



AGENDA OF THE SUSTAINABILITY COMMISSION

WEDNESDAY, JUNE 26, 2024, 5:00 PM

In person at City Hall, Room 310.

Virtual attendance also available via Zoom.

A. Zoom Meeting Information.

I. Join Zoom Meeting Online:

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

Or call in by phone: +1 312 626 6799

Meeting ID: 822 3628 5137

Passcode: 769016

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

B. Roll Call.

- I. Chair- Seth Hoffmeister; Vice Chair-Ned Dorff; Jenny Brinker; Amy Kox; Christa Kananen; Kaurie Mihm-Staff person; Julia Noordyk; Mark Walter, Alderperson Joey Prestley.

C. Approval of the Agenda.

- I. Approval of the Sustainability Commission meeting agenda for June 26, 2024.

D. Approval of Minutes.

- I. Approval of minutes from April 17, 2024.

E. Announcements

- I. Inflation Reduction Act - Clean Energy canvassing efforts in Green Bay (Chair Seth Hoffmeister)

F. Presentations

1. Presentation of the draft outreach and engagement plan primarily focused on residential energy efficiency and electrification. Speaker: Alex Galt, City Staff, Clean Energy Connector.

G. Regular Business.

1. Receive and place on file the amended 2024-25 Sustainability Commission Work Plan held over from the March 20,2024 meeting.
2. Discussion and possible action to recommend the City purchasing one or more outdoor air quality monitors (Vice Chair Ned Dorff).

H. Informational.

1. Adopt-A-Pond Program
2. Resiliency Coordinator Report
3. Next Sustainability Commission meeting: July 17 at 5:00pm.

I. 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.



RESOURCES FOR GREEN BAY RESIDENTS

Help Navigating the Inflation Reduction Act (IRA)

The City of Green Bay helps individuals, nonprofits, and businesses understand and leverage IRA opportunities. To learn more, email the Clean Energy Connector at energyconnector@greenbaywi.gov or call 920-660-8655.

Wisconsin Home Energy Assistance Program

Partners for Community Development, Inc. provides income-eligible households with energy assistance. Apply by calling 833-646-0823 or going to <https://partners4cd.com/energy-assistance/>

Local Clean Energy Commitments

Last December the city adopted the Clean Energy Green Bay plan that outlines how Green Bay can transition to 100% clean energy by 2050. Learn more about how you can save energy and money here: <https://greenbaywi.gov/1233/Energy-Planning>

Home Improvement and Resiliency Programs

The City of Green Bay offers grant and loan programs for homeowners to enhance the flood resiliency and energy efficiency of their property. Income and other eligibility requirements may apply.

- **East River Flood Mitigation Grant Program:**
<https://greenbaywi.gov/1451/East-River-Flood-Mitigation-Grant>
- **Residential Green Stormwater Infrastructure Revolving Loan:**
<https://greenbaywi.gov/1422/Residential-Green-Stormwater-Infrastruct>
- **Home Improvement Loan Program:**
<https://greenbaywi.gov/500/Home-Improvement-Loan-Program>
- **Curb Appeal Grant:**
<https://greenbaywi.gov/995/Curb-Appeal-Grant>

Saving money today while building a clean tomorrow.



We all want to do our part to protect the environment, and now we can, thanks to the largest investment in clean energy in U.S. history.

The Inflation Reduction Act, which was passed by Congress and signed into law by President Biden, allows consumers to make major home purchases—things like solar panels, electric appliances, energy efficiency measures, and much more—with major cost savings.



Scan the QR code or go to our webpage at conservationvoters.org/clean-energy-plan to get started.



Learn About Benefits from the Inflation Reduction Act.

Start saving money and protecting the environment today.

Find out what clean
energy savings are
available to YOU inside.

A MESSAGE FROM



Scan here
to use the [Rewiring America Energy Savings Calculator](#)
to see what upgrades and
benefits are available to you!



Go to our website to find more information and direct
links to take advantage of these programs today.

conservationvoters.org/clean-energy-plan

With the help of these federal investments, we can all be part of the solution.

Benefits available for the next decade:



CLEAN ENERGY:

30% tax credit on solar, geothermal, and battery storage



ENERGY EFFICIENCY:

30% tax credit on insulation, windows, appliances, heating and cooling, and more



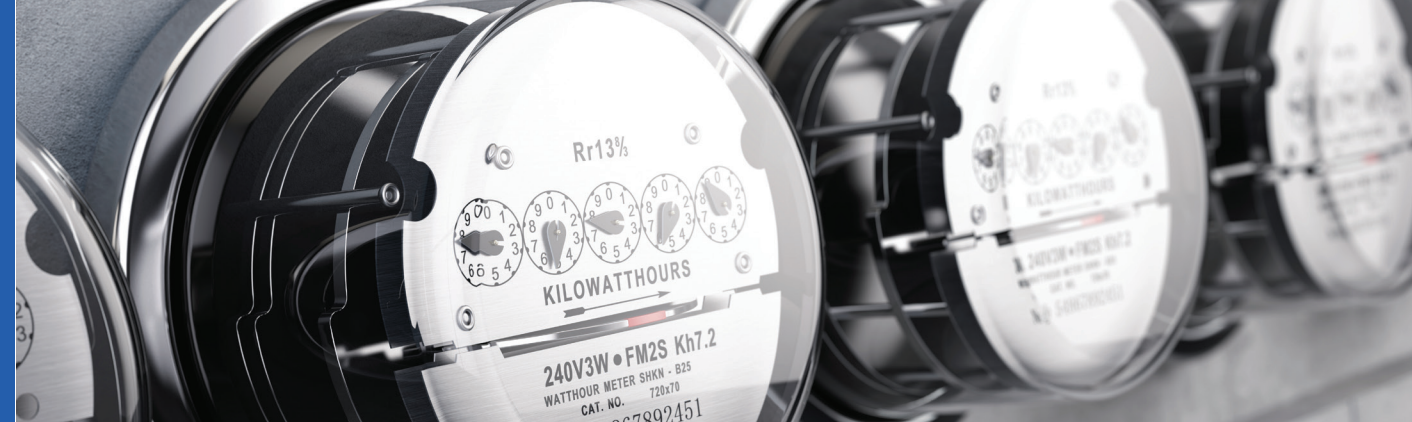
ELECTRIC VEHICLE:

Up to **\$7,500 point-of-purchase tax credit** for new vehicles, up to \$4,000 for used vehicles

Make sure you save your receipt and verify eligibility with your retailer or contractor. Investing in clean energy today can provide instant savings on your utility bill, and, come tax season, you will receive significant savings on purchases made today.

SEE OUR WEBSITE FOR MORE INFORMATION:

conservationvoters.org/clean-energy-plan



Not Sure Where to Start?

SCHEDULE A HOME ENERGY ASSESSMENT TODAY

A trained, licensed professional will come to your home to assess your current energy use and identify measures that can make your home more energy efficient.

You can get a **\$150 tax credit** for an assessment completed from now until 2032. **That's roughly 30% of the total cost!**

Go to our website below to find a certified professional near you.



Scan here

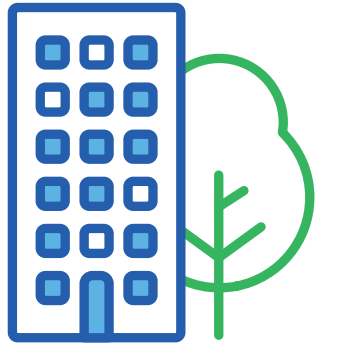
You'll find more information on contractors, retailers, eligibility, savings, updates, and more. Sign up for emails to receive updates on all things related to clean energy savings.

Are you a renter?

Here are some benefits that are designed to help you save money:

Order a Free Energy-Saving Pack from Focus on Energy:

Available items include LED bulbs, high-efficiency shower heads, water-saving faucet aerators, and more. <https://focusonenergy.com/residential/energy-saving-packs>



Are you a landlord?

All of these benefits are available to you too. Keep your costs low for yourself and your tenants, and make your properties the place to be for living a clean energy lifestyle.

Be the first to take advantage of the Home Energy Rebate Programs through Focus on Energy.

The Home Efficiency Rebate (HOMES) and the Home Electrification and Appliance Rebate (HEAR) programs will launch in the second half of 2024. Low and moderate income individuals and families can receive up to \$14,000 in upfront discounts. Unlike the tax credits that are available through 2032, these rebates are first come, first served, so make sure you take advantage before it's too late.

Visit our website for more information and sign up for email updates so you can save money and protect the environment through the Inflation Reduction Act.

conservationvoters.org/clean-energy-plan



Clean Energy Outreach Plan, v0.2

Alex Galt

Clean Energy Connector

City of Green Bay

Department of Public Works

920.660.8655



EnergyConnector@greenbaywi.gov

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1.0 INTRODUCTION

1.1 PURPOSE

The City of Green Bay will play a leading role in educating residents about the upcoming rebates and preparing the community to widely deploy the technology, especially to those who need it most. This outreach plan lays the groundwork for an efficiency and electrification campaign that will effectively communicate, educate, and engage the public on clean energy technologies and financial incentives created through the Inflation Reduction Act (IRA). The campaign will focus on residential sector buildings. Secondary targets are non-profit and small businesses.

1.2 SCOPE

The scope of this document is to:

- Define the communications goals, strategies, and objectives for the efficiency and electrification campaign.
- Identify the outreach and engagement methods and channels that will be used, as well as feedback options.
- Identify roles and responsibilities.
- Outline the narratives, content, and language that will be used.

Please note that it is not intended to be a comprehensive document. The outreach plan will become more detailed, iterate, adapt, and grow through feedback from stakeholders, evaluation of results, and experience.

2.0 GOALS, STRATEGIES, OBJECTIVES, & TARGETS

2.1 GOALS

These are the principal goals of the outreach plan:

- Build community awareness and support of renewable energy and other clean energy technologies. By 2030, rooftop solar and other clean energy technologies will be more widely adopted in Green Bay.
- Increase awareness of the benefits of reducing greenhouse gas emissions.

- Provide accurate and up-to-date information to members of the community to enable them to benefit from the full array of available incentives and programs, especially those created through the Inflation Reduction Act (IRA).
- Communicate progress of the implementation the City's Clean Energy Green Bay Plan.

2.2 STRATEGIES

To achieve these goals, the plan anticipates using the following strategies:

- Work directly with community organizations and businesses to provide information and support to them and/or their constituents.
- Report the successes of state and federal programs, like the Inflation Reduction Act, Focus on Energy, PACE financing and others, to promote the clean energy transition.
- Organize and/or participate in events hosted by the City of Green Bay and partner organizations.

2.3 OBJECTIVES

The above strategies will meet the following objectives:

- To define and understand multiple types of stakeholders and engage each of them effectively.
- To be a trusted local information resource for Green Bay residents and campaign partners.
- To work effectively with internal stakeholders.
- To leverage digital media, word of mouth marketing, and other cost-effective communication tools.
- To develop a database of individuals, families, and organizations interested in renewable energy and energy efficiency.
- To develop and maintain a database of relevant incentives and programs to serve as a resource for the community.
- To build "libraries" of written, visual, and experiential assets (methods and materials for engaging with the public either one-on-one or in group settings).

2.4 TARGETS

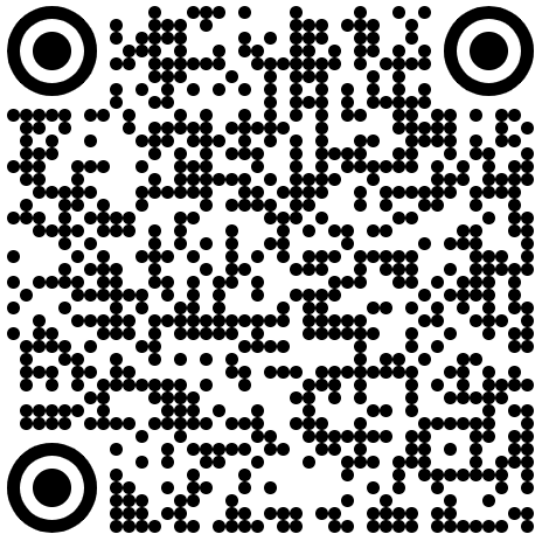
- Residents of Green Bay and the Oneida Nation, including organized community groups like neighborhood associations.
- Nonprofit organizations in Green Bay, particularly ones involved with affordable housing.
- Small Businesses in Green Bay, including retail, food service, real estate developers, professional services, and small manufacturing.

