

Agenda
Energy and Environment Commission
City Of Edina, Minnesota
Public Works - Multi-purpose Room
Meeting will take place in person. Masks are requested.
Thursday, June 9, 2022
7:00 PM

- I. Call To Order
- II. Roll Call
- III. Approval Of Meeting Agenda
- IV. Approval Of Meeting Minutes
 - A. Minutes: Energy and Environment Commission May 12, 2022
- V. Special Recognitions And Presentations
 - A. Special Presentation: 2023 Commission Work Plan Kickoff
- VI. Community Comment

During "Community Comment," the Board/Commission will invite residents to share relevant issues or concerns. Individuals must limit their comments to three minutes. The Chair may limit the number of speakers on the same issue in the interest of time and topic. Generally speaking, items that are elsewhere on tonight's agenda may not be addressed during Community Comment. Individuals should not expect the Chair or Board/Commission Members to respond to their comments tonight. Instead, the Board/Commission might refer the matter to staff for consideration at a future meeting.

- VII. Reports/Recommendations
 - A. 2022 WP #1: Support Natural Habitat
 - B. 2022 WP #4: EEC tabling at events
 - C. 2023 Workplan Development Kickoff
 - D. Monthly call for communication requests
- VIII. Chair And Member Comments
- IX. Staff Comments
 - A. Commission Meetings Return to City Hall July 2022
- X. Adjournment

The City of Edina wants all residents to be comfortable being part of the public

process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.



CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: June 9, 2022

Agenda Item #: IV.A.

To: Energy and Environment Commission

Item Type:

Minutes

From: Grace Hancock, Sustainability Manager

Item Activity:

Subject: Minutes: Energy and Environment Commission May 12, 2022

Action

ACTION REQUESTED:

Approve EEC meeting minutes, May 12, 2022.

INTRODUCTION:

ATTACHMENTS:

EEC Minutes May 12, 2022

Agenda
Energy and Environment Commission
City Of Edina, Minnesota
Public Works - Multi-purpose Room
Meeting will take place in person. Masks are optional.
Thursday, May 12, 2022
7:00 PM

I. Call To Order

- Chair Martinez called the meeting to order at 7:01pm.

II. Roll Call

Answering roll call were Chair Martinez, Commissioners Haugen, Lanzas, Lukens, Schima, Tessman and Student Commissioner Shumway.

Late: Commissioner Dakane arrived at 7:53pm

Absent: Vice Chair Horan, Commissioner Hovanec and Student Commissioner Rawat

III. Approval Of Meeting Agenda

Motion by John Haugen to Approve Meeting Agenda. Seconded by Bayardo Lanzas. Motion Carried.

IV. Approval Of Meeting Minutes

Motion by Cory Lukens to Approve Meeting Minutes. Seconded by John Haugen. Motion Carried.

A. Minutes: Energy and Environment Commission April 14, 2022

V. Community Comment

During "Community Comment," the Board/Commission will invite residents to share relevant issues or concerns. Individuals must limit their comments to three minutes. The Chair may limit the number of speakers on the same issue in the interest of time and topic. Generally speaking, items that are elsewhere on tonight's agenda may not be addressed during Community Comment. Individuals should not expect the Chair or Board/Commission Members to respond to their comments tonight. Instead, the Board/Commission might refer the matter to staff for consideration at a future meeting.

VI. Reports/Recommendations

A. 2022 WP #1: Support Natural Habitat

- Commissioner Haugen updated the Commission on work related to Initiative #1, which is ongoing.

B. 2022 WP #4: EEC tabling at events

- Commissioners voted to participate in the July 4 parade. Commissioners who did not vote in favor discussed that they would not be able to participate, and did not want to volunteer other commissioners.
 - Commissioner Lanzas will coordinate.
- Commissioner Lanzas invited Commissioners to sign up to table at the summer Farmers Market.

Motion by Cory Lukens to Approve EEC participation in July 4 parade. Seconded by Hilda Martinez Salgado. Motion Carried.
Ayes: 4 Nays: 2 Abstain: 0 Absent: 5

C. 2022 WP #6: Cities Networking Events

- Commissioner Haugen updated the Commission on work related to Initiative #6, and the 4/30 Commissioner Knowledge Share Event.

D. Comment on 2023 Commission Climate Action Menu

- Commissioners received a request for comment from Liaison Hancock to comment on a draft 2023 Commission Work Plan Climate Action Menu.
- Comments received include:
 - Add WM1-3 related to organized trash collection to the menu
 - Add an action related to multi-modal transportation research, including bike lane needs
 - Add W1-6 and 1-3, related to water management
 - Commissioners asked about scope of actions for commission consideration; whether some actions should be staff-led instead and whether actions could be accomplished in one year. Liaison Hancock shared that actions could be added to a commission work plan within a Council Charge, and may not be fully completed within one year. Instead, they could be started by Commissions as part of "study and report" or "review and recommend" and finished by staff in subsequent work plan cycles.

E. Monthly call for communication requests

- Staff Liaison Hancock called for any communication requests from the EEC pertaining to their work plan initiatives. None were received.

VII. Chair And Member Comments

- Chair Martinez invited all Members to make comments around the room.

VIII. Staff Comments

IX. Adjournment

- The EEC meeting was adjourned at 8:13 pm.

Motion by Bayardo Lanzas to Adjourn. Seconded by Cory Lukens. Motion Carried.

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Date: June 9, 2022

Agenda Item #: V.A.

To: Energy and Environment Commission

Item Type:

Other

From: Grace Hancock, Sustainability Manager

Item Activity:

Subject: Special Presentation: 2023 Commission Work Plan
Kickoff

Information

ACTION REQUESTED:

None, information only.

INTRODUCTION:

MJ Lamon, Edina Community Engagement Manager, will present to the EEC on the 2023 Work Plan process, along with general topics related to effective Board & Commission participation.

