AGENDA OF THE SUSTAINABILITY COMMISSION

WEDNESDAY, AUGUST 21, 2024, 5:00 PM
In person at City Hall, Room 310.
Virtual attendance also available via Zoom.

A. Zoom Meeting Information.

1. 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.

1. Chair- Vacant; Vice Chair-Ned Dorff; Jenny Brinker; Amy Kox; Kaurie Mihm-Staff; Julia Noordyk; Mark Walter, Alderperson Joey Prestley, Christa Kananen, Daniela Beall. Excused: Ned Dorff
2. Elect a temporary Chairperson authorized to run the 8/21/24 meeting.

C. Approval of the Agenda.

1. Approval of the Sustainability Commission meeting agenda for August 21, 2024.

D. Approval of Minutes.

1. Approval of minutes from July 17, 2024.

E. Regular Business.

1. Discussion and possible action creating a Youth Engagement working group.

F. Presentations

1. Wisconsin Sustainable Business Council overview, by Christa Kananen, Program Manager for WSBC

G. Informational.

1. Announcements from Commission members
2. Next Sustainability Commission meeting: September 18 at 5:00pm.
3. Resiliency Coordinator & Clean Energy Connector memos

H. 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.

Report to the
Sustainability Commission of the City of Green Bay

MEETING DATE

August 21, 2024

AGENDA ITEM # B.2

Elect a temporary Chairperson authorized to run the 8/21/24 meeting.

BACKGROUND

The Sustainability Commission Chairperson role is vacant, and the Vice-Chair is excused from the meeting. A temporary Chairperson needs to be elected in order to run the meeting.

RECOMMENDATION

Elect a temporary Chairperson to run the meeting.

FISCAL IMPACT

None.

ATTACHMENTS

None

Report to the
Sustainability Commission of the City of Green Bay

MEETING DATE

August 21, 2024

AGENDA ITEM # E.1

Discussion and possible action creating a Youth Engagement working group.

BACKGROUND

A student at Preble High School, is advocating for some sustainability initiatives to be adopted in Green Bay; at the recommendation of Mayor Genrich, she reached out to Commission member Kananen to discuss some of her ideas. In the course of the discussion, they recognized that there is an opportunity for the voices of local students and young people to be represented at the Commission.

RECOMMENDATION

A student from Preble High School and her advisor (Sara Valentine, Red Smith) will organize a Youth Advisory Committee to bring students' perspectives to the Sustainability Commission. The commission will form a Youth Engagement Working Group that will meet periodically with the Youth Advisory Committee and bring their input to the Commission.

FISCAL IMPACT

None

ATTACHMENTS

None

Wisconsin
Sustainable Business Council™

OUR MISSION is accelerating the integration of sustainable principles and practices through the power of business.

