

It is expected that a Quorum of the Personnel Committee, Board of Public Works, Plan Commission and Administration Committee will be attending this meeting: (although it is not expected that any official action of any of those bodies will be taken)

**CITY OF MENASHA
SUSTAINABILITY BOARD
Common Council Chambers
140 Main Street, Menasha**

Tuesday, March 16, 2010

6:30 PM

AGENDA

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD
(five (5) minute time limit for each person)
- D. MINUTES TO APPROVE
 - 1. [Sustainability Board minutes, 2/16/10](#)
- E. COMMUNICATIONS
- F. DISCUSSION ITEMS
 - 1. 2010 Work Program/Project Planning
 - [Comments from Jill Enos](#)
 - [Comments from Linda Stoll](#)
 - 2. Home and building energy conservation initiatives
 - 3. [Sustainability Board input on Comprehensive Plan Review Fruit tree planting option](#)
 - 4. ["Do not mail" resolution](#)
- G. ACTION ITEMS
 - 1. [Resolution supporting "Active Community Transportation Act of 2010" \(Rails to Trails campaign\)](#)
 - 2. Set next regular meeting date
- H. REPORT OF COMMISSIONERS & STAFF
 - 1. Valley Transit Update (Roger Kanitz)
 - 2. Department TNS presentations/Sustainability training
 - 3. Safe Routes to School update
 - 4. Rain Garden demonstration project update
 - 5. Office of Energy Independence Energy Efficiency & Conservation Block Grant update
- I. ADJOURNMENT

**CITY OF MENASHA
SUSTAINABILITY BOARD
Common Council Chambers
140 Main Street, Menasha**

Tuesday, February 16, 2010

Minutes

A. CALL TO ORDER

Meeting called to order by Linda Stoll at 6:40PM.

B. ROLL CALL/EXCUSED ABSENCES

Present: Mike Dillon, Sadie Schroeder, Linda Stoll, Chris Bohne, Jill Enos, Becky Bauer

Also Present: CDD Keil

Excused: Trevor Frank, Roger Kanitz

C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD

(five (5) minute time limit for each person)

None

D. MINUTES TO APPROVE

1. Sustainability Board minutes, 1/19/10

Motion made by Mike Dillon, seconded by Chris Bohne to approve the minutes of the 1/19/10 Sustainability Board meeting.

The motion carried.

E. COMMUNICATIONS

None

F. DISCUSSION ITEMS

1. Sustainability Board input on Comprehensive Plan Review

Commissioners discussed the preliminary responses to the Comprehensive Plan Sustainability Assessment Tool and priorities. The creation of study circles focused on each of the nine comprehensive plan elements was also discussed. There was consensus that the Natural Step for Communities ought to continue to be used as a guide and that Board should continue its efforts to engage the city's department heads in discussions concerning sustainable practices and encourage their implementation. Green procurement, and reduced energy consumption were considered as the areas where the greatest short-term impact could be realized.

Greg Keil is to make arrangements for a presentation to department heads on techniques for reducing fuel consumption by city vehicles. Mike Dillon and Sadie Schroeder offered to assist with providing speakers to address this topic.

Copies of the proposed green procurement policies are to be emailed to Board members.

Greg Keil and Linda Stoll are to search for energy assessment tool models for city buildings. Becky Bauer is to provide information on the energy assessment methodology from the Green and Healthy Schools program.

2. Citywide Energy Efficiency Planning (25X25 Plan)

Commissioners discussed the need to begin working toward the goal established by the Resolution R-21-08 endorsing the goal of the city generating 25 percent of its energy needs through renewable energy sources by the year 2025.

Motion by Becky Bauer, seconded by Linda Stoll to recommend that Mayor Merkes establish a goal of driving out waste in City facilities and operations. The Board further recommends that the Mayor establish a goal for reducing energy consumption in city facilities. The Board requests that the Mayor consider a target of achieving a 10 percent reduction in energy consumption by 2011, using 2009 as a baseline as the metric for the energy reduction goal.

