming events.

**11. Adjournment**

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Murphy Yerkes. Vote 9-0 to adjourn. The meeting was adjourned at 8:36 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

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February 22, 2018

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 an additional 7 months, through December 31, 2018. The cost to the Village would be \$1575. 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 period, while also harmonizing the program with the Village fiscal 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
- Significantly, a **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** (MKE’s is 17 lbs. per week with a cart *that’s twice as large*)
- 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 “raw” cost savings to Shorewood to date is **\$872** (scaled: **\$38,358**), as measured by tons diverted multiplied by prevailing \$45/ton tipping fee for landfill waste

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

#### Thoughts on Expansion

As previously reported, neighboring Milwaukee’s 500-household program has extended its term for an additional year and is exploring: a) expansion to more households; b) adding a free drop-site for nonsubscribers at a DPW self-help center; and c) piloting variable-volume cart collection in select neighborhoods. Shorewood should consider all three options as viable for our own purposes, with particular thought to how the program would expand incrementally given the necessity to purchase carts in lots of 112 units, for example, in tranches of 50-100 households at a time. At minimum, the Committee recommends *that the Village offer and actively promote a rolling waiting list* as a way of determining demand for future expansion.

#### Conclusion

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. Renewing and eventually expanding curbside organics gets the Village measurably closer to achieving those goals.

Sincerely,

Josh Liberatore, Chair

Shorewood Conservation Committee