Educate. Measure. Improve. Connect

Wisconsin Sustainable Business Council Member

Green Masters Program

cool choices

SUSTAINABLE BUSINESS AWARDS

EDUCATE

Webinars and Workshops

Access to a resource platform

Working groups and peer to peers

Annual Conference

MEASURE & IMPROVE

Access the Green Masters Program tool

GMP Working Group

Member Only Resource Center

CONNECT

Networking Events

Working Groups

Member Directory

Collaborate

Annual Cool Choices Game

SHOWCASE

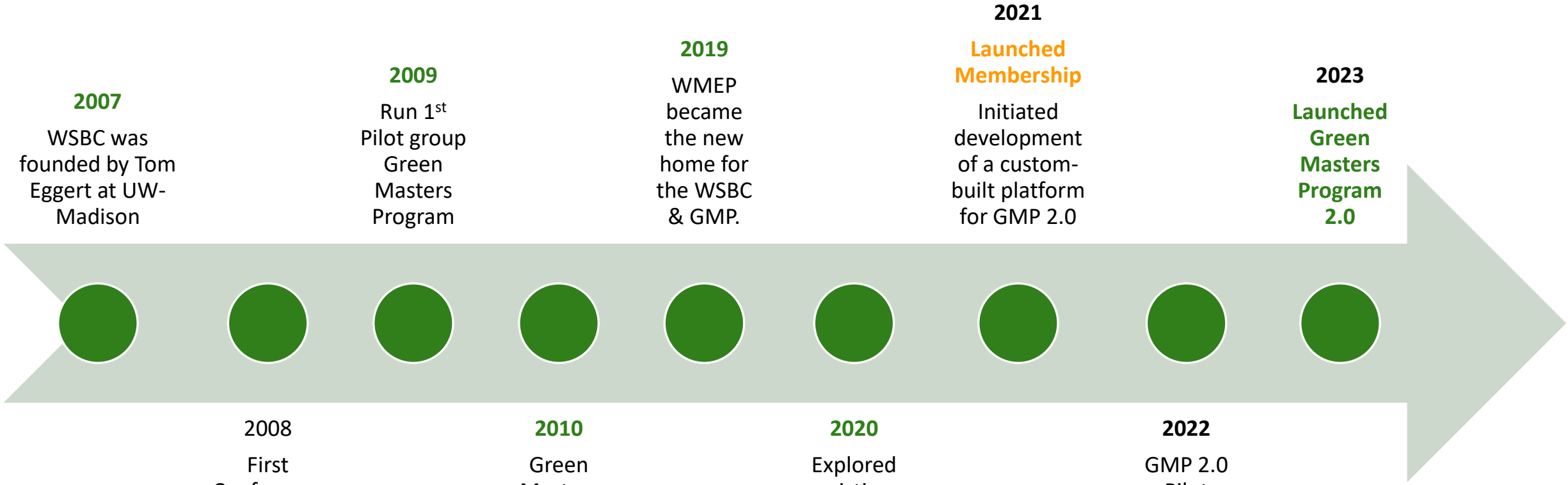
Display WSBC logo

Appear on our website

Share news, jobs, and successes

Support the sustainable business movement

WSBC Timeline



2007

WSBC was founded by Tom Eggert at UW-Madison

2008

First Conference hosted at Epic

2009

Run 1st Pilot group Green Masters Program

2010

Green Masters Program opened to all businesses in the state

2019

WMEP became the new home for the WSBC & GMP.

2020

Explored existing tools in the market, and decided to build something new

2021

Launched Membership

Initiated development of a custom-built platform for GMP 2.0

2022

GMP 2.0 Pilot Program.

WSBC celebrates 15 years!

