



AGENDA OF THE SUSTAINABILITY COMMISSION

WEDNESDAY, OCTOBER 19, 2022, 5:00 PM
Virtual Meeting. Public may join via Zoom.

A. Zoom Meeting Information.

- I. This item contains Zoom information, instructions, and a link to the Virtual Comment Form.

B. Roll Call.

- I. Chair- Seth Hoffmeister; Vice Chair-Ned Dorff; Alder Mark Steuer; John Arendt; Amy Kox; Kaurie Mihm-PRF; Julia Noordyk; Mark Walter.

C. Approval of the Agenda.

- I. Approval of the Sustainability Commission meeting agenda for October 19, 2022.

D. Approval of Minutes.

- I. Approval of minutes from September 21, 2022.

E. Presentation

- I. Cory Groshek of Greener Bay Compost presents an overview of his company and services.

F. Informational.

- I. Work Group Updates
2. Announcements

G. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Sustainability Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.

Virtual Meeting Instructions



Sustainability Commission

Zoom Meeting Information

Join Zoom Meeting

<https://us02web.zoom.us/j/82236285137?pwd=bzBScDVVRysrQlpSZEZpK2FMSnd4Zz09>

Meeting ID: 822 3628 5137

Passcode: 769016

One tap mobile

+13126266799,,82236285137#,,,,*769016# US (Chicago)

+19292056099,,82236285137#,,,,*769016# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 822 3628 5137

Passcode: 769016

Find your local number: <https://us02web.zoom.us/j/kxwwGfSBc>

Public Comments

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting.

Additional Information

1. Wisconsin Open Meetings Law still applies
 - a. Persons interested in speaking to an item must state their name and address for the minutes.
 - b. Committee/Commission/Board members will still follow *Roberts Rules of Order Newly Revised 12th edition*.
2. Please log into the Zoom meeting at least 10 minutes before the meeting begins to ensure a proper connection and that your technology is working.
 - a. If you are a Board Member, please log into [CivicClerk](#) with a computer, laptop, or tablet device.
3. Once you are in the meeting please mute yourself.
 - a. You may unmute yourself when you are called upon to speak.
4. Waiting room
 - a. When you call in or connect via web or Zoom app, you will be placed in a "waiting room."
 - b. The meeting host will then admit you to the meeting, and mute you upon entrance (you will still be able to hear and or otherwise observe the meeting).
5. Registering
 - a. The host may ask you to register for the meeting. A registration link will be sent to you along with the invite. You'll receive another email confirming that you're registered for the meeting.
 - b. If you're using a phone, your registration will be tied to an email.
6. Raising your hand
 - a. Committee/Commission/Board members—you can either use CivicClerk and request to speak or you can also utilize the "raise your hand" tool in the Zoom platform (you'd need to use a computer or tablet) to let the host know you would like to speak. You can also un-mute yourself and start speaking.
 - b. Persons with items on the agenda or other interested parties—you can also utilize the "raise your hand" tool on the Zoom platform via computer or mobile device. You will be allowed to speak once the committee, commission, or board has moved to "open the floor for interested parties to speak." Once discussion on your agenda item has concluded, the host will mute you, unless the committee opens the floor again.
7. What devices should I use?
 - a. Smart phone (please see more detailed instructions on page 3)
 - b. Land line
 - c. Tablet—in advance of the meeting, please download the Zoom Meeting app by using either the Apple Store or the Play Store. You will be asked to input your name, to identify you for the meeting.
 - d. Computer—you can access the meeting through a web browser by clicking on the meeting link, or through the Zoom Meeting app. If using the app, please download it in advance of the meeting. You will be asked to input your name, to identify yourself for the meeting.
 - e. For tablet and computer users—if you download the app you may be asked to verify your email.

8. Zoom etiquette
 - a. Muting yourself when you're not speaking will prevent your background noise from interfering with others' ability to listen to and participate in the meeting.
 - b. If you're using a telephone, please identify yourself with your phone number and state your name and address before you speak. Zoom meeting hosts can see only your telephone number and will ask you to identify yourself.
9. Closed session
 - a. Persons in the Zoom meeting will be put into a waiting room while the committee/commission/board meets in Closed Session. Participants will be admitted back into the Zoom meeting once the committee reconvenes in Open Session.
 - b. Persons watching a Common Council meeting live on YouTube will see a gray screen with the City logo during closed session.
10. Persons interested in attending anonymously or listening to the meeting may call in by dialing *67 followed by the phone number in the Zoom Meeting Information box.

Calling into the Zoom meeting using a smartphone

1. Dial the phone number listed at the beginning of this document.
2. When prompted, enter the Meeting ID number followed by #
3. Once you are in the meeting, notify the meeting host that you are in and state your name.
4. If you do not wish to speak, please make sure your phone is on **Mute**
 - a. If you're using a smartphone, look at your screen and click the Mute button



A Brief Introduction to Green Bay's Premier Compost Company



Because Food Waste is NOT Garbage.

www.GBCompost.com

Who We Are

Greener Bay Compost (www.GBCompost.com) is a small, locally-owned, family-run company, based out of Green Bay, Wisconsin, which serves Northeastern Wisconsin with the Green Bay metropolitan area's best Residential and Small Business Compost Pickup and Drop-Off Services, plus sales of finely sifted, premium compost.

If you're looking for an **Easy, Clean, Convenient, and Green** way to reach your sustainability and waste reduction goals and reduce your carbon footprint, whether you're an individual/family or a small business, then you've come to the right place.

Our services, which are essentially Waste Management services mixed with Recycling operations, were designed to help our environment by diverting as much would-be organic waste (such as food scraps) from landfill as possible and composting it.

According to [the Wisconsin DNR's \(Department of Natural Resources\) 2020-2021 statewide waste characterization study](#), nearly *half* of what ends up in our landfills is (or could have been, at some point) compostable, and we find that to be unacceptable, hence why we do what we do.

What We Do

Every week, we collect would-be organic waste (such as fruit and vegetable scraps, spent coffee grounds, egg shells, plain paper/cardboard items, etc.), which would *normally* end up in a landfill, from our 100+ subscribers (via five-gallon buckets and paper bags, generally) and transport it to our compost site in the Town of Lessor (Shawano County, Wisconsin), where we convert it into a nutrient-rich soil amendment known as compost, which we then reward our subscribers with, donate to local organizations (such as the Northeastern Wisconsin Master Gardeners), and sell to the general public.

The process we use to compost this waste is known as "hot composting," which generally involves building large piles with a mix of nitrogen-heavy materials (such as food scraps, garden waste, spent coffee grounds, etc.) and carbon-rich materials (such as shredded paper and cardboard, fall leaves, wood shavings, etc.), which

are then turned and watered, as necessary, for several months, to keep tiny microbes inside the piles alive and thriving.

(Important to note: This process, unlike landfilling, produces no methane—a toxic greenhouse gas more than 20 times more potent than carbon dioxide.)

These microbes, along with fungi, insects, and various other organisms (with assistance from us), break down the material in our piles over the course of about 13-14 weeks into what is known as “finished compost,” an amazing soil amendment that closely resembles soil, with a rich, dark brown color and a “clean, sweet smell,” which is ready to use in all gardens, flower beds, and agricultural operations, as well as on lawns.

Our Impact

In our first year of operation (from August 2021 through August 2022), we composted approximately 30,000 pounds (15 tons) of our subscribers’ waste. To put this number into perspective, it is equivalent to:

- About 2,150 pounds of methane that could have been produced by this waste, had it rotted in a landfill, but wasn’t, because we composted it instead...
- ...which is equivalent to about 53,738 pounds of CO₂ (carbon dioxide) that, likewise, was NOT released into our atmosphere
- Upwards of 15 tons of carbon sequestered from the atmosphere and put back into our soil
- 15 combustion engine cars being taken off of our roads for two whole months
- About 2,309 days worth of electricity used in the average household

Other milestones we reached in our first year included:

