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

Tuesday, June 18, 2012
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. May 15, 2012

E. COMMUNICATIONS
   1. iTree Press Release
   2. Sustainable Communities update

F. REPORTS
   1. ECOS video clip projects (Roger Kanitz)

G. ACTION ITEMS
   1. City of Menasha recycling event, October 2012

H. DISCUSSION
   1. Waste Management (including recycling) – Kathy Thunes
   2. Complete Streets - Linda Stoll
   3. Potential partnership with Town of Menasha – yard waste collection - Roger Kanitz

I. ADJOURNMENT

CITY OF MENASHA
SUSTAINABILITY BOARD
Common Council Chambers
140 Main Street, Menasha
Tuesday, May 15, 2012
Minutes

A. CALL TO ORDER
   Meeting called to order by Chairperson Linda Stoll at 6:35 p.m.

B. ROLL CALL/EXCUSED ABSENCES
   Present: Linda Stoll, Paul Van de Sand, Chris Bohne, Kathy Thunes, Roger Kanitz
   Excused: Ed Kassel
   Also Present: Mayor Merkes

C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD
   No one spoke.

D. MINUTES TO APPROVE
   1. Moved by Roger Kanitz, seconded by Paul Van de Sand to approve minutes of April 24, 2012.
      Motion carried

E. COMMUNICATIONS

F. REPORTS
   1. Roger Kanitz updated the group on the ECOS video clip project, the first clip is complete and will
      be shown following airing of the Town of Menasha's board meetings. ECOS is planning to shoot
      other topics and develop a library of clips in the future.
   2. Recycling event results. 218 people recycled 18,530lbs of electronics at the city site and 188
      people recycled 16,590lbs of recyclables at the town site

G. ACTION ITEMS
   1. City of Menasha facilities energy usage. Information from MU will be provided to Paul Van de
      Sand regarding previous 12 month usage of buildings being tracked to complete energy
      benchmarking. Chris Bohne provided information on energy usage of similar buildings in the city
      of Appleton. Discussion regarding entering Battle of the Buildings for new fire station.

H. DISCUSSION

   1. Waste Management & Recycling
      Kathy Thunes has a meeting with Director Radtke in upcoming month.

   2. Sustainable Communities Network
      ECOS network showcased their new website including breaking news section. Roger Kanitz
      attended sustainability expo in Oshkosh. Roger Kanitz was asked to update Menasha information
      on sustainable communities website.

   3. Sustainability Board Annual Report
      Discussed opportunities to publicize sustainability activities and successes including newsletters,
      library, WPPI, Fox Cities viewpoint. Should include "did you know items".

I. ADJOURNMENT
   Moved by Paul Van de Sand and seconded by Chris Bohne to adjourn at 7:45 p.m.
   Motion carried.

Respectfully submitted by Mayor Merkes

NEWS RELEASE

Wisconsin Department of Natural Resources
Northeast Region
2984 Shawano Avenue, Green Bay, WI 54313
Phone: (920) 662-5100; Fax 920-662-5159
dnr.wi.gov

DATE: June 14, 2012

CONTACTS: **Kimberly Miller, urban forestry assistant (920) 662-5440**
Tracy Salisbury, urban forestry coordinator (920) 662-5450

Green Bay, WI – A recent analysis of street trees and canopy cover completed by the Wisconsin DNR in cooperation with the communities of Allouez, Ashwaubenonon, Bellevue, De Pere, Green Bay, Hobart and Howard showed that public trees provide $6.14 million in annual benefits. In addition, the canopy analysis revealed the Green Bay metro area is currently covered by 24 percent tree canopy with the potential of an additional 56 percent of canopy cover.
The study highlights the significant values that community trees provide Green Bay area residents including the following:

- $1.81 million per year in summer cooling and winter heating energy savings

- $1.78 million per year in storm water management savings by intercepting approximately 65 million gallons of storm water annually

- $2.02 million per year increase in local property values

- $296,206 per year in air quality improvements by mitigating harmful air pollutants