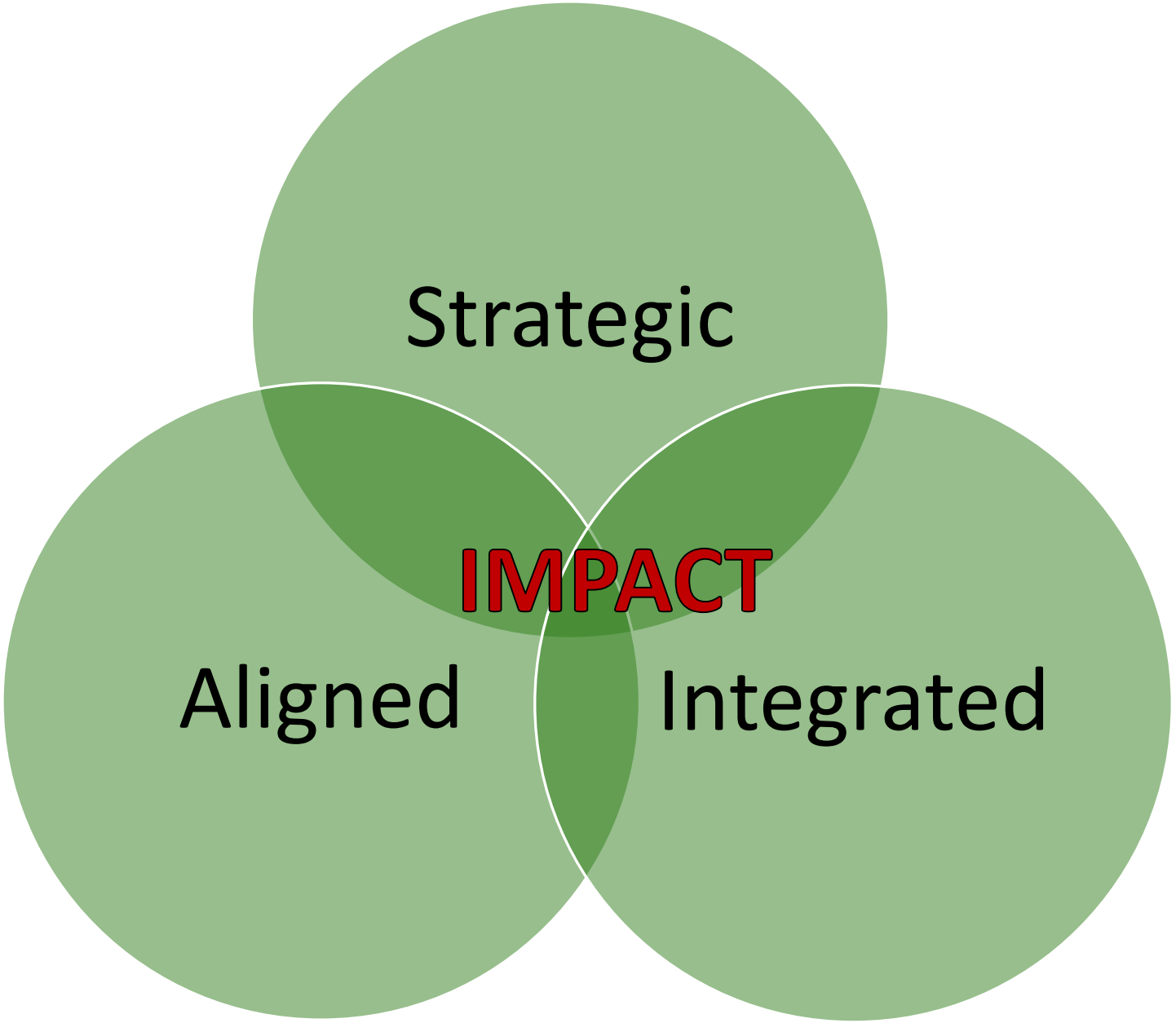
2023

Launched Green Masters Program 2.0

Sustainability is the pursuit of a business growth strategy that creates long-term stakeholder value **by seizing opportunities and managing risks** related to the company's environmental and social impacts.

Business Definition of Sustainability

Wisconsin Sustainable Business Council℠


Strategic
IMPACT
Aligned
Integrated

Why do businesses value sustainability?

- Reduces Risk and Operating Costs
- Attracts and retains employees
- Enhances visibility and reputation
- Creates an environment for innovation
- Enhances relationships with customers and stakeholders

