

**ENVIRONMENTAL SUSTAINABILITY COMMITTEE MEETING**  
**Wednesday, August 18 – 7:00 P.M.**  
**Municipal Services Building, 800 N. Field Drive**

**AGENDA**

**I. CALL TO ORDER AND ROLL CALL**

\_\_\_\_\_ Ald. Melanie Rummel, Chairman  
\_\_\_\_\_ Ald. Jim Preschlack  
\_\_\_\_\_ Ald. Eileen Looby Weber

**II. INFORMATIONAL ITEMS (:05 - :10 per item)**

- a. **STATUS REPORT ON FY2022 BUDGET INITIATIVES** – Jim Lockefeer,  
Assistant to the Public Works Director
- b. **UPDATE ON MUNICIPAL AGGREGATION PROGRAM MAILINGS** – Mike  
Strong, Assistant City Manager
- c. **RECAP OF NORTH BRANCH CHICAGO RIVER WATERSHED WORKGROUP  
MEETING** – Layla Werner, Management Analyst

**III. ACTION ITEMS (05: - :10 per item)**

- a. **APPROVAL OF JUNE 16, 2021 MEETING MINUTES**

**IV. DISCUSSION ITEMS (:10 - :15 per item)**

- a. **INTRODUCTION AND DISCUSSION ON SUSTAINABILITY  
COMMUNICATIONS PLAN** – Layla Werner, Management Analyst
- b. **UPDATES ON SUSTAINABILITY INITIATIVES & PRIORITIES** – Mike Strong,  
Assistant City Manager

**V. PUBLIC COMMENT**

**VI. NEXT MEETING DATE(S)**

**VII. ADJOURNMENT**

**ACTION ITEM:**  
**APPROVAL OF THE JUNE 16,**  
**2021 COMMITTEE MEETING**  
**MINUTES**

1 ENVIRONMENTAL SUSTAINABILITY COMMITTEE MEETING  
2 Wednesday, June 16, 2021 – 7:00 P.M.  
3 City Hall, 220 E. Deerpath  
4

5 **ROLL CALL/CALL TO ORDER**  
6

7 Chairman Melanie Rummel called the meeting to order at 7:00 P.M. Aldermen  
8 Jim Preschlack and Eileen Weber were present.  
9

10 Staff in attendance included Mike Strong, Assistant City Manager and Dan  
11 Martin, Superintendent of Public Works  
12

13 Also in attendance was Mike Stopka, Consultant with MIST Environmental  
14

15 There were no members of the public that attended the meeting.  
16

17 **INFORMATIONAL ITEMS**  
18

19 **I. UPDATE ON RETHINK RECYCLING MARKETING CAMPAIGN – Dan**  
20 **Martin, Superintendent of Public Works**  
21

22 Superintendent of Public Works, Dan Martin provided a brief  
23 update regarding the Rethink Recycling Campaign. Mr. Martin  
24 began his report by providing background of the recycling  
25 contamination audits in addition to marketing efforts conducted  
26 via social media. While there has been a decrease in the  
27 contamination rate, he explained they were unable to get the  
28 most recent audit, due to a fire at Resource Management. Mr.  
29 Martin continued to explain the current environment, utilizing social  
30 media, the dialogue, the “oops tag” program, and drop in  
31 education programs for the summer camps.  
32

33 Chairman Rummel asked if there were any questions or comments  
34 from the Committee.  
35

36 The Committee had discussion regarding sanitation and Bart the  
37 Cart making an appearance at the Lake Forest Day parade.  
38

39 **ACTION ITEMS**  
40

41 **I. APPROVAL OF MAY 20, 2021 MEETING MINUTES**  
42

43 Alderman Preschlack moved to approve the May 20, 2021  
44 Environmental Sustainability Committee meeting minutes.  
45 Alderman Weber seconded the motion. Motion carried  
46 unanimously by voice vote.

