



AGENDA

Environmental Management Commission

March 15, 2021 – 7PM
Zoom meeting

Click the link below to join the Zoom meeting.

<https://us02web.zoom.us/j/84800198275?pwd=eHMwS1dnRUE4NlZBQWl0aDFacnBadz09>

Meeting ID: 848 0019 8275

Passcode: 046568

Dial in: 1-312-626-6799 US (Chicago)

Meeting ID: 848 0019 8275

Passcode: 046568

Find your local number: <https://us02web.zoom.us/u/kvzijZzPQ>

1. CALL TO ORDER/ROLL CALL

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF MINUTES

a. February 8, 2021

4. MANAGEMENT REPORTS

a. 2021 Washington County Recycling Grant draft projects

b. 2021 renewable energy policy and implementation

5. ALL OTHER ITEMS

a. Editorial calendar review

6. NEXT MEETING DATE

a. April 19, 2021

7. ADJOURNMENT

**The next regular Environmental Management Commission meeting will be held
April 19, 2021 @ 7PM via Zoom.**

**REGULAR MEETING
OAKDALE ENVIRONMENTAL MANAGEMENT COMMISSION
February 8, 2021**

CALL TO ORDER

The Oakdale Environmental Management Commission (EMC) held a virtual meeting on Monday, February 8, 2021. The meeting began at 7:00PM with the Pledge of Allegiance.

CALL OF ROLL

On a call of roll, the following were present:

Chairperson: Keith Miller, Chairperson

Commissioners: Nick Kantola, Vice Chair
Connor Brown
Gretel Drainville
Noah Gerding
Bonnie Wilson

Also Present: Shannon Reidlinger, Sr. Community Development Specialist
Kevin Zabel, City Council Liaison

Absent: Karen Jackson

Quorum Present: YES NO

APPROVAL OF MINUTES

COMMISSIONER KANTOLA MADE A MOTION, SECONDED BY COMMISSIONER GERDING, TO APPROVE THE MINUTES OF THE REGULAR MEETING OF JANUARY 11, 2021, AS WRITTEN.

6 AYES

MANAGEMENT REPORTS

a. 2020 Washington County Recycling Grant report

Chair Miller opened the discussion by noting every year the City receives a grant from Washington County to promote recycling in Oakdale. Over the years, the City has had education, events stressing recycling, and visited multi-family housing to conduct surveys on recycling.

Ms. Reidlinger provided a summary of the four projects supported by the 2020 Recycling Grant. She prefaced this discussion by noting that COVID-19 had a significant impact on what was achieved in 2020.

1. Promote the Environmental Center
Ads went out in the three 2020 Oakdale Update Newsletters to 12,983 households.
2. Promote BizRecycling to business community
Ad emailed out to 52 businesses eligible for COVID programs and postcard mailed to 393 eligible businesses.
3. Promote recycling resources in multi-family housing development
Postcard mailed out to six eligible apartment buildings, two social media posts with over 2,300 users reached.
4. Promote organics drop-off program
Social media posts that reached 979 users and two EMC members interviewed regarding personal experience with the organics program.

Commissioner Gerding offered himself for more testimonials as this worked very well in his home.

Commissioner Drainville suggested doing a Facebook live with questions and answers.

Ms. Reidlinger questioned the commissioners regarding what priorities should be focused on when re-applying for this grant. She reminded the commission of the Oakdale Comprehensive Plan, specifically Chapter Eight, Goal Two, Policy Seven, where the City wants to reduce waste and increase recycling and also noted that there are five themed months in the editorial calendar that reference recycling, composting and beautification. She suggested carrying forward the 2020 goals into 2021. Ms. Reidlinger has consulted with Communications Specialist Alyssa MacLeod and would be building out social media.

In response to a question from Commissioner Drainville, Ms. Reidlinger reminded the commission that whatever is promoted has to be within Washington County as it is their grant. She acknowledged that application and ease of use is key and would utilize Mc. MacLeod to promote composting.

Commissioner Wilson suggested partnering with the Washington County Horticultural Society perhaps asking them to assist in mentioning the Washington County Environmental Center.

In response to a question from Chair Wilson, Commissioner Drainville shared that the environmental center does accept organics, and there is a large, no contact, organics dumpster bin.