3.0 STAKEHOLDERS

When developing communications and outreach activities, all stakeholders must be considered. Different audiences require different messages delivered in diverse ways. Internal stakeholders, will be involved by reviewing and offering input into the development and approval of communications and other outreach materials.

Internal	External
Leadership	General Public
• Mayor of Green Bay • Departmental Leadership	• Individuals • Organized community groups
City Employees	Local Business Community
• Resiliency Coordinator • Clean Energy Connector • Community and Economic Development • IT • Document Center • Publicity Committee (PR Team)	• Commercial property owners • Manufacturers • Developers • Green Bay Area Chamber of Commerce • Trade associations • Utilities
Commissions and Committees	Other Governments
• Sustainability Commission • Equal Rights Commission	• Oneida Nation • Brown County • State of Wisconsin • United States
	Nonprofit Community (Not an all- inclusive list)
	• Wisconsin Conservation Voters, Slipstream, Focus on Energy • Housing developers, remodelers, landlord associations • Community nonprofits • Organizations concerned with workforce development (Manufacturing Alliance, Green Bay Public Schools, NWTC, etc.)
	Media
	• Broadcast Television • Broadcast Radio • Print Media • Podcasters • YouTubers • Bloggers

Table 1. Stakeholders



3.1 STAKEHOLDER and RESOURCE MAPPING

Interested members of the public will be encouraged to help ‘map’ the world of stakeholders that they feel have a role to play in the electrification campaign. In this context, ‘resources’ can be anything from the name of someone with a trailer that can be used for a float at the Green Bay Holiday Parade to an institution that has a library of material related to the campaign. The adjacent QR code links to an online tool that will collect this information into a searchable database.

This “map” of stakeholders and resources will be used

over the course of the campaign.

3.2 RISK/SENSITIVITIES/IMPACT & MITIGATION

Communicating with stakeholders can sometimes carry an element of risk. Individual stakeholders or stakeholder groups may be especially sensitive to different aspects of the outreach plan and its messaging. If possible, these risks, sensitivities, and impacts will be mitigated. This knowledge will be collected and version 2 of this document will contain a Risk and Mitigation table in this section.

4.0 ROLES AND RESPONSIBILITIES

The following describes the roles and responsibilities for the execution of the outreach plan.

4.1 CLEAN ENERGY CONNECTOR (CEC)

The CEC is charged with general implementation of the outreach plan with oversight from the Resilience Coordinator and Green Bay DPW's Utility Manager. Responsibilities include but are not limited to:

- Developing implementation strategy for reaching stakeholders through appropriate communications channels.
- Developing and ensuring delivery of consistent and accurate information.
- Writing (or reviewing and editing, as appropriate) communications materials.
- Responding to inquiries from stakeholders appropriately.
- Creating and maintaining informational resources, including website and printed materials.
- Proactively and passively collecting information relevant to achievement of goals.
- Reporting as required.

4.2 RESILIENCY COORDINATOR

The City of Green Bay's Resiliency Coordinator will provide oversight and guidance to the CEC. They will also oversee the budget and other aspects of the EECBG grant.

4.3 CAMPAIGN PARTNERS

Over the course of the campaign, CEC will look for partners to help facilitate engagement within particular stakeholder communities.

5.0 NECESSARY ELEMENTS

To be successful, the outreach plan will require the following elements:

5.1 Involved Leadership and Internal Stakeholders

Regular opportunities for CEC and Resiliency Coordinator to meet with leaders and other stakeholders to maintain an ongoing dialog about the electrification campaign, expectations, goals, and opportunities. Further, since the city is highly interconnected, CEC will need to maintain active relationships with key stakeholders.

5.2 Deliverer and Receiver Alignment

The unique characteristics and motivations of diverse stakeholder groups must be recognized and understood for effective communication.

5.3 Effective Feedback Mechanisms

Two-way dialog with stakeholders internally and externally.

5.4 Credibility, Consistency, and Frequency of Messaging

- To be credible, accuracy is paramount, and communicators must be accountable for mistakes.
- Messaging must be consistent and focused.
- Messaging must be highly visible and frequent.

5.5 Branding

Working with IT, the Document Center, and other internal stakeholders, CEC will develop specific branding standards, logos, etc. to create an identity for the public campaign. The goal of the branding will be to maintain aspects of the city's identity while being sufficiently distinct to:

- Feel new, exciting, and different
- Provide visual cohesion to the disparate elements of the public campaign making them recognizable as a whole.

These branding elements will be used in press releases, reports, websites, printed and digital newsletters, briefs, posters, documents, t-shirts, and other communications products.

6.0 NARRATIVES, CONTENT, & LANGUAGE

6.1 NARRATIVES

Narratives refer to the stories that the public campaign will be telling. These stories will be conveyed both linguistically and visually. The content of the campaign (programs, incentives, initiatives, scenarios, etc.) will reference and support the following narratives:

Narrative 1: The clean energy transition is happening now. It's normal. Your neighbors are doing it. The City of Green Bay is onboard.

Narrative 2: Clean energy will save you money, make the air cleaner, our community more resilient, our nation more secure, and help mitigate climate change for our children.

Narrative 3: Federal and state tax credits, incentives, rebates, and programs exist to help you make the transition. The City of Green Bay is here to help.

6.2 CONTENT

6.2.1 Quality Standards and Accessibility

High standards for written and visual content will be maintained. To help ensure quality, accuracy, and consistency, CEC will attempt to get at least two sets of eyes on material created or used by the campaign.

Accessibility is an important value and a valid concern for online communication. As a local government, the City of Green Bay has a responsibility under the Americans with Disabilities Act (ADA) to communicate effectively with people with communication disabilities. In the current context, this is chiefly a concern for online communication. W3C, the nonprofit that maintains internet standards, has released a set of web standards for accessibility that has been adopted by the ADA.

To ensure that information is available to as many people in the community as possible, all written materials will be translated into Spanish and Hmong.

6.2.2 Scope

Electrification, broadly speaking, will be the focus of the campaign. Topics will include programs, incentives, and information on installing more efficient electric appliances and equipment that can lower energy bills and improve indoor air quality. Additionally, incentives for renewable energy and electric vehicles will also be promoted. The outreach campaign will not be strictly limited to those topics. It is anticipated that members of the public will be interested in other topics, including Green Bay's Clean

Energy Plan and related policy initiatives. It is natural that some of these be conveyed through the communications channels that CEC will be developing. Additionally, 'pull' information resources, like webpages, will be developed to inform the public about these topics.

6.2.3 Content Types

Execution of the current outreach plan will involve the following content types and more:

- Factsheets on renewable energy programs and incentives. These will be stored in a database so that this information can be used in multiple ways.
- Informative pieces on renewable energy, energy efficiency, common scenarios, City of Green Bay policies and initiatives, and more.
- Blog posts tied to events, Clean Energy Ambassadors, and other "hooks."
- Photos that illustrate the clean energy transition in Green Bay.
- Illustrated visuals as needed.
- Hands on experiences at public events.

6.3 LANGUAGE

The issues of renewable energy, energy efficiency, electrification, and climate change are viewed by some as political. While the reasons for that are outside the scope of the current document, it must be noted that even lightbulbs can be turned into a political hot button. It is an objective of this outreach plan that it be seen as 'apolitical' and that these kinds of discussions be avoided. To minimize this risk, the campaign will:

- Ensure that all statements and claims are fact checked and sources cited.
- Use the language of science, avoid language that can be viewed as 'politically charged.'
- Continue to research best practices in public outreach on clean energy topics and, to a lesser extent, climate change.

7.0 COMMUNICATION METHODS, CHANNELS, and RELATIONSHIPS

This outreach plan proposes five communications methods. These are: online communication, distribution of printed materials, personal interaction, use of traditional news media, and community partnerships and initiatives.

Most of these methods function as both “push” and “pull” forms of communication. For example, information may be pushed to constituents via online communication or constituents may pull information from online platforms.

Both approaches are important and must be considered in the plan.

7.0.1 Guiding Principles

Every attempt will be made to engage with individuals and organizations through the most appropriate method and channel. Too much emphasis on a particular method or channel will exclude important stakeholders. To the greatest extent possible, materials will be communicated in English, Spanish, and Hmong. Further, CEC will follow Web Content Accessibility Guidelines (WCAG-AA) as required by the ADA.

7.0.2 Paid Communication

Some communication channels listed below involve paid advertising that may be costly. However, some of these advertising channels can be approached as free PSAs through relationships or in partnership with local nonprofits. CEC will work towards developing these opportunities to extend the reach of the campaign.

7.1 ONLINE COMMUNICATION

7.1.1 Website

A website will be developed that will be the primary instrument for carrying out the outreach plan’s online communication strategy. It will have three primary functions:

- 1.) to serve as an information resource about renewable energy, energy efficiency, the city’s Clean Energy Plan, and relevant initiatives and policies.
- 2.) to connect individuals and organizations with incentives and programs that are relevant to them.
- 3.) to collect information about individuals and organizations interested in or involved with renewable energy projects.

Necessary elements:

- **Blog.** The website will need a blog to serve as the starting point for the POSSE model. POSSE stands for “Post On (your) Site, Syndicate Everywhere.” Online communication will begin as a blog post with

a persistent and controllable permalink. This will then be reposted to any social media and other online channels as appropriate. These posts may be reused as email newsletters. This approach ensures consistency of messaging across multiple channels, a permanent link, and a pathway to bringing users back to the website.

- **URL.** A standalone, easy to remember URL will be easier to promote.
- **Database.** Information about programs and incentives will be stored in a searchable and filterable database. Printed materials can also be made with this database information using pre-formatted templates.
- **Data collection.** A form will be created that will allow users to enter their information. Entering this information will be required for any one-on-one assistance. **However, it will not be required to access the information.** The act of “opting in” will enter the user into a prize drawing. Prizes will be low-cost things that only the city is capable of offering. Collecting this information will be beneficial for grant reporting, understanding the interests of users, and for creating relationships that can be used for reinforcing Narrative 1 (the clean energy transition is happening, your neighbors are doing it).

The following flow diagram illustrates how the website will function.

