

AGENDA
SUSTAINABILITY COMMISSION
February 16, 2017
7:00 P.M.
COMMUNITY CONFERENCE ROOM 206

1. Consideration of Minutes of January 19, 2017
2. Public Comment
3. Water Conservation Program
 - a. Review of Water Goals, Programs and Timeline
4. Energy Conservation Program
 - a. Review of District 109 activities and Communication Plan
 - b. Walgreens Movie Night
5. Other Items for Discussion
 - a. Earth Hour – Saturday, March 25, 8:30-9:30 PM
6. Next Meeting Date and Time – March 16

**MEETING MINUTES
SUSTAINABILITY COMMISSION
January 19, 2017**

A meeting of the Sustainability Commission was held on Thursday, January 19, 2017 at 7:00 pm at Deerfield Village Hall, 850 Waukegan Road, at 7:00 PM in the Community Conference Room 206. Chairman Don Anderson called the meeting to order at 7:00 PM.

In attendance were:

Present:

Don Anderson, Chairman
Laurie Leibowitz
Brian Wolkenberg
Richard Heller
Gloria Threats

Absent was:

Daniel Dorfman
Michael Shalen
Chenlin Zhao

Also present:

Andrew Lichterman, Assistant Village Manager

Approval of Minutes

Commissioner Heller made of motion, seconded by Commissioner Leibowitz to approve minutes of the December 1, 2016 Sustainability Commission meeting. The minutes were approved unanimously.

Public Comment

There was no public comment.

Water Conservation

Chairman Anderson requested the Water Subcommittee review the draft program timeline and areas of concentration document. Mr. Lichterman reported that this document is in draft form and the Subcommittee will meet in the coming weeks to refine the document. However, he noted that conceptually the document reflects the three areas of concentration that the Subcommittee and Commission agreed to pursue including: (1) water consumption/usage, (2) storm water management, and (3) toxins, chemicals and obstructions. Chairman Anderson recommended that the Household Chemical Waste collection events also be included under item #3. The Water Subcommittee will review the document in detail and report back to the Commission at the next meeting.

Mr. Lichterman reported that he recently met with DHS Assistant Principal, Joe Taylor, regarding the school's water harvesting project. At that meeting, Mr. Taylor noted that installation of the water harvesting system is estimated to cost \$15,000 and inquired about possible fundraising efforts. Mr. Lichterman noted that the Sustainability Commission has a budget of \$2,000 and could consider making a cash contribution, if it was the pleasure of the Commission. The Commission deliberated on the merits of a cash contribution and decided not to make a cash contribution at this time. The Commission would like to see greater momentum around this project from DHS prior to making a cash contribution. The

Commission did agree however to allow DHS to sell the reusable “Green Up Deerfield” water bottles on campus and use funds raised from the sales of the water bottles to help fund the water harvesting project.

Mr. Lichterman noted that during their meeting, Mr. Taylor indicated that he expects a DHS student to attend future Sustainability Commission meetings but he was unable to attend today due to his finals schedule. Commissioner Heller encouraged the group to think of ways to ensure the meetings are interesting and productive for the student. He offered to meet with the student to discuss his interests in advance of the next meeting.

Commissioner Heller reported that the Water Subcommittee confirmed plans to host the Water Taste Test Challenge in the lobby of the Library on Earth Day, April 22 from 10 AM – 1PM.

Energy Conservation

District 109 Activities

Commissioner Wolkenberg reported that the Energy Conservation Subcommittee met on 2 occasions. They held a conference call with several principals, teacher and parents to align and finalize programs across the different schools. He noted it was very positive, especially since the stakeholders at the different schools were able to share past successes and experiences. Also, Commissioner Wolkenberg and Mr. Lichterman met with District 109 Communications Coordinator, Cathy Kedjidjian, which resulted in three important outcomes: (1) Ms. Kedjidjian offered to help us identify a faculty contact at Wilmot that could help initiate energy conservation activities at the school, (2) District 109 agreed to participate in communication efforts around earth week; and, (3) District 109 would include the program topic on their upcoming administrative meeting agenda that includes the Superintendent and principals from all the schools.

Commissioner Wolkenberg noted that he and Commissioner Dorfman are in discussions with the schools to refine and clarify the activities each school will undertake during earth week.

He also noted that Principal McConnell at Shepard Middle School spoke very highly of last year’s presentation regarding Walgreens’ net zero store since it aligns with their curriculum very well. Commissioner Threats reported that Walgreens is interested in continuing the presentation and will work to finalize a date that works for the school.

Mr. Lichterman noted that there are several activities taking place at several of the schools and offered to create a matrix to illustrate the activities for everyone’s reference.

Chairman Anderson encouraged the commission to market and promote the activities effectively and then to celebrate the successes. He requested that Mr. Lichterman help create a communications plan that can outline the Village’s and school’s communication efforts. The Commission was in favor of promotional events including bringing students to a Board meeting, writing thank you notes, and presenting trophies to winners of the various classroom competitions.

ComEd Aggregate Data

Mr. Lichterman presented 12 months of ComEd aggregate energy usage data for residents and large and small commercial customers. Commissioner Leibowitz suggesting placing the information on the website along with energy reduction tips. Commissioner Wolkenberg suggested including the information on the landing page used by the schools. Chairman Anderson observed that business use a lot more energy than residents, particularly when large and small businesses are combined. Commissioner Threats advised that Walgreens monitors energy usage at stores very closely and provides reports to the stores to encourage behavior changes that conserve energy.

Sustainability Commission

January 19 2017

Page 3 of 3

Walgreens Movie Night

Commissioner Threats noted that Walgreens would like to plan a movie night with the Village where residents can ride electric bikes that generate electricity to power the movie as people peddle the bikes. The Commission was in favor of supporting the event and noted they would work with the Park District to find a suitable date and location.