In response to a question from Commissioner Drainville, Ms. Reidlinger stated she will research to see if there are metrics from previous years.

Commissioners made suggestions surrounding how to make sure residents understand what is and what is not recyclable.

Ms. Reidlinger summarized by sharing three buckets to address regarding the 2021 Washington county Recycling Grant:

- a. Organics drop-off and building this idea out more with Ms. MacLeod.
- b. Continuing to promote recycling practices in residential and multi-family could be an option if we can track behavior changes.
- c. General education on recycling behavior.

Ms. Reidlinger shared that she was wrapping up reporting for the 2020 grant cycle. The 2021 grant cycle is open and she would be working with Ms. MacLeod to prepare for 2021.

In response to a written question from Councilmember Zabel, Ms. Reidlinger shared that her goal is to understand how many multi-family complexes currently recycle, and how many more we can add, is a goal of this project. She will verify the actual number currently participating.

Commissioner Wilson mentioned that there will be a number of multi-family units built in the Willowbrooke development and now would be a good time to contact the developer to make a good recycling goal.

OTHER ITEMS

a. Editorial Calendar review

The Commission discussed best practices for using the Editorial Calendar. It was noted that Global Recycling Day is coming up on March 17 and discussion was held on when and how to highlight this date. Ms. Reidlinger asked the commission to send her ideas and she will pass along to Ms. MacLeod who manages this calendar. Chair Miller reminded all that this is a living document and will be revisited each month.

Chair Miller mentioned that he will reach out to Midwest Renewable Energy Association regarding the Solar Twin Cities 2021 program.

CITY COUNCIL UPDATE

Council Member Kevin Zabel shared two updates:

- a) City Council reviewed the new Public Works preliminary site plans, West side of 32nd Street and Granada Ave North, which would include a brush drop off site. Staff and consultants recommended to Council after the move, the current PW site, 19th Street North and Hadley Avenue North, would add an organic drop off site.
- b) The Council would like the EMC to think about their 'budgetary asks', the commission's priorities, and bring them to the meeting that will be scheduled with all 5 commissions on one night in late spring.

Environmental Management Commission Minutes
February 8, 2021
Page Four

NEXT MEETING DATE

Chair Miller reminded the Commission the next meeting would be Monday, March 15, 2021.

ADJOURNMENT

A MOTION WAS MADE BY COMMISSIONER WILSON, SECONDED BY COMMISSIONER GERDING, TO ADJOURN THE FEBRUARY 08, 2021 REGULAR MEETING OF THE OAKDALE ENVIRONMENTAL COMMISSION AT 7:53 P.M.

6 AYES.

Respectfully submitted,

Jackie Knutson
Recording Secretary

TO: Environmental Management Commission
FROM: Shannon Reidlinger
DATE: March 12, 2021
SUBJ: 2021 Washington County Recycling Grant draft projects

At its February 2021 meeting, the EMC reviewed the project actions and outcomes funded by the 2020 Washington County Recycling Grant and discussed opportunities to consider in the coming grant cycle. This memorandum serves to confirm the messages and projects of focus in the City's application for the 2021 Recycling Grant.

Oakdale's 2040 Comprehensive Plan commits the City to promoting and encouraging strategies that reduce waste generation and increase options for reuse, recycling, and composting of items in City operations, residential, and commercial developments. Implementation of this policy is supported by a grant administered through Washington County. The purpose of the grant is to assist municipalities with recycling program expenses.

The City will be applying for grant funding to support three projects in 2021.

1. Promote Washington County's organics composting program
 - a. *Project deliverable:* Articles in the Oakdale Update newsletter; short videos demonstrating how to collect organic waste and highlighting the benefits of composting; cross-promotion with the Farmers Market.
 - b. *Outcome target:* Increase the number of Oakdale households that register for a drop-off starter kit.
2. Promote Washington County's BizRecycling program
 - a. *Project deliverable:* Oakdale-branded postcard describing the BizRecycling program (to be mailed at multiple points throughout the year).
 - b. *Outcome target:* Increase the number of eligible Oakdale businesses and multi-family dwellings that complete one or more action steps towards enrolling in the BizRecycling program.
3. Promote residential recycling through simple, high-level education
 - a. *Project deliverable:* Bite-sized educational material in Oakdale Update newsletter, social media, digital and physical signage (pushing yes/no recycling list, short videos, resident stories, etc.).
 - b. *Outcome target:* Increase pounds of recycling collected by residential waste service providers.

