



**Conservation Committee  
Agenda  
Thursday, January 3, 2019  
7:00 P.M.  
Village Hall**

1. Call to order
2. Approve December 6, 2018 Meeting Minutes
3. Staff Liaison Update
  - a. Organics Collection Update
4. Discuss Citizen Concerns
5. Update on 2019 Film Festival
6. Consider Solar Survey Memorandum
7. Discuss Conservation Committee 2019 Priorities and Resolutions
8. Consider Bird City Renewal Fee
9. Update on Recycling New Fees and Dumpster Problems
10. Subcommittee Reports
11. Upcoming Events, Member Topics & Suggestions
12. Adjournment

DATED at Shorewood, Wisconsin this 27th day of December, 2018.

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

**December 6, 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 7:02 p.m.

Members present: Chair Joshua Liberatore, Henry Tomasiewicz, Meenal Atre, Linda Frank, Roland Schroeder, Donna Pollock, Sue Murphy Yerkes, Chase Kelm, Maggie Pipek, Elisabeth Witt (arrived at 7:04 p.m.), Abigail Widell, and Greta Maierle

Others Present: Assistant Village Manager Tyler Burkart

Not present: Matt McGovern and Caroline Kuebler

## **2. Approve November 1, 2018 Meeting Minutes**

Mr. Tomasiewicz moved to approve the November 1, 2018 minutes. The motion was seconded by Ms. Frank. Vote 10-0 to approve the minutes.

## **3. Guest Speaker: McKenzie Edmonds, Adopt a Storm Drain Grate Program**

Ms. Edmonds was present to speak about her connection and participation with the Adopt a Storm Drain Grate Program. Ms. Edmonds reported how to sign up on the website and the responsibility of adopting a storm drain. Currently there are only 3 community members in Shorewood that have adopted a storm drain. Mr. Liberatore mentioned Shorewood Waters have been making efforts to promote the program through labels and plaques. Ms. Atre expressed interest in helping with an awareness campaign on this program.

## **4. Staff Liaison Update**

Mr. Burkart provided an update on the organics collection program. There have now been over 100 participants signed up for the permanent program. Unless the Village receives 50 more applicants, interested community members will be placed on the waiting list. The Committee recommended adding a metric on the organic cart in the Village Center to show the number of participants and the number of people on the waiting list. The Village 2019 Budget was adopted in November. Mr. Burkart informed the Committee the Village is taking a list of interested participants in the Citizens Academy. Lastly, Mr. Burkart mentioned he is taking a list of interested questions for the 2019 community survey.

## **5. Discuss Citizen Concerns**

Mr. Tomasiewicz mentioned the concerns of wild cats killing birds in the Village. The Committee recommended adding a blurb in the manager's memo and some potential education during pet licenses renewals. The Committee encouraged the messaging to be around environmental impacts. This concern could also be correlated with the Shorewood Loves Dogs campaign that Kae Donlevy is working on.

**6. Update on 2019 Film Festival**

Ms. Murphy Yerkes provided an update on the upcoming film festival. The Committee discussed the proposed festival poster and approved the design. From the Waste Up is a streamed video and should be tested soon to assure the quality is decent in the Village Center. The Committee discussed whether keeping it on a Friday is beneficial for community participation. Members determined to keep it on a Friday for this year but to continue evaluating. Other ideas for the poster includes year of movie, length, and any awards won. The Committee talked about potential local and regional partners and presentations for the films. Mr. Liberatore moves to print posters and postcards for the film festival not to exceed \$150. Ms. Pollock seconds the motion. Motion approved by a 11-0 vote.

**7. Discuss Solar Survey Summary**

Mr. Kelm led the Committee in a discussion on the solar survey results and recommendations. Mr. Kelm recommended posting the results through the manager's memo and a press release. There was conversation about ways to incorporate WE Energies in any discussion with the Village about how to provide incentives for energy-saving projects. Mr. Burkart will send out a press release on the second survey results and have the Committee review during their January meeting. The results of the first survey can be presented on the Village website. Mr. Burkart recommended for the Committee to draft a summary letter to approve during their January meeting on the first survey results. The motion would instruct Mr. Burkart to forward to the Village Board and the Village Manager to consider discussing at a future Village Board meeting.

**8. Update on Sustainability Data Project**

Mr. Liberatore presented the sustainability data scorecard for Village staff to report on and bring back to the Committee. The scorecard would be a Google document shared among Village staff and Committee members and at a minimum require a quarterly report. The goal is for the scorecard to go live in 2019. The Committee asks if the data is easily available to report on previous years, as well. The subcommittee will finalized and provide to staff in January 2019.