- $233,998 per year in atmospheric carbon dioxide reduction

Understanding the important environmental and economic value that community trees provide will allow Wisconsin communities to improve management, advocate for future investment, build partnerships and address threats to ensure that residents receive environmental and economic services well into the future. Simply put, tree benefits increase as trees grow in size which emphasizes the need for sustainable planning, cooperation and participation by all to ensure that trees reach maturity and continue to enhance community livability.
Green Bay area residents can learn more about the regional and individual community tree canopy results and see how they can help by visiting the Wisconsin DNR Urban and Community website http://dnr.wi.gov/topic/UrbanForests/urban.html. The analysis was conducted utilizing the i-Tree Streets & Canopy software developed by the USDA Forest Service. I-Tree is a state-of-art, peer-reviewed, free software suite designed to quantify community tree ecosystem services (www.itreetools.org).
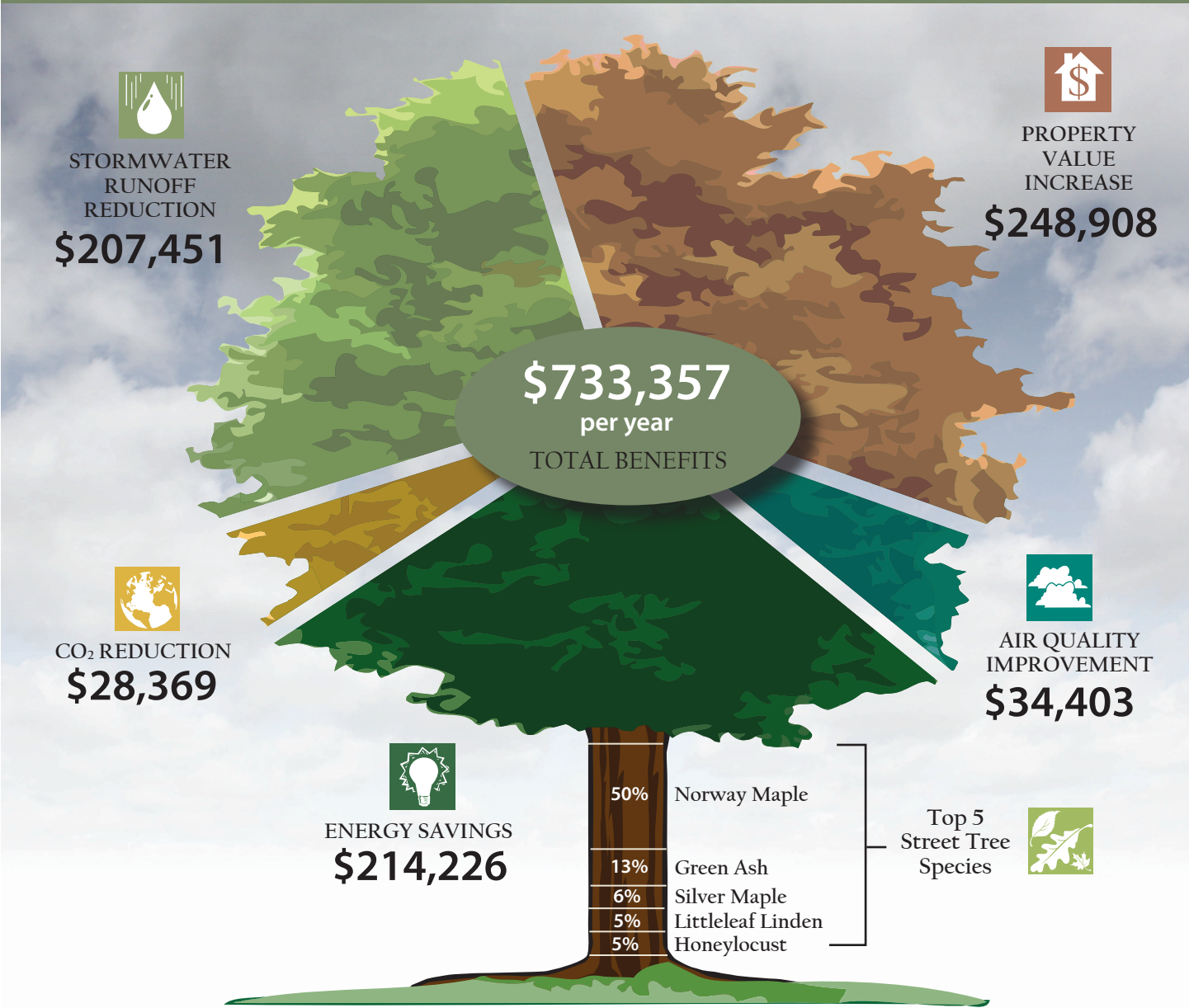
City of De Pere

Street Tree Benefits

De Pere street trees provide thousands of dollars of environmental, economic and aesthetic benefits to the community. Over their lifetime, street tree benefits exceed the costs of planting and care, representing a 300 percent return on investment. Tree benefits increase over time highlighting the importance of not only planting trees, but of providing ongoing maintenance and protection. These benefits are a reminder of the worthwhile investment in our community forestry program.