- Grew from 16 Residential subscribers to 120
- Were featured on/in the news four times (on NBC26, Fox11, and Local 5 Live, plus in The Press Times), as well as in a local lifestyle magazine once
- Held our 1st Annual Pumpkin Drive in Fall 2021, which saw us pick up pumpkins, gourds, straw bales, corn stalks, etc. from over 100 households in the Green Bay metropolitan area
- Donated approximately 100 pounds of compost to the Northeastern Wisconsin Master Gardeners
- Were name-dropped by the Green Bay Sustainability Commission, at the Green Bay Common Council Meeting in April of 2022, as a potential food-waste-reduction partner for the City of Green Bay
- Hand-sifted and distributed over 1,000 pounds (half a ton) of compost to our subscribers
- Began, in June 2022, selling (1) cubic foot bags of our finely sifted, premium compost to the general public, for the first time
- Replaced our original "Loyalty & Waste Reduction Rewards Program" with a revamped program, which sees our subscribers earn a (1) cubic foot bag of our compost for every 500 pounds of acceptable waste they provide to us
- Launched our Partner Program, which pays cash for referrals of new subscribers
- Launched our Compost Discount Program, which entitles our active subscribers to a 10% discount on any compost they may purchase from us
- Acquired a nearly seven-acre property in the Town of Lessor (which is in Shawano County, Wisconsin) about 24-25 miles west of Green Bay, which we call “The Farm,” and which serves as our sole compost site
- Acquired a John Deere 1025R compact tractor to turn our compiles with and an automated compost sifter to sift our finished compost with

Our Continued Growth

Since our one-year anniversary, we have:

- Diverted about another 8,000 pounds (four tons) of organic waste from area landfills
- Grown to 127 Residential Subscribers
- Launched a Residential Compost Drop-Off Service (to complement our existing Pickup Service and make it easier for apartment-dwellers and out-of-towners to use our services)
- Launched a Small Business Compost Pickup Service (and taken on our first Small Business subscriber, Glass Nickel Pizza of Green Bay)
- Grown to nearly 500 followers on Facebook (www.GBCompost.com/GBCompost) and over 600 followers on Instagram (www.GBCompost.com/GreenerBayCompost)
- Maintained a perfect, five-star rating on both Google *and* Facebook

As if the above weren't enough, we are currently looking into the feasibility of offering additional services, including:

- "One-time pickup" services for large amounts of one-off organic materials (such as fall leaves)
- Safe, secure, and sustainable document destruction services
- Home compost consulting and support services
- Unique advertising opportunities for other small, local businesses

We are also considering expanding our Residential and Small Business Compost Pickup Services into the Fox Valley (an area which would include Appleton, Combined Locks, Grand Chute, Kaukauna, Kimberly, Little Chute, Menasha, and Neenah), but are currently focused on growing our subscriber base and suite of services in the Green Bay metropolitan area (specifically, in Green Bay, Allouez, Ashwaubenon, Bellevue, De Pere, Hobart, Howard, Ledgeview, and Suamico).

Any questions/concerns?

Please know that we are always here to help, and that you may reach us:

- Using any of the contact methods available at www.GBCompost.com/Contact
- By phone call or text at 920-819-0446
- By email at help@gbcompost.com

THANK YOU FOR READING.

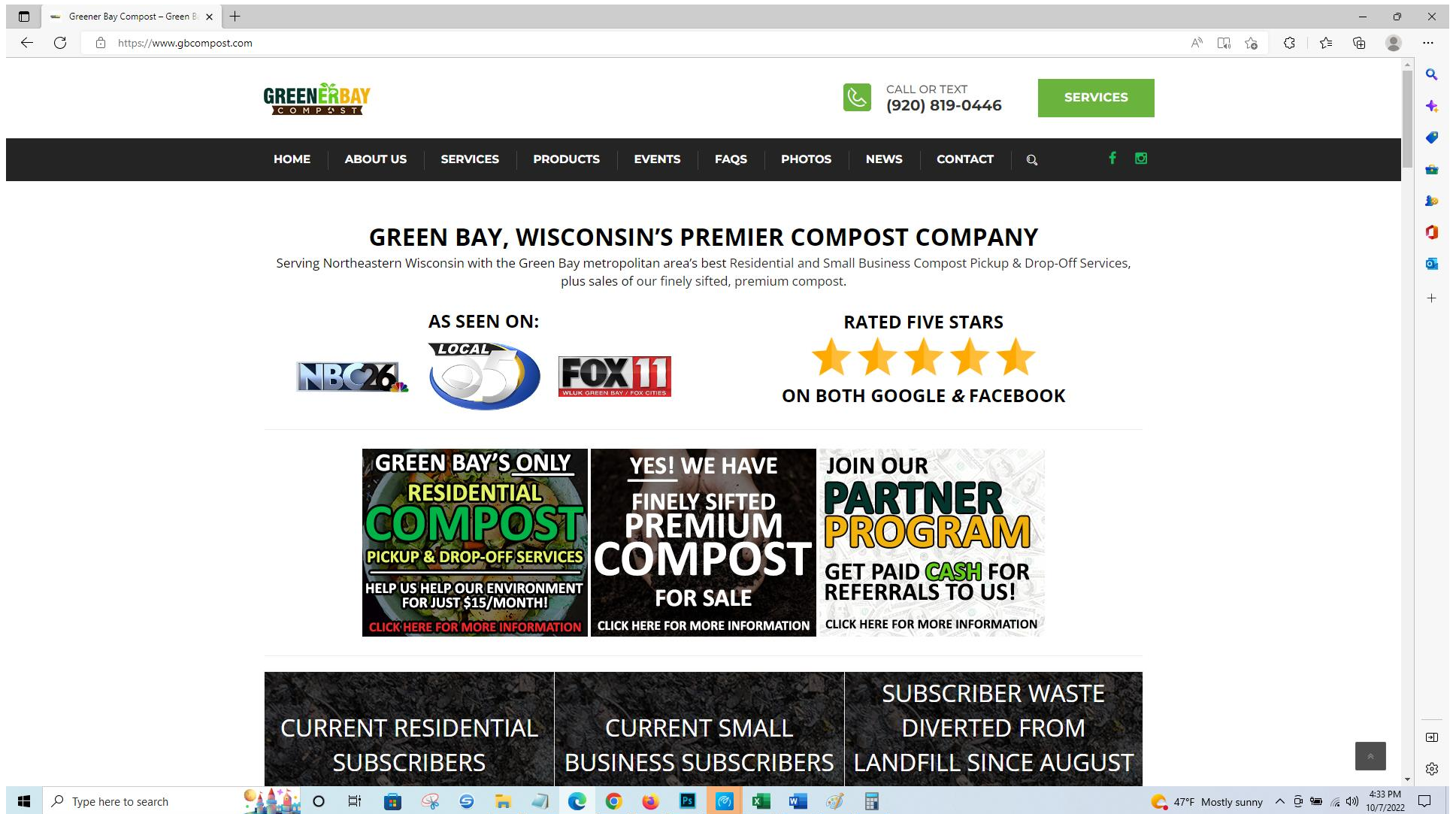
PLEASE ENJOY

A PHOTOGRAPHIC INTRODUCTION TO:

