

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  
FIRST FLOOR CONFERENCE ROOM  
140 Main Street, Menasha**

**Tuesday, April 19, 2011  
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. [March 15, 2011](#)
- E. COMMUNICATIONS
  - 1. [Earth Week Flyer](#)
- F. REPORTS
  - 1. [One-2-Five Report](#)
- G. DISCUSSION
  - 1. Public Transportation
  - 2. Recycling
- H. ACTION ITEMS
  - 1. [Resolution in Support of Restoring Recycling Grants to the 2011-2013 Biennial Budget](#)
  - 2. [2011-2012 Sustainability Plan](#)
  - 3. Farm Fresh Market Standards for Local Produce
- I. ADJOURNMENT

"Menasha is committed to its diverse population. Our Non-English speaking population and those with disabilities are invited to contact the Menasha City Clerk at 967-3603 24-hours in advance of the meeting for the City to arrange special accommodations."

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

**Tuesday, March 15, 2011  
6:30 PM**

**MINUTES**

**A. CALL TO ORDER**

1. The meeting was called to order at 6:36 by Chairperson Linda Stoll.

**B. ROLL CALL**

1. **Present:** Chairperson Linda Stoll, Ed Kassel, Kathy Thunes, Chris Bohne, Mike Dillon, Sadie Schroeder and Becky Bauer
2. **Excused:** Roger Kanitz
3. **Also Present:** Community Development Director Greg Keil, Paul Van de Sand (Franklin Energy), and Mark Albert (Menasha Utilities)

**C. PUBLIC COMMENTS**

1. No one spoke.

**D. MINUTES TO APPROVE**

1. Chris Bohne made and Sadie Schroeder seconded a motion to approve the minutes from the February 15, 2011 Sustainability Board meeting. The motion carried.

**E. COMMUNICATIONS**

1. **Bike to Work Week – Fox Cities Greenways Inc.**  
Board members discussed measures for supporting bike to work week activities. Greg Keil is to draft a letter from the Sustainability Board to be signed by Linda Stoll encouraging city employees and board and committee members to bike to work.
2. **Sustainable Oshkosh Brochure**  
A copy of the brochure was distributed.

**F. REPORTS**

1. **One-2-Five Report**  
Paul Van de Sand will present the report at the April Sustainability Board meeting.
2. **Municipal Facilities Electrical Consumption Baseline Report**  
Amy Kester will report at the April Sustainability Board meeting.

**G. DISCUSSION**

1. **WPPI Energy Initiatives**  
Mark Albert, Energy Services Representative for Wisconsin Public Power, Inc. summarized the forms of energy services available from WPPI to its residential and commercial customers. He also described the relationship between Focus on Energy and WPPI programs. Mr. Albert also reported on the solar photovoltaic system demonstration project that is to be installed at the Public Protection Facility on First Street and the planning that is underway for a similar system at the new fire station on Manitowoc Road.

**2. Trails and Sidewalks**

Board members discussed the ongoing debate regarding sidewalks in the Ribblesdale and Woodland Hills subdivisions relative to the stated objectives in the Menasha 2030 Comprehensive Plan relating to connectivity between neighborhoods. Motion by Mike Dillon, seconded by Becky Bauer to direct that Linda Stoll draft a letter from the Sustainability Board to the Common Council supporting connectivity between neighborhoods. The motion carried.

**3. Recycling**

No report. This item is to return on the April Sustainability Board agenda.

**H. ACTION ITEMS**

**1. 2011 Sustainability Plan**

This item was held pending an update by Principal Planner Amy Kester.

**2. Earth Day Event**

Kathy Thunes presented an Earth Week poster commissioned by ECOS Fox Valley. A schedule of events is being developed.

**3. Farm Fresh Market Standards for Local Produce**

Sadie Schroeder discussed the practice of vendors in some markets buying produce or other products from wholesale or other non-local markets and selling them as locally grown or produced. She will make inquiry as to criteria for vendors to participate in farm markets and report at the April Sustainability Board meeting.

**I. ADJOURNMENT**

1. Chris Bohne made and Sadie Schroeder seconded a motion to adjourn at 8:35 pm. The motion carried unanimously.

*Respectfully submitted by CDD Greg Keil.*

# Earth Week

FOX VALLEY

APRIL 12-26, 2011

## TUESDAY

12

UW Fox Valley-Fox Cities Book Festival

### GOOD FOOD REVOLUTION

1478 Midway Road • Menasha, WI

12:00 pm Noon

Will Allen, an urban farmer extraordinaire from Milwaukee will speak as part of the Fox Cities Book Festival.

**FREE**

For more information: Call (920)832-2600 or [www.uwfox.uwc.edu](http://www.uwfox.uwc.edu)

## MONDAY

18

Appleton Public Library

### EARTH-FRIENDLY STORIES & ART

225 N. Oneida St. • Appleton, WI

1:30 pm

Come to any of the Stories & Art programs during the week of April 18. Enjoy stories celebrating Earth Day, and make art with recycled materials!

**Free**

For more information: [www.apl.org](http://www.apl.org)

Globally Sound Fair Trade

### PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI

10:00 am - 7:00 pm

See full description on Saturday, April 16.

Fox Valley Technical College

### LUNCHTIME LEARNING SESSION

1825 N. Bluemound Road • Rm. A170C

Appleton, WI

12:00 - 1:00 pm

**FREE**

Learn about recycling with an Outagamie County expert.