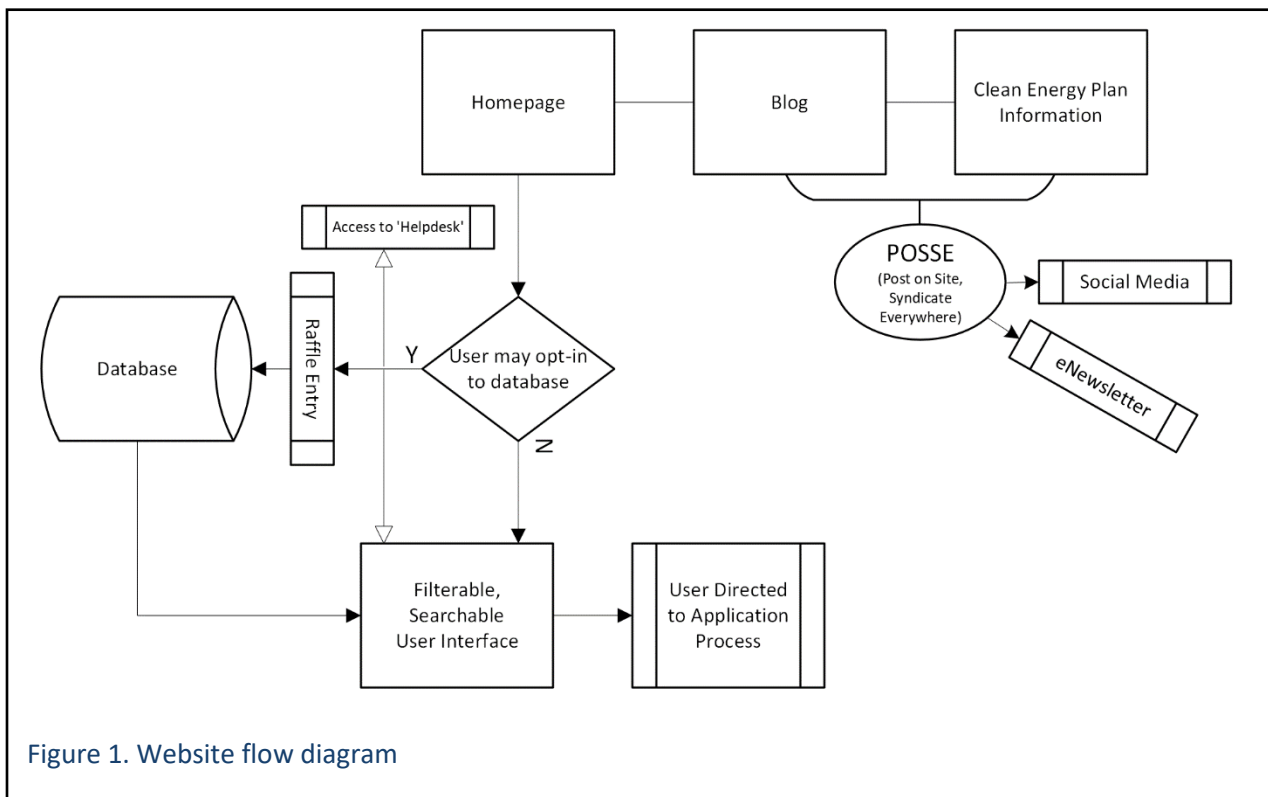


Figure 1. Website flow diagram

7.1.2 Email newsletter

Email newsletters will be sent as appropriate, typically with announcements, case studies, and other non-periodic types of information. Email newsletter subscription will be made available via the website and at in-person events.

7.1.3 Social Media Posts

Social media posts will originate as blog posts. They will be 'self-contained' to a point, but will link back to the blog, driving traffic to the website. Effective social media marketing requires frequency. This aspect of the outreach plan requires further discussion by internal stakeholders.

7.1.4 Social Media Advertising

Social media advertising can be a channel for targeting specific demographics with topical information. However, it is less powerful in 2024 than it has been in the past. While social media advertising is not expensive, any campaign would need to be well designed to be effective.

7.1.5 YouTube and Video Content

Where opportunities exist to create simple video content, these might be pushed out via YouTube, Instagram, and other channels. The City of Green Bay has 1,000 subscribers on YouTube and 2,800 on Instagram.

7.2 PRINTED MATERIAL

The following forms of printed materials are proposed:

7.2.1 Brochures and/or rack cards

An informational brochure will be designed and produced for distribution at events, through 'information centers,' and through partner organizations.

7.2.2 Posters

At the outset of the public campaign, a collection of posters will be designed and hung throughout the city announcing the campaign. It is a truism that for a message to connect with the audience, it must be seen three times. Posters in shop windows and in other public places will reinforce the message. Well-designed posters stay up for a long time.

7.2.3 Green Bay Metro Bus Ads

Green Bay city bus ads circulate throughout the city creating a mobile advertising platform that will be seen by thousands of Green Bay residents. Ads inside of the bus are free to city departments. However,

there is no “inside” pricing for ads on the exterior of the bus and these must be reserved months in advance.

7.2.4 Advertising Billboards

Billboards are highly visible but cost prohibitive. However, if an opportunity arises, they are an impactful form of visual communication.

7.2.5 Postcard Mailings

Postcard mailings are a highly targeted form of printed material.

7.2.6 Newspaper Inserts

The main advantage of newspaper inserts is that they can convey a lot of information. If well designed, they can be pulled out and serve as a resource for months or even years. Inserts may be cost prohibitive.

7.2.7 Informational Briefs

These would take two forms:

1. **Scenario Briefs.** “I am a homeowner who would like to install rooftop solar.” “I am a small business owner interested in installing EV chargers.” These briefs would respond to common scenarios with topical information and available incentives.
2. **Program/Incentive Brief.** Using the database, a one-page factsheet will be generated automatically for each program or incentive. These would be downloadable as PDFs or easily shared digitally.

7.3 PERSONAL INTERACTION

The following channels of personal interaction are proposed:

7.3.1 Speaking engagements at community events, meetings, and other occasions

CEC will develop a “talk” and PowerPoint presentation that will convey information about the clean energy transition, the city’s clean energy goals, the IRA, other incentives, and anything else of relevance to external stakeholders. CEC will be available for community events, meetings, and any other gatherings of people.

7.3.2 Presence at community events, meetings, and other venues

CEC will develop materials and displays for presenting information from behind a table at farmers markets and other community events. Ideally, one of these displays will have moving parts that run on solar energy in order to grab attention.

7.3.3 Planning and hosting events

Events will be planned and hosted by CEC and other stakeholders to focus attention on the campaign and other city initiatives. These will be centered on particular dates, events, and themes; examples might include Green Bay Neighborhood Association monthly meetings, Pop-Up City Hall, Farmers Markets, Arbor Day, the First Day of Winter, etc.

7.3.4 Parade Floats

The City's Holiday Parade may be an opportunity to distribute information and energy efficient products.

7.3.5 Canvassing

Partnerships with organizations like Wisconsin Conservation Voters can help facilitate canvassing opportunities.

7.3.6 "Helpdesk" Services

The CEC will be available to members of the public to help provide general information about programs and incentives. CEC will respond to emails and phone calls promptly and in an appropriate fashion. These services will be logged for grant reporting purposes.

7.3.7 Contacting Business Owners and Nonprofits directly

CEC can approach business owners and nonprofits in person to provide information. "Business districts" can be mapped and divided into efficient routes for delivering information in person. Submitting newsletter articles to BIDs, Chamber of Commerce, Neighborhood Associations.

7.4 TRADITIONAL MEDIA

Traditional media includes newspapers, magazines, broadcast outlets (radio and tv), and podcasts (which are now roughly 20 years old).

7.4.1 Earned media

CEC will seek to recognize and create opportunities for the news media to discuss the City's Clean Energy Plan, the IRA and its tax provisions, successful renewable energy and energy efficiency projects, and other relevant things that reinforce the message.

7.4.2 Op-Eds and guest columns

CEC will seek to place bylined op-eds and guest columns in local newspapers and magazines. These can be written by CEC and other internal stakeholders. Local publications include the Green Bay Press-Gazette, the Green Bay Press Times, and The Business News.

7.4.3 Clean Energy Ambassadors

“Clean Energy Ambassadors” will be identified. These will be community members who have benefited from tax provisions and other incentives and successfully completed projects. CEC will seek to push their stories through traditional media and other communication methods.

7.4.4 Television Ads

Local television stations may be willing to broadcast 15 second ad spots for free. If, for some reason, the City is not able to do this, then this may be achieved through partnership with local nonprofit organizations.

7.5 COMMUNITY PARTNERSHIPS & INITIATIVES

CEC will seek to form partnerships with internal departments and external community groups, nonprofits, businesses, and other organizations with the intent of finding ways of amplifying the campaign’s message across other groups’ communications channels and activities.

7.5.1 Internal Partnerships

The City of Green Bay and the Oneida Nation are very large organizations with many departments, divisions, and programs. Most, if not all, communicate directly with the public. CEC will look for opportunities to work with other departments to share information with the public. Examples include utility bill messaging, messaging within the Mayor’s State of the City event, Mayor’s monthly newsletter, and working with city parks.

7.5.2 External Partnerships

CEC will reach out to nonprofit housing organizations, trade associations, businesses, organized neighborhood groups, cultural organizations, etc. looking for opportunities to help organizations achieve their own clean energy goals and to collaborate. For example, NeighborWorks (a nonprofit organization that works in affordable housing) has already agreed to help distribute information.

7.5.3 Community Initiatives

There are some excellent models for community initiatives. Los Angeles and Atlanta, for example, have created their own versions of the Department of Energy’s Better Buildings Challenge. This is a challenge to their local business and nonprofit communities to set energy usage goals for their facilities and to implement systems for tracking energy consumption. These programs create opportunities for public recognition and a framework for organizations to achieve measured energy goals. This form of public recognition would help to reinforce Narrative 1 (“The Clean Energy Transition is happening. Your

neighbors are doing it.”) and provide an opportunity for the business and nonprofit community to show civic leadership. Other initiatives could be targeted at residents and other stakeholders.

7.6 RELATIONSHIPS BETWEEN COMMUNICATION METHODS AND CHANNELS

Communication methods and channels are interrelated. For example, personal interactions and community partnerships will create synergies that can be pushed to traditional media, then posted on the campaign’s blog and social media channels. Feedback will be generated that will be useful for evaluating the effectiveness of the campaign. New information will be learned that will inform the campaign, leading to iteration and improvement. The following diagram is intended to show the relationships between methods.

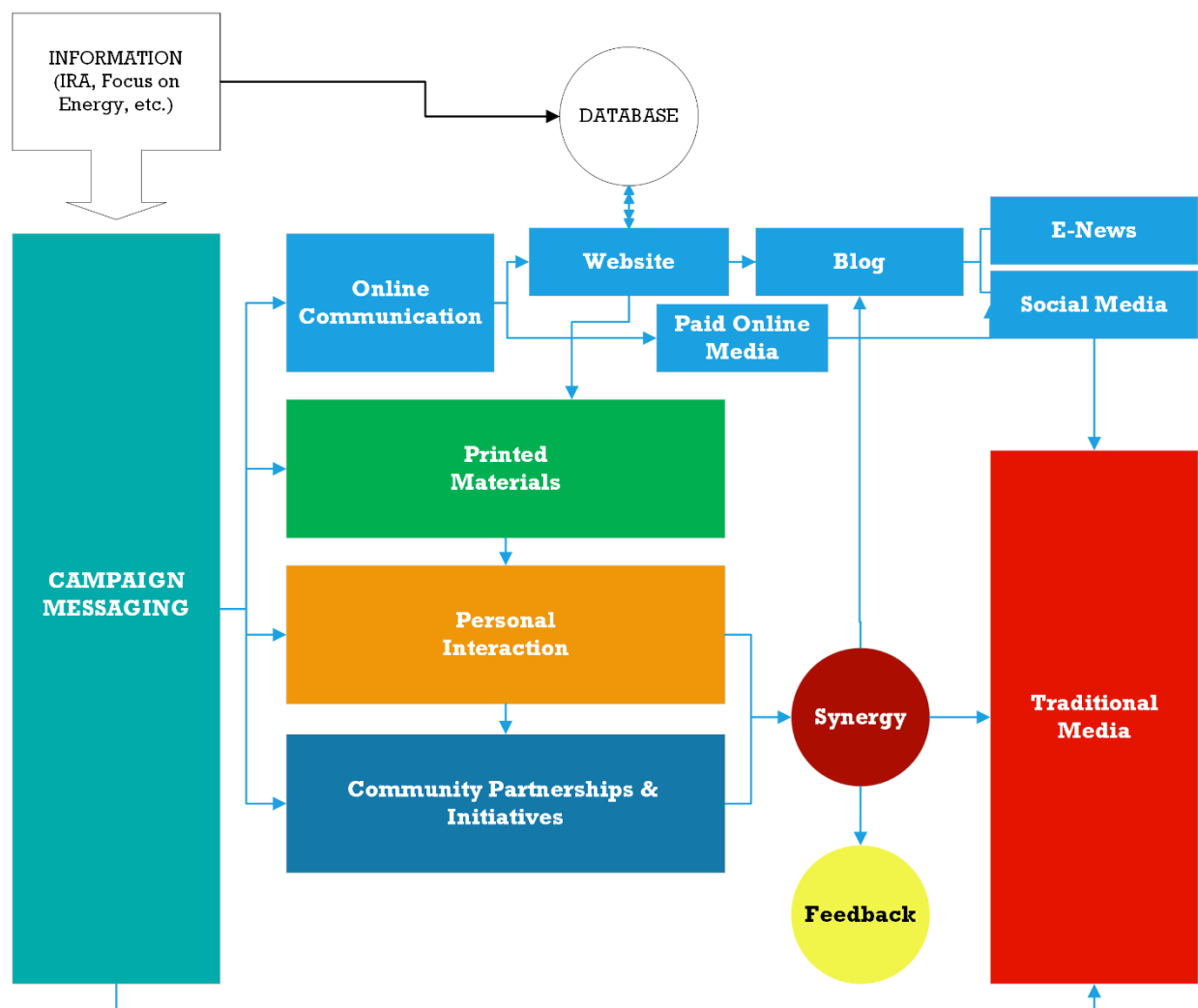


Figure 2. Relationships between communication methods and channels

7.7 TIMELINE

The following timeline runs through the end of 2024 and is intended to provide a sketch of how the above communications methods and channels will be deployed through December 2024. The holiday season merits special consideration because it both provides novel opportunities for outreach and also can be an obstacle.