**9. Subcommittee Reports**

Ms. Frank updated the Committee on the refuse utility concept. One process approach is to create a concept plan to present to the Village Board that can be rolled out in phases. In 2020, it would be a switch from being on the tax bill to the utility bill. In 2022, a change would be made to the collection schedule for refuse and recycling. In 2024, an introduction to choice of level of service would be implemented based on the size of the cart that would also incorporate a different fee for each size with a potential incentive for participants involved in the organics collection program. The Committee discussed some potential concerns or topics that would need to be addressed in a Q&A. There was conversation about ways to reduce the amount of changes so that community members wouldn't experience as much change in a five year period.

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

No other news or events to report.

**11. Adjournment**

Mr. Kelm moved to adjourn, seconded by Ms. Murphy Yerkes. Vote 11-0 to adjourn. The meeting was adjourned at 8:19 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager

To: Village Trustees and Relevant Staff  
From: Conservation Committee  
Re: Solar Interest Survey Summary

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### **Overview**

In the fall of 2017, following the success of the 2016 [Solar Shorewood](#) group-buy program, the largest to date in Wisconsin (with installations totalling 52 kW on 15 Shorewood buildings), the Shorewood Conservation Committee administered a survey to residents in order to gauge interest in solar energy opportunities in Shorewood and Southeastern, WI. The goal of the survey was to understand the opinions of the community around renewable energy and community solar projects; what they see as the benefits and potential barriers around solar energy.

The results from the survey reflect a strong desire by residents to have a decision in how and where their energy is produced. While some residents have the financial means, roof orientation, lack of tree cover, etc., requisite for residential installations, many in Shorewood are not able to check all the boxes needed to produce or access clean energy without the help of public utilities or government entities.

Government officials, utility regulators, and utility employees should be encouraged to craft policy and programs to help citizens achieve their desire for energy from clean sources in Shorewood and throughout Southeastern, WI. This survey and the successful Solar Shorewood program show that citizens and customers will respond if presented with opportunities to participate in programs designed to foster the development of locally produced clean energy.

### **Key Results**

Although the survey was available to those outside Shorewood, the majority of respondents were Shorewood residents. Results from 269 participants signal overwhelming support for the increased availability and accessibility of renewable energy:

- Nearly 96% believe renewable sources are very important in the U.S.
- Over 80% said it was very important to have a choice in how their energy is produced
- Nearly 98% are interested in the option to purchase locally produced solar energy from their utility
- Over 86% would be willing to spend slightly more for electricity if produced with local renewables
- Over 80% installed or considered installing solar panels, citing a desire for increased energy independence and potential overall savings on electricity as primary drivers
- Nearly half of respondents stated high upfront cost of installing solar panels as the primary barrier
- Over 71% of respondents were interested in participating in a community solar program and nearly 90% wanted to learn more about such options

### **Recommendations**

While there may be many ways to help residents achieve their goal of locally produced clean energy, the options below may reduce barriers to entry noted by residents in the survey:

- 1) **Revamp Neighborhood Improvement Loan Program** to include energy efficiency and solar panel installation (reduces cost barrier).
- 2) **Explore opportunities for a Community Solar Program** with the local utility or other government entities. MG&E successfully introduced a Community Solar Program in its service

territory in cooperation with the City of Middleton. This option can help residents overcome many, if not all, of the barriers that were brought up in the survey.

- 3) **Invest in Village Municipal Solar Projects** to demonstrate alignment with resident concerns and lead the way by making investments in solar power installations to the maximum extent feasible on all new or renovated village buildings and other structures, including North Shore Fire station, Shorewood Library, and potentially school properties. In so doing, the Village will move forward on its own commitment to 25% renewable energy by 2025.
- 4) **Promote Solar Incentives to the BID** and encourage property owners to participate in Milwaukee County's commercial PACE (property-assessed clean energy) financing program. PACE allows businesses and nonprofits to obtain low-cost, long-term loans for solar energy and energy efficiency investments. More information about the program: <http://www.pacewi.org/>.
- 5) **Explore the Implementation of a Residential PACE Program** similar to the PACE program currently offered by Milwaukee County to commercial property owners.

The Shorewood Conservation Committee is dedicated to helping Village leadership achieve its ambition to serve as a model "ecomunicipality". We believe that vigorous promotion and adoption of renewable energy goals is the next, best step in making good on this aspiration.

Respectfully,

Joshua Liberatore, Chair  
Chase Kelm  
Maggie Pipek  
Matt McGovern  
Henry Tomasiewicz  
Caroline Kuebler

Donna Pollock  
Linda Frank  
Meenal Atre  
Roland Schroeder  
Sue Murphy Yerkes  
Elisabeth Witt