Wisconsin Sustainable Business Council℠

TOP CHALLENGES FROM BUSINESS

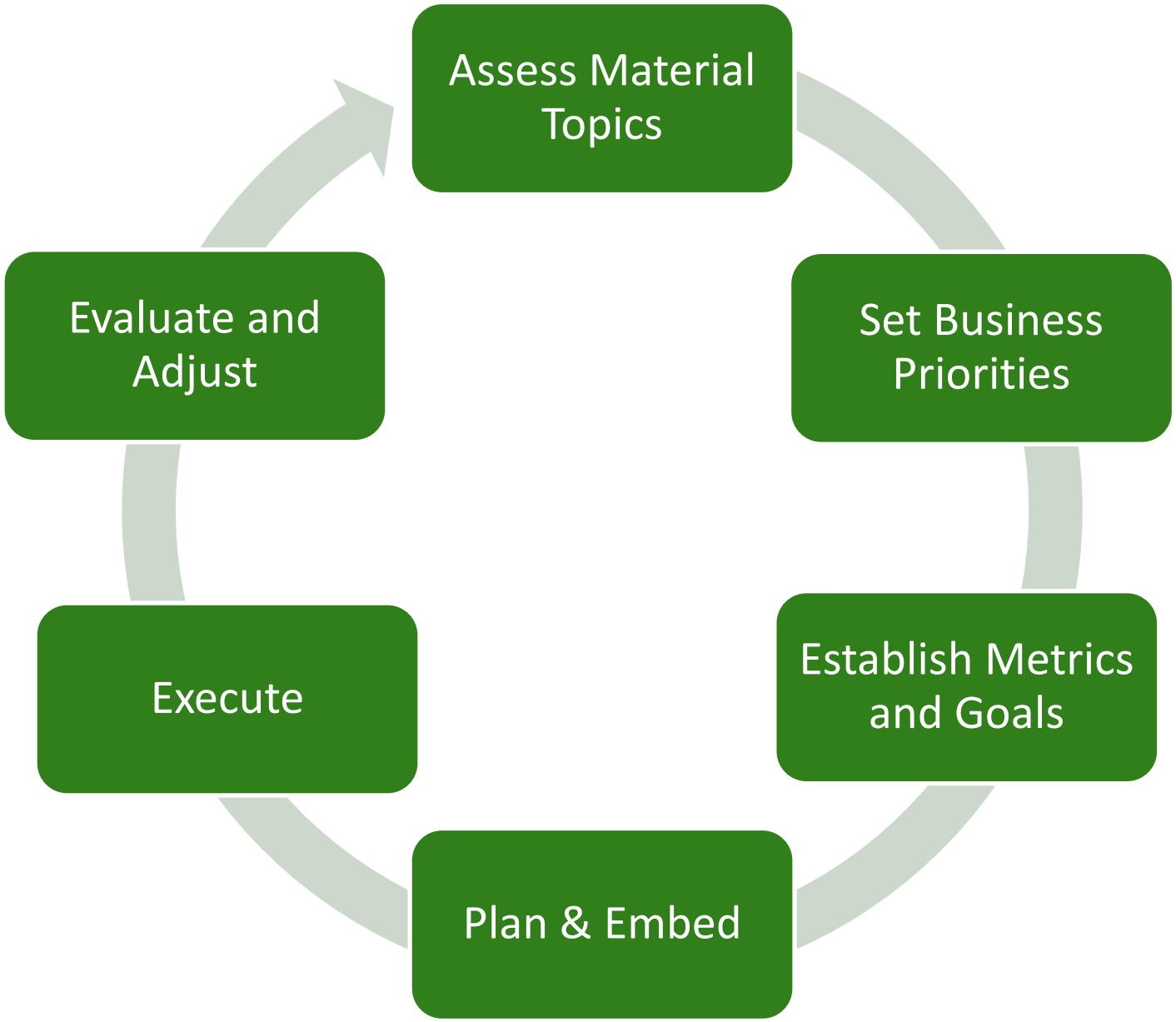
- Integrating Sustainability into business systems
- Many definitions and meanings
- Many topics
- Hard to prioritize what is important
- Getting buy-in from leadership and/or employees
- Cost
- Employee bandwidth
- Too many disclosure frameworks
- Where to get started

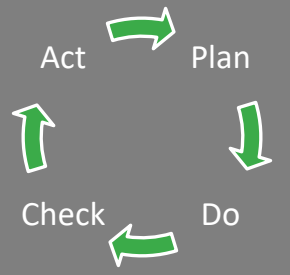
Green Masters Program

Wisconsin Sustainable Business Council

The Journey to Sustainability

- Compliance
  - Regulations
  - Customer Requirements
- Risk Mitigation
  - Availability of Key Inputs
  - Reputation
- Market Potential
- Investor Interest