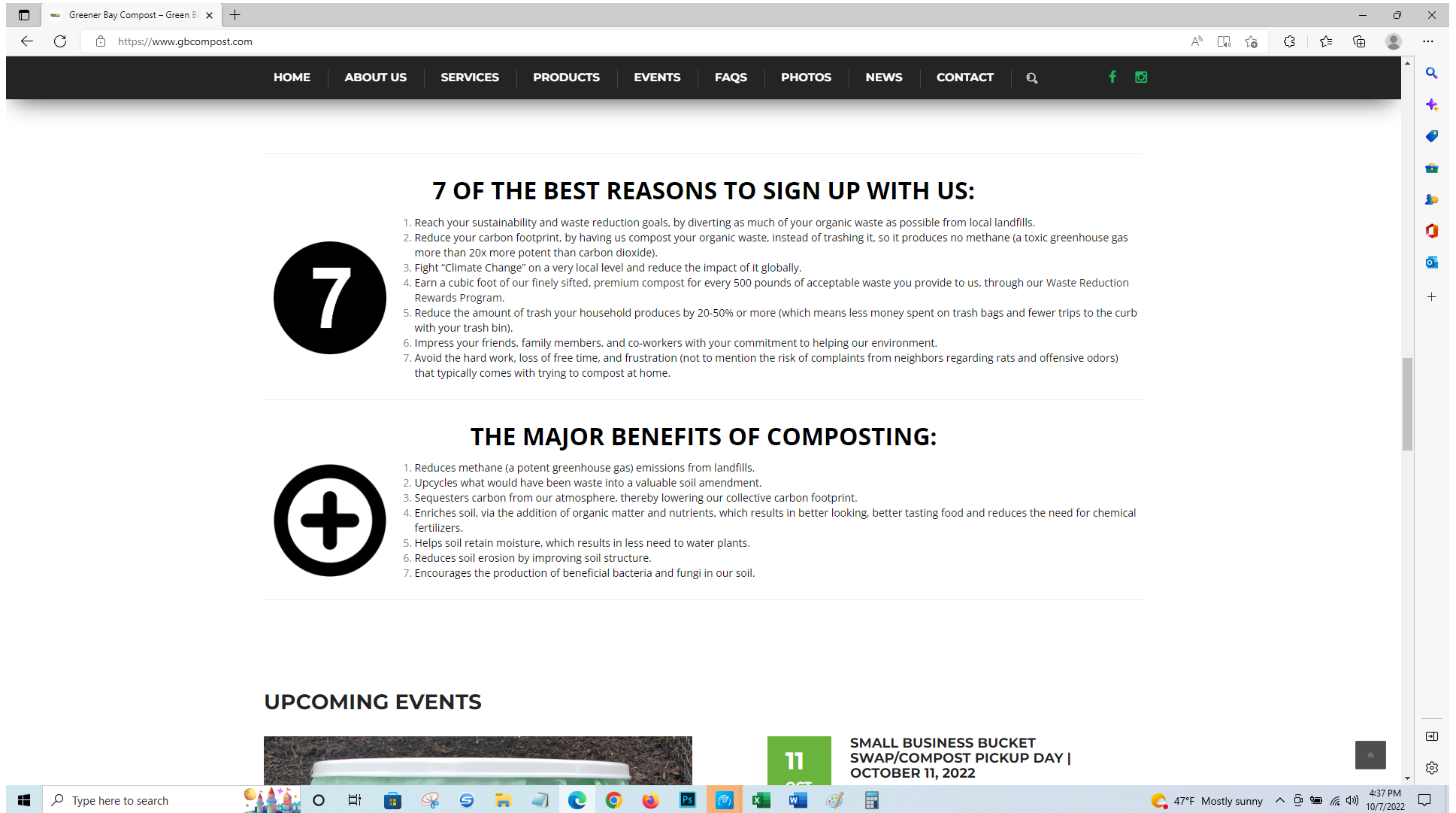


GREEN BAY'S PREMIER COMPOST COMPANY

Serving Northeastern Wisconsin with the Green Bay metropolitan area's best Residential and Small Business Compost Pickup & Drop-Off Services, plus sales of our finely sifted, premium compost.



The homepage of our website, www.GBCompost.com.



The best reasons to sign up with us and major benefits of composting listed on our website homepage.

Residential - Greener Bay Comp X

https://www.gbcompost.com/residential/

HOME ABOUT US SERVICES PRODUCTS EVENTS FAQs PHOTOS NEWS CONTACT

If you're an **Individual** or **Family** looking for an **Easy, Clean, Convenient, and Green** way to reach your sustainability and waste reduction goals and reduce your carbon footprint, then look no further!

RESIDENTIAL COMPOST PICKUP SERVICE	RESIDENTIAL COMPOST DROP-OFF SERVICE
<u>We come to you, once every other Sunday!</u> Ideal for Those Seeking Convenience, Anyone Who is Disabled, and/or Anyone Who Does Not Drive	<u>You come to us, when you're ready, up to (2) times per month!</u> Ideal for Apartment-Dwellers and/or Anyone Who Resides Outside of our Pickup Service's Service Area
\$15 / month	\$15 / month
Open only to residents of Green Bay, Allouez, Ashwaubenon, Bellevue, De Pere, Hobart, Howard, Ledgeview, and Suamico.	Open to everyone.
What you get: - A clean, Food Safe, five gallon bucket (with lid) delivered to your home once every other Sunday, in exchange for your full/semi-full bucket. - A BPI-certified compostable liner inside each bucket, to help keep your buckets clean. - Approximately half a pound of sawdust, wood shavings, etc. in the bottom of each bucket, to absorb moisture and help control odor. - The opportunity to earn a (1) cubic foot bag of our finely sifted, premium compost for every (500) pounds of would-be organic waste you provide us (per our Waste Reduction Rewards Program). - A 10% discount on any of our finely sifted, premium compost you may purchase from us.	What you get: - A clean, Food Safe, five gallon bucket (with lid) provided to you, in exchange for your full/semi-full bucket, on demand (with 24-48 notice to us), up to (2) times per month, at a well-lit, public location in west Green Bay (chosen by Greener Bay Compost). - A BPI-certified compostable liner inside each bucket, to help keep your buckets clean. - Approximately half a pound of sawdust, wood shavings, etc. in the bottom of each bucket, to absorb moisture and help control odor. - The opportunity to earn a (1) cubic foot bag of our finely sifted, premium compost for every (500) pounds of would-be organic waste you provide us (per our Waste Reduction Rewards Program). - A 10% discount on any of our finely sifted, premium compost you may purchase from us.
SUBSCRIBE NOW	SUBSCRIBE NOW
ALSO AVAILABLE "Add a Bucket" option, for only \$10 extra per month (per bucket)! For existing subscribers for whom one bucket isn't enough to contain the waste their household produces in each two week period. (REQUIRES A SEPARATE SUBSCRIPTION PER EACH ADDITIONAL BUCKET REQUESTED, WITH NO LIMIT ON HOW MANY ADDITIONAL BUCKETS AN INDIVIDUAL/FAMILY CAN SUBSCRIBE FOR) SUBSCRIBE NOW	

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Our Residential Compost Pickup and Drop-Off Services sign-up page on our website.

Commercial - Greener Bay Composting

https://www.gbcompost.com/commercial/

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If you're a **Small Business** looking for an **Easy, Clean, Convenient, and Green** way to reach your sustainability and waste reduction goals and reduce your carbon footprint, then look no further!

SMALL BUSINESS COMPOST PICKUP SERVICE

We come to you, once every Tuesday!

For Businesses that can be Served with Five Gallon Buckets, Generally Having 50 or Fewer Employees

Currently open only to businesses with a physical location in Green Bay, Allouez, Ashwaubenon, Bellevue, De Pere, Hobart, Howard, Ledgeview, or Suamico.

\$60 / month	\$70 / month	\$80 / month
What you get: (2) clean, Food Safe, five gallon buckets (with lids) delivered to your business once every Tuesday, in exchange for your full/semi-full buckets. - BPI-certified compostable liners inside each bucket, to help keep your buckets clean. - Approximately half a pound of sawdust, wood shavings, etc. in the bottom of each bucket, to absorb moisture and help control odor. - An email from us each week to advise you as to how much waste your business diverted from landfill in the past week, so you can brag about it on your website, social media, and to anyone who may like to hear about it. - A 10% discount on any of our finely sifted, premium compost your business, leadership team, or employees may purchase from us. SUBSCRIBE NOW	What you get: (3) clean, Food Safe, five gallon buckets (with lids) delivered to your business once every Tuesday, in exchange for your full/semi-full buckets. - BPI-certified compostable liners inside each bucket, to help keep your buckets clean. - Approximately half a pound of sawdust, wood shavings, etc. in the bottom of each bucket, to absorb moisture and help control odor. - An email from us each week to advise you as to how much waste your business diverted from landfill in the past week, so you can brag about it on your website, social media, and to anyone who may like to hear about it. - A 10% discount on any of our finely sifted, premium compost your business, leadership team, or employees may purchase from us. SUBSCRIBE NOW	What you get: (4) clean, Food Safe, five gallon buckets (with lids) delivered to your business once every Tuesday, in exchange for your full/semi-full buckets. - BPI-certified compostable liners inside each bucket, to help keep your buckets clean. - Approximately half a pound of sawdust, wood shavings, etc. in the bottom of each bucket, to absorb moisture and help control odor. - An email from us each week to advise you as to how much waste your business diverted from landfill in the past week, so you can brag about it on your website, social media, and to anyone who may like to hear about it. - A 10% discount on any of our finely sifted, premium compost your business, leadership team, or employees may purchase from us. SUBSCRIBE NOW

ALSO AVAILABLE

"Add a Bucket" option, for only \$10 extra per month (per bucket)!

For business subscribers for whom (4) buckets aren't enough to contain the waste their business produces each week.
(REQUIRES A SEPARATE SUBSCRIPTION PER EACH ADDITIONAL BUCKET REQUESTED, WITH NO LIMIT ON HOW MANY ADDITIONAL BUCKETS A BUSINESS CAN SUBSCRIBE FOR)

SUBSCRIBE NOW

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Our Small Business Compost Pickup Service sign-up page on our website.

Leaderboard - Greener Bay Com X

https://www.gbcompost.com/leaderboard/

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LAST UPDATED ON:
October 6, 2022 at 2:38 PM CST
ALL RESIDENTIAL PICKUPS PERFORMED THROUGH 10/2/2022 HAVE BEEN ACCOUNTED FOR IN THE BELOW NUMBERS.
ALL COMMERCIAL PICKUPS PERFORMED THROUGH 10/4/2022 HAVE BEEN ACCOUNTED FOR IN THE BELOW NUMBERS.