47                   **II.       REVIEW AND RECOMMEND APPROVAL TO CITY COUNCIL A**  
48                   **POWER SUPPLY AGREEMENT WITH MC-SQUARED ENERGY**  
49                   **SERVICES – Mike Strong, Assistant City Manager**

50  
51                   Assistant City Manager, Mike Strong, presented an update to the  
52                   Committee, providing the final draft of the agreement with MC-  
53                   Squared Energy Services. He further explained how the agreement  
54                   authorizes the City to re-establish an aggregation program. Mr.  
55                   Strong gave an in depth explanation of the advantages and  
56                   potential revenue for a sustainability fund after establishing this  
57                   program.

58  
59                   Chairman Rummel asked if there were any questions or comments  
60                   from the Committee.

61  
62                   Seeing none, she asked for a motion of approval.

63  
64                   Alderman Weber moved to recommend approval to City Council  
65                   a Power Supply Agreement With Mc-Squared Energy Services,  
66                   seconded by Alderman Preschlack. Carried unanimously by voice  
67                   vote.

68  
69                   **ADDITIONAL ITEMS**

70  
71                   **I.       REVIEW AND DISCUSSION OF CITY COUNCIL SUSTAINABILITY**  
72                   **SURVEY RESULTS – Mike Strong, Assistant City Manager**

73  
74                   Assistant City Manager, Mike Strong provided background  
75                   regarding MIST Environment and the partnership with the City of  
76                   Highland Park, to solicit professional services for sustainability  
77                   projects and initiatives. In addition, he provided background  
78                   regarding the aggregated data from the survey. Mr. Strong  
79                   introduced Consultant, Mike Stopka, to provide additional  
80                   information and analysis regarding the survey completed by the  
81                   City Council. Mr. Stopka explained to the Committee the process  
82                   of how the survey was conducted, and how specific items were  
83                   prioritized. He described in depth each of the items on the survey,  
84                   and how each category was ranked by the City Council. Mr.  
85                   Stopka further provided recommendations for potential action, in  
86                   conjunction with the survey results.

87  
88                   The Committee had lengthy discussion regarding the survey results,  
89                   and top initiatives. Each member provided thoughts and feedback  
90                   to move forward with specific initiatives.

91  
92                   The Committee came to a consensus on prioritizing four projects  
93                   including a communications and marketing campaign on various  
94                   sustainability initiatives, exploring rooftop solar on municipal

95 facilities, addressing ravine maintenance and management for  
96 private home owners, and investigating greenhouse gas emissions  
97 for the City.  
98

99 Chairman Rummel asked if there were any additional questions or  
100 comments from the Committee on the initiatives.  
101

102 Seeing none, she moved to the next agenda item.  
103

104 **II. UPDATE ON CAPITAL IMPROVEMENT PROGRAM PROJECTS – Mike**  
105 **Strong, Assistant City Manager**  
106

107 Assistant City Manager, Mike Strong, provided an update on  
108 capital improvement projects including, the Ringwood Ravine  
109 project, Old Elm Parking project, South Park parking lot project,  
110 Seminary Ravine Study, Waveland Park parking lot, and the Natural  
111 Area Management project. Mr. Strong further provided when the  
112 project was approved by the City Council, and the percentage  
113 completed.  
114

115 **PUBLIC COMMENT**  
116

117 Chairman Rummel asked if there were any public comments on any non-  
118 agenda items.  
119

120 Seeing none, Chairman Rummel moved to the next agenda item.  
121

122 **NEXT MEETING DATE(S)**  
123

124 **ADJOURNMENT**  
125

126  
127 Alderman Preschlack moved to adjourn the meeting of the Environmental  
128 Sustainability Committee at 8:32 P.M. seconded by Weber. The motion carried  
129 unanimously by voice vote.  
130

131 Respectfully Submitted,  
132

133 Layla Werner  
134 Management Analyst  
135

136  
137 Reviewed by,  
138

139 Mike Strong  
140 Assistant City Manager

**DISCUSSION ITEM:**  
**INTRODUCTION AND**  
**DISCUSSION ON SUSTAINABILITY**  
**COMMUNICATIONS PLAN**

# Environmental Sustainability Communications Plan

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ENVIRONMENTAL SUSTAINABILITY COMMITTEE 8-18-2021



# Background

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Project/Initiative	Weighted Score	Positive Sentiment
Continue to educate Lake Forest residents on recycling practices to reduce the City's recycling contamination rate (i.e. Rethink Recycling Campaign)	1.22	1.22
Communications and education campaign to make best practices in water conservation, outdoor irrigation and water reuse easily understandable to residents	1.33	1.67
Seek ways to further educate riparian (ravine) owners regarding ravine and bluff maintenance	1.44	1.22