Sustainability Program Development Roadmap

Wisconsin Sustainable Business Council℠

Meeting the Needs of the WI Business Community

Wisconsin™ Sustainable Business Council Member

Green Masters Program

Sustainability Assessment

cool choices

21ST CENTURY PATHWAYS

Green Masters Program® benefits

Measure and Improve

Define, prioritize, and manage your company's performance in sustainability topics that are meaningful to your business

Certify

A third-party credential that validates your sustainability program meets or exceeds internationally recognized standards

Get Recognized

Earn recognition as you grow your sustainability program, achieving "Green Master" status with a top quartile score.

Promote

Use the Green Masters Program logo to share your sustainability story and progress with others.

Educate.
Measure.
Improve.
Connect.
Membership.

Wisconsin
Sustainable Business Council™

Your Go-To Sustainability Resource for Business

Jessy Servi Ortiz,
Managing Director, WBSC
jessy@wisconsinsustainability.com

Christa Kananen,
Program Manager, WSBC
christa@wisconsinsustainability.com

MARK YOUR CALENDARS

Wisconsin Sustainable Business Council℠

Report to the
Sustainability Commission of the City of Green Bay

MEETING DATE

August 21, 2024

AGENDA ITEM # G.1

Announcements from Commission members

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None

Report to the
Sustainability Commission of the City of Green Bay

MEETING DATE

August 21, 2024

AGENDA ITEM # G.2

Next Sustainability Commission meeting: September 18 at 5:00pm.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None

Report to the
Sustainability Commission of the City of Green Bay

MEETING DATE

August 21, 2024

AGENDA ITEM # G.3

Resiliency Coordinator & Clean Energy Connector memos

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. SolSmart_ Memo to Sustainability Commission 08 2024
2. Memo- RC Report
3. CEC_workupdate_August2024

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

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Operations 920.448.3535
Parking 920.448.3431
Fax 920.448.3102

TO: Sustainability Commission

FROM: Alex Galt, Clean Energy Connector

DATE: August 21, 2024

RE: SolSmart Bronze Certification Pathway

One of the communitywide recommendations in the *Clean Energy Green Bay* plan is to implement the SolSmart certification program as a means of streamlining solar PV adoption on homes and businesses. The program provides technical assistance and will help send a message to community stakeholders that renewable energy is a priority for the City. The City will begin by pursuing the Bronze level of certification. The silver, gold, and platinum levels will require changes to ordinances and zoning, the adoption of an online process, and significant buy-in from multiple departments. According to Sydne Tursky of the Great Plains Institute (which runs the onboarding component of the program) most municipalities begin with Bronze and then take a few years to move on to Gold. Bypassing the Silver level seems to be a common choice.

SolSmart operates on a system of pre-requisites and points are achieved by meeting various criteria. The criteria for Bronze relate to enhancing the experience of residents and businesses going through the permitting process. Most of the criteria fall within the scope of the outreach plan for *Energize Green Bay*--the City's electrification campaign.

The criterion for the various levels is listed below. More information about the criteria is available here: https://solsmart.org/resource/solsmart-program-guide. The City will be following the "Standard Pathway", as outlined in the program guide.

To achieve the SolSmart Bronze level—the first out of four levels—the City would need to satisfy the following three pre-requisites:

1. PR-1: Provide a document that demonstrates your local government's commitment to pursue SolSmart designation.
2. PI-1: Post an online checklist detailing the required permit(s), submittals, and steps of your community's permitting process for residential rooftop solar PV.
3. PZ-1: Review zoning requirements and identify restrictions that intentionally or unintentionally prohibit solar PV development. Compile findings in a memo. Examples include height restrictions, set-back requirements, screening requirements, visibility restrictions, etc.