Trees:

- **Reduce stormwater runoff**
- **Lower summer air temperatures**
- **Reduce air pollution**
- **Reduce heating and cooling costs**
- **Reduce atmospheric carbon dioxide (CO2)**
- **Enhance property values**
- **Provide wildlife habitat**
- **Improve health and wellbeing**
- **Improve learning and concentration**
- **Provide aesthetic benefits**

Annually **De Pere** public street trees provide[1]...

STORMWATER RUNOFF REDUCTION
$207,451

PROPERTY VALUE INCREASE
$248,908

$733,357 per year
TOTAL BENEFITS

CO₂ REDUCTION
$28,369

AIR QUALITY IMPROVEMENT
$34,403

ENERGY SAVINGS
$214,226

50%	Norway Maple
13%	Green Ash
6%	Silver Maple
5%	Littleleaf Linden
5%	Honeylocust

Top 5 Street Tree Species

Trees Reduce Stormwater Runoff and Improve Water Quality

Trees reduce peak stormwater runoff and associated pollutants entering local water bodies. Trees reduce stormwater volumes by intercepting a portion of rainfall, which evaporates and never reaches the ground. Tree roots also increase rainfall infiltration and storage in the soil. And tree canopies reduce soil erosion by diminishing the impact of raindrops on barren surfaces.

Street trees in De Pere intercept 7,654,472 gallons of water annually for a savings of $207,451.

Trees Reduce Atmospheric Carbon Dioxide

Trees reduce atmospheric carbon by capturing and storing CO_2 as they grow. By reducing demand for heating and cooling, trees indirectly reduce CO_2 by avoiding power plant emissions associated with energy production.

Street trees in De Pere capture 1,101 tons of atmospheric CO_2 per year. Annual savings including indirect costs are $28,369. Street trees also store approximately 10,639 tons of atmospheric CO_2 for a total savings of $159,590.

Trees Improve Air Quality

Trees improve air quality by trapping particulates, absorbing gaseous pollutants, and releasing oxygen. By cooling urban heat islands and shading parked cars, trees indirectly reduce ozone levels. The Environmental Protection Agency recognizes tree planting as an ozone reduction measure in state implementation plans.

Street trees in De Pere remove 540 lbs. of particulate matter, 1,000 lbs. of ozone, 45 lbs. of sulfur dioxide and 169 lbs. of nitrogen oxides annually. Total annual savings including indirect cost are $34,403.

Wisconsin Department of Natural Resources
dnr.wi.gov

The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, D.C. 20240.

Trees Save Energy

Trees reduce the demand for energy to heat and cool buildings by providing shade, lowering summertime temperatures, and reducing windspeeds. Secondary benefits are reduced water consumption and pollutants emissions by local power plants.

Street trees in De Pere save approximately 1,010 MWH of electricity and 140,381 Therms of natural gas annually for a savings of $214,226.

Trees Improve Property Values and Beautify Our Communities

Trees are the single strongest positive influence on scenic quality in our community! They increase the attractiveness of retail business areas. Studies found shoppers are willing to pay up to 11% more for goods and services in a well-landscaped business district. Trees increase property values. People will pay 3-7% more for properties with many trees. Trees foster safer and more sociable neighborhoods. Views of trees ease mental fatigue and stress, help concentration, reduce sickness, and provide settings for recreation and relaxation. Trees also help reduce noise, provide a refuge for wildlife, and help connect residents with their natural environment.

Street trees in De Pere increase property values annually by $248,908.

Diversity Improves Urban Forest Resilience

A diverse palette of trees helps guard against catastrophic loss to insects and diseases or environmental stresses. A general guideline for urban forest diversity is no more than 5% of any one species, 10% of any one genus.