The motion carried.

2. Sustainability Board Visioning Session – Outcomes and next steps

Commissioners shared their thoughts on the visioning session and its outcomes. There was consensus that the Board should try to focus its efforts on manageable tasks, while not losing sight of long term goals. Development of an annual work plan is to be placed on the agenda for the next meeting.

G. ACTION ITEMS

1. Support for Compost Demonstration Project at UW Fox Valley

Greg Keil stated that the Community Garden Partnership was seeking support of the Sustainability Board for the establishment of a composting/soil production demonstration project at the UW Fox Valley campus.

Motion by Sadie Schroeder, seconded by Linda Stoll for the Sustainability Board to endorse a letter of support for the project.

The motion carried.

2. Schedule planning session for 2010 Farmers Market

Greg Keil reported that Kristin Sewall will send a notice to Board members when the session has been scheduled.

3. Set next regular meeting date

Next meeting set for March 16, 2010 at 6:30 p.m.

H. REPORT OF COMMISSIONERS & STAFF

1. Valley Transit Update (Roger Kanitz)

No report.

2. Department TNS presentations/Sustainability training

Greg Keil stated that there was no training in the past month. A session on reducing fuel consumption is to be scheduled for the March department head meeting.

3. Report on meeting with Paul Burdon, 1/8/10(Linda Stoll and Roger Kanitz)

Notes from the meeting with Paul Burdon are to be distributed via email to Board members.

4. Sustainable Communities Public Policy Forum(Roger Kanitz)

No report.

I. ADJOURNMENT

Motion made by Mike Dillon, seconded by Chris Bohne to adjourn at 8:26p.m.

The motion carried.

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

Linda Stoll, AICP

Outreach Specialist

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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.

Kristin Sewall

From: Stoll, Linda [Linda.Stoll@uwsp.edu]
Sent: Friday, March 12, 2010 11:33 AM
To: Kristin Sewall
Subject: RE: Items for next week's Sustainability Board Meeting

Thanks. Here are my additions:

1. Education/training for municipal staff – (please keep this as an ongoing agenda item)
2. Municipal operations sustainability goals for 2010
3. Municipal ordinance and plan review – (this is on-going as well)
4. Local food initiatives – place this in conjunction with the farmers' market
5. First Impressions program
6. Re-establishment of Menasha Bike Committee

Linda Stoll, AICP

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From: Kristin Sewall [mailto:ksewall@ci.menasha.wi.us]
Sent: Thursday, March 11, 2010 10:41 AM
To: Stoll, Linda
Subject: RE: Items for next week's Sustainability Board Meeting

Hi Linda..
Here is last weeks agenda, Greg hasn't given me any additions to it yet.
Thanks-

Kristin Sewall
City of Menasha
Clerk/Mayor's Office
Ph: 920-967-3600
Fx: 920-967-5273

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

From: Stoll, Linda [mailto:Linda.Stoll@uwsp.edu]
Sent: Tuesday, March 09, 2010 1:14 PM
To: Kristin Sewall
Subject: RE: Items for next week's Sustainability Board Meeting

Hi Kristin,
Can you send me a copy of the current draft as a reminder of what is already on the agenda – short term memory loss☺
Thanks
Linda

3/12/2010

Linda Stoll, AICP

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From: Kristin Sewall [mailto:ksewall@ci.menasha.wi.us]

Sent: Tuesday, March 09, 2010 9:25 AM

To: Trevor Frank; Bauer, Becky; Dillon, Michael J.; Kanitz, Roger; ekassel@kelpinc.com; Keil, Greg; Merkes, Don; Stoll, Linda; Sadie Schroeder-Work; Amy Kester; Bill Beachkofski; Catherine Neiswender; Christopher Bohne; Jeff Deltgen; Jill Enos; Kathy Thunes; Linda Grishaber; Mary Kelly; Sadie Schroeder-Home

Subject: Items for next weeks Sustainability Board Meeting

Hello Everyone:

Please let me know if there are new items you would like added to the agenda.