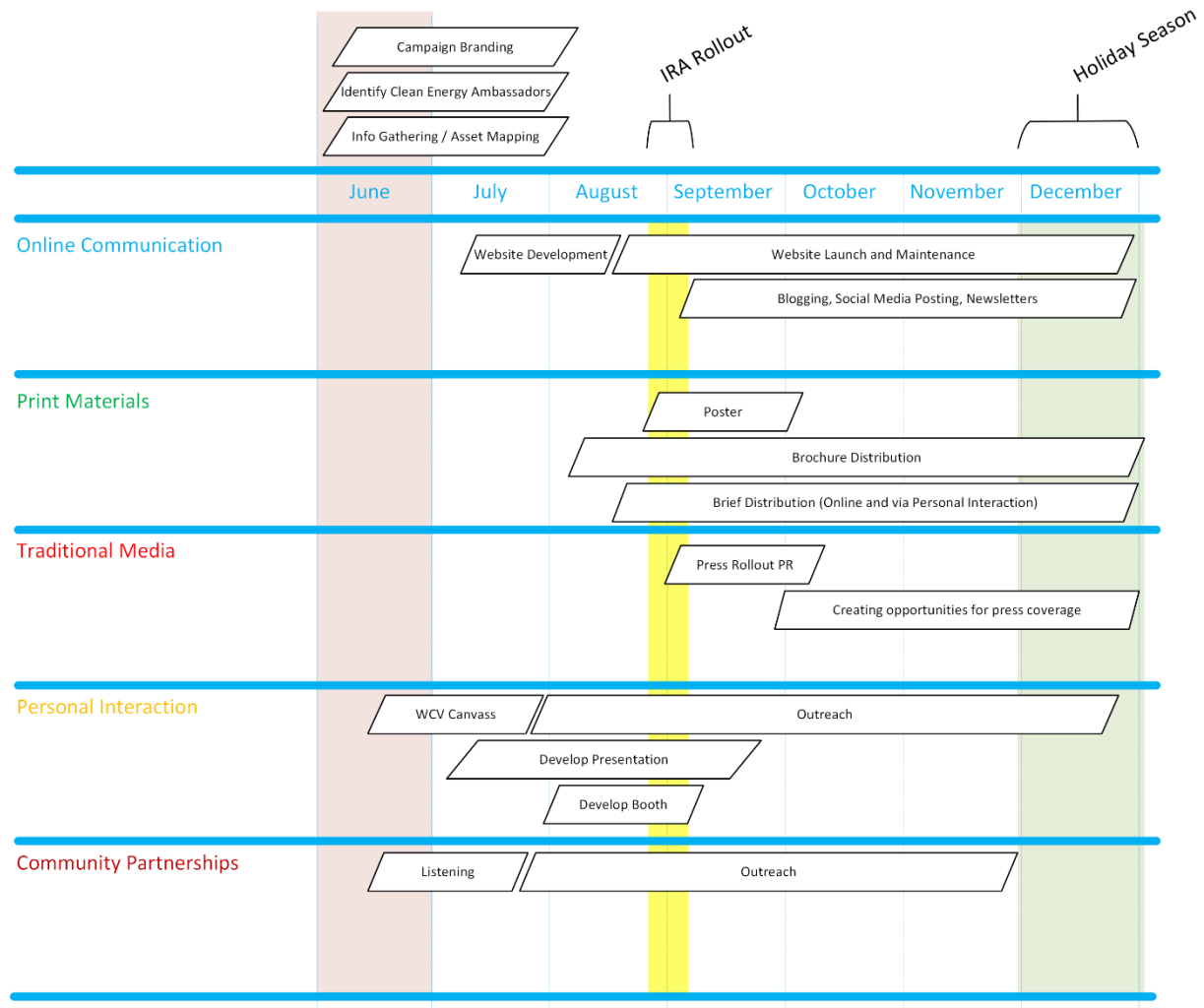


Figure 3. Electrification Campaign timeline through December 2024

8.0 EVALUATION & ITERATION

To be successful, an outreach plan must have a system in place to assess its impacts, review performance measures, and evaluate how it might be improved. To that end, the following information will be tracked:

1. The number of impressions for each outreach activity, method, and channel.
2. Phone calls and email inquiries from community members. Both quantitative and qualitative information will be recorded.
3. The number and types of successful projects that can be traced to outreach efforts. And, if possible, the reduction in carbon emissions and other measures with which these can be credited.
4. Any and all feedback, whether solicited or volunteered.

These will be reviewed on a regular basis with an eye toward iterative improvement.

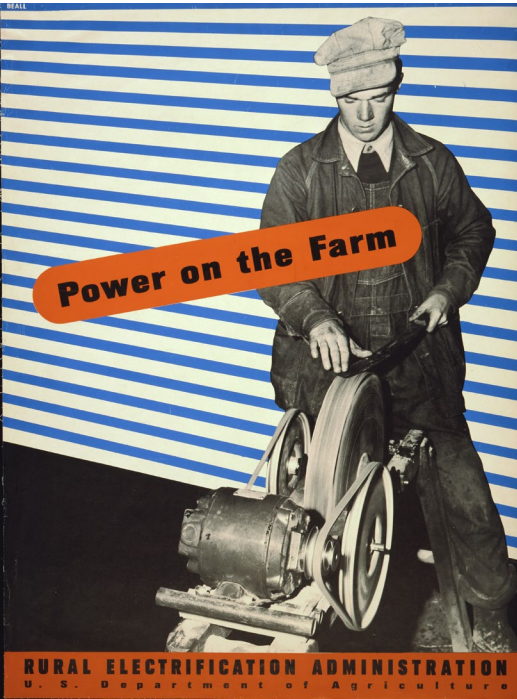
CITY OF GREEN BAY CLEAN ENERGY OUTREACH PLAN, DRAFT





NOT THE FIRST ELECTRIFICATION CAMPAIGN

- At the outset of this clean energy transition its useful to remember that this isn't the first electrification campaign.
- In the 1930s, only 20% of rural America was electrified. Some farmers needed to be convinced that electricity would benefit them.
- The Inflation Reduction Act will help transform how we power our society. But only if the word gets out.
- However, the funding is finite. We want as much of the funding to serve our community as possible.



1.0 PURPOSE & SCOPE

1.1 PURPOSE

The City of Green Bay will play a leading role in educating residents about the upcoming rebates and preparing the community to widely deploy the technology, especially to those who need it most. This outreach plan lays the groundwork for an efficiency and electrification campaign that will effectively communicate, educate, and engage the public on clean energy technologies and financial incentives created through the Inflation Reduction Act (IRA). The campaign will focus on residential sector buildings. Secondary targets are nonprofit and small businesses.

1.2 SCOPE

The scope of this document is to:

- Define the communications goals, strategies, and objectives for the electrification campaign.
- Identify the outreach and engagement methods and channels that will be used, as well as feedback options.
- Identify roles and responsibilities.
- Outline the narratives and language that will be used.



2.0 GOALS, STRATEGIES, OBJECTIVES

Goals (the Nouns)

- Build community support for renewable energy and other clean energy efficiency technologies.
- Increase awareness of the benefits of reducing greenhouse gas emissions.
- Provide accurate information to the public about available incentives and programs, especially the IRA.
- Communicate progress of the implementation the City's Clean Energy Green Bay Plan.

Strategies (the Verbs)

- Work directly with community organizations and businesses to provide information and support to them and/or their constituents.
- Report the successes of state and federal programs, like the Inflation Reduction Act, Focus on Energy, PACE financing and others, to promote the clean energy transition.
- Organize and/or participate in events hosted by the City of Green Bay and partner organizations.

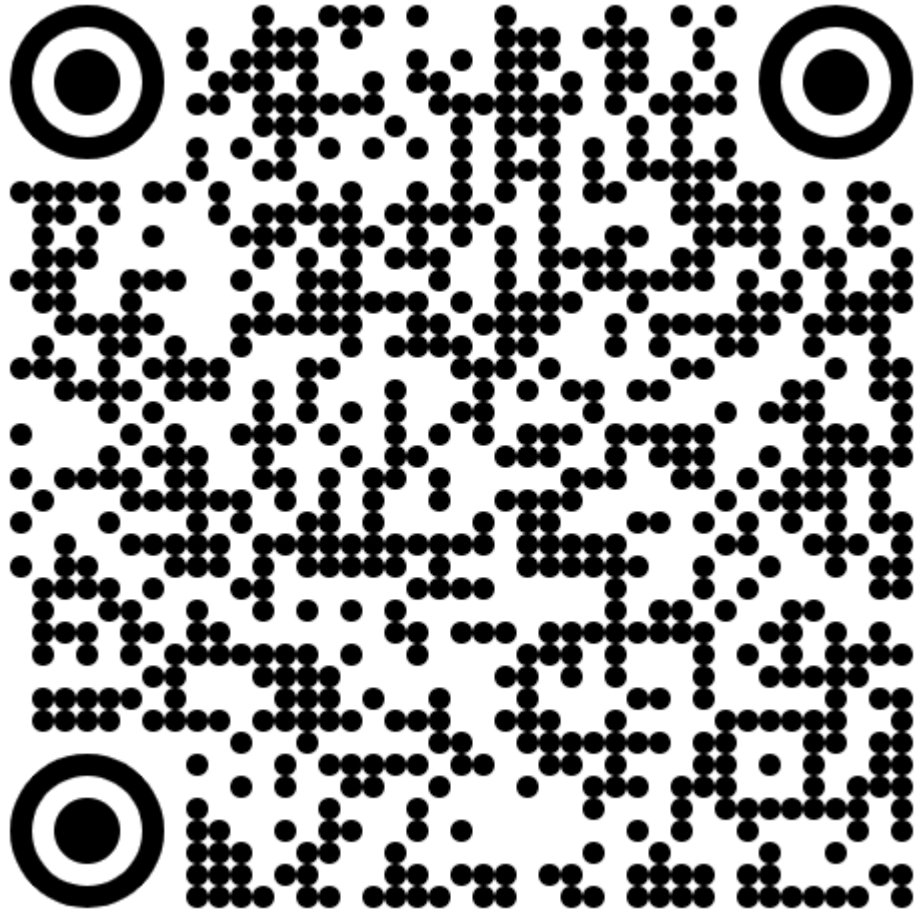
Objectives (the Adverbs)

- To understand and engage effectively with stakeholders
 - To be a trusted, local information source
 - To work effectively with internal stakeholders
 - To leverage digital media, word of mouth marketing, and other cost-effective tools
- To develop a database of individuals, families, and organizations with an interest in clean energy
 - To develop a database of incentives and programs to serve as a community resource
 - To build “libraries” of informational, visual, and experiential assets that can be used in multiple ways

3.0 STAKEHOLDERS



PSST! I NEED YOUR HELP



The next two slides begin sketching out the kinds of internal and external stakeholders we anticipate working with and/or serving over the course of the public outreach campaign.