# Communications Plan - Objectives

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Educate Lake Forest residents  
and businesses on sustainability  
“best practices”



Encourage adopting sustainable  
alternatives and solutions



Showcase the City’s  
sustainability initiatives  
and programs

# General Approach

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- Develop campaign branding and key messages
- Set campaign metrics to monitor and track engagement and reach
- Develop communication tools to showcase environmental initiatives the City is working toward
- Identify communication platforms to increase awareness, reach and engagement
- Collaborate with community-based organizations to leverage their support
  - Reach out to local program participants to highlight their participation (i.e. resident spotlights)

# Key Messages – Potential Topics

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- Recycling
- Waste Reduction
- Ravines
- Native Planting/Vegetation
- Water Conservation
- Green Infrastructure
- City Projects
- General Sustainability Tips



# Potential Tools and Tactics

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	Tool	Frequency
Digital	Social Media	Sundays (1 time per week)
	Weekly eNews	Fridays (2-3 per month)
	Website	1-2 times per month
	Lake Forest Now App	1-2 times per month
	Lake Forest Love	1 time per month
Print	Dialogue	4 times per year
	Flyers	4 times per year
	Brochures	As needed
Community	Workshops	2-3 times per year
	Community Events	As needed

# Metrics for Success

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**EXAMPLE:** The primary metric will be total participation in municipal solar, and local energy efficiency programs offered by utilities.

Secondary metrics to evaluate success could include the following:

- Online social media engagement/reach/website traffic
  - Facebook Instagram reach on posts related to sustainability
- Number of permits issued for renewable energy projects
- Hours used at EV Charging Stations
- Attendance at community workshop events



# Previous #SustainabilitySunday Posts



Liked by eileen\_lakeforestflowers and 32 others

cityoflakeforestil Did you know there's an #ElectricVehicle Charging Station in #LakeForest? ⚡ Guess where! 📍

#SustainabilitySunday #CityofLakeForest #LakeForest #LakeForestIL #LakeForestIllinois #CityofLakeForestIL

City of Lake Forest, Illinois  
Published by Dana Olson · 22h ·

#SustianabilitySunday! Have you noticed these native plant areas near the South Park parking lot? They're called bioswales! A bioswale is a vegetated open trench designed specifically to temporarily store and infiltrate stormwater with deep-rooted native grasses. The City is working to incorporate sustainable elements like this into all infrastructure projects. 🌱

Curious about how bioswales work? Learn more from the Lake County Stormwater Management Commission: [www.lakecountyil.gov/2222/Campus-Bioswales](http://www.lakecountyil.gov/2222/Campus-Bioswales)



Liked by kathihudsonggirealty and 14 others

cityoflakeforestil It's hot out there today, #LakeForest! 🥵 @comed recommends setting your thermostat to 78 degrees to save money and energy this summer. #SustainabilitySunday #LakeForestIL #LakeForestIllinois #CityofLakeForest #CityofLakeForestIL #Sustainability #Summer #HeatWave

# Discussion

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**DISCUSSION ITEM:**  
**UPDATES ON SUSTAINABILITY**  
**INITIATIVES & PRIORITIES**



# UPDATES ON SUSTAINABILITY INITIATIVES & PRIORITIES

Environmental Sustainability Committee

August 18, 2021

## CURRENT PRIORITIES IDENTIFIED AND TIMELINE

Project/Initiative	July	August	September	October	November
Communications/Marketing Plan					
Rooftop Solar Investigation					
Ravine Management Program					
Greenhouse Gas Emissions Analysis					

	Initiation
	Planning
	Target Recommendation

# SOLAR FACILITIES ON MUNICIPAL BUILDINGS

- Current Status: *Planning Phase*
- Project Scope: Explore the potential of installing solar panels on municipal facilities. Locations being investigated: Townline Park, Municipal Services, West Train Station, Fire Station 2, Public Safety Building
- Project Timeline: Target Q4 2021 for Recommendation
- Latest Update:
  - City Staff sent facility information to Consultants in Mid July to investigate system configuration, size, and budgetary estimates
- Next Steps:
  - Meeting scheduled with Consultants to review proposals on 8/16/2021
  - City Staff setting up tours at College of Lake County to view installations
  - Investigating additional Consulting Agencies to assist with procurement



Image of a preliminary concept for solar installation at Townline Park Pavilion.