Thanks

Kristin Sewall
City of Menasha
Clerk/Mayor's Office
Ph: 920-967-3600
Fx: 920-967-5273

Kristin Sewall

From: Kanitz, Roger [Roger.Kanitz@kcc.com]
Sent: Thursday, March 11, 2010 2:11 PM
To: linda.stoll@uwsp.edu
Cc: 'Sadie Schroeder-Work'; Greg M. Keil; Kristin Sewall
Subject: Fruit Tree Planting Option

Paul Burden returned yesterday and provided me with the attached article from USA Today (March 9th) on a potential variation of the community garden theme as part of our sustainability efforts. Pictures are from Madison!

He would like to convey it to the Menasha Sustainability board as it matches the native planting interest highlight in the back-casting session we did. It also reflects an aspect of gardening that I personally had over-looked.

Paul offered that this type of program could also be developed in conjunction with local food pantries, or wine making clubs, or pie making festivals or as just free food for the public. Open public areas could be populated with trees in groupings.

He also mentioned that there could be a twist where trees are planted by out of work folks as a jobs stimulus type activity on behalf of the city. Work related to planting and caring for the trees, or for converting its fruit into a food forms, might be a job source for enterprising individuals without the "free land" of our fore-fathers had as resource.

We have to give him credit as he keeps thinking about us!

Thanks... Roger

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Thank you.

3/12/2010

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2006 photo by Steve Apps, Wisconsin State Journal

City dig: Barbara Feeney and Frank Itlis plant a fruit tree at Jessica Bullen Orchard and Quiet Garden in Madison, Wis.

More urbanites have their pick of fresh fruit

As free public orchards crop up in cities, lessons in sustainability and charity spread

By Ben Jones
USA TODAY

Last fall, Eric Alperin, a San Francisco artist, heard about blackberries, plums and loquats growing on public property in his city and free for the picking.

Armed with bags and a pole device for picking fruit from tall branches, Alperin and his wife went foraging.

"It was great," he said. "We picked as much as we could carry and had



2008 photo by Laurence Kesterson, The Philadelphia Inquirer

Idea takes root: David Siller plants a tree at Woodford Mansion in East Fairmount Park in Philadelphia, a city where public orchards are more common.

As free public orchards crop up in cities, lessons in sustainability and charity spread

By Ben Jones
USA TODAY

Last fall, Eric Alperin, a San Francisco artist, heard about blackberries, plums and loquats growing on public property in his city and free for the picking.

Armed with bags and a pole device for picking fruit from tall branches, Alperin and his wife went foraging.

"It was great," he said. "We picked as much as we could carry and had beautiful, fresh, free city fruit," Alperin said. "I'll definitely go (picking) again." Fruit-picking opportunities like that are becoming more common, as volunteers in cities including Boston, Detroit, Philadelphia and Madison, Wis., mobilize behind a goal of planting fruit trees on public land in city parks and neighborhoods.

"This is part of what's obviously been an explosion in interest in locally grown and organic food," said Janet Parker, a founding member of a group called Madison Fruits and Nuts. "I think we're coming to realize more and more that it doesn't make any sense, at this late date with climate change being what it is, to truck in so much of our food from California, in the cases of apples, sometimes New Zealand."

Free fruit also is available for picking in season on public land in Chicago, San Francisco, Austin, Minneapolis and New York, according to neighborhoodfruit.com, a site that helps people track down available fruit.

Parker works with other volunteers to add fruit trees to parks in her Wisconsin city, which has a population of 27,700. The group wants to initially plant trees in four parks and awaits city approval.