These categories need to be expanded and “mapped out.”

I’ve created a tool to start that process. Follow the QR code to a form that I’ve set up to help gather stakeholders.

INTERNAL STAKEHOLDERS

LEADERSHIP

- Mayor of Green Bay
- Departmental Leadership

CITY STAFF

- Resiliency Coordinator
- Clean Energy Connector
- IT
- Document Center
- Community and Economic Development
- Green Bay Parks
- Green Bay Metro Transit
- Publicity Committee

CITY COMMISSIONS

- Sustainability Commission
- Equal Rights Commission

EXTERNAL STAKEHOLDERS

BUSINESS COMMUNITY

- Real Estate Developers
- Small Manufacturers
- Commercial Property Owners
- GB Chamber of Commerce
- Trade Associations
- Utilities

OTHER GOVERNMENTS

- Brown County
- Oneida Nation
- State of Wisconsin
- US Federal Government

THE PUBLIC

- Individuals
- Community Groups

NONPROFITS

- Focus on Energy, WCV
- Housing developers
- Community nonprofits
- Organizations concerned with workforce dev't

MEDIA

- Television
- Radio
- Print Media
- Podcasters
- YouTubers
- Bloggers

4.0 ROLES AND RESPONSIBILITIES

CLEAN ENERGY CONNECTOR

- Develop strategy for reaching stakeholders through appropriate communication methods and channels.
- Develop and ensure delivery of consistent and accurate information
- Writing, reviewing, editing communication materials
- Respond to inquiries from stakeholders as appropriate
- Create and maintain informational resources
- Proactively and passively collecting information pertinent to campaign
- Reporting as required

RESILIENCY COORDINATOR

- Provide oversight and guidance
- Provide information about new and ongoing Clean Energy Plan policies and initiatives
- Oversee budget and EECBG grant

PARTNER CONNECTORS

- Facilitate outreach to stakeholders and stakeholder groups

5.0 NECESSARY ELEMENTS



1. Involved Leadership
2. Deliverer and Receiver Alignment
3. Effective Feedback Mechanisms
4. Credibility, Consistency, and Frequency of Messaging
5. Branding

6.0 NARRATIVES, CONTENT, & LANGUAGE

Narratives: the thematic structure of the campaign will rest on three narratives.

Content: individual pieces of content produced by the campaign, whether written or visual, will employ these narratives.

Language: the language employed by the campaign will be carefully considered.

Narrative 1

The clean energy transition is happening now. It's normal. Your neighbors are doing it. The City of Green Bay is onboard.

Narrative 2

Clean energy will save you money, make the air cleaner, our community more resilient, our nation more secure, and help mitigate climate change for our children.

Narrative 3

Federal and state tax credits, incentives, rebates, and programs exist to help you make the transition. The City of Green Bay is here to help.

CONTENT



High quality and accessibility standards:

Proofread

ADA compliant, WCAG-AA Guidelines

Translated into Spanish and Hmong



Scope: Electrification, Renewable Energy, Energy Efficiency, Programs/Incentives will be pushable/pullable. Green Bay Clean Energy Plan and related initiatives will be pullable.



Content Types

LANGUAGE



Fact-checked, science based, and with sources cited.



Conduct ongoing research into best practices in public outreach on clean energy change.

7.0 COMMUNICATION METHODS, CHANNELS, AND RELATIONSHIPS

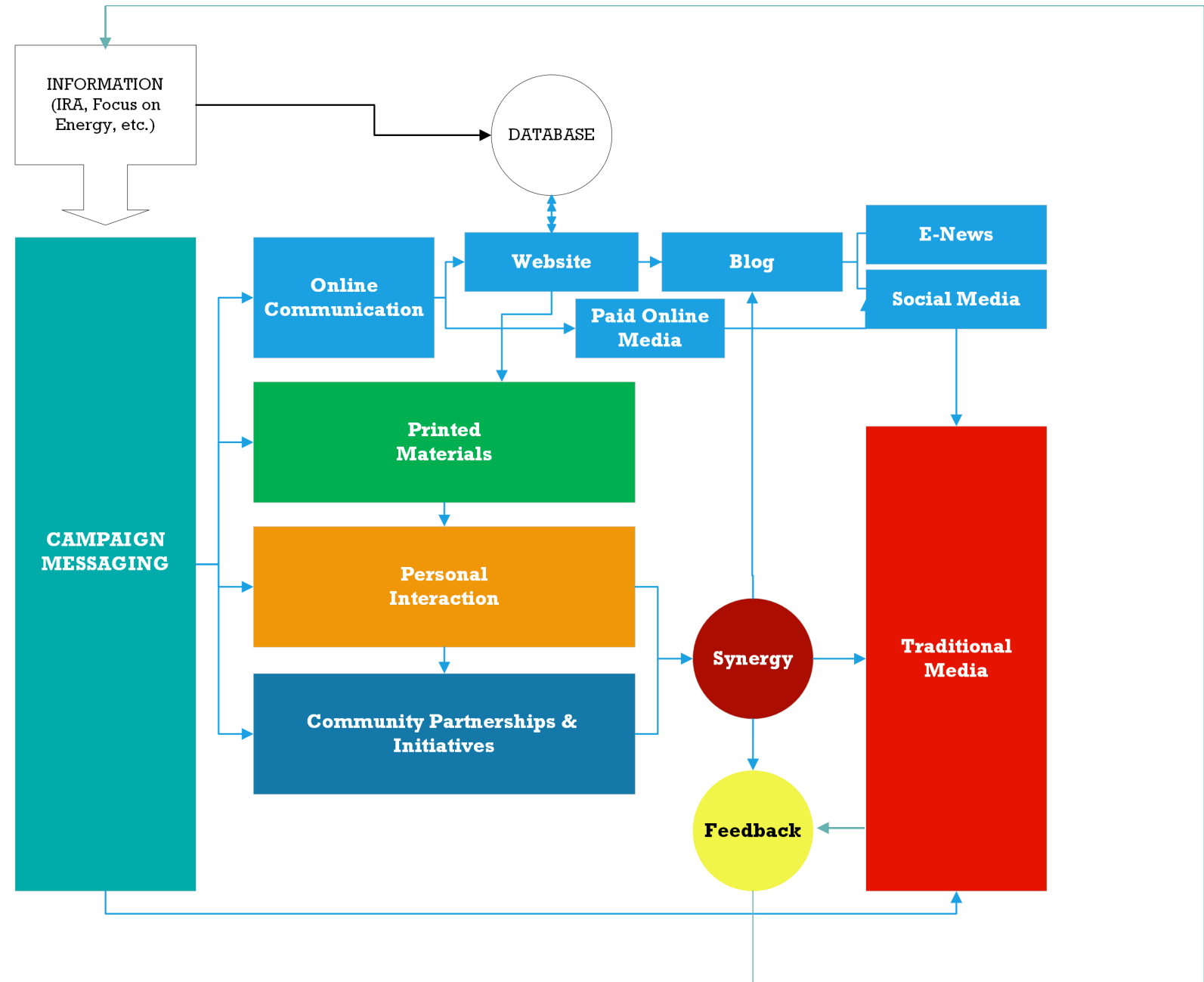


GUIDING PRINCIPLES:

Every attempt will be made to engage with individuals and organizations through the most appropriate method and channel. Too much emphasis on a particular method or channel will exclude important stakeholders. To the greatest extent possible, materials will be communicated in English, Spanish, and Hmong. Further, CEC will follow Web Content Accessibility Guidelines (WCAG-AA) as required by the ADA.

COMMUNICATION METHODS AND THEIR RELATIONSHIPS

1. Online Communication
 - Website
 - Social Media
 - Video
2. Printed Materials
 - Brochures/Rack Cards
 - Posters
 - Display Ads
 - Briefs
 - Newspaper Inserts
3. Personal Interaction
 - Speaking Engagements
 - Events
 - “Helpdesk”
4. Traditional Media
5. Community Partnerships and Initiatives

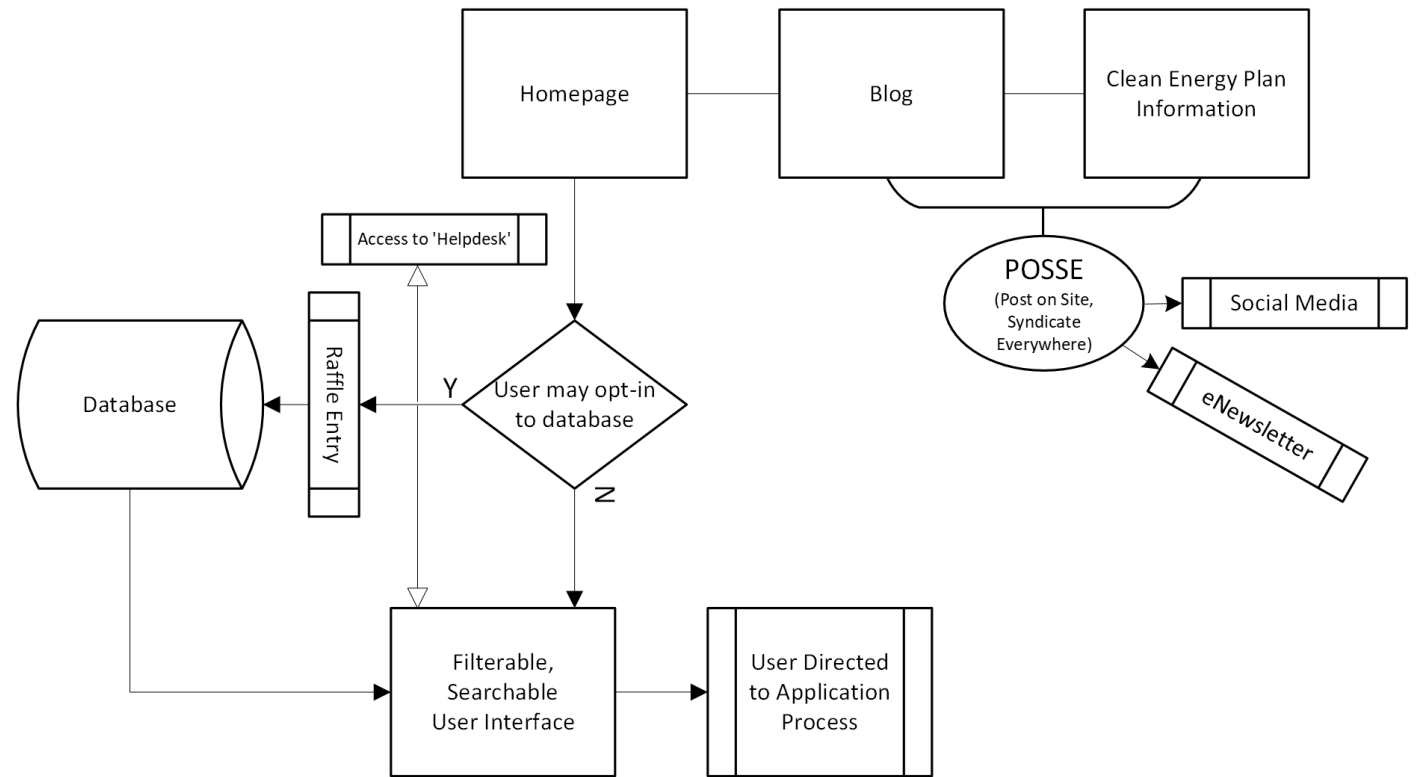


THE WEBSITE, DATABASE, AND THE “POSSE” MODEL

The website will be at the core of the campaign online communication strategy.