THE CURRENT STATUS OF THE LEADERBOARD IS:

UPDATED

THANK YOU.

CURRENT RESIDENTIAL SUBSCRIBERS	CURRENT SMALL BUSINESS SUBSCRIBERS	SUBSCRIBER WASTE DIVERTED FROM LANDFILL SINCE AUGUST 2021
127	1	36,526.15 lbs.

IMPORTANT NOTICE / PLEASE READ:

47°F Mostly sunny 4:40 PM 10/7/2022

The section of our Leaderboard on our website, which we use to keep track of our subscriber count and total pounds of organic waste diverted from landfill since our founding.

Leaderboard – Greener Bay Com X

https://www.gbcompost.com/leaderboard/

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SMALL BUSINESS SUBSCRIBER NAME	SUBSCRIBER SINCE	LBS. OF WASTE DIVERTED FROM LANDFILL SINCE 8/30/22
Glass Nickel Pizza (Green Bay)	8/26/2022	258.83

RESIDENTIAL SUBSCRIBER NAME	SUBSCRIBER SINCE	LBS. OF WASTE DIVERTED FROM LANDFILL SINCE 6/1/22	BAGS OF COMPOST EARNED	BAGS OF COMPOST CLAIMED
Cindy Wi.	2/19/2022	525.25	1	0
Judith/Judy W.	10/8/2021	432.96	0	0
Greg & Becky T	8/6/2021	354.26	0	0
Mary G.	5/24/2022	319.52	0	0
Dan F.	8/5/2021	288.52	0	0
Steve R.	6/22/2022	223.32	0	0
Toni M.	9/24/2021	220.34	0	0
Maribeth F.	1/17/2022	220.09	0	0
Diane M.	4/29/2022	214.32	0	0
Cassandra K.	11/19/2021	208.05	0	0
Carie L.	8/6/2021	206.39	0	0
Leslie D.	2/26/2022	194.74	0	0
Stacie H.	9/11/2021	192.92	0	0
Melissa K.	8/28/2021	184.77	0	0
Terence/Terry A.	11/5/2021	182.56	0	0
Nicole N.	9/30/2021	176.20	0	0
Elizabeth E.	11/5/2021	168.96	0	0
Laurie S.	2/18/2022	166.34	0	0
Cynthia/Cindy Wo.	4/1/2022	165.66	0	0
Patri H.	10/31/2021	165.12	0	0

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The section of our Leaderboard on our website, which we use to keep track of the pounds of organic waste our subscribers have diverted from landfill since June 1st, 2022 and how many (if any) bags of compost they've earned from us through our Waste Reduction Rewards Program.

Compost - Greener Bay Compost X +

https://www.gbcompost.com/compost/

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FINELY SIFTED, PREMIUM COMPOST
Soil Amendment, Made with 100% Organic, Locally-Sourced Materials
IN STOCK
63 (1) cubic foot bags, at \$29.99 each, plus tax

BULK DISCOUNT AVAILABLE: Buy ten or more (1) cubic foot bags at regular price, get 20% off our regular price per bag*
(* THIS DISCOUNT MAY NOT BE COMBINED WITH ANY OTHER DEALS, DISCOUNTS, OR OFFERS, INCLUDING OUR 10% COMPOST DISCOUNT FOR SUBSCRIBERS.)

FALL INTO SAVINGS "BOGO" DEAL: Buy two (1) cubic foot bags at regular price, get a third bag at half price*
(* THIS DEAL ENDS AT 11:59 PM CST ON 11/23/2022. THIS DEAL MAY NOT BE COMBINED WITH ANY OTHER DEALS, DISCOUNTS, OR OFFERS, INCLUDING OUR 10% COMPOST DISCOUNT FOR SUBSCRIBERS.)

 Screened for Contaminants

 Made Locally in Northeastern Wisconsin

 Made with Organic/Natural Materials

 Contains No Horse or Cow Manure or Bio-Solids

COMPOST INGREDIENTS: Fruit, vegetable, and grain waste, garden waste, weedkiller-free lawn clippings, egg shells, coffee grounds, tea leaves, plain paper/cardboard, fall leaves, clean wood shavings/chips, natural wood ash, spent potting soil, and other, similar, organic materials, certified-compostable products.

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Our finely sifted, premium compost for sale on our website.



Our Founder, Cory Groshek, in his backyard.



Clean Greener Bay Compost buckets stacked and ready to distribute to our subscribers.



Our Founder, Cory Groshek, in our pickup vehicle.



Example of Greener Bay Compost bucket being swapped, with bag of compost delivered simultaneously.



Example of Greener Bay Compost Bucket being weighed.



Example of compostable materials received from Glass Nickel Pizza of Green Bay.



Example # 1 of compostable materials received from a Residential Compost Pickup Service subscriber.



Example # 2 of compostable materials received from a Residential Compost Pickup Service subscriber.



Example # 3 of compostable materials received from a Residential Compost Pickup Service subscriber.



Example # 4 of compostable materials received from a Residential Compost Pickup Service subscriber.



Example # 5 of compostable materials received from a Residential Compost Pickup Service subscriber.



Example of extra, high-carbon materials we pick up from our subscribers, alongside their buckets.



Example of the “compost confetti” we make with some of the high-carbon materials we receive.



Example of “compost lasagna” produced inside of our compost totes, as we screen by hand for contaminants.



Our bucket-washing station.



Example of our pickup vehicle full of totes of “compost lasagna,” ready to be taken to our compost site.



Example of a new compost pile being built at our compost site.



Example of a newly-built, full-sized compost pile at our compost site.



Our John Deere 1025R Compact Tractor we use to turn/aerate our compost piles.



What our compost piles look like after being turned and watered over the course of about seven weeks or so.



Our custom-built, automated compost sifter, which we use to sift our finished compost down to 1/4" in size.



Example of the mulch-like “overs” that don’t fit through the 1/4” screen in our automated compost sifter.



Example of the finely sifted, premium compost we produce as an end-product, which we sell.



Our composite site, as of October 5th, 2022.



Our promotional banner for our 2nd Annual Pumpkin Drive, which will happen in November.

Making Green Bay greener one compost bucket at a time

BY LEE REINSCH
CORRESPONDENT

GREEN BAY – There's an old saying: "One man's trash is another man's treasure."

Green Bay resident and owner of Greener Bay Compost Cory Groshek is that other man.

He turns watermelon rinds, cabbage cores, old newspapers and coffee grounds into black gold – dark, crumbly compost that nourishes plants and enriches garden soil.

"It's magic," he said.

For the past 10 months, Groshek has operated a curbside food waste disposal service, helping subscribers keep their biodegradable matter out of the landfill.

Since starting Greener Bay Compost last August, he said he and his patrons have prevented 18,000 pounds of garbage from taking up landfill space.

Launching last summer with 16 subscribers, Groshek said that number has increased by more than 780%.

Here's how it works

Here's how it works: Greener Bay supplies subscribers with lidded five-gallon buckets, along with a handful of sawdust to absorb odor and liquids.

They pay about \$15 a month for Greener Bay to pick up their vegetable scraps and compostable materials weekly or every other week.

Allouez resident Nik Krawczyk, a Greener Bay subscriber, said he received the subscription as a birthday gift from his wife, Lily.

"(She) became tired of me just having random bags of food scraps on our back patio waiting for me to drive them up to our family farm property up north," Krawczyk said. "Tossing food scraps in the trash filled me with pretty intense anxiety, because I grew up in a composting family, and I know how beneficial the process can be to a local environment."

He said Groshek is passionate about spurring positive change at a hyper-local level.

Branching out

Groshek said Greener Bay has grown to the point that it will begin selling the compost it produces – and is moving the composting function of the operation from the backyard of his Green Bay home to a seven-acre plot in Shawano County.

"We outgrew (the backyard) months ago," he said.

The compost will be packaged in one-cubic-foot bags and will retail for \$39.99.

He said subscribers get an automatic 5% discount, with the potential to earn a 20% discount if their collection buckets are clean and free of contaminants, such as apple stickers, pieces of foil or plastic wrappers.



Cory Groshek started Greener Bay Compost, a curbside food waste disposal service, last August, and has since prevented 18,000 pounds of garbage from taking up landfill space. Submitted Photos

A different kind of farming

Groshek calls himself a microbe farmer.