Maple and ash trees are over-represented on De Pere's streets. This jeopardizes $569,517 of the city's urban forest's benefits from pests such as emerald ash borer (EAB) and Asian longhorned beetle (ALB). Enlist the public to help increase De Pere's urban forest resilience by planting less common trees on their own property.

[1] Analysis was conducted using iTree Streets. iTree Streets is a street tree management and analysis tool for urban forest managers that uses tree inventory data to quantify the dollar value of annual environmental and aesthetic benefits. The iTree Suite is a free state-of-the-art, peer-reviewed software suite from the USDA Forest Service. www.itreetool.org.

Tree graphic concept courtesy of City of New York Department of Parks & Recreation.

City of De Pere

Urban Tree Canopy (UTC) Analysis

What is the Urban Forest and Urban Tree Canopy?

The **Urban Forest** consists of all public and private trees and shrubs in our community. This includes trees in yards, parks, open spaces, along streets and other land where trees are present. One way to understand the value of urban forests is by envisioning the layer of leaves, branches and tree stems when viewed from above. This layer is called **Urban Tree Canopy (UTC)**.

Why is Urban Tree Canopy important?

While we may not think of city trees as a typical "forest," these trees provide valuable services and benefits.

Trees in our community:

- **Reduce storm water runoff**
- **Lower summer air temperatures**
- **Reduce air pollution**
- **Reduce heating and cooling costs**
- **Enhance property values**
- **Provide wildlife habitat**
- **Improve health and wellbeing**
- **Improve learning and concentration**
- **Provide aesthetic benefits**

UTC benefits can be quantified. A single large tree can provide approximately $76 in average annual net benefits, $3,000 in benefits over a 40-year period. An increase in UTC brings an associated increase in benefits.

How much Urban Tree Canopy does De Pere have?

UTC analysis for DE PERE shows[1]:

- **An existing tree canopy of 21% (1,652 acres)**

- **Trees could potentially cover an additional 57% (4,453 acres) of the city's land surface. These "Possible UTC" areas include grass, agriculture land, and impervious surfaces (e.g., parking lots, paved playgrounds & ROW).**

- **The remaining 22% (1,759 acres) of the City's area is buildings, streets, water and other permanent features and is generally unsuited to UTC improvement.**
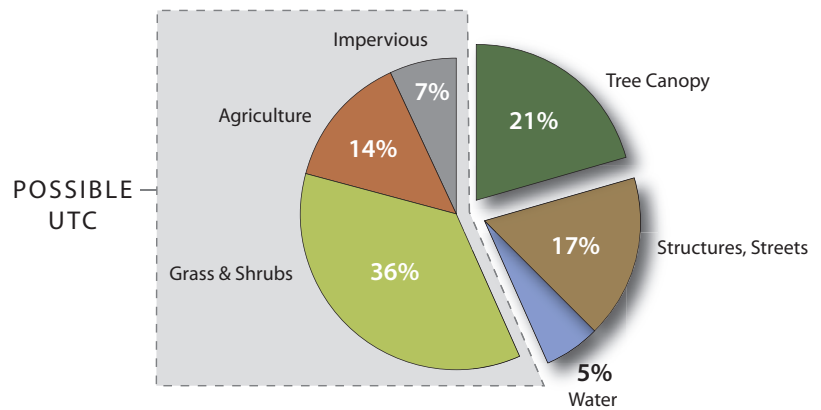
Many factors determine where best to plant urban trees. UTC analysis shows where additional trees will have the greatest positive impact.

UTC analysis for the GREEN BAY METROPOLITAN AREA shows[2]:

- **An overall tree canopy of 24%.**

- **Possible UTC is 56%. The remaining land area of buildings, streets, water and other permanent features is 20%.**

[1] Analysis was conducted using iTree Canopy. iTree Canopy offers a quick and easy way to produce a statistically valid estimate of land cover types (e.g., tree cover) using aerial images available in Google Maps. The iTree Suite is a free state-of-the-art, peer-reviewed software suite from the USDA Forest Service. www.itreetool.org

[2] Allouez, Ashwaubenon, Bellevue, DePere, Green Bay, Hobart, Howard.

Why should De Pere set goals for UTC?