It seeks funding from a California-based non-profit, the Fruit Tree Planting Foundation, which helps establish fruit trees at parks and schools. Cem Akin, the foundation's executive di-



2018 photo by Laurence Kesterson, The Philadelphia Inquirer

Idea takes root: David Siller plants a tree at Woodford Mansion in East Fairmount Park in Philadelphia, a city where public orchards are more common.

rector, said fruit trees in parks are not new, but there's been "recent movement toward getting more trees into city parks, more free nutrition into city parks as well."

Akin said that in the past year, his group has been inundated with funding requests from cities and counties in California, Nevada, Georgia, Wyoming, Florida, Arizona and Vermont. The group will make funding decisions on these projects this year.

Since 2005, the foundation has provided trees and advice to planting projects in 20 states, Akin said.

"It's a good way to get the community mobilized. It's a good way to get everybody to learn about sustainability, about environmental stewardship and about botany," he said. "Our goal is to strategically donate and plant fruit tree orchards to areas where the harvest most benefits communities."

Akin said that in some cities, groups glean fruit from urban orchards and donate the produce to food pantries.

That's the plan for some of the fruit in urban orchards in Philadelphia. Since 2007, a group called the Philadelphia Orchard Project has helped establish 17 urban orchards in the city, including four on school property and one at a public park. Other orchards are planted on land owned by non-profit groups.

Orchard director Phil Forsyth said volunteers have planted about 200 trees.

"They are all over the city, generally in low-income neighborhoods," he said. "Community food security is part of our mission, so we partner with groups where the orchard will benefit people who would otherwise have limited access to fresh produce."

Creating a public orchard involves a lot more than sticking trees in the ground.

Laura Whitmore, community relations coordinator for Madison's parks division, said people who want to plant fruit trees in her city's parks must pay for the trees and do the work. First they must submit a planting, harvesting and maintenance plan and get city approval. She said the park must be appropriate for fruit trees. "We wouldn't be putting them in a soccer field," she said.

People looking for some free fruit can go to neighborhoodfruit.com, which maps the location of fruit trees on private and public land that are open for picking.

The site lists more than 10,000 fruit and nut trees in 25 cities. On Jan. 1, it launched a 99-cent iPhone application that helps people track down trees close to their locations.

"We're anticipating, as spring gets longer and as we get into summer, there's going to be a lot of interest in it," said Kaytea Petro, co-founder of the site.

Jones reports for The Post-Crescent in Appleton, Wis.

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Kristin Sewall

From: Sadie Schroeder [sadaloupe@hotmail.com]
Sent: Saturday, February 27, 2010 9:28 AM
To: Kristin Sewall
Subject: FW: Get your free Do Not Mail Resolution Toolkit

Kristin,
Please add to the agenda a discussion about a Do No Mail resolution.

Sadie

Date: Tue, 26 Jan 2010 19:37:04 -0500
From: organizing@forestethics.org
To: sadaloupe@hotmail.com
Subject: Get your free Do Not Mail Resolution Toolkit

Dear Sadie,

Thank you so much for stepping up in the campaign to take back our mailboxes and protect our forests from the waste of junk mail. It's time for the junk mail industry to stop invading our privacy, wasting our time, and destroying our environment.

Download the toolkit for passing a resolution in your town now. This document includes:

- A quick-start guide to getting a resolution introduced
- A sample letter to your representatives
- Do Not Mail talking points
- A Resolution template (based on the passed resolution in San Francisco)

Please feel free to email me at organizing@forestethics.org with any questions!

Amanda Ream
Organizing Director
ForestEthics
Because protecting forests is everyone's business

P.S. Don't forget to spread the word online about the [Do Not Mail petition](#) if you haven't already.

Hotmail: Trusted email with Microsoft's powerful SPAM protection. [Sign up now.](#)

Pass a Municipal Resolution on Junk Mail

This guide will help you encourage your local city council to endorse a Do Not Mail registry for your state. Passing a symbolic resolution on junk mail makes sense for cities across the country. It's an easy action for local governments to take in order to move the national Do Not Mail Campaign forward.