# PRELIMINARY CONCEPT – TOWNLINE PARK

- System Overview

- 84 Solar Panels
- Capacity of 31.1 kW (solar modules)
- Production of approximately 35,730 kWh/year
- Energy would offset 102% of current on-site consumption

- Investment Overview

- Turnkey installation cost of \$90,754
- Net Investment After Incentives = \$53,710

- Sustainability Overview

- Produce a volume of **994,187** kWh over 30 years



152 passenger  
vehicles driven for  
one year



240 tons of waste  
recycled instead of  
landfilled



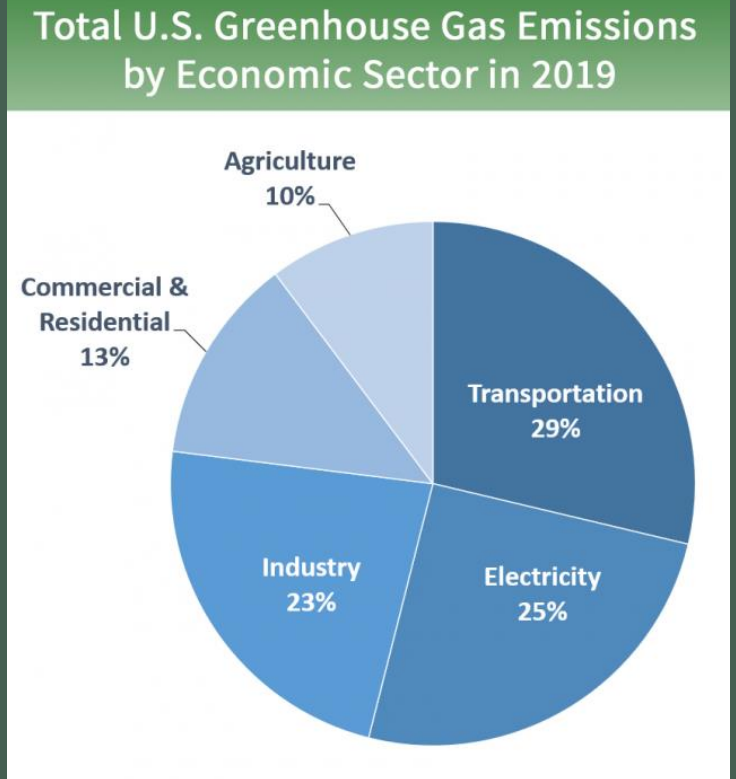
79,280 gallons of  
gasoline consumed



11,650 tree  
seedlings grown  
for 10 years

# MEASURE AND MONITOR LAKE FOREST'S GREENHOUSE GAS (GHG) EMISSIONS

- Current Status: *Initiation Phase*
- Project Scope: Conduct an inventory analysis for community and municipal operation emissions and develop recommendations for emission reduction targets
- Project Timeline: Target beginning of Q4 2021 for Recommendation
  - August – early September – RFP Development and Review
  - Mid September – Mid October – RFP Solicitation
  - November – RFP Review and Budget Recommendation
- Latest Update:
  - City Staff drafting RFP for GHG Emissions



Source: EPA

# DEVELOPMENT OF RAVINE INSPECTION/MONITORING PROGRAM

- Current Status: *Initiation Phase*
- Project Scope: Explore opportunities to promote consultation services and communications regarding best practices in ravine maintenance. Potential scope includes:
  - Update of Ravine Maintenance brochure and informational resources
  - Coordination of community forum/workshop
  - Ongoing Partnership with Lake Forest Open Lands Association (LFOLA)
- Project Timeline: Target end of Q4 2021 for Recommendation
- Latest Update:
  - City Staff completed research on various ravine-related resources
  - Coordinating a meeting with internal City staff and LFOLA personnel



QUESTIONS?