As urban development expands, it is increasingly important to balance growth with environmental wellbeing. To maximize UTC benefits, communities should set goals to protect, maintain and enhance their entire urban forest. Careful planning and goal setting are necessary to retain as much mature tree canopy as possible in areas with development pressure and to expand and sustain canopy in already urbanized areas. UTC goals can emphasize environmental quality (stormwater, air quality, carbon offsets), livability and economic vitality.

Though many communities have adopted land use strategies to mitigate sprawl, few have developed land cover strategies like UTC to mitigate urbanization effects.

Additional Resources

Urban Tree Canopy Assessment, Northern Research Station, USDA Forest Service, **http://nrs.fs.fed.us/urban/utc/**

Watershed Forestry Resource Guide, Urban Tree Canopy, **http://www.forestsforwatersheds.org/urban-tree-canopy/**

Urban Natural Resources Institute, **http://www.unri.org/webcasts/archive/march-2011a/**

Society of Municipal Arborists, Urban Forestry BMPs, **http://www.urban-forestry.com/sma-urban-forestry-bmps**

How to Set UTC Goals

Effective UTC goal setting requires involvement and commitment by municipal leaders and staff, local business community, neighborhood groups and citizens. The process generally includes four steps:

- **Assess Current UTC**
  — Can use iTree Canopy Analysis or GIS to arrive at UTC baseline.

- **Assess Possible UTC**
  — Identify opportunities on both public and private land.

- **Adopt Goals Based on Assessments**
  — If possible, institutionalize goals in appropriate ordinances, policies, or community master plan.

- **Develop Implementation Plan**
  — Identify strategies to meet goals based on available resources, political climate and stakeholder needs. Produce timeline and identify parties responsible for each strategy.

Potential Strategies to Implement UTC Goals

- **Plant New Trees**
  — Identify and prioritize planting sites community-wide.
  — Assess species diversity needs.
  — Identify how trees will be maintained.

- **Protect & Maintain Existing Trees**
  — Adopt tree protection ordinance and conservation easements.
  — Produce a tree management plan.
  — Ensure proper pruning in utility corridors.

- **Minimize & Restore UTC Lost to Age, Mortality & Land Conversion**
  — Specify strategies within Comprehensive Land Use Plan (e.g. Smart Growth).
  — Adopt subdivision, zoning, and landscaping ordinances.
  — Identify impact from EAB and potential management strategies.

- **Promote Public Education & Awareness**
  — Promote tree benefits (e.g., community website, newsletter, water bill insert)
  — Promote proper tree planting (e.g., Arbor Day, workshops)
  — Develop or participate in campaigns (e.g., First Downs for Trees, Taking Root in Oshkosh)

Wisconsin Department of Natural Resources
dnr.wi.gov

-----Original Message-----
From: Lora Boeger [mailto:lora@recyclethatstuff.com]
Sent: Thursday, June 07, 2012 10:19 AM
To: Roger Kanitz; Lisa Miotke; Dick Sturm; Donald Merkes
Subject: October 13th - Menasha Utilities

Good Morning Everyone,
I am emailing today to follow up on earlier discussions this year, regarding hosting a possible 2nd event over at Menasha Utilities later this fall. Eariler this year the Town of Menasha had scheduled to host their event with us on October 13th 2012. We would be capable of working with the City of Menasha on the 13th as well, if that sounds like a good plan. I know after the 1st one that everything seemed to go rather smoothly, and the reply was quite wonderful to the days event.

Please let me know if that date will work. If not I do have other date we can look in to.

Thank you all again!