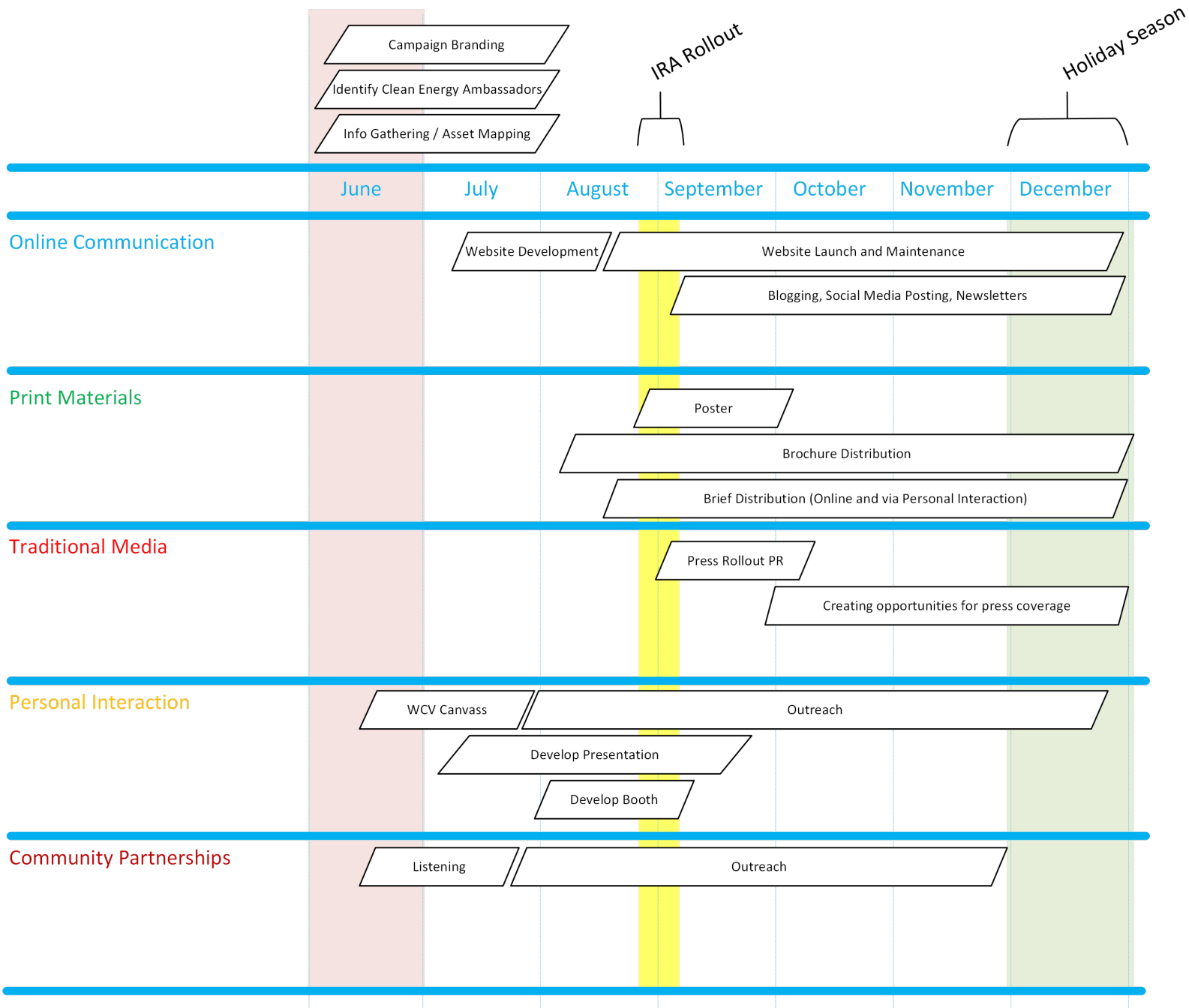
Social Media is increasingly fractured and ineffective. It can't be ignored, but it can't be relied upon.

“Airtable” is a powerful tool.



TENTATIVE OUTREACH PLAN

TIMELINE

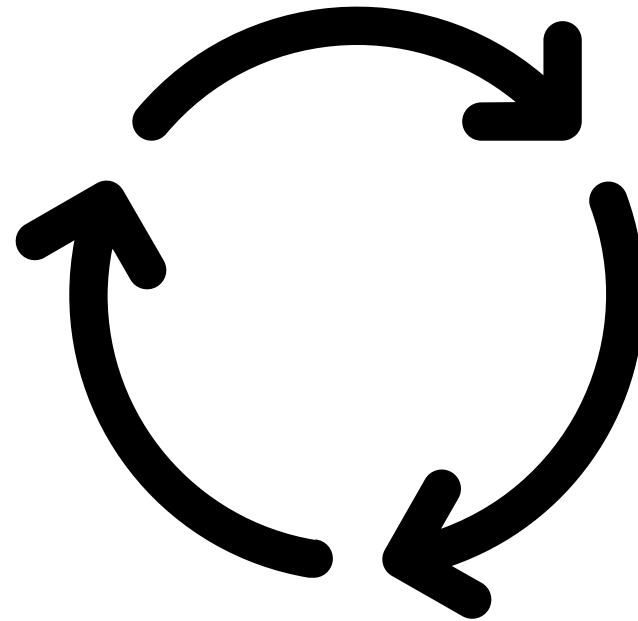


8.0 EVALUATION & ITERATION

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3. The number and nature of successful projects that can be traced to outreach efforts. And, if possible, the reduction in carbon emissions with which these can be credited.
4. All feedback, whether solicited or volunteered.

These will be reviewed on a regular basis with an eye toward iterative improvement.





Report to the Sustainability Commission of the City of Green Bay

MEETING DATE

June 26, 2024

AGENDA ITEM # G.I

Receive and place on file the amended 2024-25 Sustainability Commission Work Plan held over from the March 20,2024 meeting.

BACKGROUND

The amended 2024-25 Work Plan is intended to focus on the work of the Sustainability Commission (Commission) and to provide transparency to the Common Council, Mayor, city staff, and citizens of Green Bay. While there are many sustainability issues that need addressing, the Commission will focus on four categories and have identified specific goals and actions that, as a city, can tangibly address. This document is not a final product, but rather an overview of what the Commission intends to take on. This document also outlines how the Commission may consider new issues that are brought to our attention throughout the year, and general principles on how the Commission will act on the goals. The commission members will update the work plan at the beginning of every year. The duration of this document will coincide with the appointed alderperson's two-year term.

RECOMMENDATION

To receive and place on file the amended 2024-2025 Sustainability Commission Work Plan.

FISCAL IMPACT

ATTACHMENTS

- I. 2024_03_22 GB Sustainability Commission Plan 2024-25_Final version

City of Green Bay Sustainability Commission 2024-25 Work Plan

Purpose of this Document: This work plan is intended to focus on the work of the Sustainability Commission and to provide transparency to the Common Council, Mayor, city staff, and citizens of Green Bay. While there are many sustainability issues that need addressing, we have limited our focus to these four categories and identified specific goals and actions that we as a city can tangibly address. This document is not a final product, but rather an overview of what we intend to take on. This document also outlines how we may consider new issues that are brought to our attention throughout the year, and general principles on how we will act on all of our goals. We will update our work plan at the beginning of every year. The duration of this document will coincide with the appointed alderperson's two-year terms.

Process: Once developed, all actions and proposals outlined in this work plan will go from the Sustainability Commission to the necessary committee or staff before going to the Common Council. We know that every action we propose must be rooted in data and make effective use of limited financial and staff resources, while addressing environmental impacts, and improving the quality of life in Green Bay. Sustainability, after all, considers the long-term economic, social, and environmental costs of the impact of our actions as a community. Those unsure of the proven data that back our proposals are welcome to ask questions when presented to them. This work plan is not a data-driven policy proposal but an internal tool to drive and provide transparency to our work.

Clean Energy:

- **Goals**
 - 100% clean energy and carbon neutrality for the City of Green Bay by the year 2050 (Resolution 5/4/2021).
- **Research, Data, or Evidence**
 - *Clean Energy Green Bay Plan* - adopted December 2023
- **Actions**
 - Assist staff in researching a tracking and reporting method or tool to assess progress on CEEB implementation.
 - Organize a business and industry working group to share best practices that result in reducing energy consumption and greenhouse gas emissions.
 - Support Clean Energy Connector employee in education and outreach for community.
 - Provide support for city operational projects and upgrades.
- **Target Dates**
 - Research possible carbon emissions tracking and reporting tools the City could use by the end of 2024.
 - Launch business working group by 2025.
 - Other actions are ongoing.
- **Partners**
 - Internal City employee energy team (in-progress)
 - WPS
 - Wisconsin Local Government Climate Coalition
 - Green Bay Metro Transit
 - Green Bay Water Utility
 - Green Bay Neighborhoods
 - Focus on Energy
- **Funding Sources**
 - Grants
- **Point People:** Seth Hoffmeister, Christa Kananen, Jenny Brinker

City of Green Bay Sustainability Commission 2024-25 Work Plan

Climate Resilience:

- **Goal:** Strengthen the community's resilience and adaptive capacity to climate-related hazards.
- **Research, Data, or Evidence**
 - Summary document of local climate changes, projections and impacts (UW Sea Grant) (pending April 2024)
 - Flood vulnerability analysis (UW Sea Grant)
 - Heat Vulnerability analysis (UW Sea Grant) (pending March 2024)
 - "Perfect storm" coastal flooding scenario (UW Sea Grant) (pending May 2024)
 - Flood Resilience Community Assessment Summary (East River Collaborative, 2022)
 - City of Green Bay Green Stormwater Infrastructure Plan (2023)
 - City of Green Bay Comprehensive Plan (in development)
- **Actions**
 - Identify social, economic and environmental risks due to projected impacts.
 - Integrate Commission's sustainability goals into comprehensive plan.
 - Identify opportunities to increase resilience through greening the city (e.g., native plantings, GSI, trees)
- **Target Dates**
 - Ongoing
- **Partners**
 - UW Sea Grant
 - East River Collaborative
 - NEW Water
 - The Nature Conservancy
- **Funding Sources**
 - Wisconsin Coastal Management Program
 - Fund for Lake Michigan
 - NOAA
 - National Fish and Wildlife Foundation
- **Point Person:** Julia Noordyk

Healthy Habitat for All:

- **Goal:** To create and preserve connected, productive, and safe habitat corridors in Green Bay's land, air and water by 2030.
- **Research, Data, or Evidence**
 - Maps of pollinator habitat
 - Other municipality experience with Integrated Pest Management
- **Actions**
 - Assist and recognize pollinator habitat plantings by GBCC and other groups.
 - Explore using native plants first as city policy.
 - Establish pesticide use policy for City operations.
- **Target Dates**
 - Use GBCC maps from 2023 to identify areas to plant in 2024-25. Plant/advertise plantings beginning May 2024. Advertise PC Survey beginning Jan 2024.
 - Explore native plant policy beginning in April 2024 for May 2025 implementation.
 - Pass pesticide use policy by April 2024.
- **Partners**

City of Green Bay Sustainability Commission 2024-25 Work Plan

- Wild Ones
- NEW Master Gardeners
- Green Bay Conservation Corps.
- DNR
- U.S. Fish and Wildlife Service
- Green Bay Conservation Partners
- Neighborhood Associations
- **Funding Sources**
 - Green Bay Conservation Corps
 - Grants
 - Neighborhood donations
- **Point People:** Ned Dorff, Kaurie Mihm

Waste Reduction:

- **Goal:** Reduce amount of organic waste entering our landfill system
- **Research, Data, or Evidence**
 - USDA Composting & Food Reduction Program
 - US EPA Food waste program
 - ReFED
 - Wisconsin municipal programs
- **Actions**
 - Establish a program to provide home composting bins throughout the community.
 - Establish pilot collection program.
 - Identify end location and use for organic material.
 - Educate the public on food waste reduction.
 - Reduce contamination.
- **Target Dates**
 - Compost bin sales in 2025.
- **Partners**
 - Public Works
 - Parks Dept.
 - UWGB
 - NWTC
 - Organics Facility/Farm
 - Compost Collector
- **Funding Sources**
 - USDA Composting & Food Reduction Cooperative Agreements
 - US EPA Grant Programs
- **Point People:** Mark Walter

Marketing and Public Outreach:

- **Goal:** Increase visibility of and build support for the City's sustainability goals and achievements.
- **Research, Data, or Evidence**
- **Actions**
 - Identify important City initiatives and promotional opportunities.
 - Participate in and table at three community events annually.
 - Help create content for a website hub of sustainability information.