"There's more to it than throwing stuff on the ground and letting it rot," he said. "There's an art and a science to it. It takes science to get it to break down these little microbes, which are already in the food waste; it's not like you've got to go buy them."

Groshek said it's about getting the right mix of carbon and nitrogen, while getting enough air and water for it to break down.

"These little microbes are just like people – they need the same things you and I do to live," he said.

When composting fails, Groshek said it's usually because people don't get the correct balance, or they don't turn the compost enough.

"What happens is, you don't get the bacteria that you want," he said. "You get a different kind of bac-

WILL IT COMPOST?

SOME SURPRISING ITEMS GREENER BAY COMPOST WILL TAKE:

Croissants, banana peels, Q-tips and cotton balls (that have not come into contact with chemicals or makeup), droppings from chicken and rabbits, toothpicks, vegan candles, chocolates, baked goods, nut shells (except black walnut) and untreated wood.

SOME THINGS ON THE NO-NO LIST:

Toenail clippings, wine corks, meat, pine cones, diapers (even unused ones), liquor, chemicals, charcoal, baked goods with dairy-based products such as cheese powder or frosting, large amounts of coffee and treated wood products.



Greener Bay Compost supplies subscribers with lidded five-gallon buckets, along with a handful of sawdust to absorb odor and liquids, and picks them up weekly or every other week.

teria that stinks, which is actually the same kind of bacteria that exists in landfills."

Groshek said he prefers open-air composting to the enclosed tumbler method – noting it doesn't create methane, therefore doesn't stink.

That's where he said one of the big environmental benefits comes in.

"Not only are we not sending this stuff to land-

fills and (instead) putting it back into people's gardens, but we are not creating methane," he said. "In terms of greenhouse gases that cause our atmosphere to heat up, it's actually more than 20 times more potent than carbon dioxide, which is the carbon that everyone is talking about when they talk about carbon footprint."

Adding compost to the soil enriches it with phos-

phorus, nitrogen and potassium, and can reduce some plants' need for soil additives, such as fertilizer, according to the U.S. Composting Council.

"Some people don't understand what compost is," Groshek said. "They think it's garbage, but it's not. Landfill is garbage. What I make is magic."

For more information on Greener Bay Compost, visit gbcompost.com.

THE END.

Proposed ways in which the City of Green Bay could support the growth of



Because Food Waste is NOT Garbage.

www.GBCompost.com

OPTION 1: Fund an official, full-fledged, City-endorsed compost/food waste prevention “pilot program,” via a Public-Private Partnership with Greener Bay Compost

The City of Green Bay could, similar to what the City of Falls Church, Virginia (population: 14,309) did in July of 2017 (with a company called Compost Crew), enter into a Public-Private Partnership with Greener Bay Compost, in which it contracts with Greener Bay Compost to provide a partially-subsidized (discounted) version of its Residential Compost Pickup and Drop-Off Services to Green Bay residents, in the form of a compost/food waste prevention “pilot program.”

Please note that our Residential Compost Pickup and Drop-Off Services currently cost \$15/month, but are set to increase to \$20/month, effective 1/1/2023, to offset inflation, ensure we are compensated fairly for the work we do, and keep our prices in alignment with similar services in other parts of the country (such as those provided by Green Box Compost in Madison, Wisconsin, which are essentially identical to ours, and cost \$24/month).

Our ask:

What we would ask is that the City cover at *least* 50% of our service costs for any City residents who register with the City to participate in the “pilot program,” to reduce the price from \$20/month to just \$10/month for said residents.

We believe this reduction in price would reduce or eliminate the financial barrier we perceive as preventing many City residents—particularly, those from low-income households, and those disproportionately affected by COVID-19 and its economic impact—from utilizing our services.

This “pilot program” could be run for a set period of time (perhaps a year or two) and could entail a limit as to how many City residents are able to register for it.

Such limits would ensure that Greener Bay Compost is not compelled to grow faster than it can afford to and also help control costs for the City, while still allowing for both the City and Greener Bay Compost to obtain

very valuable data on the success of the program, as well as help inform the City as to whether it should extend the “pilot program” or perhaps make its subsidization of our services a permanent fixture for its residents.

We have essentially already run a successful “pilot program” for the City

Please note that Greener Bay Compost already counts around 80 Green Bay residents amongst its Residential subscribers, as well as one Small Business subscriber (Glass Nickel Pizza) and that Green Bay subscribers make up about two-thirds of our subscriber base.

This being the case, it could be said that we have already run a “pilot program” for the City, since early August of 2021, and a *wildly successful* one at that.

Many Municipalities in our country have spent thousands, if not millions of dollars, over the course of months, years, or even decades, attempting to run a program as successful as ours, and have failed.

Madison, Wisconsin, for example, has attempted on multiple occasions over the past decade or so to create a functional Municipal food waste recycling/composting operation, but have failed time and time again, not for a lack of will or funding, but because it made, in our opinion, many “rookie mistakes” over the years and, most recently, chose to render itself dependent upon a single, large anaerobic digester facility, which pulled the rug out from beneath them (and UW-Madison as well) when, in 2020, it decided to stop accepting food waste as a feedstock, thus leaving Madison with no one to process their enormous amounts of food waste.

Similarly, Brown County, Wisconsin (where Green Bay is, of course, situated) ran a Food Waste & Organics Program for a few years, beginning in late 2014, but it, too, met its demise a few years ago when Sanimax, the County’s food waste hauler of choice, decided that it, too, no longer wished to collect food waste, thus leaving the County with no way to transport its food waste to its processor of choice, UW-Oshkosh.

Where Madison and others have failed, Green Bay can *succeed*, if it chooses to partner with Greener Bay Compost—a small, locally-owned, family-run business, focused almost exclusively on composting food waste—because unlike Sanimax and other large waste haulers/facilities, we are not going to change our business model with little to no warning and leave our Municipal partners in the lurch.

Ten major benefits to partnering with us on our proposed “pilot program”

1. In partnering with us, the City would be making major progress toward achieving some of the major objectives outlined in the Green Bay Sustainability Commission’s 2022 Work Plan, which the Green Bay Common Council approved on 4/19/2022, which included:
 - a. A City-wide 25% reduction in waste to landfill, by 2030
 - b. A Community-Wide diversion of 100% of food waste from landfill, by 2050
2. In partnering with us, the City would immediately begin to reduce the amount of wet, heavy food it pays, per ton, to dispose of (which likely makes up at least 20-25% of the refuse the City’s garbage trucks haul each week), which would not only reduce the cost of waste hauling for the City, but potentially pave the way for the city to adopt a “pay as you throw” waste disposal model for its residents, which could see residents who use smaller trash carts, because they produce less waste, pay *less* on their property taxes than their neighbors who produce more waste.
3. In partnering with us, the City could dramatically reduce the amount of methane (a toxic greenhouse gas, which is 20%+ more potent than carbon dioxide) its food waste produces when it is landfilled, as well as increase the amount of carbon it sequesters (through the compost we

would produce from said food waste), which not only benefits our local environment, but our entire planet.

4. In partnering with us, the City would be supporting a small, locally-owned, family-run business, whose Founder has lived, with his wife, in Green Bay since 2014, which not only “looks good on paper,” but is actually *good* for the City to do (in our humble opinion).
5. In partnering with us, the City would avoid the expense and risk that would undoubtedly accompany any attempt on the City’s part to run a composting, food waste prevention, or organics recycling operation on its own, in that the City would not need to:
 - a. Buy or lease additional land for a compost site
 - b. Build a composting facility from the ground up
 - c. Purchase additional waste hauling vehicles, specifically for food waste
 - d. Buy additional equipment, such as tractors, Trommel screens, etc. for turning and sifting finished compost
 - e. Hire additional staff to run a food-waste-related operation
 - f. Worry about compliance with Wisconsin Department of Natural Resources regulations related to the composting of food waste
 - g. Develop a market for the compost it would produce, or worry about getting rid of or selling said compost
6. In partnering with us, the City would avoid wasting valuable time, money, and resources on seeking out *additional* food waste haulers, compost facilities, anaerobic digestion facilities, etc. to partner with, because we are a “one stop compost shop” that can handle both the hauling *and* the processing of the City’s food waste on its own.
7. In partnering with us, the City would benefit from us having already run what has essentially been a successful Composting/Food Waste Prevention “pilot program” since August 2021 (which has seen our subscriber count grow from just 16 Residential subscribers to 127 Residential subscribers, plus one Small Business subscriber, and divert well over 18 tons of food waste and other compostable, organic materials from landfill), as well as all the data, experience, and wisdom we have acquired over the past year plus and the “culture of composting” we have already kickstarted in the Green Bay metropolitan area.
8. In partnering with us, the City would earn major “green credentials” and “good P.R.” (public relations), as a result of its clear commitment to sustainability, waste reduction, and combatting climate change, and almost assuredly attract positive attention from the media, including, but not limited to, local and regional news stations, news publications, and websites, as well as on social media.
9. In partnering with us, the City would avoid the NIMBYism (“Not in My Backyard”-ism)—and all the angry/concerned/worried phone calls, emails, and letters to City employees and elected officials about potential “rat infestations” and “offensive odors”—that would undoubtedly be triggered amongst its residents, were it to attempt to site a compost facility within City limits, or anywhere near them, as our sole compost site is in the Town of Lessor (which is in Shawano County), approximately 24-25 miles west of Green Bay (and surrounded by, as we like to put it, “cows and cornfields”).
10. In partnering with us, the City, which has indicated it is willing to spend up to \$101,000 to “rebrand” itself (purportedly to render itself more attractive to out-of-towners who may wish to relocate to Green Bay), would become *immediately* (and, dare we say, immensely) more attractive/appealing to residents of other cities/states (such as Madison, Wisconsin, Minneapolis, Minnesota, Chicago, Illinois, Portland, Oregon, and Seattle, Washington) that already have Municipal composting programs set up, play host to Compost Pickup and Drop-Off Services such as ours, or have a well-developed “culture of composting.”