For more information:

[www.fvtc.edu/earthweek](http://www.fvtc.edu/earthweek)

### FOX VALLEY TECHNICAL COLLEGE ELECTRONICS RECYCLING EVENT

1825 N. Bluemound Road • Appleton, WI

10:00 am - 6:00 pm

For more information:

[www.fvtc.edu/earthweek](http://www.fvtc.edu/earthweek)

Contact Joanne Gorski, [gorski@fvtc.edu](mailto:gorski@fvtc.edu)

Fox Valley Technical College

### DIRT - THE MOVIE

1825 N. Bluemound Road • Appleton, WI

Spectators Lounge (near cafeteria)

Three Showings: 11:30 am, 3:30 pm,

6:00 pm

For more information:

[www.fvtc.edu/earthweek](http://www.fvtc.edu/earthweek)

## WEDNESDAY

13

Fox Valley Technical College

### SUSTAINABLE BUSINESS

#### EXCHANGE

DJ Bordini Center, 5 Systems Drive

Appleton, WI

7:30 - 11:30 am

**FREE**

For more information:

[www.fvtc.edu/earthweek](http://www.fvtc.edu/earthweek)

## TUESDAY

19

Appleton Public Library

### EARTH-FRIENDLY STORIES & ART

225 N. Oneida St. • Appleton, WI

1:30 pm

Enjoy stories celebrating Earth Day, and make art with recycled materials!

**Free**

For more information: [www.apl.org](http://www.apl.org)

Globally Sound Fair Trade

### PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI

10:00 am - 7:00 pm

See full description on Saturday, April 16.

Menasha Public Library

### EARTH DAY CELEBRATION

440 1st Street • Menasha, WI

Children's Department

10 - 10:30 am

Listen to Earth Day Stories and do some seed gardening.

**FREE**

For more information:

[www.menashalibrary.org](http://www.menashalibrary.org)

### LITTLE CHUTE LIBRARY AFTER SCHOOL SPECIAL: EARTH DAY CRAFT

625 Grand Avenue • Little Chute, WI

3:30 - 4:15 pm

Listen to a few stories about our wonderful world and make a special craft.

Great for kids ages 5 - 11

**FREE**

For more information: [www.kimlit.org](http://www.kimlit.org)

## SATURDAY

16

Habitat ReStore's

### COMMUNITY-WIDE ANNUAL EARTH DAY EVENT

3000 E College Avenue • Appleton, WI

9am - 3pm

This community-wide event will feature approximately 50 vendors and exhibitors, an animal exhibit, educational forums - you can learn how to make a rain barrel, get timely tips on gardening/composting and growing in our zone, get energy saving tips and products and find earth-friendly products to make your life easier and the environment greener.

There will also be children's activities, eco-cars, fun, local food and more!

**Event is FREE to the public.**

For more information: [www.appletonrestore.org](http://www.appletonrestore.org)

Sustainable Fox Valley

### COMMUNITY SUSTAINABILITY 101

Habitat ReStore's Earth Day Event

3000 E College Avenue • Appleton, WI

11:00 am

Heckrodt Wetland Reserve

### DIRT DAY RUMBLE

1305 Plank Road • Menasha, WI

1:00 - 3:00 pm

Come on kids! Have some fun in the MUD with Heckrodt's own brand Earth Day Celebration. Make a dirt craft, dig in the dirt, and stomp the swamp. Sample some dirt dessert and grimy grog!

**\$5/child, preregistration and prepayment is required.**

Forms are available to print from our website at

[www.heckrodtwetland.com](http://www.heckrodtwetland.com)

For more information: Contact Luke Schiller, 920-720-9349

Globally Sound Fair Trade

### PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI

10:00 am - 4:00 pm

Prevent items from ending up in the landfill. Prevent the energy and resources used in the recycling process. Concentrate on reduce & reuse to lessen environmental impact.

In what ways does Globally Sound Fair Trade precycle? Come in and you'll be able to see many obvious answers and some that may take a little more concentration. List the ways that you see Globally Sound precycles and you could win a \$25 Globally Sound gift certificate.

**FREE**

For more information: [www.globallysound.com](http://www.globallysound.com) or

[www.facebook.com/globallysound](http://www.facebook.com/globallysound) or 920-993-9989

1000 Islands Environmental Center

### SPRING CLEAN-UP & TREE SEEDLING PICK-UP

1000 Beaulieu Court • Kaukauna, WI

9:00 am - 12:00 pm

Begin your Earth Day Celebrations by helping to beautify the 1000 Islands Conservancy Zone. Clean up litter, bark trails or help battle the invasive species. Bring work gloves if you have them! Lunch will be provided after the clean-up. The 1st Tree Seedling sale will also be concluding with the Seedling Pick-Up for those who have submitted orders by the April 1st deadline. Limited seedlings may be available on a walk-in basis. Please contact the Environmental Center for more details.

**FREE including lunch after the event.**

For more information: [www.1000islandsenvironmentalcenter.com](http://www.1000islandsenvironmentalcenter.com)

## WEDNESDAY

20

Globally Sound Fair Trade

### PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI

10:00 am - 7:00 pm

See full description on Saturday, April 16.

Fox Valley Technical College

### LUNCHTIME LEARNING SESSION

1825 N. Bluemound Road • Rm. A170C

Appleton, WI

12:00 - 1:00 pm

**FREE**

For more information: [www.fvtc.edu/earthweek](http://www.fvtc.edu/earthweek)

Fox Valley Technical College

### WHO KILLED THE ELECTRIC CAR

1825 N. Bluemound Road • Appleton, WI

Spectators Lounge (near cafeteria)

Three Showings: 11:30 am, 3:30 pm,

6:00 pm

For more information: [www.fvtc.edu/earthweek](http://www.fvtc.edu/earthweek)

Appleton Public Library

### EARTH WEEK BOOK DISCUSSION

225 N. Oneida St. • Appleton, WI

Lower Level Meeting Room

12 - 1:00 pm

Join Elizabeth Eisen, APL Adult Programming Librarian, who will lead a discussion on Rachel Carson's ground-breaking classic, *Silent Spring*. Bring a brown bag lunch if you wish. Refreshments served. Multiple copies of *Silent Spring* are available. Contact the Reference Desk at 920-832-6173 to reserve your copy.

**FREE**

For more information: [www.apl.org](http://www.apl.org)

Appleton Public Library

### EARTH-FRIENDLY STORIES & ART

225 N. Oneida St. • Appleton, WI

1:30 pm

Enjoy stories celebrating Earth Day, and make art with recycled materials!

**Free**

For more information: [www.apl.org](http://www.apl.org)

MORE —>

A Community Partnership Coordinated by ECOS Fox Valley

# Earth Week

FOX VALLEY

APRIL 12-26, 2011

## THURSDAY

21

### Globally Sound Fair Trade PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI  
10:00 am - 7:00 pm  
See full description on Saturday, April 16.