City of Green Bay Sustainability Commission 2024-25 Work Plan

- Participate in at least one service project with an area sustainability partner.
 - Explore options for sustainability related notifications through email.
- **Target Dates: Ongoing**
- **Partners**
 - Green Bay Conservation Corps
 - Bid Districts
 - Neighborhood Associations
- **Funding Sources**
 - Advise staff to incorporate digital marketing budget within grant proposals.
 - Under investigation: Add City budget item for promoting City of Green Bay sustainability.
- **Point People:** Kaurie Mihm, Julia Noordyk, Vacancy

Criteria for Taking on New Issues:

The Sustainability Commission will use these goals to guide our work, however we rely on input from community members to drive our work. Any ideas from council members, city staff, or citizens will be considered with the following questions in mind:

- How does this fit in with the current goals?
- Can taking this on help further the mission and make an impact on sustainability in Green Bay?
- Who will be leading this effort? Commission members? Citizen? City staff? What is the capacity to take this on?
- What research is required to move forward on this?
- If the Sustainability Commission is unable to take on new issues, can it be revisited in the future?
- Is the Sustainability Commission the most appropriate board to address this? Is there a committee, commission, or department better suited to address it?

General Goals and Principles for Each Issue Area:

- Community Involvement: Our work will be more effective when the public is informed and involved in developing and implementing work identified in the work plan. We will strive to create pathways for involvement in all facets of our work, including but not limited to creating work groups, holding listening sessions, speaking to organizations, distributing surveys, and seeking the input of our fellow neighbors.
- Public Outreach and Awareness: We will strive to amplify our work to the community. Specifically, we will increase our social media and web presence, and update the Sustainability Commission webpage to include relevant information to ongoing work.
- Racial Justice, and Equity: Often those most impacted by pollution are the most marginalized in our society. We see the intersections between race, class, and environmental impacts and will center that in our work. We will strive to involve community members most impacted by environmental injustice to be a part of the solutions.
- Data and Research Driven: There are volumes of peer-reviewed data and research on the issue areas. The Sustainability Commission knows it is important to present reasons why our solutions will help and will include detailed reasons why before any votes by the Common Council. This commission has members with expertise in a variety of issue areas, and access to networks of experts outside of our skill sets.

City of Green Bay Sustainability Commission 2024-25 Work Plan

- Fiscal Responsibility: Sustainability projects done right can save the city and community money in the long-term. Every policy proposal and action brought forth will demonstrate that. Even with long-term cost savings, we recognize up-front costs of implementing sustainability proposals can be a constraint. As such, the Sustainability Commission will identify grant funding opportunities, volunteer experts, and present the Common Council with the most fiscally responsible options with any possible policies.



Report to the
Sustainability Commission
of the City of Green Bay

MEETING DATE

June 26, 2024

AGENDA ITEM # G.2

Discussion and possible action to recommend the City purchasing one or more outdoor air quality monitors (Vice Chair Ned Dorff).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

The air quality monitoring units cost about \$300 each and the data ties into EPA databases.

ATTACHMENTS

- I. EPA Air Sensor Loan Program

Air Sensor Loan Programs

<https://www.epa.gov/air-sensor-toolbox/air-sensor-loan-programs>

EPA has established air sensor loan programs independently and through collaborations with libraries, tribes, museums, and others to enable the public to learn about air quality in their communities. These programs bring air sensor technology to the public for supplemental monitoring and educational purposes.

Each loan program listed here was developed independently. Therefore, the goals, structure, eligibility, and equipment available from each program are different. The programs were funded and started at different points in time so some programs may be more mature than others. The summaries below briefly describe each program, provide information about their current loan status, and provide a point of contact for additional information.

In addition, known air sensor loan programs available through other government and nonprofit organizations are listed as a courtesy to help the public connect to these resources. If you have an air sensor loan program that you would like added to this list, please use the "Contact Us" link at the bottom of the page.

The following resources may also be useful for starting and supporting sensor loan programs:

- **[Best Practices Guide for Starting an Air Sensor Loan Program](#)**: This guide, formatted as presentation slides, summarizes lessons learned from the pilot air sensor loan programs and tips for starting a loan program.
- **[EPA Tools and Resources Webinar](#)**: This webinar discusses some of the successes, resources created, and lessons learned from pilot air sensor loan programs (recording is approximately 45 minutes). Webinar slides are also available.
- **[Educational Resources](#)**: A webpage featuring complementary educational resources including lesson plans, a resource guide, frequently asked questions, and background material about air quality and air sensors.

Disclaimer: Mention of trade names or commercial products does not constitute US EPA endorsement or recommendation for use. As a reminder, air sensors are not appropriate for regulatory monitoring applications.

Note: Some programs offer sensors that measure different sizes of particulate matter. Research has shown that, many air sensors do not reliably measure particles with diameters generally less than 10 micrometers (PM₁₀), despite claiming to do so. This is largely because particles with diameters larger than 2.5 micrometers are not measured. These sensors are denoted with a ‘*’ below.

Information on this page was last updated on March 1, 2024. Please see contacts listed for each loan program to get more recent updates.

EPA Region 5

Air Sensor Loan Program for the Midwest and Upper Midwest States

Description: EPA's Region 5 Office, in Chicago, Illinois, has portable particulate matter (PM) sensors available for loan to the public. The loan program empowers the public to gain knowledge to drive positive change and improve public health by collecting outdoor and indoor air quality data.

Equipment available for loan:

- **AirBeam3*** – portable sensor that measures fine particulate matter (PM_{2.5}), temperature, and relative humidity; for outdoor and indoor use; battery powered; requires Bluetooth connection to a cell phone and AirCasting app.
- **Dylos DC1700** – portable sensor that measures PM; for outdoor and indoor use; battery or plug-in powered.
- **Speck 2.0** – stationary sensor that measures PM and relative humidity; for indoor use; plug-in powered.
- **PurpleAir PA-II-SD*** – stationary sensor that measures PM_{2.5}; for outdoor and indoor use; plug-in powered; data available locally on the microSD card or connected to WiFi for private or public data streaming.

Eligibility: Individuals, community groups, schools, and other interested organizations in Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin.

Training: Materials regarding sensor operations and care, data collection, and safety will be provided. EPA Region 5 staff are available to provide assistance and ideas to help get you started.

Additional information: Cost of shipping to users is covered. Users are responsible for the cost of return shipping or delivery to the EPA Region 5 Office in Chicago, Illinois after the loan is complete. Sensors can be borrowed for up to one month.



Report to the
Sustainability Commission
of the City of Green Bay

MEETING DATE

June 26, 2024

AGENDA ITEM # H.1

Adopt-A-Pond Program

BACKGROUND

Updates to the Public Works Department's Adopt-A-Pond program were approved June 5, 2024 by the I&S Committee. The Public Works Department's Stormwater Utility manages an Adopt-A-Pond program to comply with the City's Municipal Separate Storm Sewer System (MS4) Permit. The City has historically had little to no participation in the program. In an effort to increase participation in the program, the City has made updates to the application materials and plans to launch a new web page and print rack cards. The updated application materials and volunteer waiver were also made consistent with the Parks Dept. Adopt-A programs.

RECOMMENDATION

This is an informational item; no action is necessary.

FISCAL IMPACT

Materials for the program are funded by the Stormwater Utility.

ATTACHMENTS

1. Adopt A Pond Application
2. Adopt A Pond Program Description
3. Adopt A Pond Terms and Conditions
4. Adopt A Pond Volunteer Waiver

Adopt-A-Pond Program

City of Green Bay Public Works

Application



Name of Organization ("Pond Group"): _____

Number of Participants: _____

Contact Name ("Pond Representative"): _____

Email Address: _____ Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Requested Pond: _____

Note: If you do not know the name of your requested pond or are unsure if it is City-owned, contact the Stormwater Engineering Technician for assistance at 920-448-3104 or abigail.adams@greenbaywi.gov

Sponsorship Signs

Adopt-A-Pond sponsors are eligible for a sign with the organization's name at their designated pond. The City of Green Bay will install all signs. If you are interested in a sign for your designated pond, please indicate exactly how you wish the name to appear on the sign (name is limited to 15 spaces on each of the two lines).

If you do **not** wish to have a sign, please initial above.

Sponsor Statement:

On behalf of my organization, I have read and agree to follow the Terms and Conditions of the City of Green Bay Public Works Department's Adopt-A-Pond Program. I agree to ensure all adult members of this group have signed a City of Green Bay Volunteer Waiver Form, and that all minors have a waiver signed by a parent/guardian. I agree to notify the City of any changes in the contact information for the group.

Sponsor Signature: _____

Date: _____

Adopt-A-Pond Program

City of Green Bay Public Works



Program Overview

The Adopt-A-Pond Program was created as an entirely voluntary, cooperative effort between community members and the City of Green Bay with the shared goal of improving the quality of our stormwater ponds. Stormwater ponds provide temporary storage during large storm events, which reduces flooding while allowing pollutants to settle out of the water. Keeping stormwater ponds clean not only makes them more sightly in our neighborhoods, but it also results in cleaner water being discharged to our local waterways.

Who Can Apply

This program is geared toward residents who live on property adjacent to ponds, but anyone may participate. Any residents, neighborhood associations, community groups, and businesses are welcome.

Intent

It is the intent of the City of Green Bay that the Adopt-A-Pond program be promoted and conducted as an entirely voluntary cooperative program between the City of Green Bay residents and the City of Green Bay Department of Public Works. No aspect of this program should be construed to reflect a right or responsibility on the part of either party.

Adopt-A-Pond Criteria

1. The pond must be owned and/or maintained by the City of Green Bay.
2. The pond group must submit an Adopt-A-Pond application AND demonstrate a commitment to fully participate in the program and maintain adopted pond.

Responsibilities

City

1. Provide educational materials and management guidance.
2. Provide trash collection bags and pick-up at pre-established locations.
3. Provide Adopt-A-Pond sign at pond.
4. Assist in plant species identification.

Adopt-A-Pond Program

City of Green Bay Public Works



Responsibilities

Adopters

1. Adopt pond for minimum of 2 years.
2. Designate Pond Group Representative to coordinate activities and represent group.
3. Have at least 2 people per group.
4. Complete at least two (2) pond clean-up activities annually to remove trash and debris and report invasive species.
5. Submit brief report of activities.
6. Practice stormwater pollution prevention around pond.
7. Work in a safe and responsible manner during pond work days.
8. Only conduct clean-up activities on shore. **Do not wade** in ponds.

Time Commitment

Time commitment will depend on the group. At a minimum, adoptees must perform 2 clean-up activities per year and adopt a pond for a 2-year period.

Getting Started

Submit an application, either online at the City of Green Bay website or by requesting a physical copy from the Green Bay Department of Public Works. If you have any questions about the program, contact the Stormwater Engineering Technician at (920) 448-3100 or GreenBayPublicWorks@greenbaywi.gov.

Renewal of Agreement

Following the 2-year adoption period, the Pond Group can decide if they would like to renew their agreement and adopt the pond for an additional 2-year period.