ATTACHMENTS:

Presentation: Commissioner Annual Review - 2023 Work Plan

Staff Memo: 2023 Commission Work Plan Climate Action Menu



Commission Member Review 2022

MJ Lamon

Community Engagement Manager

Updated 2022.05.23

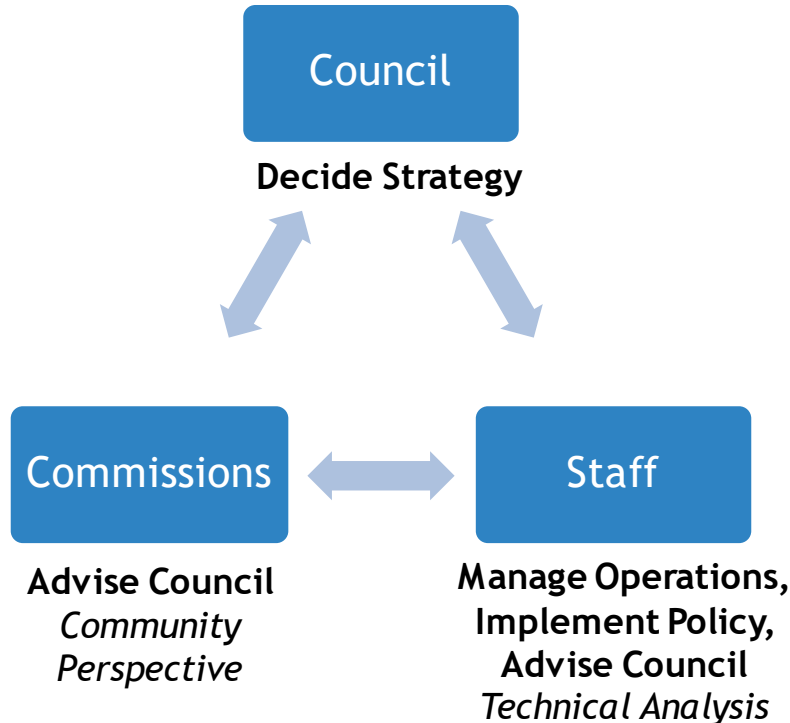
Agenda

► Work Plan Development

- Citywide Work Plans
- Calendar
- Roles
- Sub-committee & working groups
- Template
- Field Descriptions



Supporting Council



Council

- Make policy-level decisions
- Hire & supervise City Manager
- Approve
 - Budget and related work plan
 - Ordinances and policy decisions
 - Development proposals
 - Variances and rezoning requests
- Appoint advisory boards and commissions

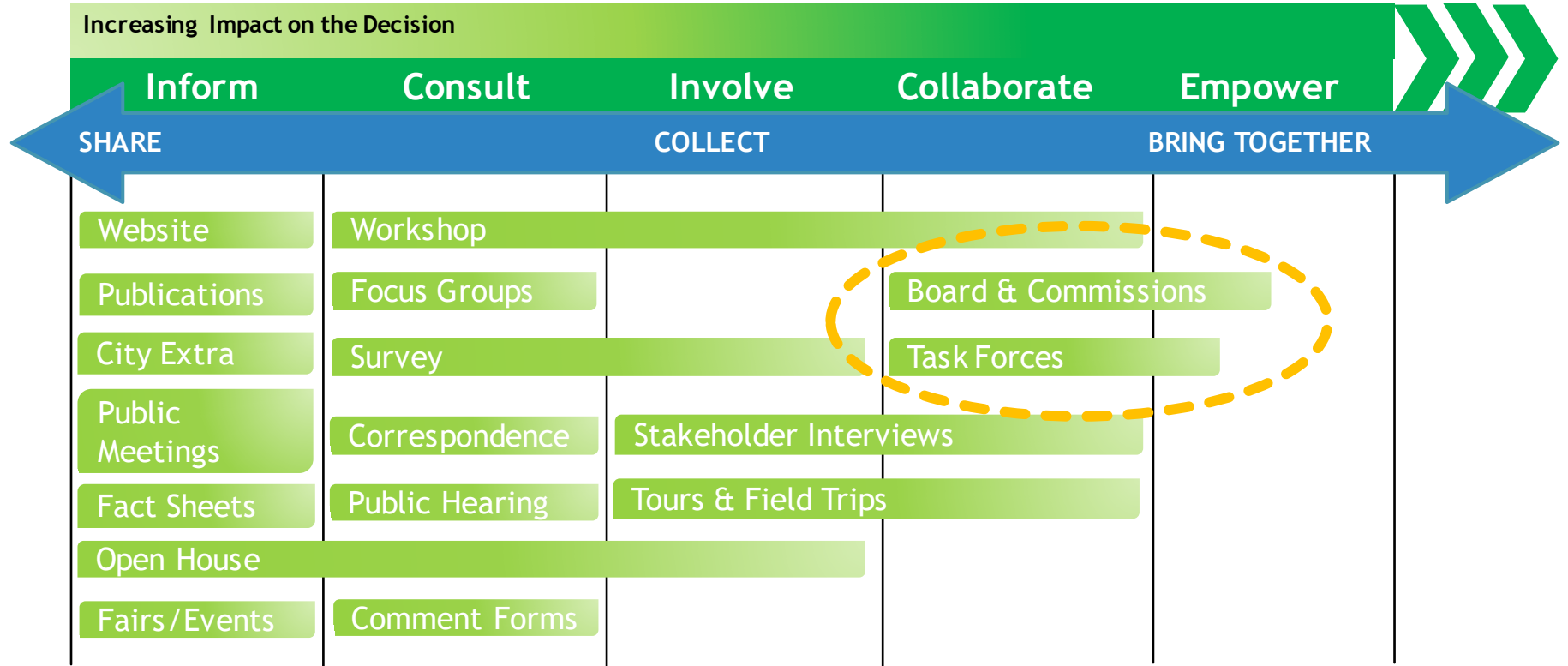
Staff

- Provide best efforts and technical advice to Council
- Manage operations and staff
- Propose budget and policies
- Carry out Council decisions
- Deliver services
- Equitably enforce codes and policies

Advisory Boards, Commission & Task Forces

- Provide community perspective on values and needs
- Propose work plan items
- Advise the council through work plan charges
- Hold hearings as directed by Council
- Assist as directed in work plan with engagement efforts