Lora Boeger -President
RecycleThatStuff.com
121 N. Linwood Ave.
Appleton, WI 54914
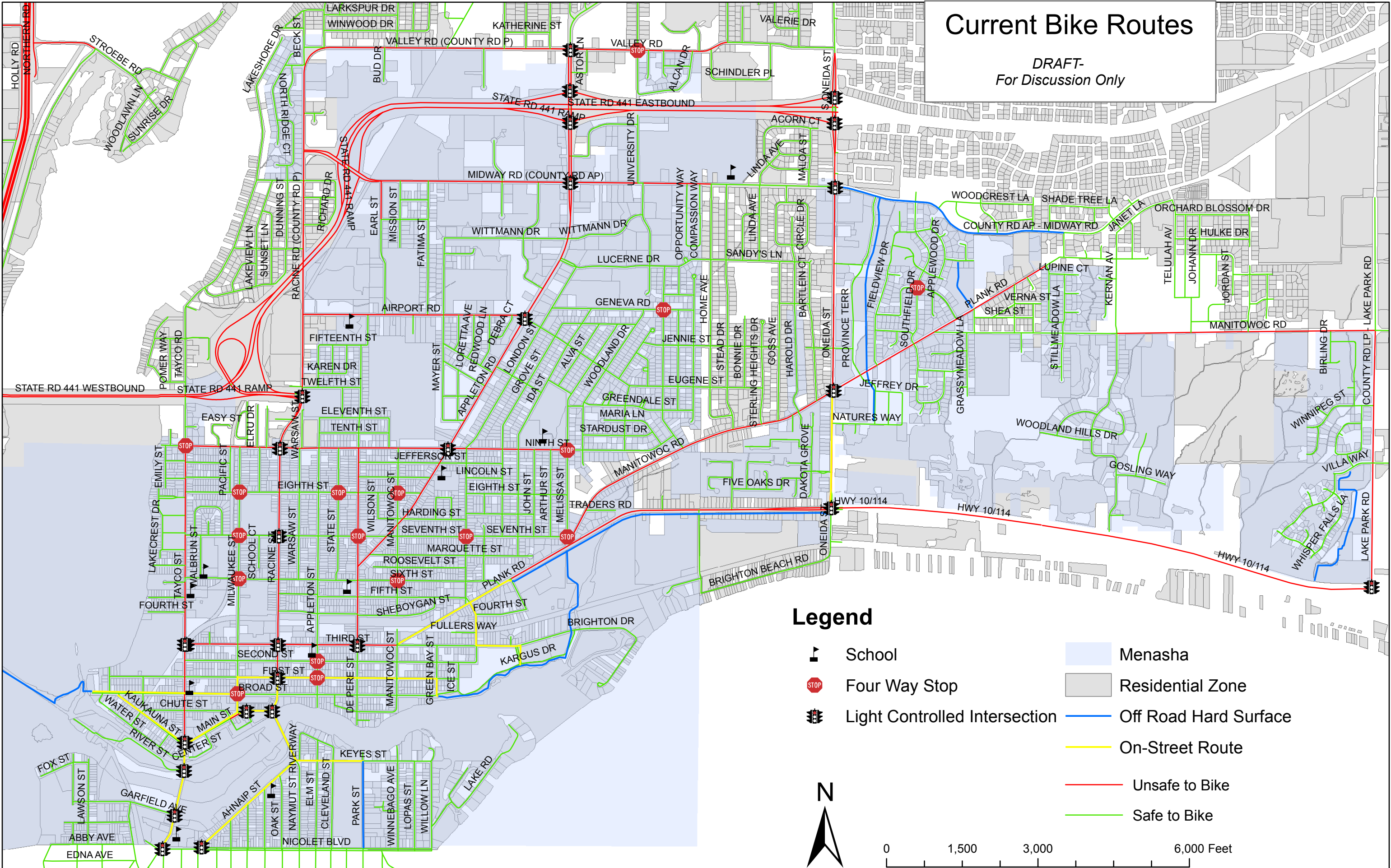Cell: (920) 450-5010
Office: (920) 955-3760

Current Bike Routes

DRAFT-
For Discussion Only

Legend

- **School**
- **Four Way Stop** (STOP)
- **Light Controlled Intersection**
- **Menasha**
- **Residential Zone**
- **Off Road Hard Surface**
- **On-Street Route**
- **Unsafe to Bike**
- **Safe to Bike**

N

0   1,500   3,000   6,000 Feet

Walkable Streets

DRAFT-
For Discussion Only

Legend

- ⚑ School
- 🛑 Four Way Stop - Safe Crossing
- 🚦 Light Controlled Intersection - Safe Crossing
- ━━ Safe Street to Walk
- ━━ Not Safe to Walk
- ▨ Menasha
- ▨ Residential Zone