### Appleton Public Library EARTH-FRIENDLY STORIES & ART

225 N. Oneida St. • Appleton, WI  
1:30 pm  
Enjoy stories celebrating Earth Day, and  
make art with recycled materials!  
**FREE**  
For more information: [www.apl.org](http://www.apl.org)

Fox Valley Technical College  
**BAG IT!**  
1825 N. Bluemound Road • Appleton, WI  
Spectators Lounge (near cafeteria)  
Three Showings: 11:30 am, 3:30 pm,  
6:00 pm  
For more information:  
[www.fvrtc.edu/earthweek](http://www.fvrtc.edu/earthweek)

### Appleton Public Library EARTH WEEK EDITION OF THURSDAY NIGHT AT THE MOVIES

225 N. Oneida St. • Appleton, WI  
Lower Level Meeting Room  
6 - 8:00 pm  
Join us as we view the Robert Stone  
documentary, Earth Days. This American  
Experience film is a poetic meditation on Man's  
complex relationship with nature and the  
history of revolutionary achievements in the  
field of eco-activism. Refreshments will be  
served.  
**FREE**  
For more information: [www.apl.org](http://www.apl.org)

## EARTH DAY - FRIDAY

22

### Globally Sound Fair Trade PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI  
10:00 am - 7:00 pm  
See full description on Saturday, April 16.

### Appleton Public Library EARTH-FRIENDLY STORIES & ART

225 N. Oneida St. • Appleton, WI  
1:30 pm  
Enjoy stories celebrating Earth Day, and make  
art with recycled materials!  
**FREE**  
For more information: [www.apl.org](http://www.apl.org)

### Paper Discovery Center EARTH DAY/ARBOR DAY EVENT

425 W. Water Street • Appleton, WI  
Historic Atlas Mill  
next to Fratello's Restaurant  
10:00 am - 4:00 pm  
Extra hands-on activities included in regular  
admission price. Receive a free pine tree  
seedlings (Courtesy of Plum Creek). From  
10am - 2pm, Climb to the rafters using tree  
climbing harnesses (with Appleton City  
Foresters). Learn to make paper from recycled  
clothes - see a demonstration, make a book  
out of rag paper, include dryer lint when you  
make your sheet of hand-made paper in the  
Purdy-Weissenborn Paper lab, and much more.

**Members - Free**  
**Parents are FREE TODAY ONLY**  
**Families - \$12, Adults - \$5, Children - \$3,**  
**Seniors - \$4**

For more information:  
[www.PaperDiscoveryCenter.org](http://www.PaperDiscoveryCenter.org)

### Just Act Natural EARTH DAY OPEN HOUSE

129 E. College Ave • Appleton, WI  
5:00 - 7:00 pm  
Enjoy organic hors d'oeuvres, beverages and  
live music. Socialize with fellow "greenies"!  
Take the "How Green Are You?" quiz and enter  
to win a \$50 Gift Certificate.  
For more information:  
[www.justactnatural.com](http://www.justactnatural.com) or  
[www.facebook.com/justactnatural](http://www.facebook.com/justactnatural)



## SATURDAY

23

### Globally Sound Fair Trade PRECYCLE (BEFORE YOU RECYCLE)

604 W. College Ave. • Appleton, WI  
10:00 am - 4:00 pm  
See full description on Saturday, April 16.

### Appleton Downtown Inc. WALKING TRIVIA

Downtown Appleton Businesses  
11:00 am - 3:00 pm  
Grab your friends and family and leave those  
cars behind. Take a walk downtown and  
answer Earth Day trivia questions posted at  
downtown businesses. Have a chance to win  
Appleton Downtown gift certificates.  
**FREE**  
For more information:  
[www.appletondowntown.org](http://www.appletondowntown.org)

Lawrence University Greenfire  
**EARTH DAY CELEBRATION**  
Lawrence University Main Hall Green  
Rain Site: Warch Campus Center  
11:30 am - 4:00 pm  
Informational booths, live music, food, crafts,  
and more  
For more information:  
[Lawrence.edu/sorg/greenfire](http://Lawrence.edu/sorg/greenfire)

### Paper Discovery Center EARTH DAY/ARBOR DAY EVENT

425 W. Water Street • Appleton, WI  
Historic Atlas Mill  
next to Fratello's Restaurant  
10:00 am - 4:00 pm  
See full description on Friday, April 22.  
Saturday's events also include the movies:  
*Tapped, Arbor Day and Tree Wishes.*  
**Members - Families - \$12, Adults - \$5,**  
**Children - \$3, Seniors - \$4**  
For more information:  
[www.PaperDiscoveryCenter.org](http://www.PaperDiscoveryCenter.org)

Neenah Public Library  
**ROBERT FROST'S  
"ONE STRAW ROB"**  
204 E. Wisconsin Avenue • Neenah, WI  
2:00 pm  
Ecological Gardening/sustainability in a  
suburban setting.  
For more information: [www.neenahlbrary.org](http://www.neenahlbrary.org)

Just Act Natural  
**ECO EXPO**  
129 E. College Ave • Appleton, WI  
10:00 am - 5:00 pm  
Local vendors come together to be the voice  
for natural, healthy and sustainable lifestyles  
in the Fox Valley. You will be inspired by the  
people you meet and empowered by the  
knowledge you discover! Explore food, energy,  
transportation and natural wellness.  
**FREE**

For more information:  
[www.justactnatural.com](http://www.justactnatural.com) or  
[www.facebook.com/justactnatural](http://www.facebook.com/justactnatural)

Just Act Natural  
**TAPPED**  
Showing at the Paper Discovery Center  
425 W. Water Street • Appleton, WI  
Historic Atlas Mill  
next to Fratello's Restaurant  
4:30 pm  
Documentary film is Stephanie Soechtig's  
debut feature. An unflinching examination of  
the big business of bottled water.  
**FREE**  
For more information:  
[www.justactnatural.com](http://www.justactnatural.com) or  
[www.facebook.com/justactnatural](http://www.facebook.com/justactnatural)