Technique Examples on the Spectrum

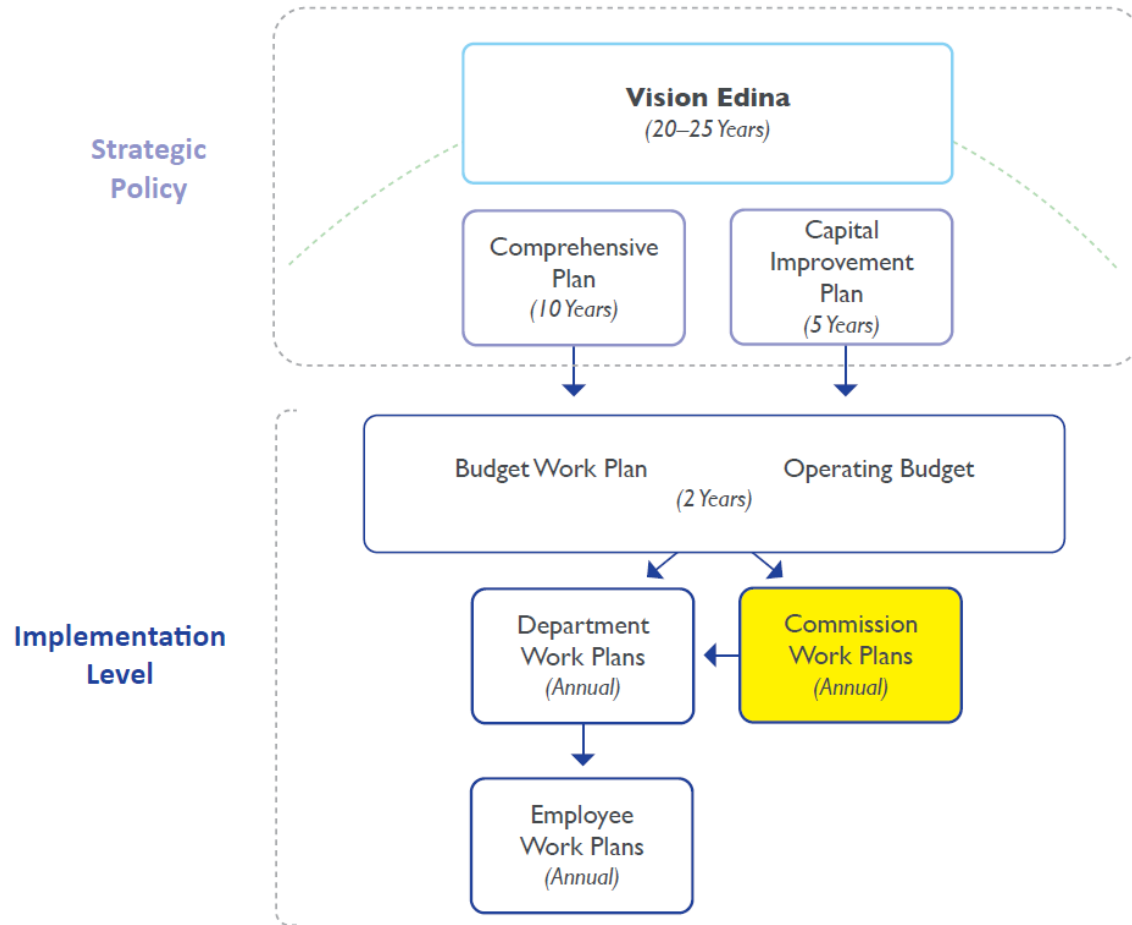


	Commission	Subcommittee	Working Group	Task Force
Tenure	Ongoing	Temporary	Temporary	Temporary
Members	Residents	Commission members only	Commission + Public members	As defined
Scope	Work Plan	Work Plan Item	Work Plan Item	Task Force Charge
OML	Required	Not required	Not required	Not required
Staff Support	Yes	No	Not typically	Yes
Reports To	Council	Commission	Commission	Council or City Manager