0   1,500   3,000   6,000 Feet

N
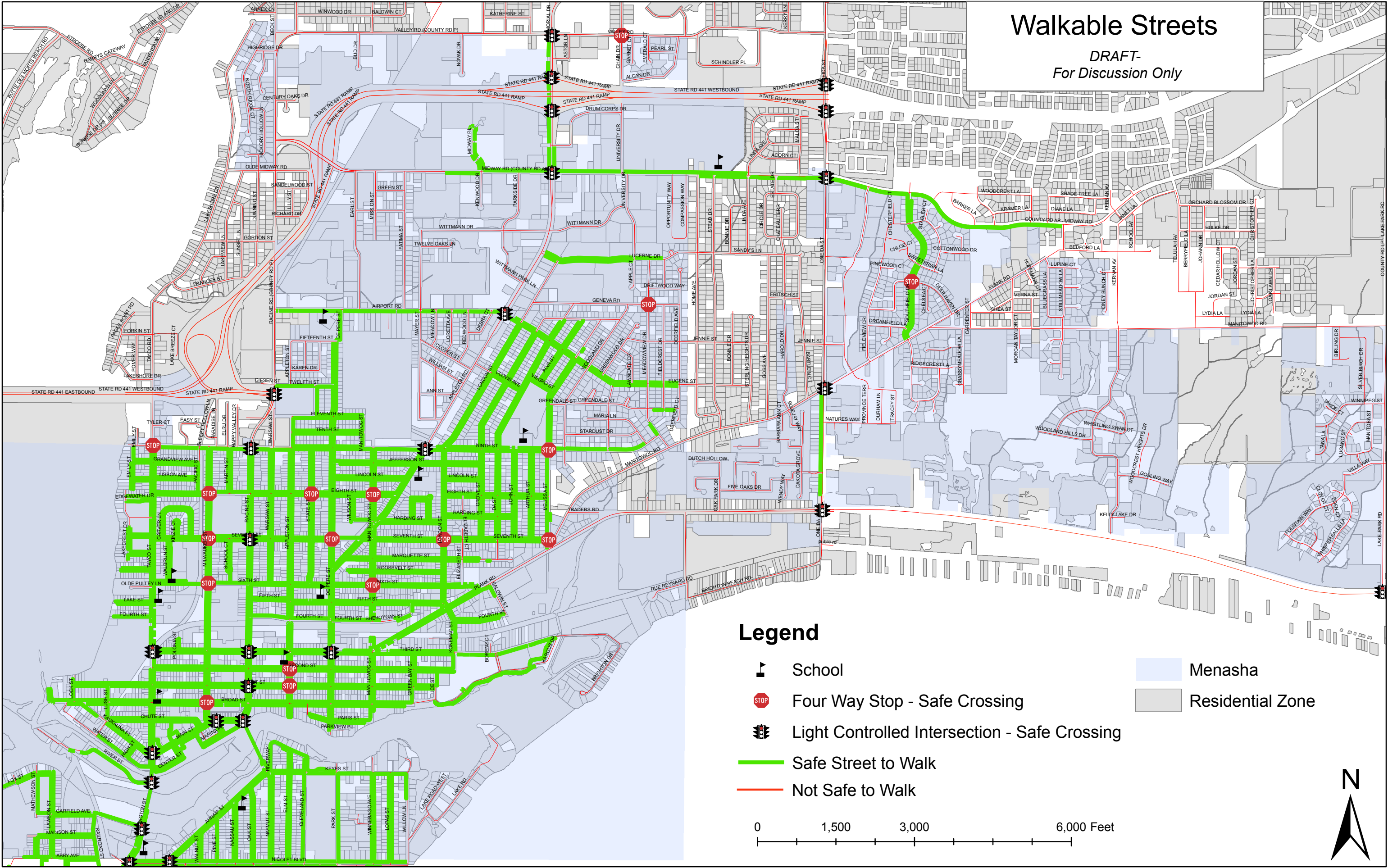
Complete Streets for Manitowoc

Posted on April 2, 2012 by Dave Schlabowske, Communications Director

Bike Fed member and Manitowoc Alderman Matt Kadow sent the Bike Fed the good news that Manitowoc passed a Complete Streets policy. Alderman Kadow first introduced the policy in February. You can read the full resolution below near the end of this post

" I'm happy to let you know that the Manitowoc City Council adopted the Complete Streets resolution by a 7-2 vote (one member absent). In the motion to approve the Committee Chairman included direction that a Complete Streets Advisory Committee be formed to advise the Streets & Sanitation on Complete Streets issues. The committee make up will be a total of 6 members: 1 Alder from Streets/Sanitation, the Deputy City Planner and 4 citizens.