Other Items for Discussion

Mr. Lichterman noted that SWALCO has secured the electronics collection program in Lake County for 2017.

Adjournment

The meeting was adjourned at 8:20 pm. The next meeting is scheduled for February 16.

Respectfully submitted,

Andrew Lichterman
Assistant Village Manager

Activity Matrix

	Home Energy Game	Home Energy Survey	Art & Essay Contest	Carbon Footprint Project	Hands On Lighting Demo (Walgreens)	Net Zero Store Discussion (Walgreens)
Kipling Elementary	X	X			X (5 th Grade)	
South Park Elementary						
Walden Elementary			X	X		
Wilmot Elementary						
Caruso Middle School						
Shepard Middle School						X (8 th Grade)

Energy Subcommittee Communication Plan

	Purpose	How	Who
Branding	Consistent branding on all digital and print platforms (i.e. twitter, facebook, website, press releases)	<ul style="list-style-type: none"> Utilize "GreenUpDeerfield" Logo on all promotions; and, #GreenUpDeerfield, where appropriate 	Village, District 109, Classrooms, Walgreens
Leading Promotions	Promote events leading up to Earth Day activities	<ul style="list-style-type: none"> Cross-promote and socialize activities amongst schools and classrooms Press release to newspaper and post on homepage of website Cable slide on Comcast Ch. 10 D-Tales article (March/April edition) Leverage social media accounts at District 109, Village, and Walgreens Coordinate announcements/messaging with District 109 	Village, District 109
Recognitions and Rewards	Highlight successes and provide positive reinforcement	<ul style="list-style-type: none"> Issue proclamation at Village Board meeting Present Trophy to "winning" classroom (s) and/or school (s) Pizza Party Letters to the Editor "Thank You" letters to participants 	Mayor, Chairman, Teachers, Parents
After Action Promotions	Illustrate measurable outcomes with data-driven approach	<ul style="list-style-type: none"> Share survey results amongst schools and classrooms Share survey results in D-Tales (May/June edition) Post results on website 	Village, District 109
On-going Activities	Reaffirm value of energy conservation throughout the year	<ul style="list-style-type: none"> Film event/activity to replay on Comcast (Ch. 10 or 13) Build out energy resources on website including aggregate energy data and energy conservation resources and materials Measure website traffic 	Village, District 109

WATER CONSERVATION PROGRAM

1. WATER USAGE	2. STORM WATER MANAGEMENT	3. TOXINS/CHEMICALS/OBSTRUCTIONS
Encourage water conservation	Educate about impacts of storm water	Raise awareness re: impacts of toxins and obstructions
1A. IRRIGATION SYSTEM	2A. ILLEGAL CROSS-CONNECTIONS	3A. DON'T BE A SWIFFER FLUSHER
Smart irrigation sensors	Identify storm vs. sanitary water; unnecessary treatment \$	Remind residents TP only in the toilet and associated costs to outfit facilities with chopper pumps
2A. FAUCETS/FIXTURES	2B. RAIN GARDENS/ NATIVE PLANTS	3B. PESTICIDES/HOUSEHOLD CHEMICALS & PROD.
Low flow faucets, watersense labels, toilet leak detection tablets. Keyword: Reduce	How to DIY and associated benefits of rain gardens	Natural gardening solutions vs. fertilizers/pesticides and alternatives to harsh household cleaning chemicals
3A. WATERFOOTPRINT	2C. RAINBARRELS	3C. ELECTRONIC/CHEMICAL WASTE RECYCLING
Do you know how much water you use in a year?	Available retailers/sales. Keywords: Storage, reuse, recycle	Keep material out of landfill and thus out of waterways

TIMELINE

January – *D-Tales Article*: “Don’t be a Swiffer flusher”

February – *D-Tales Article*: Alternatives to harsh household chemical cleaning supplies

March – *D-Tales Article*: World Water Day (March 22). Focus attention on the importance of freshwater and advocating for sustainable management of freshwater resources.

April – *Hands On Activities*: (1) Water Taste Test Challenge @ Library - Earth Day Saturday, April 22. (2) Tree Planting - Arbor Day April 28. (3) Hand out leak detection tablets

May – *D-Tales Article*: (1) SWALCO Rain Barrel Sale. (2) Illegal cross connection information

June – *D-Tales Article*: Include water conservation tips in annual water quality report.

July – *D-Tales Article*: Native plants, alternatives to grass, promote storm water management, monarch butterflies and migratory birds. (2) Promote HCW Collection Event

August – *Hands on Activity*: (1) Water Taste Test Challenge @ Farmers Market

September – *D-Tales Article or Hands On Activity*: Water Footprint Calculator (personal, business, product)

October – *Movie*: Screen water conservation film followed by discussion (possibly “Tapped”)

November – *D-Tales Article*: Promote re-usable water bottles

December - *D-Tales Article*: Water and Food. <http://www.unwater.org/topics/water-and-food/en/>

Short Term Goals: (1) Include gallon conversion on water bills, (2) Research CMAP water conservation ordinance, (3) Identify top 5-10 water conservation tips to consistently use in marketing materials, (4) construct mobile drinking water fountain for use at public events, (5) include leak detection tablets with new resident packet, (6) verify hotels place water saving tips in multi-day guest rooms (7) create water footprint handout that includes some examples.

Resources:

http://www.onewater.org/uploads/site_assets/knowater_V10.pdf

<http://waterfootprint.org/en/>

http://www.cityofevanston.org/sustainability/water_conservation/FY12-0158%20EVANSTON%20PLAN%20lowres%208.1.12.pdf

<https://www.chicagobotanic.org/research>