## MONDAY

25

### Paper Discovery Center EARTH DAY/ARBOR DAY EVENT

425 W. Water Street • Appleton, WI  
Historic Atlas Mill  
next to Fratello's Restaurant  
10:00 am - 4:00 pm  
See full description on Friday, April 22.  
**Members - Families - \$12, Adults - \$5,**  
**Children - \$3, Seniors - \$4**  
For more information:  
[www.PaperDiscoveryCenter.org](http://www.PaperDiscoveryCenter.org)

Neenah Public Library  
**ALDO LEOPOLD'S  
GREEN FIRE FILM**  
204 E. Wisconsin Avenue • Neenah, WI  
Shattuck Community Room  
7:00 pm  
Dr. Stanley Temple will be speaking at the event.  
For more information: Mike Thomas,  
(920) 886-6315  
[www.neenahlbrary.org](http://www.neenahlbrary.org)

## TUESDAY

26

Wild Ones - Fox Valley Area  
**GOING WILD  
NATIVE PLANT GARDENS  
AWAKEN AT THE WILD CENTER**  
2285 West Butte des Morts Beach Road,  
Neenah • WI  
12:00 pm - 8:00 pm  
**FREE**  
For more information:  
[www.wildones.org/chapters/foxvalley](http://www.wildones.org/chapters/foxvalley)

*Every effort was made to insure  
accuracy at time of printing. Most  
events are free unless noted  
otherwise. Please confirm event  
details with host prior to  
participating.*

"Nobody can do everything, but everybody can do something."

A Community Partnership Coordinated by ECOS Fox Valley

January 10, 2011

Mayor Donald Merkes  
City of Menasha  
140 Main Street  
Menasha, WI 54952

Dear Mayor Merkes:

Thank you for your time and that of your staff on December 9, 2010. I appreciated your input and feedback and trust that you found the One-2-Five<sup>®</sup> Energy diagnostic session an informative and worthwhile exercise. This process has been successfully used to help more than 2,610 facilities and plants define their critical next steps that drive their energy management program and deliver long-term savings.

The attached output and benchmarking reports from the diagnostic show a snapshot of the current overall energy management performance for your site. EnVinta's One-2-Five<sup>®</sup> Energy database contains 103 sites in your industry sector of "Local Government Administration" and your results are compared against these sites. The diagnostic process revealed that:

- You rated your operations at the 2 star level, which indicates that having undertaken basic waste reduction activities you are currently establishing the systems and implementing the strategies necessary for a strategic and comprehensive approach to managing energy-related issues. Of the 103 total sites in the benchmarking database for this industry sector, 46 of them rank as 1 star sites, and 49 rank in your category of 2 stars. Additionally, there are five 3 star sites and three 4 star sites.
- The site has an International Benchmark Rating of 1.39, which is well above the industry sector average of 1.19, and significantly below the industry-leading score of 3.72.
- Based on an extrapolation of usage and Star score data for your industry, indicative annual savings in the range of 12% to 15% (\$40,000 to \$50,000) could be available if you continue to incorporate additional energy management best practice processes throughout your operations.
- The City of Menasha scored 16 of the 22 elements evaluated at bronze level or above and has a star rating equivalent or better than 92% of participants in the industry. The One-2-Five<sup>®</sup> Energy benchmarking indicates that 55% of the elements for this site scored at or above average relative to the "Local Government Administration" sector. The City

of Menasha scored at the Platinum level for one of the elements (element 8.1 Efficiency of Existing Plant Design).

During the diagnostic we identified a number of areas where further development could still occur and these are discussed in the following report with the critical next actions highlighted below. As we discussed, One-2-Five<sup>®</sup> Energy helps identify the most important next steps for further developing your energy management program – extracting greatest value from resources by ensuring each project undertaken is supported by other relevant activities. As you have experienced in other parts of your business, namely quality, safety, and environment, taking a systems approach and establishing sound business processes is a critical success factor in a management program and necessary to establish the right environment for achieving sustainable benefits - energy is no different.

One-2-Five<sup>®</sup> Energy has recommended that you initially focus on actions in the following areas:

- 1. *Demonstrated Corporate Commitment*** - A feature of every successful management program is commitment and leadership from top management. This means that senior management, right to the CEO and Board level, demonstrate that energy management matters in the organization, communicate this effectively, and ensure that results are achieved. Most organizations with successful programs have a written energy policy that incorporates clear, quantified objectives for improvement in energy performance. This need not be an elaborate effort, rather a brief directive communicating management's commitment and support to specific energy management goals can be just as effective. A regular agenda item at executive-level manager meetings providing for regular reporting on the organization's progress towards the established policy goals, serves to reinforce the importance of the endeavor over time.
- 2. *Understanding of Performance and Opportunities*** – Clearly, The City of Menasha has made strides in understanding energy performance and responding to opportunities. Establishing the energy use per unit of output for each major area or process may give the organization insight into opportunities for cost control beyond just the already-captured “low-hanging fruit”. This level of understanding the energy use will also help in focusing resources in those areas that will return the largest benefit given their degree of energy intensity and therefore production cost impact. Furthermore, implementing a process of comparing normalized performance data of related sites or site operations could make additional advancement in the organization as a whole. This activity can serve as the basis for establishing accurate targets for further improvement based on the performance of the top sites in each category.

***Financial assistance for engineering studies and engineering audits are available from Focus on Energy program.***

- 3. *Accountabilities*** – Making the actual energy end-users accountable for their overall energy usage are a watershed issue in a site's energy program and are one of the best ways to encourage operational staff to fully participate in the energy management initiatives. Transfer of accountability depends on good metering so that the energy usage can be successfully assigned, as well as a demonstration of how facilities management and engineering can support the responsible parties achieve significant reductions in usage. Being held accountable will lift the profile of energy management within operations and personnel will be more inclined to assist with the identification of opportunities for equipment retrofit, as well as potential improvements within operational procedures and areas requiring maintenance attention.
- 4. *Criteria/Budgets for Capital Expenditure (CAPEX)*** – Evaluating energy projects with the same criteria and financial hurdle rate as other projects are important to produce significant reductions in energy operating costs. It is recommended that the energy team work with the City of Menasha's financial representatives to work towards implementing this process.