The costs of funding our proposed “pilot program”

Subsidization (one third of the equation):

For every registered resident the City would partially subsidize our services for, the cost to the City would be \$10/month (or \$120/year).

We would ask that the City allow at least 120 residents (and *potentially* up to 240, subject to further discussion with us), to register for the “pilot program,” which would result in the City spending somewhere between \$1,200/month (or \$14,400/year) and \$2,400/month (or \$28,800/year) on subsidization.

Equipment/Supplies (another third of the equation):

We would also ask that the City cover our costs to purchase the equipment/supplies we would need to service whatever number of registered residents the City would agree to subsidize our services for, which would include:

- Two five-gallon buckets and two EZ-Peel lids (with the necessary stickers to brand them as ours and individually number them), per registered resident
- Two compostable bags, per registered resident, per month

A breakdown of costs:

Buckets & Lids

Individual Buckets

We currently purchase our food safe, five-gallon buckets from ULINE, a shipping, packaging, and industrial supplies distributor headquartered in Pleasant Prairie, Wisconsin, by the pallet, with each pallet containing 120 buckets, to ensure the lowest price possible on the buckets, which would be (as of the time of this proposal) \$5.49/bucket, plus shipping and tax.

Individual Lids

We currently purchase our EZ-Peel lids from ULINE as well, with the current price being \$1.85/lid (assuming we purchase at least 50 lids at a time), plus shipping and tax.

Bucket and Lid Combos

Assuming we purchase enough buckets and lids (240 of each) to service 120 registered residents, our cost to purchase this equipment would be \$2086.88 (inclusive of shipping and tax), or \$8.70 per each bucket and lid combo.

Assuming we purchase enough buckets and lids (480 of each) to service 240 registered residents, our cost to purchase this equipment would be \$4055.46 (inclusive of shipping and tax), or \$8.45 per each bucket and lid combo.

Stickers

With regard to stickers, we require a large sticker of our logo for the fronts of our buckets and a small sticker of our logo for our lids, for branding purposes, plus generic number stickers on both the tops of our lids and the bottoms of our buckets, to both reward and hold our subscribers accountable for the contents (and condition) of their buckets.

For Branding Purposes:

We purchase both our large and small logo stickers from StickerMule.com, and we always purchase them together, in equal numbers, as StickerMule provides us a “multi-design discount” when we do this.

Our cost, if we were to buy 240 pairs of large and small logo stickers (enough for the buckets needed to service 120 registered residents) would be, as of the time of this proposal, \$405.65 (inclusive of sales tax), with free shipping (or an average of \$0.85/sticker).

Our cost, if we were to buy 480 pairs of large and small logo stickers (enough for the buckets needed to service 240 registered residents) would be, as of the time of this proposal, \$661.49 (inclusive of sales tax), with free shipping (or an average of \$0.69/sticker).

For Numbering Purposes:

With regard to generic number stickers for our lids and buckets, we generally buy them from whoever sells them cheapest on Amazon.com, as long as they are vinyl and weatherproof, like our other stickers. Our most recent research suggests we could acquire two rolls of appropriate stickers (with numbers numbering from 001 to 500), for as little as \$33.51 (inclusive of tax), with free shipping.

Compostable Bags

Regarding our compostable bags, we utilize BPI-certified bags made by BioBag, who we are able to receive preferential pricing from, on account of Greener Bay Compost being what BioBag considers a “Community Composter”(assuming we buy the bags in bulk, directly from BioBag).

Per the most recent pricing sheet we were provided by BioBag, which is only valid through 12/31/2022, we could purchase the 13 gallon bags we use for as little as \$0.172/bag.

To service 120 registered residents for an entire year would, as mentioned earlier, require two bags per month, per resident, or 2,880 bags total, at a cost of \$495.36.

To service 240 registered residents for an entire year, would require 5,760 bags total, at a cost of \$990.72.

GRAND TOTALS (for Equipment/Supplies):

The grand total for us to purchase the equipment/supplies we would need to service 120 registered residents for an entire year would be: \$3021.40 (or \$25.18, per registered resident)

The grand total for us to purchase the equipment/supplies we would need to service 240 registered residents for an entire year would be: \$5741.18 (or \$23.93, per registered resident).

Marketing/Advertising (the final third of the equation):

We would ask that the City fund a reasonable marketing/advertising budget, to assist us in increasing public awareness of the existence of our products and services and to aid us in the creation of a “culture of composting” within the City.

To date, we have not done enough research on the different types of advertising available to us, or the costs of such advertising, to put a *hard* number on the marketing/advertising budget we would like to see the City fund for us, however, we believe it would be reasonable for us to ask that the City fund a marketing/advertising budget for us that is at least half the size of the rest of the financial commitment it may make to us.

Accordingly, if the City were to agree to partially subsidize our services for 120 City residents, and to fund our purchase of the equipment/supplies necessary to serve said residents for an entire year, we would like to see the City fund a marketing/advertising budget for us of somewhere between \$8,000 and \$10,000.

Likewise, if the City were to agree to partially subsidize our services for 240 City residents, and to fund our purchase of the equipment/supplies necessary to serve said residents for an entire year, we would like to see the City fund a marketing/advertising budget for us of somewhere between \$17,000 and \$20,000.

We would humbly request that the City allow us to spend the funds in the marketing/advertising budget as we see fit (with any suggestions from the City being more than welcome), trusting that we will perform whatever research we deem appropriate into which types of advertising would produce the best results for us and our “pilot program,” including, but not necessarily limited to: Print advertising (in newspapers, magazines, etc.), radio advertising, television advertising, and digital advertising (including, not necessarily limited to, on news websites and social media platforms, such as Facebook and Instagram).

Regardless of the size of the marketing/advertising budget the City may afford us, we would, of course, continue to pursue and take advantage of any free or low-cost marketing/advertising opportunities that may arise (such as articles in local newspapers, appearances on local new stations, promotional partnerships on social media, etc.) and seek to stretch our marketing/advertising budget as far as possible.

GRAND TOTALS (for the entire “pilot program”):

To fund an official, full-fledged, City-endorsed compost/food waste prevention “pilot program,” via a Public-Private Partnership with Greener Bay Compost, with 120 registered residents, for an entire year, would cost the City around \$25,421.40 (with \$8,000 allocated for marketing/advertising).

To fund an official, full-fledged, City-endorsed compost/food waste prevention “pilot program,” via a Public-Private Partnership with Greener Bay Compost, with 240 registered residents, for an entire year, would cost the City around \$51,541.18, (with \$17,000 allocated for marketing/advertising included).

If the City were to wish to fund a “pilot program” for a certain number of registered residents of a duration longer than one year, it should be noted that there would be no further cost to the City relative to buckets, lids, and stickers beyond year one, because we only need two buckets and two lids per each registered resident, regardless of how long the “pilot program” would run.

Having said that, we *would* need more compostable bags per each additional month, beyond year one, that the “pilot program” would run, although, as can be seen above, the costs for such bags are nominal, especially in comparison to other “pilot program” costs.