In addition to the pre-requisites, SolSmart lists other criteria divided into multiple categories, each of these has a point value of 5, 10, or 20. The Bronze level requires 20 points in Permitting & Inspection, 20 points in Planning and Zoning, and 20 points from the remaining categories. SolSmart aids in achieving these criteria and provides helpful examples from other communities.

Permitting & Inspection:

Many of the following criteria are based on the collection, collation, and posting of information on to a website. Much of this is within the scope of the work outlined in the CE Outreach Plan. The criteria include:

1. PI-7: Adopt a standard solar PV permit application form aligned with best practices. (5 pts)
2. PI-14: Demonstrate that residential permit fees for solar PV are $500 or less. (5 pts)
3. PI-15: Demonstrate that commercial permit fees for solar PV are based on cost-recovery and capped at a reasonable level so fees do not become a net revenue source. (10 pts)
4. PI-16: Post an online checklist detailing the required permit(s), submittals, and steps of your community's permitting process for primary use ground-mount solar and include any additional state required permits. (10 pts)
5. PI-18: Post solar PV inspection requirements online, including the inspection process and what details inspectors will review. (10 pts)

Planning & Zoning

1. PZ-2: Present PZ-1 Memo (see pre-requisites above) findings to planning commission or relevant body. (5 pts.)
2. PZ-7: Ensure the zoning ordinance permits small ground-mounted solar PV as an accessory use in at least one zoning district. (5 pts.)
3. PZ-9: Ensure the zoning ordinance establishes a clear regulatory pathway for large-scale solar PV (e.g. through a special use permit or through inclusion among allowed conditional uses). (5 pts.)
4. PZ-11: Ensure the zoning ordinance enables co-location of solar PV with an agricultural use such as grazing, apiaries, or crops. (5 pts.)
5. PZ-19: Post an online fat sheet that provides an overview of what zoning allows for solar PV under what conditions and in which districts. (5 pts.)

Other Categories

1. GO-1: Install solar PV on local government facilities and/or local government-controlled land. (20 pts)
2. CE-1: Post a solar landing page on local government's website with information that may include the community's solar goals, educational materials and tools that promote solar, and resources for solar development. (10 pts)
3. CE-3: Post online resources about residential and commercial solar PV financing options and incentives. (5 pts)

4. CE-10: Discuss solar PV goals and/or strategies for increasing solar PV development, including large-scale solar plans, solar access, and/or solar adoption in disadvantaged communities, within an appropriate committee, commission, taskforce, and/or working group. (10 pts.)

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TO: Sustainability Commission

FROM: Melissa Schmitz, Resiliency Coordinator

DATE: August 21, 2024

RE: Resiliency Coordinator Project & Initiatives Updates

East River Flood Solutions at Emilie Park- project updates

- Tree inventory, topographic survey, and wetland delineation completed.
- Consultant completed 60% project design and city staff is reviewing
- RC continues to update project webpage and communicate with neighbors near Emilie Park.
- NRDAR and other funding sources are being explored

Clean Energy Green Bay Plan – progress updates

- The Police Dept is piloting 2 EVs in the fleet.
- Staff clean energy & sustainability group has started
- Press event held for alternative fuel vehicles at Leicht Park.
- Metro Transit awarded 3.1 million for electric buses and charging infrastructure.
- GB Water Utility Commission approved installation of a solar PV field at the Lake Station in Kewaunee in 2025.
- Other updates – see memo from Clean Energy Connector.

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TO: Green Bay Sustainability Commission

CC: Melissa Schmitz, Resiliency Coordinator

FROM: Alex Galt, Clean Energy Connector (CEC)

DATE: 8/16/2024

RE: CEC Progress Update

Since presenting the clean energy outreach plan to the Sustainability Commission at the July meeting, progress has been made in its implementation. The following is an update.

Branding: With the assistance of the Commission's Clean Energy Working Group, "Energize Green Bay" was chosen as the brand for the campaign. The name will be used to identify the components of the campaign. Over the past several weeks, CEC has begun sketching out preliminary ideas for the brand's visual identity. However, the software tools for developing these elements have only recently been received. Over the next week or two, CEC will identify visual strategies and present them to stakeholders for review and comment.