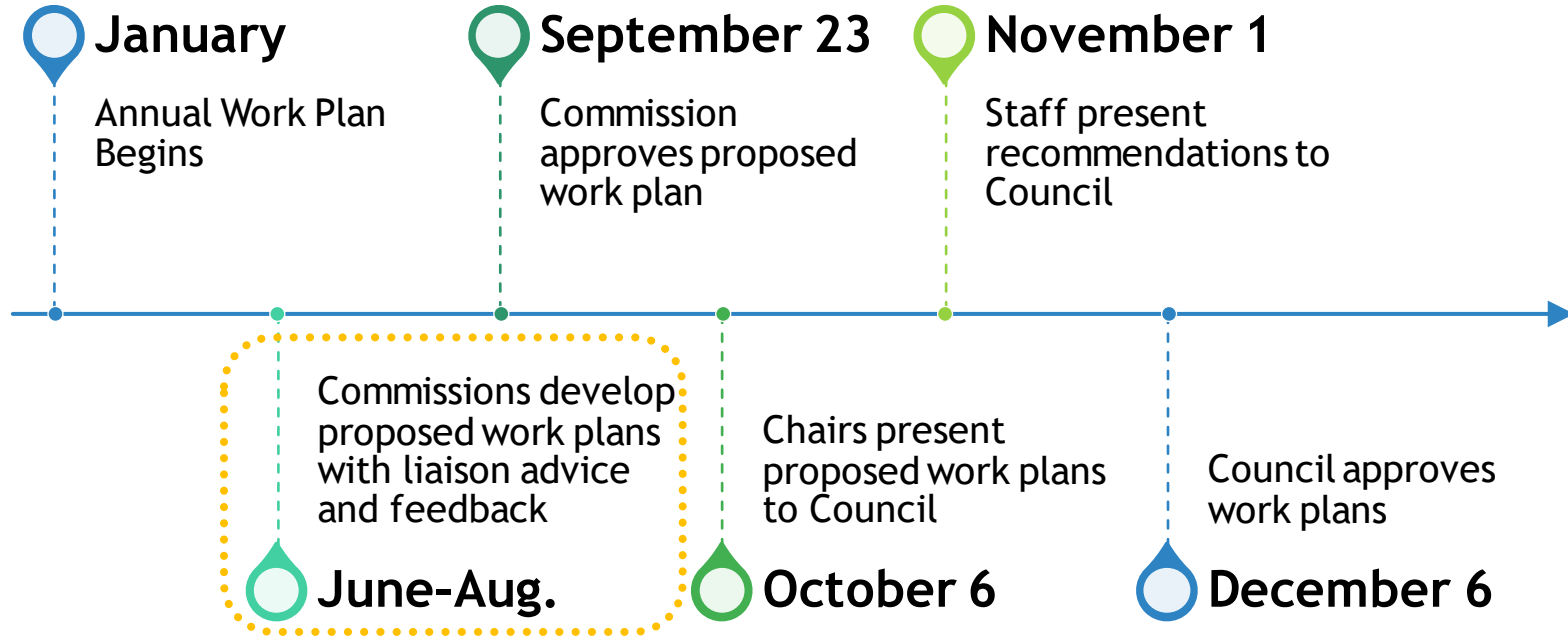
Key Roles

CHAIR	STAFF LIAISON
<ul style="list-style-type: none">• Work with liaison to prepare agenda• Lead meetings and facilitate discussion• Facilitate development of the annual work plan and provide progress updates• Encourage member participation• Manage areas of conflict	<ul style="list-style-type: none">• Prepare agenda and meeting materials• Provide official notice of meetings• Record & prepare minutes.• Maintain BC official records• Provide technical expertise and access to City staff and resources• Relay information to council

Work Plans



Commission Work Plan Calendar



Roles

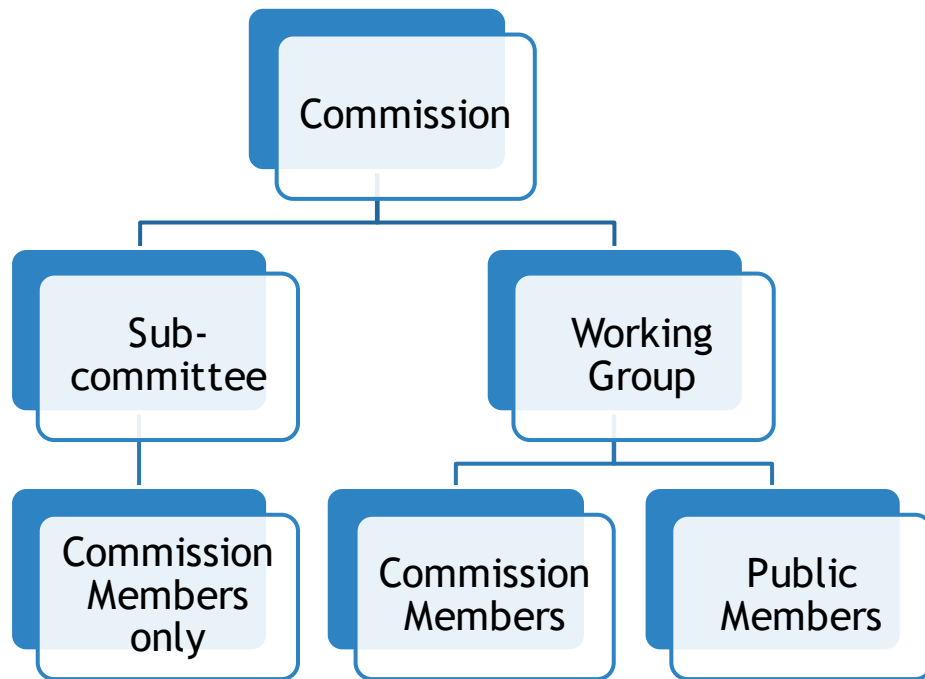
Commission Chair

- Lead work plan development
- Make sure work plan is not overloaded
- Ensure there is a “lead(s)” to each initiative
- Present proposed work plan to City Council

Staff Liaison

- Provide technical expertise, recommendations and advice to the commission
- Provide clear recommendations to City Management and/or Council to consider
- Ensure work plan template fields are completed

Committees & Working Groups



Considerations:

- Quorum
- Student members



Commission: Choose an item.

2023 Annual Work Plan Proposal



Initiative #	Initiative Type <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Initiative Title	Deliverable	Leads Sub-Committee or Working Group	Target Completion Date
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Liaison Comments:			
City Manager Comments:			
Progress Q1:			
Progress Q2:			
Progress Q3:			
Progress Q4:			

Parking Lot: (These items have been considered by the BC, but not proposed as part of this year's work plan. If the BC decides they would like to work on them in the current year, it would need to be approved by Council.)

Title

Be clear and provide detail

Deliverable

What exactly will be the product / result of your initiative

Budget

Staff determines if funds are available, commission collectively decides to available funds

Liaison Comments

Liaisons will provide you technical advice and feedback

Leads

Signify who is working on the item, working group?