TO: Environmental Management Commission
FROM: Shannon Reidlinger
DATE: March 12, 2021
SUBJ: 2021 renewable energy policy and implementation

The purpose of this memorandum is to highlight the City's priorities related to renewable energy as described in Oakdale's 2040 Comprehensive Plan, and to generate discussion about the policies and implementable actions that will address those priorities in 2021. To mitigate the impacts of climate change on the community, the City of Oakdale will:

- Protect and encourage on-site solar energy development that maintains community character while utilizing local solar resources to the fullest potential (Chapter 8, Goal 1, Policy 3)
- Promote and encourage residential and commercial participation in green building programs as well as renewable energy financing and purchasing programs including PACE/other loan programs, community solar, and wind power purchase programs (Chapter 8, Goal 1, Policy 5)

The 2021 EMC Work Plan lists hosting a Solar Twin Cities Power Hour as one way of encouraging Oakdale residents and businesses to consider renewable energy resources. To increase community-wide adoption of solar and other renewable energy technologies and meet the EMC's 2021 Work Plan priority of promoting renewable energy, staff will explore possibilities for virtual (and in-person, where possible) educational events. Additional opportunities that the EMC may recommend implementing in 2021 include:

1. Promoting the community solar garden program
 - a. *Deliverable*: Educational content (ex – videos, brochures, social media posts) designed to inform residents about the process and benefits of subscribing to a solar garden.
 - b. *Outcome*: Increase the number of Oakdale residents who participate in a community solar garden subscription.
2. Raising broad awareness of renewable energy resources
 - a. *Deliverable*: Update the Sustainable Home and Sustainable Business pages of the City's website with engaging educational content (to include, for example, stories of solar use in Oakdale and/or a decision tree infographic to help residents and businesses weigh renewable energy alternatives).
 - b. *Outcome*: Increase traffic to the City's Sustainable Home and Sustainable Business webpages, and increase interaction by social media users across Oakdale's communication platforms with content about renewable energy.
3. Connecting developers to renewable energy financing options
 - a. *Deliverable*: Targeted communications (ex – direct mail, email) designed to inform businesses and developers of consultative services and financial incentives geared towards implementing sustainable strategies.
 - b. *Outcome*: Increase the number of businesses that connect with an Energy Smart consultant; increase the number of businesses and/or developers that achieve Stage 1 of the Generation Green Program.

TO: Environmental Management Commission
FROM: Shannon Reidlinger
DATE: March 12, 2021
SUBJ: Editorial calendar review

The EMC Editorial Calendar is designed to generate public outreach and communication about the Commission’s priorities related to solid waste, recycling, composting, air and water quality, and energy conservation. Topics of interest, dates of note, and relevant community resources may vary as the calendar is refined and updated; consequently, the EMC shall provide a recommendation to staff on the messages and resources of highest importance month-to-month.

This memorandum seeks to open discussion on the message and resources of focus in March and April of 2021.

2021 EMC Editorial Calendar	
March - Recycling	
Dates related to monthly topic	Resources related to monthly topic
<i>Global Recycling Day – Mar 18</i>	<ul style="list-style-type: none"> • Washington County Environmental Center • BizRecycling
<i>World Water Day – Mar 22</i>	
<i>Earth Hour – last Saturday</i>	
<i>National Groundwater Awareness Week – first full week</i>	
<i>Fix a Leak Week – third Monday</i>	
April – Environmental Stewardship	
Dates related to monthly topic	Resources related to monthly topic
<i>Earth Day – April 22</i>	<ul style="list-style-type: none"> • Compost bin & rain barrels • Adopt-a-Park • Adopt a Drain • Pet waste
<i>ParkRx Day</i>	
<i>Nat’l Environmental Education Week – third full week</i>	
<i>National Park Week</i>	
<i>Keep America Beautiful Month</i>	