***We Energies along with Focus on Energy can provide training opportunities for developing effective energy management plans through the use of Focus on Energy's Practical Energy Management (PEM) program***

- 5. *Reporting, Feedback and Control Systems*** – Typically organizations focus on engineering solutions to drive their energy efficiency initiatives; however, substantial benefits can be obtained by tightening control on energy usage during normal operation. Energy usage by unit operation should be optimized and variances discouraged. To be successful at this, organizations need to ensure quality information is provided to the operators in a format that makes it easy for them to assess where wastage is occurring. These should be backed up with defined actions to reduce any wastage identified.

***We Energies along with Focus on Energy can provide training opportunities for developing effective energy management plans through the use of Focus on Energy's Practical Energy Management (PEM) program.***



We Energies and Franklin Energy Services would like to thank The City of Menasha for their participation in the One-2-Five® Energy diagnostic session. We trust this Management Systems Diagnostic Session provides the basis for identifying opportunities to reduce your energy costs. There are a number of programs and services available through We Energies and Focus on Energy that you may find useful in implementing the above recommendations and generally support your energy management activities.

Best Regards,

Harvey Oates  
Franklin Energy Services

# ***Energy Diagnostic***

**City of Menasha**

Menasha

**Prepared for**

Donald Merkes

**Prepared by**

Harvey Oates

**Diagnostic Review Completed on**

December 07, 2010

**Next Recommended Review**

March 07, 2011

## Star Rating

The Star Rating is One-2-Five Energy's main ranking of your systems for energy management and follows the definitions listed below. The Star Rating also forms the basis for benchmarking at [www.one-2-five.com](http://www.one-2-five.com), enabling you to compare your performance against other sites within your own operations and against other organizations.

## Your Star Rating



- 1 Star - Limited focus on energy
- 2 Stars - Basic waste reduction activities
- 3 Stars - Formal systems for energy being established
- 4 Stars - Energy systems integrated into business systems
- 5 Stars - Achieving best practice & continuous improvement

## Annual Energy Costs and Savings

The following savings estimates are based on your type of business and your current Star Rating. Savings opportunities are typically greater when your organization's Star Rating is low. As you implement systems, you achieve greater and sustainable savings.

<b>Total Energy Costs</b>	\$330,282.
<b>Indicative Energy Savings *</b>	\$40,000 to \$50,000.
<b>Total Greenhouse Gas Emissions ^</b>	2,000 tons of carbon dioxide
<b>Indicative Greenhouse Gas Emissions Savings *</b>	200 to 300 tons of carbon dioxide
<b>Energy Costs as % of Variable Operating Costs</b>	Not Specified.

\* Broad indicative savings only for similar types of organizations with your star rating. It should be noted that a specific site review is required to determine your savings opportunities. This range is only provided to give an idea of preliminary scope for savings. ENVINTA and the distributors of this product do not guarantee that your organisation can achieve these indicative savings.

^ Greenhouse Gas Emissions are based on available average emissions co-efficients. Actual emissions will vary from site to site based on the specific energy sources used by the site. Emissions do not include purchased steam.

## Overview

The Diagnostic Results section is a summary of your organization's performance in energy management as identified by your responses to the diagnostic session.

## Levels of Development

The elements are each rated in one of five levels of development.

- Yet to qualify indicates that your organization has a limited focus on this element of energy management.
- Bronze level indicates a waste cutting approach is used for this element.
- Silver level indicates that you are starting to manage this element with formal systems.
- Gold level indicates that you manage this element with established systems, which are integrated into everyday business.
- Platinum level is achieved where you manage an element with best practice systems and have a continuous improvement program driving further improvement.

## Areas for Focus

Elements that are identified as critical should take precedence at this stage of development in your systems for energy management. Selection of these Critical Elements is based on results from the diagnostic, and also your ranking of the importance of each element to your organization. The actions listed in the Recommended Actions section address these Critical Elements.

# Diagnostic Results

Element	Level of Development					User Priority	Critical Action Items
	Yet to Qualify	Bronze	Silver	Gold	Platinum		
1.1 Demonstrated corporate commitment	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	Critical
2.1 Understanding of performance and opportunities	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	High	Critical
3.1 Targets, performance indicators (KPI) and motivation	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
3.2 Plans	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
4.1 Accountabilities	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	Critical
4.2 Awareness and training	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
4.3 Resourcing	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
5.1 Criteria/Budgets for capital expenditure (CAPEX)	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	High	Critical
5.2 Energy operating budgets	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
6.1 Purchasing procedures and alternative energy options	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
6.2 Quality and reliability of supply	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
6.3 Optimizing purchasing within supply agreement	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
7.1 Operating procedures	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
7.2 Maintenance procedures	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
8.1 Efficiency of existing plant design	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
8.2 Procedures - plant design/retrofit, purchasing/replacement	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
8.3 Innovation and new technology	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
9.1 Metering and monitoring	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Low	-
9.2 Reporting, feedback and control systems	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	Critical
9.3 Documentation and records	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-
10.1 Energy cost performance in the past 12 months	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	High	-
10.2 Auditing progress	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Medium	-

Overall Ranking : 2 Stars

% Achievement : 30%

% required to reach next Star level : +17%

## **Demonstrated corporate commitment**

Evaluates the extent to which senior management has shown that energy management matters, and how effectively this attitude is communicated. A feature of every successful management program is commitment and leadership from top management. This means that senior management, right to CEO and Board level, demonstrate that energy management matters in the organization, communicate this effectively, and ensure that results are achieved. This section evaluates how effectively these goals have been accomplished. Most organizations with successful programs have a written energy policy that incorporates clear objectives for improvement in energy performance. The best policies reflect real action; the worst are statements of wishful thinking. This is why we focus on policies being linked to practical implementation plans and delivery.

## **Understanding of performance and opportunities**

Evaluates the level of understanding of current energy performance, and the risks and opportunities associated with "best practice". Effective organizations need a baseline measure of current energy performance. This is essential to understanding the importance of energy costs in operations, to prioritize actions, and as a basis for comparison to identify gains made. Initial estimates of the scale of savings opportunities will come from benchmarking against other similar operations and through detailed technical evaluation of process.

## **Accountabilities**

Assesses whether you have the right people accountable for managing energy costs and the extent to which these people have their role formalized. This is a key problem area in many energy management programs. The One-2-Five® Energy approach is to ensure major energy users become accountable for their own energy use and have the tools to do this effectively. An early step in many programs is to appoint a site engineer to the role of "energy manager". In such a role, the person typically has all the responsibility and little authority over usage. This is not only a thankless task but also relatively ineffective in achieving change, once the simple technical waste projects have been implemented. A process driven by end user operations is more effective.

## **Criteria/Budgets for capital expenditure (CAPEX)**

Evaluates the effectiveness of management processes for allocating capital funds to energy projects. It is quite common in practice (if not principle) for organizations to require energy management projects to achieve higher returns (shorter pay-backs) than operational projects (like increasing output or introducing a new product). Effective organizations recognize that energy savings projects have the same value as other projects when assessed against the company's investment criteria, and that they often involve far less risk. This element also tests whether energy efficiency assessments are conducted for major new projects. As greenhouse gas emissions and energy-related pollution become more important, effective organizations will assess these emerging risks and may vary hurdle rates for projects with major impacts in these areas.

## **Reporting, feedback and control systems**

Once you can effectively measure energy use, the next step is to manage the information for effective reporting and feedback systems, ensuring that variances are acted on by the appropriate people. This element tests your systems, and ties in quite closely with accountabilities. In practice, it seems that the best way to design effective reporting and feedback systems is to make sure accountabilities are correctly established and operations people are using the information to design their own reports. This is very different from the traditional engineering approach, which seeks to measure all the major variables, then tries to work out how to use the trend information.



# *Recommended Actions*

## **How to use the Recommended Actions Report**

The Recommended Actions are based on the Critical Elements identified in your Diagnostic Results. Progressing to the next level of development in any Critical Element may require several actions to be initiated. Actions should be targeted for completion as soon as possible (preferably within 90 days).

We suggest that these actions be used to develop an action plan, which includes clear activity statements and goals, plus resource assignment and a schedule for completion.

After completing some or all of your Recommended Actions you can reassess your progress by running another diagnostic session. One-2-Five Energy will then recalculate your Star Rating, Critical Elements and generate a new set of associated Recommended Actions. Note that addressing the Critical Elements via these actions is likely to contribute to progression in other elements.

## Recommended Actions for Critical Elements from this Diagnostic

### 1. Criteria/Budgets for capital expenditure (CAPEX)

- a) Work with the organization's financial representatives so that energy projects are assessed with same financial hurdle rate as other projects in allocating capital expenditures.

### 2. Understanding of performance and opportunities

- a) Establish the energy use per unit of output for each major energy system (e.g. HVAC, elevators).
- b) Establish the potential energy savings for each major energy system (e.g. HVAC, elevators).
- c) Compare the energy performance of your plants/facilities against each other.

### 3. Demonstrated corporate commitment

- a) Bring energy costs to the attention of management. Emphasize that energy costs are controllable and are not a fixed overhead cost. If not already the case, list each energy stream as a separate line item in budgets.

### 4. Reporting, feedback and control systems

- a) Generate monthly reports depicting overall energy use per unit of activity (e.g. kWh per area) and examine results where they show large cost or usage variance from target.

### 5. Accountabilities

- a) Select one person to be responsible for energy management in each of your plants/facilities.





## **Benchmarking Report for City of Menasha**

Diagnostic Review Completed: Tuesday, December 07, 2010

Compared to the One-2-Five Energy International Benchmarking Database on: Monday, January 10, 2011

Benchmarking reports can be accessed in real time at [www.envinta.com](http://www.envinta.com).

There are currently:

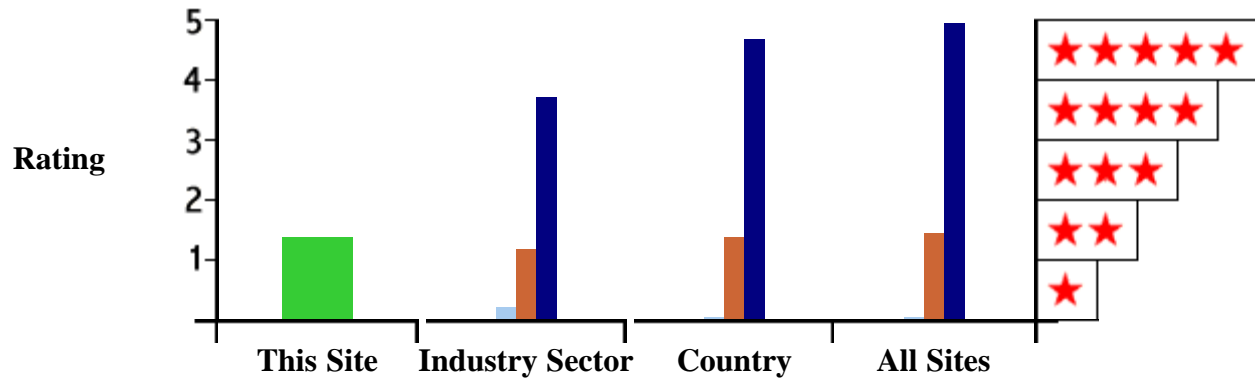
<b>Industry Sector</b>	Local Government Administration	103 sites
	Government Administration	147 sites
	Government Administration and Defence	158 sites
<b>Country</b>	USA	1620 sites
<b>Total</b>		<b>2610 sites</b>

Your site number and password are required to access benchmarking reports.

Site Number: WEE\_0042























Password: ZhHMfmCd

**City of Menasha**  
**Industry Sector: Local Government Administration**  
**This Site's International Benchmark Rating is 1.39**  
**One-2-Five Star Rating is 2 stars**




	Industry Sector	Country	All Sites
	Rating	Rating	Rating
<span style="color: blue;">■</span> Maximum Score	3.72	4.69	4.94
<span style="color: orange;">■</span> Average Score	1.19	1.38	1.45
<span style="color: lightblue;">■</span> Minimum Score	0.21	0.00	0.00

## Local Government Administration

Element	Level of Development					Below Average	Critical Actions	
	YTQ	Bronze	Silver	Gold	Platinum		Your Site	% of sites
1.1 Demonstrated corporate commitment						X	C	58.3
2.1 Understanding of performance and opportunities							C	57.3
Targets, performance indicators (KPI) and								
3.1 motivation								60.2
3.2 Plans						X		24.3
4.1 Accountabilities						X	C	39.8
4.2 Awareness and training						X		50.5
4.3 Resourcing						X		18.4
5.1 Criteria/Budgets for capital expenditure (CAPEX)						X	C	9.7
5.2 Energy operating budgets								2.9
Purchasing procedures and alternative energy								
6.1 options								10.7
6.2 Quality and reliability of supply								1.9
6.3 Optimizing purchasing within supply agreement						X		12.6
7.1 Operating procedures						X		12.6
7.2 Maintenance procedures								4.9
8.1 Efficiency of existing plant design								5.8
Procedures - plant design/retrofit,								
8.2 purchasing/replacement						X		14.6
8.3 Innovation and new technology								7.8
9.1 Metering and monitoring								34.0
9.2 Reporting, feedback and control systems						X	C	50.5
9.3 Documentation and records								5.8
10.1 Energy cost performance in the past 12 months								0.0
10.2 Auditing progress								17.5























### Legend

 Site Practices

 Industry Best Practice

 Average Industry Practice

## USA

Element	Level of Development					Below Average	Critical Actions	
	YTQ	Bronze	Silver	Gold	Platinum		Your Site	% of sites
1.1 Demonstrated corporate commitment						X	C	52.7
2.1 Understanding of performance and opportunities							C	65.2
Targets, performance indicators (KPI) and								
3.1 motivation								58.1
3.2 Plans						X		35.6
4.1 Accountabilities						X	C	36.8
4.2 Awareness and training						X		44.5
4.3 Resourcing						X		12.2
5.1 Criteria/Budgets for capital expenditure (CAPEX)						X	C	6.3
5.2 Energy operating budgets								2.8
Purchasing procedures and alternative energy								
6.1 options						X		9.4
6.2 Quality and reliability of supply								3.7
6.3 Optimizing purchasing within supply agreement						X		10.3
7.1 Operating procedures						X		18.0
7.2 Maintenance procedures								7.6
8.1 Efficiency of existing plant design								4.3
Procedures - plant design/retrofit,								
8.2 purchasing/replacement						X		7.8
8.3 Innovation and new technology						X		3.0
9.1 Metering and monitoring								47.2
9.2 Reporting, feedback and control systems						X	C	50.2
9.3 Documentation and records						X		3.3
10.1 Energy cost performance in the past 12 months								0.0
10.2 Auditing progress								20.3

### Legend

 Site Practices

 Country Best Practice

 Average Country Practice

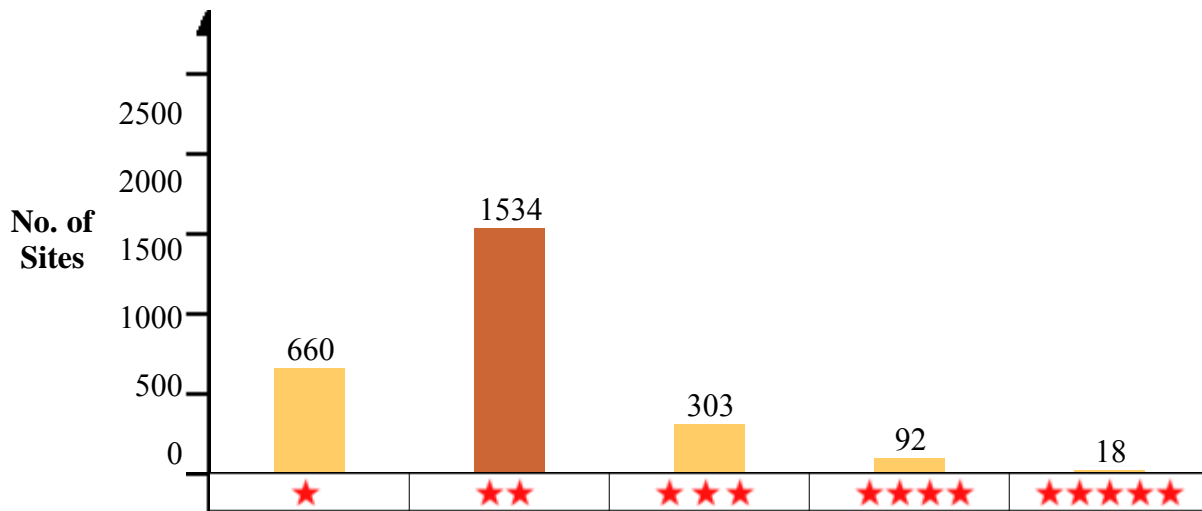
## Local Government Administration

The average International Benchmark Rating is 1.20



## All Sites

The average International Benchmark Rating is 1.50



## Star Rating (All Sites)



**RESOLUTION R- \_\_ -11**

**Introduced by Mayor Donald Merkes.**

**A RESOLUTION IN SUPPORT OF RESTORING THE STATE MANDATE FOR RECYLCING PROGRAMS AND RELATED GRANTS TO THE 2011-2013 STATE BIENNIAL BUDGET**

WHEREAS, the State of Wisconsin has a history of strong leadership regarding recycling and sustainable practices;

WHEREAS, recycling extends the life of landfills in Wisconsin, conserves Wisconsin's natural resources, and helps sustain the environment for future generations; and

WHEREAS, research completed by the U.S. Department of Environmental Protection Agency shows recycling protects and expands U.S. manufacturing jobs and increases U.S. competitiveness; and

WHEREAS, the University of Wisconsin Survey Center, commissioned by the Wisconsin Department of Natural Resources (2006), demonstrated that 93% of Wisconsin residents favor or strongly favor the Recycling Law and 96% of Wisconsin households are "committed" to recycling; and

WHEREAS, the State of Wisconsin mandated recycling in 1990 under 1989 Wisconsin Act 335 and Administrative Code NR 544; and

WHEREAS, Towns, Villages, Cities and Counties responded by becoming Responsible Units for Recycling and as such, invested millions of dollars in education, collection and processing infrastructure for Effective Recycling Programs; and

WHEREAS, the State of Wisconsin originally proposed to cost share 66% of the Municipalities' costs for establishing and maintaining Effective Recycling Programs; and

WHEREAS, since 1990, the State has taken over one hundred forty million dollars (\$140,000,000) away from the Recycling and Renewable Energy Segregated Fund to pay for other State programs; and

WHEREAS, the City of Menasha and other local units of government pay tipping fees to the State of Wisconsin to fund the recycling grant program; and

WHEREAS, the State of Wisconsin has imposed levy limits on municipalities putting many under severe financial constraints; and

WHEREAS many of the successful recycling programs will be eliminated if funding is not continued.

NOW THEREFORE BE IT RESOLVED, the City of Menasha Sustainability Board in partnership with the City of Menasha Common Council strongly urges the Wisconsin State Legislature to restore the recycling program mandate and recycling grants to the 2011-2013 State Biennial Budget.

BE IT FURTHER RESOLVED, that a copy of this resolution be forwarded to State Senator Michael Ellis, State Representative Dean Kaufert and State Representative Al Ott, the State of Wisconsin Joint Committee on Finance, and Governor Scott Walker.

Passed and approved this \_\_\_\_ day of \_\_\_\_.

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Donald Merkes, Mayor

Attest:

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Deborah A. Galeazzi, City Clerk

## City of Menasha Sustainability Policy

**Definition** Sustainability has been defined most commonly as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” The American Planning Association outlines the following four sustainability principles to guide communities in implementing sustainable practices:

- Reduce dependence upon fossil fuels
- Reduce dependence on chemicals and other manufactured substances that can accumulate in nature
- Reduce dependence on activities that harm life-sustaining ecosystems
- Meet the hierarchy of present and future human needs fairly and efficiently.

**Vision** As the governing body of the City of Menasha, we recognize our responsibility to lead the city in accordance with the principles of sustainability. Using these principles as our guide, we agree to work towards the following vision for the City of Menasha:

**Operations.** We provide effective, affordable, sustainable government operations that meet the needs of the present while minimizing our negative impact on future generations.

**Public Policy.** We lead by example and incorporate sustainability principles into our public policies.

**Community.** We promote community awareness of sustainability principles and encourage their application in everyday life by our citizens, businesses, and institutions.



## Key Sustainability Goals

<b>Community.</b>	Build a sustainable community that fosters a growing local economy, affordable housing, healthy living, balanced transportation, civic engagement, recreational opportunities, environmental and public amenities, and cultural diversity,
<b>Development.</b>	Promote a mix of land uses that incorporate sustainability principles and best practices.
<b>Economy.</b>	Create a dynamic, resilient, and balanced economy that encourages local entrepreneurship and sustainable business practices.
<b>Energy.</b>	Foster local energy production, renewable energy sources, and energy conservation and efficiency.
<b>Environment.</b>	Protect and conserve our eco-system and natural resources and reduce pollution.
<b>Food Systems.</b>	Promote local food production, sales, and consumption while reducing food related waste.
<b>Government.</b>	Provide sustainable, cost-effective services that meet the needs of our citizens, businesses, and institutions while minimizing negative impact on future generations.
<b>Transportation.</b>	Provide a range of integrated transportation systems that minimize negative impacts on the community, economy, and environment and enhance local and regional mobility and connectivity.
<b>Waste.</b>	Reduce the overall quantity of waste produced by increasing recycling rates, reducing waste entering landfills, and promoting consumer product awareness.

## 2011-12 Sustainability Work Plan

1. **Operations.** The City of Menasha provides sustainable, cost-effective government services that meet the needs of the present while minimizing our negative impact on future generations.
  - A. Energy
    - Finalize detailed energy consumption baseline study and create recommendations for change based on results.
  - B. Environment
    - Inventory vegetation management practices of city owned properties and identify opportunities for reduced maintenance inputs.
    - Inventory city owned properties and evaluate opportunities to reduce impervious surfaces.
  - C. Government
    - Reconfigure the Sustainability Board and establish internal task-driven "sustainability teams."
    - Establish set of community sustainability indicators and finalize comprehensive baseline study.
    - Finalize procurement policy.
    - Begin review of existing zoning ordinances for sustainability principles.
  - D. Transportation
    - Develop detailed transportation baseline study and create recommendations based on results.
  - E. Waste
    - Evaluate monthly recycling collection services.
2. **Public Policy.** The City of Menasha leads by example and incorporates sustainability principles into its public policies.
  - A. Energy
  - B. Environment
    - Review and recommended revisions to weed ordinance to allow for prairie and native plantings.
    - Develop program for residential stormwater credit or incentive.

- Develop passive stormwater management facilities at Fire Station 36 as a demonstration project.
- C. Food Systems
- Review ordinances pertaining to agricultural uses in residential zoning districts and recommend revisions as needed.
  - Continue Farm Market.
- D. Transportation
- Promote adoption of complete streets policy.
  - Partner with local residents and/or existing organizations to expand pedestrian/bicycling infrastructure.
- E. Waste
- Offer a community e-waste recycling event.
3. **Community.** The City of Menasha promotes awareness of sustainability principles and encourages their application in everyday life by its residents, businesses, and institutions.
- A. Community
- Offer educational materials via handouts, newsletter and website articles, and participation at community events and expos.
  - Support area and regional sustainability efforts such as ECOS, other?
- B. Environment
- Support activities of the Northeast Wisconsin Stormwater Consortium.
- C. Food Systems
- Support activities of the Community Garden Partnership and local community gardens.
  - Promote the Farm Fresh Market.
- D. Waste
- Promote home composting of yard waste.