The Mayor will make his appointments in May, waiting until after the new council is sat at the end of April and his standing committee assignments are approved. We will then begin a local education campaign on the effort, combined with general bike safety education to kick of the cycling season.I'm also still having discussions with local shop owners and cycling groups, and it looks as though we will likely form an advocacy group as well that entails advocacy throughout Manitowoc County, working to complete the trail and route network throughout Manitowoc, Two Rivers and Manitowoc County among other issues.
I will continue to keep you all updated to our progress. My term on the Council ends on April 16th. Contact email for me past that date is: matt@mattkadow.com"Best,
Matt
————
Matt Kadow,
Alderman – District 5;
City of Manitowoc
920/629-1602

"Let me state here the initial reason that got me working on this issue: $1.5 Billion. *Cycling is a $1.5 billion dollar industry in the state of Wisconsin. A $924 million dollar economic impact from bicycle recreation.* $535 million of that is out-of-state tourism dollars. Manitowoc needs to lay the policy foundation to begin getting some of that action. That's why I'm introducing the following resolution:

R E S O L U T I O N
WHEREAS, in 2000 the United States Department of Transportation (DOT) approved a policy
statement on bicycle and pedestrian accommodations stating that every local government has the
responsibility to improve conditions and opportunities for walking and bicycling, and to
integrate walking and bicycling into their transportation system (now more commonly known as
"Complete Streets"); and
WHEREAS, in 2009, the Wisconsin Legislature approved Act 28, which created a Complete
Streets
statute stating that the Wisconsin DOT shall ensure that bikeways and pedestrian ways are
established in all new highway construction and reconstruction projects funded in whole or in
part from state or federal funds, except in certain circumstances; and,

WHEREAS, the City of Manitowoc Comprehensive Plan, which was adopted by ordinance on
December 21, 2009 recommends that the City of Manitowoc develop an interconnected sidewalk
and trail network, carefully considering the needs of bicyclists and pedestrians in road design
and requiring designs of new developments that have the pedestrian in mind; and

WHEREAS, the City of Manitowoc Bicycle Facilities Plan, which was adopted by resolution on
November 6, 1995, recommended immediate and continued street enhancement to accommodate
bicyclists; and
WHEREAS, bicycling is an important and valuable mode of transportation that benefits the City
economically and environmentally, as well as through social recreation attracting City residents
and tourists; and
WHEREAS, the Common Council recognizes the financial impact that cycling has on our
community and wishes to continue to promote bicycling and walking as modes of transportation
within the City; and
WHEREAS, the Common Council recognizes the positive effects that Complete Streets have on
mobility in our City, as well as on reducing environmental pollution and stormwater runoff;
NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS by the Mayor and the Common Council
of the City of Manitowoc that the City shall, wherever possible and feasible, construct
appropriate pedestrian and bicycle paths, lanes, and facilities to improve the ability for citizens
and tourists to travel by foot and by bike.
BE IT FURTHER RESOLVED that whenever a street is built or improved in the City of
Manitowoc, the City shall review the following criteria when considering street design:
1. *The current accessibility and safety of the street for pedestrians and bicyclists.*
2. *The connection of the street to currently existing bicycle lanes or pedestrian walkways.*
3. *The need for pedestrian walkways or bicycle lanes on the street.*
4. *The location of the street relative to schools and parks which attract pedestrians and bicyclists.*
5. *Grant funding available to improve pedestrian and bicycle access to the street."*

From:	Roger Kanitz [roger.kanitz@gmail.com]
Sent:	Tuesday, June 12, 2012 7:13 PM
To:	Don Merkes
Cc:	Linda Stoll; Kristin Sewall; Michael V; Michael J.' 'Dillon
Subject:	Additional Item for City Sustain Board Meeting

Don, on behalf of the Town of Menasha, I was asked to contact you as an initial contact for exploring an option of working with the Town of Menasha on a program to pick-up/process the yard waste of the Town of Menasha. The main goal goal is to avoid the need for the town residents to throw their yard stuff in the landfill (along with the associated costs to the Town).

I was asked to urge you to contact Mike VanDyke (his email is part of this note), the current chair of the Town's Sustainability Committee to explore options and an initial discussion on this matter.

Please place this request on the City's Board meeting for next week.

Thanks... Roger