How to Pass a Do Not Mail Resolution:

1. **Identify a Sponsor** - Visit your City Council's webpage and find out who represents your neighborhood. Contact your representative's office by phone or email and ask them to sponsor the (already written) resolution calling for a statewide Do Not Mail Registry. Be sure to tell them why you support the resolution and why you think they should too! (*See the sample talking points and draft resolution below*) If your representative won't sponsor, you can ask others on the city council until you find a supportive representative.
2. **Figure out the Process** – Ask your new Sponsor's office what the process is from here. When will the resolution be voted upon? Will there be a public hearing or a chance to make public comments? Who on the council is most likely to support/oppose?
3. **Show Public Support** - If there is to be a public hearing, recruit friends and family to come. Prep yourself and others to speak at the hearing. Find different voices – like small business owners, city officials, environmentalists, community members, etc. to show broad support for the issue. Also, before the vote, ask everyone you know to call in to support the Do Not Mail Resolution. If you can get a letter to the editor or Op-Ed placed, that would help spread the word. You can also ask local radio stations or blogs to announce the upcoming vote and encourage citizens to call in. (For more advice and helpful materials during this phase, please contact ForestEthics. We'll be happy to help you strategize.)

What To Say To Your Local Representative:

Dear Council Member/Supervisor [x],

As a concerned resident in your district, I would like to request that you introduce a resolution calling on our state legislators to establish a Do Not Mail Registry. The passage of this resolution will help build awareness around an important environmental issue that our state legislators should consider more closely. I respectfully urge our city to become a leader in promoting the country's first statewide Do Not Mail Registry – thereby protecting the environment and cutting out unnecessary waste from our municipal systems. In an era of diminishing natural resources and the ongoing threat of climate change, we can no longer afford to promote the lackluster inefficiencies of the junk mail industry and its mismanagement of our resources.

Thank You.
[Your Name]

[Your Email]
[Your Phone]
[Your Address]

Other Do Not Mail Talking Points:

1. **A statewide Do Not Mail Registry would alleviate stress on municipal waste disposal systems;** nearly half of the 6.5 million tons of junk mail sent to Americans each year ends up in our landfills unopened!
2. **Stopping junk mail will help combat invasion of privacy;** junk credit card offers include personal information that makes us vulnerable to identity theft, and when we're out of town, the piles of junk mail left on the door step is a clear signal you're not home.
3. **Junk Mail is annoying and wasteful;** the majority of Americans don't like it, yet direct mailers send out over 100 billion pieces each year. All that junk mail requires the pulp of over 100 million trees; destroying our environment and contributing to climate change. When polled, 89% of people said they would support a Do Not Mail registry.

Resolution Template:

[Requesting (*Your State*) Establish a Do Not Mail Registry]

Resolution urging the (*Your State*) State Legislature to establish a Do Not Mail Registry

WHEREAS, The amount of junk mail delivered in the United States each year has substantial environmental and social costs that can be significantly reduced by the creation of a Do Not Mail Registry; and,

WHEREAS, The production, distribution, and disposal of junk mail contributes to climate change by producing 51 million tons of greenhouse gas emissions¹- equivalent to that of over 9 million automobiles² - at a point when current environmental challenges demand significant and urgent reductions in our carbon footprint; and,

¹ ForestEthics. "Climate Report". Appendix A. 2008, pp. 5

² The Environmental Protection Agency (EPA) estimates average carbon dioxide equivalent emissions as 8.8 kilograms per gallon of gas, and average fuel economy of passenger cars and light trucks as 20.3 miles per gallon.

WHEREAS, The amount of paper required to produce the 105 billion pieces of junk mail distributed each year in the United States³ requires the annual harvest of approximately 100 million trees⁴ that, if left standing, would act as important carbon storehouses; and,

WHEREAS, approximately 44% of all unsolicited junk mail arrives in landfills unopened⁵, thereby placing unnecessary stress on our waste disposal systems; and,

WHEREAS, Junk mail is an invasion of privacy and has the potential to contribute to the ongoing problem of identity theft; and,

WHEREAS, The requested Do Not Mail Registry would be modeled after the national Do Not Call Registry, which is the most popular consumer rights bill in history; and,

WHEREAS, 93% of likely voters and 89% of likely voters nationwide voiced support for a Do Not Mail Registry in a 2007 national poll commissioned by Zogby International⁶; and,

WHEREAS, A multitude of states have previously proposed Do Not Mail bills including; Arkansas, Colorado, Connecticut, Hawaii, Illinois, Maryland, Michigan, Missouri, Montana, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, Tennessee, Texas, Vermont, and Washington⁷; and,

WHEREAS, The success of statewide Do Not Mail registries will pave the way for an equivalent registry at the national level; now, therefore, be it

RESOLVED, That the **(your city)** Board of Supervisors urges the State of **(your state)** to establish a Do Not Mail registry to provide persons of **(your state)** with an effective, user-friendly system to voluntarily stop the receipt of unsolicited direct mail to their property; and, be it

³ United States Postal Service (USPS). "The Household Diary Study: Mail Use & Attitudes in FY 2006." March 2007, pp. 1.

⁴ Center for New American Dream calculation from Conservatree and U.S. Forest Service statistics.

⁵ 41pounds.org; <http://41pounds.org/impact/default.asp>.

⁶ National Poll Commissioned by the Center for a New American Dream and conducted from September 13-16, 2007 by Zogby International. The survey was administered by phone to 1011 likely voters nationwide. Findings from the survey have a margin of error of +/- 3.1%.

⁷ Direct Marketing Association, "State Do Not Mail Bills – 2007," available at: <http://www.the-dma.org/donotmail/2007legislation.shtml>, accessed October 7, 2008.

FURTHER RESOLVED, That the Clerk of the Board of Supervisors shall forward a fully conformed copy of this resolution to **(your city)** state legislative delegation as well as the President Pro Tem of the **(your state)** Senate and Speaker of the **(your state)** Assembly.

Kristin Sewall

From: Greg M. Keil

Sent: Thursday, March 04, 2010 10:04 AM

To: Kristin Sewall

Subject: FW: BREAKING NEWS: Active transportation victory! Keep the momentum going...

Kristin: I'm thinking the SB should pass a resolution in support of the attached. Please include this as an agenda item for the next meeting.

Greg

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

From: Dillon Michael [mailto:michael.dillon@sca.com]

Sent: Wednesday, March 03, 2010 1:36 PM

To: Sadie_Schroeder@vfc.com; Kanitz, Roger; stollj@uwgb.edu; 'Bauer, Becky'; Jill Enos

Cc: Greg M. Keil; Dearborn, George; Hull, Ria

Subject: FW: BREAKING NEWS: Active transportation victory! Keep the momentum going...

FYI

From: Kading, Mike [mailto:mkading@town-menasha.com]

Sent: Wednesday, March 03, 2010 11:29 AM

To: Dave Muench; dkendall@ppmausa.com; Clarence Peterson; Debbie Swiertz; Gerald Voigt; LuAnne Adank; Dillon Michael; Mike Lynch; Randy Meyer

Subject: FW: BREAKING NEWS: Active transportation victory! Keep the momentum going...

Just and FYI...

Michael Kading, Director of Park and Recreation

Town of Menasha

2000 Municipal Drive

Neenah, WI 54956

920.720.7108

mkading@town-menasha.com

Our Vision - "To positively impact and touch lives..."

From: Rails-to-Trails Conservancy [mailto:alert@railstotrails.org]

Sent: Wednesday, March 03, 2010 9:59 AM

To: Kading, Mike

Subject: BREAKING NEWS: Active transportation victory! Keep the momentum going...



inspiring movement

Dear Michael,

Read about yesterday's historic milestone for trails, walking and bicycling, and tai

3/12/2010

action now!

For years, you have been speaking up for active transportation. Through both critical victories and short-term setbacks, your phone calls, e-mails, and support have persisted.

And finally, we have the most tangible result yet that our calls for more active transportation will be answered.

Late yesterday, U.S. Representative Earl Blumenauer (Ore.) introduced H.R. 4722, the "**Active Community Transportation Act of 2010**" (ACT Act), on the floor of the House of Representatives!

The ACT Act is the direct result of Rails-to-Trails Conservancy's (RTC) Campaign for Active Transportation.

The Act would create a \$2 billion program to fund dozens of communities around the country to improve their trail, walking and biking networks. **Your community** could ultimately receive some of these funds, better allowing you and your neighbors to walk and bike to the places you live, work, play, shop and learn.

Across the country, Americans have made clear that we want more transportation options, and the ACT Act goes a long way toward making such safe and convenient options a reality. Research clearly shows that funding active transportation is a wise investment, saving our nation substantially over time.

Now that Rep. Blumenauer has introduced the legislation in the House, **we need to ensure that other representatives support the bill's passage.**

Encourage your representative to co-sponsor this very important legislation now.

This push for co-sponsors is the first step of a larger strategy to ensure that we get the strongest possible congressional support. Next Thursday, hundreds of advocates from around the country will gather in Washington, D.C., for the League of American Bicyclists' annual Bike Summit, to lobby for the ACT Act. **That same day, Thursday, March 11, we'll ask you to join a national call-in day in support of the ACT Act.** Please stay tuned.

Thank you,

Rails-to-Trails Conservancy

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[|| view in browser](#)

Rails-to-Trails Conservancy
2121 Ward Ct., NW
5th Floor
Washington, DC 20037
+1-202-331-9696



Yesterday, H.R. 4722, the "**Active Community Transportation Act of 2010**" was introduced in the U.S. House of Representatives!

Now, your voice is needed to ensure that this legislation becomes reality.

Please act now!

This message may contain confidential, proprietary or legally privileged information and is intended for the addressee's use only. Any usage, disclosure, distribution, print or copying of any part of this message is prohibited unless you are the intended recipient. If you receive this message in error, please delete it from any computer and notify the sender. If you suspect that this message may have been altered, please

R-XX-10

**RESOLUTION SUPPORTING H.R. 4722, THE "ACTIVE COMMUNITY
TRANSPORTATION ACT OF 2010"**

Introduced by _____

Whereas, Rails-to-Trails Conservancy is a nonprofit organization based in Washington, D.C., whose mission it is to create a nationwide network of trails from former rail lines and connecting corridors to build healthier places for healthier people, and;

Whereas, Rails-to-Trails Conservancy serves as the national voice for more than 100,000 members and supporters, 15,000 miles of rail-trail throughout the country, and thousands of miles of potential rail-trails waiting to be built, and;

Whereas, the high costs of driving, automobile congestion, an obesity epidemic, oil dependence and environmental concerns, we need to have the healthy and affordable choice to travel by foot or bicycle for the shorter trips that dominate our daily routines, and;

Whereas, after years of organizing supporters around the country, Rails-to-Trails Conservancy (RTC) is excited to announce that on Tuesday, March 2, 2010, U.S. Rep. Earl Blumenauer (Ore.) introduced **H.R. 4722, the "Active Community Transportation Act of 2010"** (ACT Act), on the floor of the House of Representatives, and;

Whereas, The Act would create a \$2 billion program to fund dozens of communities around the country to improve their trail, walking and biking networks, and;

Whereas, H.R. 4722 would enable communities to compete for targeted funds to complete active transportation networks to enable Americans to walk or bike safely and conveniently.

Now, Therefore, Be It Resolved, that the Common Council of Menasha supports the adoption of HR 4722.

Be it Further Resolved that the resolution be forwarded to Menasha's congressional delegation.

Passed and approved this ____ day of _____, 2010.

Donald Merkes, Mayor

Attest:

Deborah A. Galeazzi, City Clerk