Target Completion

Be realistic, impacts to supporting departments

Partner Projects

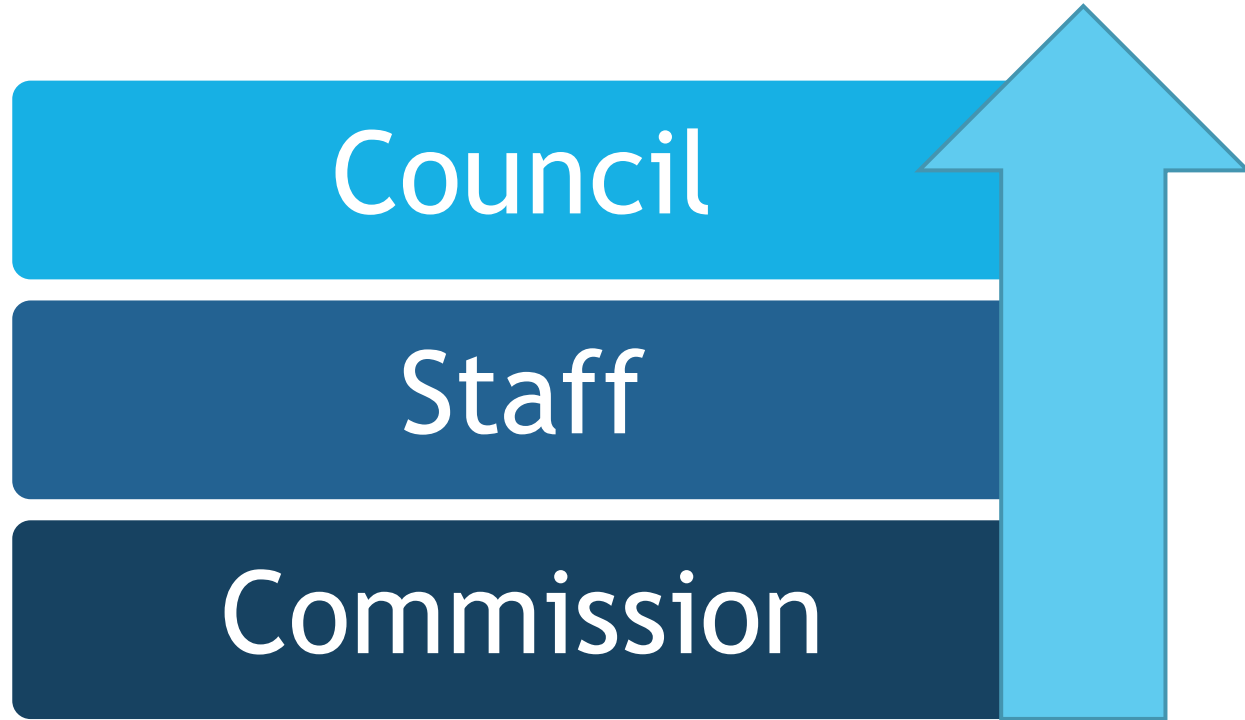
Cross commission initiatives, liaisons communicate partner requests

Progress Reports

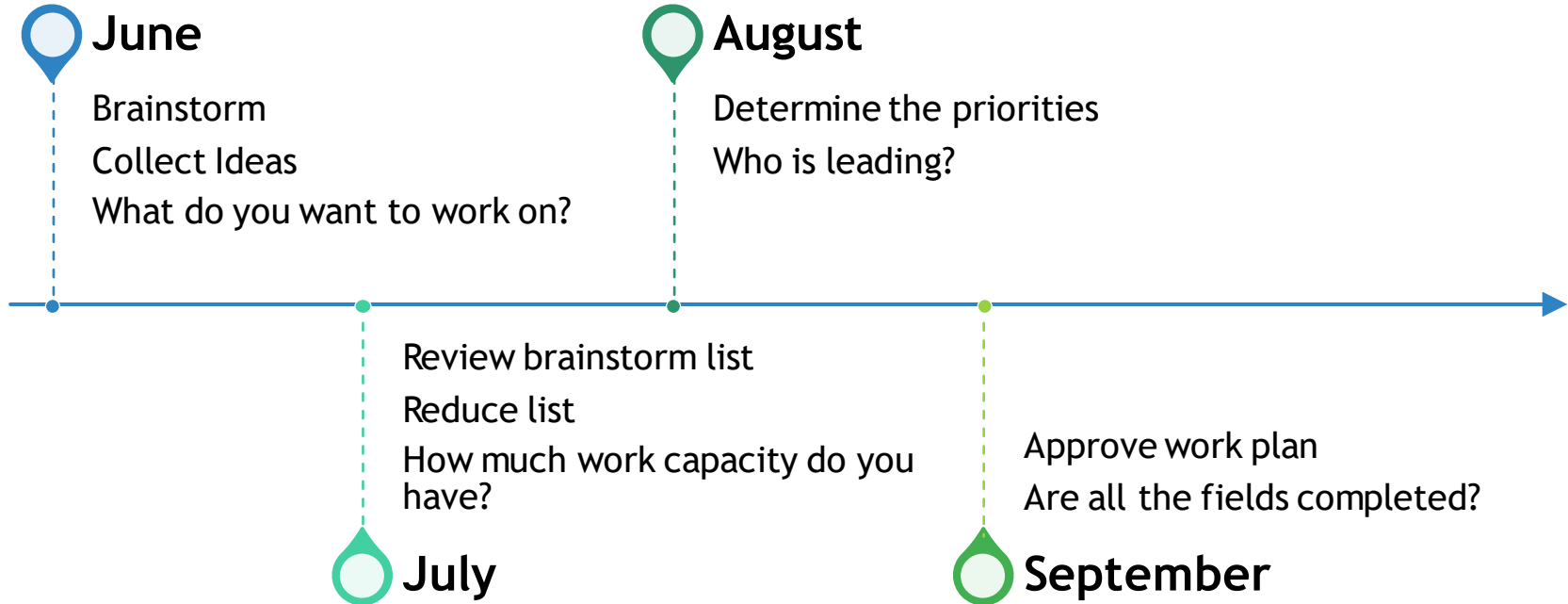
Complete quarterly & always before joint meeting

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Commission Up



Steps to Develop your work plan!



Climate Action Plan (2023)

- Review Climate Action Menu
- Consider including one Climate Action to 2023 work plan
- For questions, contact EEC Chair

Questions?

Department Name

Phone 952-927-8861 • Fax 952-826-0390 • EdinaMN.gov



Date: 06/01/2022
To: Edina Boards and Commissions
From: Grace Hancock, Sustainability Manager
Subject: Edina Commission Climate Action Menu: 2023 Work Plan options
Attachment: 2023 Commission Climate Action Menu

Background: The City's first [Climate Action Plan](#) (CAP) was approved at the end of 2021 with 36 strategies supported by 200 actions. The CAP identifies the City's GHG emission reduction target of 45% below 2019 levels by 2030 and achieve net zero emissions by 2050. The CAP's goal is to help those who live and work in Edina imagine and achieve a future where the Earth and all who live on it thrive.

For more information, the Climate Action Plan was the subject of a 2021 Town Talk, viewable here: https://www.bettertogetheredina.org/town-talks/forum_topics/sustainability-climate-action-plan

In 2022, City staff kicked off the implementation of the CAP, undertaking ~60 actions, along with a few actions led by Commissions. With feedback from the Energy and Environment Commission, the Sustainability Division has informed City Council that it will ask that each Commission consider adding a Climate Action to its 2023 work plan.