Clean Energy Ambassadors (CEA): CEC has begun identifying and recruiting CEAs to aide in the outreach campaign. CEAs will perform several functions. They will serve as case studies in outreach materials, help with media outreach, and even speak at events. We still need many of these, so if you have suggestions, please contact the CEC.

Written Assets: After reaching out to Neighborhood Association (NA) presidents, CEC was invited to write a piece for a particular NA newsletter. This piece (on the subject of home energy assessments) was then shared with all NA presidents, some of whom have included it in their newsletters and social media outlets. As opportunities arise, CEC will work to develop a library of these pieces that can be used in multiple ways.

Visual Assets: CEC's subscription to Adobe Illustrator comes with access to Adobe's library of stock photography, which will be extremely helpful.

Local Incentives and Initiatives: The Energize Green Bay launch will be more successful if there is real 'news' to announce alongside the website and other components of the campaign. With that in mind, CEC has been working with Resiliency Coordinator and others to implement two recommendations of the Clean Energy Green Bay Plan. Namely:

- **SolSmart Certification:** CEC investigated and reported on the SolSmart certification process. Having reached consensus that the program is a worthwhile step towards expediting the permitting and uptake

of solar PV installations, CEC developed a letter of commitment that was signed by Mayor Eric Genrich as the first step in working toward certification. This week, CEC met with Kelly Aves of the National League of Cities (NLC) to begin the Baseline Assessment and Zoning Review process. Most of that work will be undertaken by NLC personnel. In early September, there will be a second meeting during which necessary further steps will be identified.

City of GB is currently seeking SolSmart Bronze certification, which is primarily about public communication. Achieving Silver or Gold certification (cities most commonly go directly to Gold from Bronze) will require changes to ordinances and some training of city staff. This will be a second phase.

- **Public Recognition Program:** After deciding to not participate in the Department of Energy's Better Buildings Program, CEC and Resiliency Coordinator opted instead to work on an internal program to recognize both homeowners and owners of commercial properties for achieving multiple criteria possibly including energy use, building design, sustainable practices, waste diversion, and fleet operations. This will be an annual award modeled on the Climate Champions program run by Dane County's Office of Energy and Climate Change, with their support.

  Wisconsin Sustainable Business Council's Green Master Program may also be part of this recognition program.

Training: CEC has attended a number of in-person and virtual training and educational events to help inform the campaign about best practices and new information related to the IRA, electrification, and energy efficiency.

Understanding the IRA: Staying on top of rapidly changing information related to the IRA has been part of the job. Comprehending the programs in order to communicate them effectively has required a lot of communication with Focus on Energy and others.

Online Communication:

- **Website:** Working with IT staff, CEC developed a two-part website structure. CEC will draw a line between components that are purely part of the Energize Green Bay campaign (campaign events, the blog, etc.) and information that will need to be on the City's website after the active period of the campaign is complete (information about incentives, city initiatives, etc.)

  In order to make this new piece of the website more visible and to highlight other sustainability initiatives undertaken by the City, this new piece will be something of a virtual sustainability and resilience hub (what to call it is an ongoing discussion, we welcome your thoughts).

  Energize Green Bay (energizegreenbay.com) will be hosted on Wordpress.com where it will be able to have its own distinctive branding and make use of functionalities not available on the City's website platform.

Working with IT, a number of best practices and strategies have been identified for giving the campaign visibility on the City's website.

- **Email Newsletter:** An email newsletter has been set-up on CivicSend—the City's email newsletter module. CEC has begun populating the subscription list, so that it is ready for the campaign's launch.

- **Social Media Strategy:** The City's existing social media presence, which is split across multiple departments is not conducive to an aggressive social media campaign. While CEC does have the capacity to make occasional posts, these are unlikely to have the frequency and reach desired. So, in addition to these, CEC will adopt syndication of social media posts as a strategy. Branded graphics and talking points for posts will be distributed to aligned social media accounts in hopes that they will be shared with their audiences.