OPTION 2: Simply fund Greener Bay Compost’s purchase of the equipment/supplies it needs to grow its subscriber base, in the absence of a City-endorsed “pilot program”

As detailed in the “Pilot Program” Funding section above, it would cost us \$3021.40 to secure the buckets, lids, stickers, and compostable bags we would need to service 120 City residents, or \$5741.18 to service 240 such residents, for an entire year.

If the City is not prepared to enter into a Public-Private Partnership with Greener Bay Compost, or fund a full-fledged compost/food waste prevention “pilot program” at this time, we would request that the City, at the very least, consider funding our purchase of enough of the aforementioned equipment (which, on its own, would cost the City very little, while still providing significant benefit to us) to support our on-boarding of at least 240 City residents.

OPTION 3: Simply fund Greener Bay Compost’s marketing/advertising of its products and services, in the absence of City-endorsed “pilot program”

As detailed in the “Pilot Program” Funding section above, we would greatly appreciate a marketing/advertising budget, funded by the City, to support the marketing/advertising of our products and services, in the amount of anywhere from \$8,000 to \$20,000, or more, and we would appreciate this regardless of whether the City decides to fund our proposed “pilot program,” or any other, individual elements of said program.

Since our inception, we have spent little to nothing on marketing/advertising, save for the cost to produce small, one-cup-sized sample bags of our finely sifted, premium compost, which we have just begun to develop a local distributor network for, and some flyers we produced for the Northeastern Wisconsin Master Gardeners to distribute at their 22nd Annual Plant Sale this past Spring.

Essentially all the marketing and advertising we have taken advantage of to date has been provided to us, free of charge, by local news stations (including Fox 11, NBC 26, and Local 5 Live, which have run television segments on us), local newspapers (specifically, The Press Times, which ran a piece on us in May of 2022), local magazines, and our own subscribers and customers, who are our biggest supporters (and, in some cases, extremely “evangelistic” about us).

Free advertising is, of course, great, but it will never increase public awareness of our products and services in the way that targeted, paid advertising could. As such, we sincerely hope the City will consider aiding us in our marketing/advertising efforts in the months, and possibly years, ahead.

Suggested sources of funding for any or all of the above-mentioned options

Whereas cities like Falls Church, Virginia, have apparently made the decision to fund their Public-Private Composting Partnership with Compost Crew out of their normal budgets/taxpayer funds on an ongoing basis, and whereas the City of Green Bay could certainly fund Greener Bay Compost in similar fashion, we would like the City to be aware that ARPA (American Rescue Plan Act) funds may potentially be used, under the “Economic Impact” umbrella, to fund some or all of the options we’ve provided above, in one-time, “lump sum” fashion.

ARPA Funds

It would not be difficult for the City of Green Bay to justify spending some of its remaining ARPA funds on supporting Greener Bay Compost, especially when the following is considered:

- Cory Groshek, the Founder of Greener Bay Compost, and his wife, who perform all the work of Greener Bay Compost alone, and who are not otherwise employed (as their Greener Bay Compost duties take up nearly all of their time), are on track to generate less than \$30,000 in gross revenue this year as a married couple, and far less than that in terms of net income, which puts them squarely into the low-to-moderate-income group of people the U.S. Federal Government considers to have been disproportionately affected by COVID-19 and its economic impacts.
- Greener Bay Compost, as a small business, and being in the same financial boat as its Founder and his wife (as detailed above), would also be considered by the U.S. Federal Government to have been disproportionately affected by COVID-19 and its economic impacts, especially whereas:
 - Much of the work Greener Bay Compost does involves operating A) a van, to perform its Bucket Swaps/Compost Pickups (which is fueled by gasoline), and B) a John Deere 1025R compact tractor to turn/aerate its compost piles (which is fueled by diesel), which has subjected the company to major operational cost increases relative to fuel.
 - The prices on the equipment Greener Bay Compost uses every day, most notably its five-gallon buckets, lids, stickers (for its buckets and lids), and compostable bags have all skyrocketed in the past year, due to supply chain issues and inflation (much of which can be attributed to COVID-19 and its ongoing economic impacts).
- Greener Bay Compost serves residents of nine Municipalities in Brown County, all of which were negatively impacted economically by COVID-19 and its aftermath, and some of whom were disproportionately so, such as those from low-income households, small businesses (such as Glass Nickel Pizza), which, we believe, are lucky to have survived the pandemic, and those with severe illness or disability (including one subscriber of ours, whose daughter has cancer and another whose child is Special Needs, just as two examples).

It should be noted that a large part of the reason we would like the City to partially subsidize our services for its residents is because services like ours are generally considered “luxuries,” which are generally only taken advantage of by those with “expendable income,” and we do not want our services to only be affordable for people with such income.

In our experience, it is true that most of our subscribers tend to fall into the “higher income” category of households (at least judging from the appearance of the neighborhoods they live in and the houses they call home). Our subscribers also tend to be mostly White, middle-aged, and married, which causes us concern, because we exist to serve everyone, regardless of race, color, age, marital status, or any other identifying characteristic.

As such, we don't believe it would be much of a stretch for the City to further justify supporting us financially, with ARPA funds, on the grounds that doing so would help us acquire a more diverse subscriber base, which better reflects the demographics of our area, as well as level the financial playing field, so everyone can have a fair chance at experiencing the joys of composting with us.

Furthermore, the City could justify spending ARPA funds on supporting us, if for no other reason, than to improve its own resilience for in the event of future pandemics or economic down-turns, on the grounds that diverting as much of its food waste from landfill as possible could save it and its tax payers a substantial amount of money on waste hauling in the years and decades ahead, as well as help it take what is currently considered waste and upcycle it into a valuable soil amendment, which will help our communities:

- Improve their overall soil quality
- Grow more, healthy food (hopefully in its residents own backyards, or the cities numerous Community Gardens)
- Grow healthier flowers for our pollinators
- Potentially assist them with their flooding issues (being that compost is great at preventing erosion *and* absorbing moisture)

In case the City has doubts as to whether ARPA funds could truly be used to fund composting or food waste prevention, the City may also be interested to know that several other Counties/Cities/Municipalities nationwide have already either proposed to use, or actually used, ARPA funds to fund initiatives similar to the "pilot program" we have proposed.

These Counties/Cities/Municipalities include (but are not necessarily limited to):

- **Baltimore County, Maryland**, which announced on 11/03/2021, an ARPA Spending Proposal which proposed spending "Over \$6 million [of the \$160,706,923 in SLFRF funds it was awarded] to support solid waste diversion and increase recycling and composting."

<https://www.baltimorecountymd.gov/county-news/2021/11/03/olszewski-announces-american-rescue-plan-act-spending-proposal>

Specifically, the County has proposed spending exactly \$6,210,000, through its Department of Public Works & Transportation, to make "the purchase of trash, recycling, and food waste receptacles in order to pilot potential changes to current single family and multi-family residential solid waste collection that would increase the diversion of organic materials (including yard waste and/or food scraps) and increase recycling rates."

The County points out that "Pilot projects to divert solid waste and increase recycling can reduce the annual quantity of waste to be landfilled or otherwise disposed of, lower greenhouse gas emissions from landfilling or burning wastes, and improve public and community health by reducing pest infestation of inappropriately stored waste materials, especially in multi-family housing," and that "The pandemic increased solid waste to never before seen levels and as such, the County must expedite exploration of creative ways to divert waste from the rapidly filling landfills. Launching a trash, food and recycling pilot in Qualified Census Tracts will allow near-term evaluation of options in multiple communities across the County."

- **The Town of Weston, Connecticut**, which proposed spending \$10,000 of the \$3,034,000 in ARPA funds it was awarded on a "Composting Station Pilot Program at Transfer Station," under the guise of improving the town's "Resilience" in the aftermath of the COVID-19 pandemic, to include the creation

of a “compost area,” signage and a campaign to increase public awareness of composting, the purchase of ten 64-gallon “toters” and “home composting bin sets,” and funding for “annual operating costs” relative to hauling.

(<https://www.westonct.gov/home/showpublisheddocument/8013>)

The Town notes that “the average house creates 10 pounds of trash per day, of which 20% is compostable” and that it believes it can save money each year by diverting its food waste from landfill.

- **The City of Phoenix, Arizona**, the City Council of which approved “over \$9 million of American Rescue Plan Act (ARPA) funds for food related programs, to include \$2,400,000, under the “Equity and Inclusion” umbrella, for initiatives such as the “Food Waste and Composting Education Project.” (<https://www.phoenix.gov/oep/food-overview>)

In approving these funds, the City stated: “Did you know that 40 percent of all food in America is wasted and that a four-person family can lose about \$1,500 a year on wasted food? This free, one-year program will provide food waste and composting education, training, and access to a compost service for up to 500 residents living in food deserts and COVID-19-impacted areas in the City of Phoenix. Participants will learn how to decrease food loss and waste through practical and usable tips for your household, such as better food purchasing, storing food practices, meal planning tools, and composting. By adopting better practices, you can save money and reduce your carbon footprint.”