Attached is a refined list of Climate Actions that are suitable for Commission leadership. Some have been identified as especially suitable for certain Commissions, but all are available for all Commissions to consider for their 2023 work plan. These actions were chosen based on the nature of Commission work – resident volunteers who advise Council based on their Commission Charge. The intent for any Climate Action undertaken by a Commission is to study the issue and identify what's possible for Council to consider as next steps. It is not expected that Commissions accomplish the Action within one year, rather it is hoped that Commissions can lend their resident perspective and expertise to make meaningful contributions to the progress of any action they choose to undertake.

Action Requested: Commissions should discuss the Climate Action Menu as part of their 2023 work plan development process. Commissions should consider including one Climate Action in their 2023 work plan, and be prepared to mention how their work aligns with the Climate Action Plan when presenting to City Council. For clarifying questions related to any Climate Actions, Commission Chairs should contact the EEC Chair and/or Vice Chair.

EEC Chair: Hilda Martinez, hildakimx99@gmail.com
EEC Vice Chair: Michelle Horan, mhoran00@gmail.com

Edina Commission Climate Action Menu: 2023 Work Plan options

Strategy	Action	Potential Commission Work Plan
Buildings & Energy 1-5	Partner with local organizations and businesses to educate the public and promote the adoption of energy efficiency habits like purchasing high-efficiency equipment, turning the lights off in unused spaces and at night, having efficient indoor temperature control, and promote home energy audits among their staff and students.	
BE 1-7	Create a welcome packet for new businesses and residents, which will provide information on all the energy efficiency improvement resources and opportunities.	
BE 1-13	Establish a performance ratings/labeling program for all homes listed for sale or rent so that owners, tenants and prospective buyers can make informed decisions about energy costs and carbon emissions. Rating program to require Energy Audit/Energy Efficiency Program participation.	EEC
BE 4-2	Partner with institutions and businesses within Edina to secure commitments to reduce operational greenhouse gas emissions in line with the goals of this Climate Action Plan, achieving carbon neutrality by 2050.	
BE 4-5	Create an educational program to inform residential and commercial properties about renewable energy opportunities including technologies that eliminate on-site fossil fuel use.	
Economic Development CE 1-4	Promote Edina as an environmentally friendly destination by highlighting the businesses that are taking steps to reduce resource consumption (Green Business Recognition program).	EEC
Greenspace GS 1-4	Update City's Landscape ordinance to include a minimum tree coverage per lawn area or per impervious surface coverage for all new construction or expansion projects. Explore options for decrease of turf grass/lawn coverage and increase of wildflower/prairie grass coverage requirements.	
GS 1-7	Prioritize planting and preservation of native species of plants and trees and species of plants and trees adaptive to climate change on public and private property through education, incentives and other promotional programs. <i>Ensure that landscaping requirements articulated in the zoning code include the preservation of the maximum possible number of existing trees, the use of native plantings and the preservation of natural areas whenever possible.</i>	
GS 2-2	Remove and ease lawn/grass requirements in ordinances.	
GS 2-6	Establish a policy to require the use of native plants in landscaping at City-owned properties. Continue natural vegetation conversion for passive park areas. Add 110 Acres of native plant and pollinator restoration area on City Property by 2040.	EEC
GS 2-7	Establish a policy and identify, create, and promote incentives to assist homeowners and households with low incomes by covering some of the cost of converting traditional lawns by planting pollinator friendly food gardens, permaculture, wildflowers, clover or native grasses in an effort to slow the collapse of the state's bee population.	
GS 2-8	Develop educational and informational resources providing information on benefits of and strategies for reduced and repurposed lawn space including: native plantings, "carbon gardening" strategies for ornamental gardens, and produce gardens, tree profile rebuilding, elimination of synthetic fertilizer and pesticide use, high mow deck settings, use of biochar amendments, polyculture lawn mixture and other beneficial greenspace practices included in this CAP.	
Environmental Health HS 2-2	Add climate preparedness elements to public health programs already aimed at vulnerable populations and low-income households and dedicate increased funding to accommodate demand for public health services among at-risk populations.	CHC
HS 4-3	Support, leverage create relationships with, and enhance community networks and connections for those who require special attention, such as people who are elderly, homebound, disabled, isolated, or those likely to be in need of financial assistance during or after extreme weather events (heat, cold and heavy precipitation).	CHC
Local Food LF 1-2	Support existing school and community gardens and provide opportunities to expand community growing spaces with a focus on locating garden infrastructure to serve youth, immigrant, and people with lower incomes or who are experiencing food insecurity. Community growing and garden spaces may include use of park space, unused city owned space, or public right of way/boulevard areas. Program should prioritize conversion of impervious spaces to garden space and preservation/increase of overall green space benefit. Provide on-going promotion, communication, and education of the sites and opportunities including appropriate translated and accessible content.	
LF 1-4	Incentivize and reward soil best management practice for urban lawns, gardens, landscaping, parks, open spaces, prairies, environmentally sensitive areas, and agricultural land uses.	EEC
LF 4-2	Establish an Green Business Refrigeration upgrade cost sharing incentive program providing a 25% matching grant for qualified buildings and applicants to switch to green refrigeration practices.	EEC
Transportation & Land Use TL 3-2	Eliminate parking minimums to reduce surface parking and institute new parking pricing models to maintain 85% utilization (performance-based parking, off-street parking tax, dynamic pricing, etc.)	PC/ETC
TL 3-7	Allow and encourage the construction of accessory dwelling units ("ADU") to increase rental opportunities in both established neighborhoods and new development. This will add additional housing options for the City's workforce, seniors, families with changing needs, and others for whom ADUs present an affordable housing option.	PC
TL 4-5	Develop incentive and educational programs to transition lawn care companies and homeowners from using fuel-burning lawn equipment (e.g., lawn mowers, blowers) to electric.	EEC
TL 1-5	Establish a branded communications campaign to promote increased alternative transportation use, with a particular focus on short distance trips (ie <2 miles) including school and other daily commutes.	ETC
Waste WM 1-2	Support collaborative consumption community projects, such as neighborhood compost projects, tool libraries, and repair cafes through mini-grant programs.	
WM 2-3	Conduct an organics waste collection pilot project with a sample of City businesses to test the interest, methodology, and amount of commercial food waste that would need to be accommodated by a commercial organics collection program. Explore possible incentives for food retailers, restaurants, and institutions to participate in food waste reuse and recycling programs.	
WM 3-2	Explore a requirement that all waste be recycled or salvaged at large construction sites.	
WM 4-5	Promote and partner to support a Fix It Fair at the Library and create a resource list for reuse.	
W 1-3	Facilitate reduction of water use by top customers annually through an opt-in water reduction program targeting water reduction goals of 20% or more per site. Offer free technical resources to large institutions and businesses to identify specific opportunities for employees or customers to conserve water and incorporate water efficiency into internal operations. Program can be coordinated with the City's Waste Audit and Diversion Assistance program. Goal: 30 business water use audits completed annually with customers engaged in measuring and reducing water consumption.	
W 1-6	Conduct a Water Conservation "challenge" campaign ask participants to reduce water consumption through water use behavior change strategies, irrigation system utilization, and replacement of fixtures like shower heads with WaterSense certified fixtures.	
WM 1-3	Explore options for waste hauling improvements supporting CAP goal achievement, including modifications to City's existing licensure process and requirements as well as organized waste hauling strategies.	