Public Works Department
100 North Jefferson Street - Room 300
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Administration | Engineering | Traffic 920.448.3100
Operations 920.448.3535
Parking 920.448.3431
Fax 920.448.3102

Adopt-A-Pond – Terms and Conditions

1. Sponsors are to be considered volunteers and not officers, employees, or agents of the City of Green Bay. Any injuries, claims, liabilities, suits, or costs relating to this permit shall be the sole responsibility of the Sponsors.
2. The Sponsor agrees to indemnify and hold harmless the City of Green Bay from any injury, cost, suit, liability, or award arising from the issuance or exercise of this permit, or because of any adverse effect upon any person or property attributed to the works of the Sponsor.
3. Participants in the group agree to complete and return waivers to Department of Public Works.
4. Participants in the group agree to obey and abide by all City ordinances and regulations.
5. Ponds are assigned on a first come, first served basis. Sponsorship approvals are at the discretion of the Department of Public Works.
6. Pond sponsorships will not overlap. Each pond will be adopted by one sponsor at any given time. Sponsors will not work beyond their assigned pond. These terms may be negotiated with the Department of Public Works.
7. This agreement shall remain in effect for a two-year period and can be extended for successive two-year periods, subject to the discretion of Department of Public Works.
8. Sponsors will participate in a minimum of two activity days per year. Activity dates are to be mutually agreeable to the Sponsors and the Department of Public Works' representative. Sponsors agree to work during daylight hours only.
9. Sponsors will provide appropriate training prior to any activity day to ensure the safety of all participants. Safety rules will be reviewed each activity day before proceeding.
10. Sponsors will ensure there is one adult supervisor present for every 5 juveniles (under age 16).
11. The Department of Public Works will supply trash bags for litter pickup and will remove collected trash from a predetermined location.
12. Requests for additional supplies and materials should be directed to the Department of Public Works' representative. Unused supplies and materials furnished by the property may be retained by the Sponsors during the adoption period but must be returned to the Department of Public Works at the end of the adoption period.
13. Sponsors will not create any situation that may be hazardous to the public without prior authorization and supervision from the Department of Public Works. The use of power tools is forbidden without prior authorization by the Department.
14. Closed containers or items suspected to be hazardous will not be touched. Any items/situations found by the Sponsors that need further attention from City staff should be brought to the attention of the Department of Public Works.

15. Adopt-A-Pond sponsors will be recognized by Department approved signs located at the designated pond. The location of these signs is at the discretion of the Department of Public Works. The Department reserves the right to refuse or revise acronyms of group names when preparing signs.
16. If in the sole judgement of the City of Green Bay Department of Public Works it is determined that Sponsors are not meeting the terms and conditions of this agreement, upon thirty (30) days written notice, the City of Green Bay may terminate this agreement and remove the sign. The Pond Group may terminate this agreement for any reason upon thirty (30) days written notice to the City of Green Bay.

CITY OF GREEN BAY DEPARTMENT OF PUBLIC WORKS
WAIVER AND RELEASE OF LIABILITY FORM
FOR VOLUNTEERS:
Adopt-a-Pond Program

PLEASE READ CAREFULLY! THIS IS A LEGAL DOCUMENT THAT AFFECTS YOUR LEGAL RIGHTS.

BEFORE SIGNING THIS WAIVER AND RELEASE OF LIABILITY, READ THIS ENTIRE DOCUMENT CAREFULLY. IF YOU SIGN THIS WAIVER AND RELEASE OF LIABILITY AND AN INCIDENT OCCURS RESULTING IN INJURY OR LOSS OF PROPERTY, THEN YOU WILL BE GIVING UP LEGAL RIGHTS THAT YOU MIGHT OTHERWISE HAVE HAD. IF THERE IS ANYTHING IN THIS DOCUMENT THAT YOU DO NOT UNDERSTAND OR IF YOU OBJECT TO ANY PROVISION CONTAINED IN THIS DOCUMENT, YOU SHOULD NOT SIGN THIS DOCUMENT AS IT IS DRAFTED, BUT RATHER SEEK ADVICE FROM YOUR LEGAL COUNSEL. REQUESTS FOR MODIFICATIONS MAY BE DIRECTED TO THE CITY ATTORNEY'S OFFICE AT 920-448-3080 WEEKDAYS BETWEEN 8:00 AM AND 4:00 PM.

This Waiver and Release is executed on the date entered below by the undersigned (the "Volunteer") in favor of the City of Green Bay and its elected officials, officers, employees, agents and the like (collectively the "City").

WAIVER AND RELEASE

The Volunteer freely, voluntarily and without duress executes this Waiver and Release under the following terms:

1. For good and valuable consideration including Volunteer's ability to participate as a volunteer performing trash and debris removal as part of the Adopt-a-Pond Program for the Department of Public Works, Volunteer (or parent/guardian on behalf of Volunteer who is under 18 years of age) agrees on behalf of Volunteer and Volunteer's heirs, assigns and the like, to hold harmless and release the City of Green Bay and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses, costs (including attorney fees) arising out of and limited to the Volunteer's participation as a volunteer performing trash and debris removal as part of the Adopt-a-Pond Program for the Department of Public Works, which is anticipated to include but not be limited to garbage bags, pickers, shovels, rakes, and other like equipment to remove trash and debris and any other duty or activity assigned to the Volunteer by the City (hereinafter "Activities"). However, the City and Volunteer understand that the City is not released from liability for harm incurred by Volunteer which results from the City's intentional or reckless conduct. These Activities will be performed on City property including, but not limited to, the adopted pond and any other location if specifically assigned by the City.
2. The Volunteer understands that participating as a volunteer performing trash and debris removal as part of the Adopt-a-Pond Program for the Department of Public Works and/or in Activities described in paragraph one may involve hazards that may subject the Volunteer to the risk of damage to property or person, including bodily injury, cognitive injury, mental anguish, pain, suffering, and similar or related conditions. **The Volunteer understands the described risks of the Activities and participating as a volunteer performing trash and debris removal as part of the Adopt-a-Pond Program for the Department of Public Works hereby expressly and specifically assumes the described risks of injury or harm and releases the City from any and all liability for injury, illness, death or property damage resulting from the Volunteer performing trash and debris removal as part of the Adopt-a-Pond Program and caused by Volunteer or by the negligence of the City. The Volunteer has independently determined that the Volunteer's experience, health, and capabilities are proper to participate as a volunteer performing trash and debris removal as part of the Adopt-a-Pond Program for the Department of Public Works and to perform the Activities described herein.**
3. The City may, but is not obligated to, take any action it considers warranted under the circumstances regarding Volunteer's health and safety and Volunteer does hereby release and forever discharge the City from any claims which arise or may hereafter arise on account of any first aid, treatment or service rendered in connection with Volunteer's activities with the City.

CONSTRUCTION OF WAIVER AND RELEASE AND SEVERABILITY

The Volunteer expressly agrees that this Waiver and Release is intended to be as broad and inclusive as permitted by the laws of the State of Wisconsin and that this agreement shall be governed and interpreted by Wisconsin law. It is further agreed that nothing in this Waiver and Release shall be construed as a waiver, replacement or forfeiture of any other legal rights and defenses available to the City. The Volunteer agrees that in the event any clause or provision of this Waiver and Release is deemed invalid by any court of competent jurisdiction, the invalidity of such clause or provision shall not otherwise affect the remaining provisions of this Waiver and Release which shall continue to be enforceable.

Volunteers performing trash and debris removal as part of the Adopt-a-Pond Program for the Department of Public Works

Date(s) (Approximate) or start date: _____

Volunteer's Information (Parent/guardian Information if volunteer is under 18)	
Name:	Phone Number:
Street Address:	City, State:
Emergency Contact	
Name:	Phone Number:

I CERTIFY THAT I AM AT LEAST 18 YEARS OF AGE AND HAVE READ THE PRECEDING WAIVER AND RELEASE OF LIABILITY THOROUGHLY AND I FULLY UNDERSTAND ITS TERMS AND CONDITIONS AND ENTER INTO IT ON BEHALF OF MYSELF, MY HEIRS, NEXT OF KIN ASSIGNS AND PERSONAL REPRESENTATIVES. NO ONE HAS MADE ANY REPRESENTATIONS, STATEMENTS OR INDUCEMENTS THAT CHANGE OR MODIFY ANYTHING WRITTEN IN THIS WAIVER AND RELEASE OF LIABILITY.

Volunteer's Signature:	Date:
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IF VOLUNTEER IS UNDER AGE 18, PARENT/GUARDIAN MUST COMPLETE THIS SECTION

AS PARENT, GUARDIAN, OR TEMPORARY GUARDIAN WITH LEGAL RESPONSIBILITY FOR THE VOLUNTEER, I CERTIFY THAT I HAVE READ THE PRECEDING WAIVER AND RELEASE OF LIABILITY AND BY SIGNING BELOW CONSENT TO THE NAMED MINOR VOLUNTEER'S PARTICIPATION SUBJECT TO THE TERMS AND CONDITIONS OF THE WAIVER AND RELEASE. NO ONE HAS MADE ANY REPRESENTATIONS, STATEMENTS OR INDUCEMENTS THAT CHANGE OR MODIFY ANYTHING WRITTEN IN THIS WAIVER AND RELEASE OF LIABILITY.

Name of Minor (please print):

Signature of Parent/Guardian:

Date:

Printed Name of Parent/Guardian:



Report to the
Sustainability Commission
of the City of Green Bay

MEETING DATE

June 26, 2024

AGENDA ITEM # H.2

Resiliency Coordinator Report

BACKGROUND

- City of Green Bay was recognized as a 5-year participant as a DNR Green Tier Legacy Community.
- East River Flood Solutions planning project update
- 2024 Rainbarrel Initiative Recap
- 2024 No Mow May Recap

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Green Bay 5 Year Letter of Appreciation_signed



June 11, 2024

Eric Genrich
Mayor
City of Green Bay
100 North Jefferson Street
Green Bay, WI 54301

Dear Mr. Genrich,

Congratulations! 2024 marks your fifth year as a Wisconsin Department of Natural Resources (DNR) Green Tier Legacy Community. The City of Green Bay (Green Bay) is part of a select group of Wisconsin local governments that are dedicated to sustainable improvement. The DNR applauds your continued commitment to minimizing environmental impacts, being fiscally responsible and improving the quality of life for those in the Green Bay. We recognize and value that your leadership has a ripple effect through Brown County and the rest of the state.

Green Bay's leadership and commitment to superior environmental performance, combined with your team's hard work and dedication, have delivered important environmental achievements which include:

- ✓ Working with community members to create and adopt the Clean Energy Green Bay – 2030 Targets on Path to 2050 Goals Plan that offers a roadmap to achieving the City's clean energy and carbon neutrality goals.
- ✓ Making your community more resilient to climate change by:
 - Creating and adopting the City of Green Bay City-Wide Green Stormwater Infrastructure to reduce flooding while increasing flood resiliency, protecting water quality, reducing the wear on infrastructure and creating an overall more pleasant urban environment.
 - Amending the municipal code to include green stormwater infrastructure definitions and remove barriers to implementing green stormwater infrastructure in the community.
 - Installing a pilot permeable pavement street to help evaluate greener stormwater management options.

- ✓ Collaborating with the school district to create the Green Bay Safe Walk and Bike Plan that establishes walking and biking routes to schools to help residents of all ages and abilities make walking and biking a part of their daily routines.
- ✓ Creating and supporting the Green Bay Conservation Corps, who remove invasive species, collect native seeds, clean up litter, plant trees, maintain edible gardens as well as biofilters and created a Rain Garden Installation Workbook for community members.
- ✓ Participating in the NexTrex plastic film recycling challenge for municipal governments.

The City of Green Bay, its leadership, employees, residents and stakeholders should be proud of these accomplishments.

The DNR is ready to help your community continue to challenge itself. Thank you for your continued commitment to improving your community and Wisconsin's environment.

Sincerely,



Steven Little
Deputy Secretary
Wisconsin Department of Natural Resources

cc: Kyle Burton, DNR
Laurel Sukup, DNR
Jennifer Feyerherm, DNR
Mandaline Bergstrom, DNR

GREEN TIER



Report to the
Sustainability Commission
of the City of Green Bay

MEETING DATE

June 26, 2024

AGENDA ITEM # H.3

Next Sustainability Commission meeting: July 17 at 5:00pm.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None