- **The Town of Manlius, New York**, which has proposed spending \$20,000 of its ARPA funds on a Compost Program, under the umbrella of “Environmental Sustainability.” (https://storage.googleapis.com/manlius/ThbRh4iYffghdXroikKgvN6X?GoogleAccessId=manlius-tf%40civilspace-engagement-tool.iam.gserviceaccount.com&Expires=1665694927&Signature=ZUjIPymoJleNRwUj8IPnQ1M%2BE9%2BUfIJ63WBQCGmZxa51%2Bns%2B6X7w%2FkHYiyEjMWUzVXHxyWxse2fsaDUSIBnHFPPaPxhbDk85P5R0XO5JqTFdZKmKD6%2FmoNsWLdoCdCu72ltzNr5dAGSbjljxfDdpSI%2FfiL3PC6sU9tXwKoH2KGZOrFMihAVuMUFaRFd6zO4FYBA3Rf5w1cHcxchEZI5eHOHwZjcbKU9IRKHYByZuqi4hzTCIqkuj2ElsASILTXXN8oCDpKDaHy9GKxkc9LUIIdRB%2F9VmMsa%2BeW%2BuEF6As1aQsjXH1Kbsdc8Ec6IBjA%2Fnq1fsngxrTsy0S%2Brmf_gzwpjHg%3D%3D&response-content-disposition=inline%3B+filename%3D%22Town+of+Manlius+ARPA+Proposals.pdf%22%3B+filename%2A%3DUTF-8%27%27Town%2520of%2520Manlius%2520ARPA%2520Proposals.pdf&response-content-type=application%2Fpdf)
- On a related note, **the City of Newberg, Oregon**, has already distributed (as of 3/30/2022) \$29,176 for Small Business Marketing Assistance (to Taste Newberg/Chehalem Valley Chamber of Commerce/Newberg Downtown Coalition), which means there is precedent for ARPA funds to be used to provide a marketing/advertising budget for local businesses/business groups in need.

USDA Grants for Community Compost and Food Waste Reduction

It has recently come to our attention that the City may be able to, in partnership with us and/or on our behalf, obtain a grant from the USDA (United States Department of Agriculture), by entering into a Cooperative Agreement with the USDA’s Office of Urban Agriculture and Innovative Production (OUAIP) to promote “Community Compost and Food Waste Reduction.”

(<https://www.scsengineers.com/usda-offering-10-mil-in-grants-for-composting-food-waste-reduction/>)

This year, the USDA began accepting applications for this type of grant in/around June, with an application deadline of 11:59 PM EST on 9/1/2022. Accordingly, the City of Green Bay would have been unable to meet the deadline for such a grant this year, but may be able to do so in 2023.

One apparent “catch” with these types of grants, however, is that the City of Green Bay would apparently be expected to match at least 25% of whatever amount it is granted by the USDA. This means that if, for example, the USDA granted Green Bay \$300,000 to spend on a food waste or community composting program, such as we have proposed, it would need to invest \$75,000 of its own funds as a match, before the USDA would cut a check to the City.

Per the USDA, entities eligible for these grants include:

- City or Township Governments
- County Governments
- Independent School Districts
- Native American Tribal Governments (Federally recognized)
- Native American Tribal Organizations, including State-Designated Native American Tribes
- Special District Governments
- Municipal Governments
- Renewal or supplemental applications for existing projects meeting any of the above criteria

OUAIP will accept project proposals that address at least one of the following:

- Generate compost
- Increase access to compost for agriculture producers
- Reduce reliance on, and limit the use of fertilizer
- Improve soil quality
- Encourage waste management and permaculture business development
- Increase rainwater absorption
- Reduce municipal food waste, and
- Divert residential and commercial food waste from landfills

Of note, the USDA states: “Research proposals will not be considered!”

In addition to the eligible projects listed above, the USDA says grant applicants are encouraged to address environmental justice priorities, racial equality, climate, investment in disadvantaged communities, and climate-smart agricultural practices as part of their application. Priority will go to projects that include the following elements:

- Demonstrate economic benefits for the targeted community
- Incorporate plans to make compost easily accessible to agricultural producers, including community and school gardens or urban producers
- Integrate food waste reduction strategies and recovery efforts such as food gleaning, storage, and preservation techniques; and

- Include a plan that engages and collaborates with multiple partners.

Other Grants

Presently, we are unaware of other grants that may exist to help fund “pilot programs,” such as the one we have proposed, or our business in general, with the exception of grants that may be created by Brown County—which we have initiated contact with, with regard to the possibility of the County helping to fund us with some of the \$51 million in ARPA funds they’ve received, on the grounds that we serve not just the residents of the City of Green Bay, but the residents of at least eight other Municipalities inside the County as well (including Allouez, Ashwaubenon, Bellevue, De Pere, Hobart, Howard, Ledgeview, and Suamico).

We will continue to keep an eye out for any other grant opportunities that may come into existence, which could help fund our operations, and bring them to the City’s attention as soon as is prudent.

IN CONCLUSION / OUR RECOMMENDATIONS

We recommend that the City commit to funding the “pilot program” proposed at the start of this proposal, with an initial goal of on-boarding 120 residents, rather than 240, and that this initial number include existing subscribers of ours who live in Green Bay and may opt to register for the program, to ensure that we are not overwhelmed by too many residents signing up too quickly.

We further recommend that the City commit to funding this program for at least two years, if not three, and officially launch the program on 4/1/2023 (with the potential for the number of subsidized subscribers to increase year-over-year).

Assuming the City would commit to funding a “pilot program” for just 120 residents for at least two years, the total cost to the City would be somewhere between \$40,000 and about \$50,000, with the exact amount dependent upon whether the City would agree to re-fund any marketing/advertising budget it may provide us, going into year two of the program.

The reason we ask for the program to not be launched until 4/1/2023 is because our Founder and his wife are taking a much-deserved (and long-awaited) “family vacation” to Florida in mid-March of 2023, which will see them out-of-town for an entire week. Because of this, they would prefer that any major uptick in the number of subscribers flowing into the company be held off, to whatever extent possible, until the end of March 2023.

The date of 4/1/2023 may also work well, because it is essentially the start of Spring, which is when the snow begins melting in earnest and most residents will begin thinking about things like gardening (and composting).

Additionally, if the USDA makes the grant we mentioned earlier available to be applied for in June of next year, as it did in June of this year, then the time between 4/1/2023 and 10/1/2023, when the City could conceivably receive and begin using USDA funds to *further* fund Greener Bay Compost’s operations, would be exactly six months (which we believe is quite serendipitous).

Holding off starting the “pilot program” until 4/1/2023 would also give the City, its staff, and its elected officials ample time to set up a registration website for its residents, properly promote the “pilot program,” educate the public about the importance of composting/food waste prevention in general, and perhaps update its compost-related ordinances (which are nearly non-existent as of the time of this proposal), prior to the programs launch.

The above notwithstanding, we would like the City to, if at all possible, disperse any funds that are not subsidization-related (to include some, if not all, of the marketing/advertising funds the City may provide us) to us as soon as possible, and preferably before 12/31/2022, so that we may properly pave the way for the launch of our proposed “pilot program” and avoid further price increases on the equipment/supplies (buckets, lids, etc.) we use every day.

Please note that we are very flexible and willing to work with and negotiate with the City on essentially every element of this proposal, and we very much appreciate the City’s time, as well as any consideration of funding, or actual funding, it may provide us, either this year or at any point in the future. We also thank the City, in advance, for helping us, as we like to say, make Green Bay a little greener every day.

Any questions/concerns?

Please know that we are always here to help, and that you may reach us:

- Using any of the contact methods available at www.GBCompost.com/Contact
- By phone call or text at 920-819-0446
- By email at help@gbcompost.com

THANK YOU FOR READING.



Report to the
Sustainability Commission
of the City of Green Bay

MEETING DATE

October 19, 2022

AGENDA ITEM # F.I

Work Group Updates

BACKGROUND

4 work groups: 1. Clean Energy, 2. Climate Resilience and Adaptation, 3. Healthy Habitat for All, 4. Waste Reduction

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Sustainability Commission
of the City of Green Bay

MEETING DATE

October 19, 2022

AGENDA ITEM # F.2

Announcements

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None