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Date: June 9, 2022

Agenda Item #: VII.A.

To: Energy and Environment Commission

Item Type:

Report and Recommendation

From: Grace Hancock, Sustainability Manager

Item Activity:

Subject: 2022 WP #1: Support Natural Habitat

Information

ACTION REQUESTED:

Receive updates and/or action requests.

INTRODUCTION:

Initiative

Support new ordinance development or the modification of current ones to protect tree canopy and explore the benefit from initiatives like No Mow May that can help expand the green ground coverage on the City.

Deliverable

Review and recommend to Council on trees, greenspace, pollinators, and more sustainable private lawn management such as water sensor on lawn irrigation systems, bee lawns, pollinator friendly gardens, fall/spring cleanup practices.

ATTACHMENTS:

2022 EEC Work Plan



Commission: Energy and Environment Commission 2022 Annual Work Plan Proposal

Initiative # 1	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event		
	Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input checked="" type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)		
Support Natural Habitat (Greenspace and Trees) Support new ordinance development or the modification of current ones to protect tree canopy and explore the benefit from initiatives like No Mow May that can help expand the green ground coverage on the City. Relates to CAP items GC1-4 & GC2-2		Deliverable Review and recommend to Council on trees, greenspace, pollinators, and more sustainable private lawn management such as water sensor on lawn irrigation systems, bee lawns, pollinator friendly gardens, fall/spring cleanup practices.	Leads: Hilda Martinez Support: Michelle Horan (pollinators/lawn), Teri Hovanec, Tom Tessman and John Haugen (Trees), Ava Shumway & Suryash Rawat (either)
Target Completion Date: Q4			
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support? <i>Consultation with City Forester.</i>			
Progress Q1:			
Progress Q2:			
Progress Q3:			
Progress Q4:			

Initiative # 2	Initiative Type <input type="checkbox"/> Project <input checked="" type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event			
	Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input checked="" type="checkbox"/> 4 (Review & Decide)			
Green Business Recognition Program - Strengthen and bring more business to the Green Business Recognition Program (promotion, outreach, etc.)		Deliverable: double the number of businesses participating in Green Business Recognition program	Leads: Michelle Horan Support: Cory Lukens, Teri Hovanec, Ukasha Dakane	Target Completion Date: Q4
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.				
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?				
Progress Q1:				
Progress Q2:				
Progress Q3:				
Progress Q4:				

Initiative # 3	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event			
	Council Charge <input type="checkbox"/> 1 (Study & Report) <input checked="" type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)			
Review and comment on recycling and organic multi-family building program.		Deliverable: Comment on developed program	Leads: Hilda Martinez & Teri Hovanec Support: Bayardo Lanzas	Target Completion Date: Q4

Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support? <i>Partner with Organics Recycling Coordinator</i>
Progress Q1:
Progress Q2:
Progress Q3:
Progress Q4:

Initiative # 4	Initiative Type <input type="checkbox"/> Project <input checked="" type="checkbox"/> Ongoing / Annual <input checked="" type="checkbox"/> Event		
	Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input checked="" type="checkbox"/> 4 (Review & Decide)		
Coordinate and table at City events to educate the community on initiatives by the EEC.	Deliverable -Presence at up to 4 City events to include Fourth of July, Open Streets, Arts Fair, and/or Farmers Market. Each EEC member commits to volunteering at least once.	Leads: Bayardo Lanzas Support: Hilda Martinez, Suryash Rawat	Target Completion Date: Q4
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Progress Q1:			
Progress Q2:			

Progress Q3:
Progress Q4:

Initiative # 5	Initiative Type <input checked="" type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input type="checkbox"/> Event			
	Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input checked="" type="checkbox"/> 3 (Review & Recommend) <input type="checkbox"/> 4 (Review & Decide)			
Initiative Title: Plastic Bag Policy - Revise and update 2017 report on possible recommendations for a plastic bag ordinance.		Deliverable: updated report with recommendation.	Leads: Michelle Horan Support: Cory Lukens, Tom Tessman, Ava Shumway, Ukasha Dakane, Stephen Schima	Target Completion Date: Q4
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.				
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?				
Progress Q1:				
Progress Q2:				
Progress Q3:				
Progress Q4:				

Initiative # 6	Initiative Type <input type="checkbox"/> Project <input type="checkbox"/> Ongoing / Annual <input checked="" type="checkbox"/> Event		
	Council Charge <input type="checkbox"/> 1 (Study & Report) <input type="checkbox"/> 2 (Review & Comment) <input type="checkbox"/> 3 (Review & Recommend) <input checked="" type="checkbox"/> 4 (Review & Decide)		
Host 1-2 networking meetings with metro cities environmental commissions	Deliverable: 1-2 meetings	Leads: Cory Lukens Support: John Haugen, Tom Tessman, Suryash Rawat	Target Completion Date: Q4
Budget Required: (Completed by staff) Are there funds available for this project? If there are not funds available, explain the impact of Council approving this initiative.			
Staff Support Required (Completed by staff): How many hours of support by the staff liaison? Communications / marketing support?			
Progress Q1:			
Progress Q2:			
Progress Q3:			
Progress Q4:			

Parking Lot: (These items have been considered by the BC, but not proposed as part of this year's work plan. If the BC decides they would like to work on them in the current year, it would need to be approved by Council.)
St. Louis Park inspired Rainwater Rewards Program



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Date: June 9, 2022

Agenda Item #: VII.B.