- **Video:** Wisconsin Conservation Voters made the offer to collaborate on video content. Once we have identified an appropriate CEA and theme, we will reach out to WCV about video production. Once this content is produced, it can be used on our website and in social media.

Printed Materials:

While printed materials are very important, CEC is working on digital components of the campaign first. In most cases, printed materials will make use of work done for online communication. For example:

- **Scenarios:** Scenarios have been listed as a series of "I am/Interested in" combinations, for example: **"**I am a homeowner interested in rooftop solar," "I am a small business owner interested in electric car chargers," etc. This content is being developed for the website and printed briefs.

Personal Engagement:

- **WCV Canvass:** As part of the City's partnership with WCV, the CEC undertook two 5-hour shifts per week from late June through the month of July. The experience was rewarding and has informed aspects of the campaign. Overall, the WCV canvass was a tremendous asset to the City. Many thousands of doors were knocked on, a palette of literature was distributed, and many people reached. The City has received information collected by the Canvass and we are only beginning to make use of it.

- **Networking:** CEC has attended a number of events that, in addition to being informative, can be described as networking opportunities. The recent unveiling of a new battery recycling program with Secretary of Energy Jennifer Granholm is an example. Some have been better than others, unfortunately it is difficult to know in advance which is which. The hope is that these will result in useful contacts and synergies.

- **Helpdesk Services:** The 'helpdesk' is beginning to receive questions from Green Bay residents. To date, the office has been contacted on 10 occasions via email and phone. A handful of these have taken

more of the CEC's time than the CEC can justify. However, creating standardized responses is making these more efficient. The campaign website will greatly aide in decreasing response time.

- **Public Meetings:** The CEC has begun identifying opportunities for public meetings. To date, CEC has reached out to Neighborhood Associations about creating opportunities for outreach in their communities. Many NAs have collaborated with neighboring NAs on events in the past, so there is a natural tendency for these to form into organic 'clusters.' Making use of these means that the CEC can reach city residents more efficiently. CEC worked with the City's GIS team to overlay NAs with federally defined disadvantaged communities and is prioritizing these. These events—which CEC is seeking partners for--will begin in October.

- **Direct Contact:** CEC has reached out to a small handful of business owners and non-profits to inform them of various opportunities.

Traditional Media;

While the opportunity has not yet arisen to make use of traditional media, PR and media relations continue to inform aspects of campaign design.

Community Partnerships:

- **Outreach to Allies and Stakeholders:** CEC has reached out to and, in most cases, met with organizations and associations that may play a role in the outreach campaign. Unfortunately, for every organization listed below, there are one or two unanswered emails or phone calls.

    - **American Lung Association**
    - **Health Climate Wisconsin**
    - **Citizens Climate Lohhy**
    - **Oneida Nation**
    - **NeighborWorks Green Bay**
    - **New Leaf Foods**
    - **Sisters of St. Francis**
    - **Green Homeowners United**
    - **NWTC**
    - **Drive Smart Wisconsin**
    - **Wisconsin Electric Vehicle Association**
    - **Clean Energy Community Initiative**
    - **Einstein Project**
    - **Fox-Wolf Watershed Alliance**
    - **NEWCAP**
    - **Various NA leaders**

    - **Wisconsin Sustainable Business Council**

- **Partnerships:** Reaching out these partners has yielded tangible benefits to the campaign and beyond. For example, New Leaf Foods has agreed to extend our campaign outreach to their list of Garden Blitz garden box recipients. The American Lung Association, Wisconsin Electric Vehicle Association, and others have agreed to send personnel to public meetings. The Einstein Project may help to design and make a solar powered, tabletop “attention getter” for tabling purposes. NEWCAP may work with NeighborWorks on installing rooftop solar PV on a multifamily residence.