To: Energy and Environment Commission

Item Type:

Report and Recommendation

From: Grace Hancock, Sustainability Manager

Item Activity:

Subject: 2022 WP #4: EEC tabling at events

Discussion

ACTION REQUESTED:

Receive update on initiative #4 related to summer Farmers Market tabling. Begins June 9, 3-7pm on Thursdays.

INTRODUCTION:

WP #4: Coordinate and table at City events to educate the community on initiatives by the EEC.

Deliverable: -Presence at up to 4 City events to include Fourth of July, Open Streets, Arts Fair, and/or Farmers Market. Each EEC member commits to volunteering at least once.



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Date: June 9, 2022

Agenda Item #: VII.C.

To: Energy and Environment Commission

Item Type:

Other

From: Grace Hancock, Sustainability Manager

Item Activity:

Subject: 2023 Workplan Development Kickoff

Discussion

ACTION REQUESTED:

Begin drafting 2023 EEC workplan

INTRODUCTION:

Commission Member Handbook is a resource to guide workplanning process. Commissions develop proposed work plans from June - August. Commission approves proposed workplan in September. Chair presents proposed work plan to Council in October. Staff present recommendations to Council in November. Council approves work plan in December.



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Date: June 9, 2022

Agenda Item #: VII.D.

To: Energy and Environment Commission

Item Type:

Report and Recommendation

From: Grace Hancock, Sustainability Manager

Item Activity:

Subject: Monthly call for communication requests

Action

ACTION REQUESTED:

Submit any communications requests to staff liaison for processing

INTRODUCTION:

ATTACHMENTS:

EEC Communication Channels

Energy and Environment Commission Communication Guidelines

Communication Channels

These channels are used by Edina's Communication Department and can be accessed by the EEC. While turnaround time is included, it is recommended that requests be made as early as possible for planning purposes. There will be a call for communication requests as a standing agenda item at each EEC meeting. The staff liaison will coordinate requests with Communications Director, Jennifer Bennerotte.

Type	Content	Materials from EEC	Publishing Frequency	Turnaround Time
Website	Press releases/news alerts (Hometown Heroes is a longer feature – also on social media and recognized at City Council meetings)	Topic/ nomination, willingness to be interviewed	Ad hoc	1 week (Hometown Heroes = 1-2 months)
Better Together Edina	Any topic that the Commission wants to get feedback on or engage with the public	Topic, drafted text, type of engagement, etc.	Ad hoc	1 week
Sun Current	Newspaper- Guest Column (cannot be submitted on behalf of the Commission/City). Anything coming from the City needs to be submitted by the Comms Dept.	Text	Weekly	Independent submission
Edition Edina	Newsletter	Topic, willingness to be interviewed	Monthly	60 days
Social Media	Facebook, Twitter, Instagram	Topic, # of posts	Ad hoc	Campaign = 1 month Basic post = 1 day
Video	Agenda: Edina /Mayor's Minute/ Youtube idea	Topic, willingness to be interviewed	2x/month	1 month
Direct Mailers	postcards, inserts, posters, flyers, etc.	Budget, topic	Ad hoc	1 month
Send Text	Text	Topic	Opt-in	1 month
Other Newsletters	PW Pipeline and Parks Activities Directory, The Times (Senior Center newsletter)	Topic, willingness to be interviewed	2x/year (The Times = 10x/yr)	3 months
City Extra Emails	Can choose topic area-bulk emails	Topic, draft text	Opt-in	1 week

Contact Information

Grace Hancock

Sustainability Manager

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Communication Department Project Lead Times

The following lead times are organized by level of work involved by Communication Department. These are recommended by the staff to provide guidance for marketing and communication development.

Level 1 <i>(1 day)</i>
<ul style="list-style-type: none">• Re-order of existing project
Level 2 <i>(3 days)</i>
<ul style="list-style-type: none">• Re-sizing existing project (no other edits)
<ul style="list-style-type: none">• Website banner images
<ul style="list-style-type: none">• Basic photo editing
Level 3 <i>(1 week- small changes)</i>
<ul style="list-style-type: none">• Copy changes where text doesn't move
<ul style="list-style-type: none">• Postcards
<ul style="list-style-type: none">• Rack cards
<ul style="list-style-type: none">• Social media graphics based on existing campaign
<ul style="list-style-type: none">• PowerPoint presentation graphics for public event
Level 4 <i>(2 weeks-updates)</i>
<ul style="list-style-type: none">• New social media graphics
<ul style="list-style-type: none">• Updates to existing pieces (new copy, colors, photos or combination thereof)
<ul style="list-style-type: none">• Posters and flyers
<ul style="list-style-type: none">• Ads
Level 5 <i>(3-4 weeks-significant projects)</i>
<ul style="list-style-type: none">• New campaigns
<ul style="list-style-type: none">• New art
<ul style="list-style-type: none">• Brochures
<ul style="list-style-type: none">• Reports
<ul style="list-style-type: none">• Pamphlets and booklets
Level 6 <i>(More than 1 month (to be negotiated or determined with Director-large projects))</i>
<ul style="list-style-type: none">• Re-brand
<ul style="list-style-type: none">• Logo design
<ul style="list-style-type: none">• Publication redesign



CITY OF EDINA

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Date: June 9, 2022

Agenda Item #: IX.A.

To: Energy and Environment Commission

Item Type:
Correspondence

From: Grace Hancock, Sustainability Manager

Subject: Commission Meetings Return to City Hall July 2022

Item Activity:
Information

ACTION REQUESTED:

None, information only

INTRODUCTION: