

Jefferson County Sustainability Task Force
Compilation of Proceedings Reports
Workshops 1 – 4

Participants:

Walt Christensen (Workshops 1,3)
Greg David (All Workshops)
Amanda Goetsch (Workshops 2,3,4)
Dick Jones (Workshops 2,3,4)
Craig Peterson (Workshop 1)
Amy Rinard (All Workshops)
Jan Rooou (Workshops 2,3,4)

Guest

Bill Reichartz (Workshops 2,3,4)

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Facilitated and Compiled By:

Steve Grabow, Professor and Community Development Educator
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November 2, 2010

Jefferson County Sustainability Task Force

**Workshop 1: Proceedings Report
June 23, 2010**

Participants:

Walt Christensen

Greg David

Craig Peterson

Amy Rinard

Facilitated and Compiled by:

**Steve Grabow, Professor and Community Development Educator
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Diagnosis/Preliminary Education/Design the Response (Plan for Planning)

Facilitated Workshop Setting - Purpose of Effort Tonight

- Some elements from agenda and other
- Purpose and Clarity - To obtain agreement/consensus on the purpose and extent of the effort
- Other process/response framing

*The intent is to capture perspectives on this from the group and move toward common understanding and agreement on the response(s)/process(es).

5 Purposeful Activities (Used to Diagnose Primary Purpose(s):

1. Learning/Education
2. Assessment/Evaluation
3. Planning and Design
4. Research
5. Operating/Supervising (Management Leadership)

Plan for Planning (*The core group used the “Profile the Planning Effort” worksheet to help them diagnose their situation and further describe the type of initiative they would like to create.*):

1. Whose plan?
 - a. Government Plan (County)
 - i. Of/for the people done in a “broader context” of community
 - ii. Some confines to the boundaries of County government and departments
 - iii. In response to the charge/mission of County government
 - iv. Internal County plan
2. Sponsors
 - Formal
 - a. Infrastructure Committee
 - b. Full County Board
 - c. Administrative and Rules Committee
 - Informal
 - a. Grass roots organizations
 - b. Community leaders (mayors, engineers)
3. Champions
 - a. Core group of County Supervisors (Craig, Walt, Greg, Amy, +)
 - b. Self-Directed team

Purpose of Effort

- a. To start small.
- b. To achieve substantial support for the notion that this is a finite world with finite resources and that to optimize quality of life, these resources have to be allocated carefully (more of a mission/goal statement).
- c. To educate the County Board.

d. To plan.***

- To create and implement a working plan that will forward our notions on sustainability.
 1. A working vision.
 2. A set of principles.
 3. Strategies (for the Task Force to work on).

***The consensus was that this is the primary purpose of the Task Force.

- e. To recommend/slam dunk strategies.
- f. To provide a means for the public and others to come up with ideas for all of us (including County government) to be more sustainable.
- g. Study
 - i. To learn about sustainability from experts.
 - ii. To learn from others' plans/real examples.
 - iii. To make learning available to many.

Steering Committee

- 9 people
- County Supervisors:
 - Walt
 - Greg
 - Dick
 - Craig
 - Amy

Criteria for others?

- Advisory type people
- Citizen advisors
- Community representatives
 - City of Watertown
 - Surrounding Towns and communities
- Business community

Jefferson County Sustainability Task Force

**Workshop 2: Proceedings Report
August 24, 2010**

Participants:

Greg David

Dick Jones

Amanda Reichartz

Amy Rinard

Jan Rouu

Guest: Bill Reichartz

Facilitated and Compiled by:

**Steve Grabow, Professor and Community Development Educator
University of Wisconsin-Extension, Jefferson County Office**

Facilitated Workshop

Agenda

- a. Quick review of June 23rd proceedings
- b. Workshop exercise:
 - a. Outputs (smaller details)/outcomes (larger)/vision and ideas (describable) of what would come out of a “sustainability task force”
 - b. Organize into “functional components” ie:
 - i. Projects
 - ii. Plans
 - iii. Education
 - iv. Assessment
 - v. Other

Ground Rules for Workshop Component

- Ideas welcome one at a time
- Be respectful
- Concise but thorough
- Facilitator to manage process (may be firm in keeping on focus)

Systems Approach

Purpose-based planning systems approach

People involved

Future Ideal (Vision) – tonight

Living solution (Feasible/Real/Doable) – next workshop

Outputs/Outcomes/Vision Ideas

Education/Learning/Ideas

- a. Education that has impact on those intended (example: educate employees about using energy efficient heaters; turn lights off, etc.)
- b. County employees educated about energy reducing methods
- c. County Board educated on notions of sustainability
- d. Educational workshops made available to County Staff/Supervisors (Examples: UW Nelson Institute/Sustain Jefferson series as co-sponsors of various topics)
- e. County Board Supervisors exposed to concepts of peak oil, resource availability, future constraints, triple bottom line (people, planet, profits)
- f. Education on a broad spectrum (from little behavior change to large/complex concepts)
- g. Employees/department heads/authorized to attend trainings (i.e.” One day energy plans - how to write an energy plan” sponsored by Focus on Energy)
- h. Broader public support on sustainability (to put pressure on elected officials)
- i. Get ideas from department heads on ways County to be more sustainable (example methods: surveys, dialogue sessions, etc.)
- j. Get private businesses to think more about sustainability (provide template resources)
- k. Educate Task Force on certain topics (i.e. bring UWEX specialists such as Jerry Hembd from UW-Superior/UWEX)
- l. Educational workshops for Task Force and other on Principles of Sustainable Community Design (UWEX Resources)

Assessments

- a. An assessment process of what people currently know about “sustainability”
- b. As assessment process that documents current department activity on “sustainable” projects/initiatives (survey of Department heads)
- c. Examine County/community plans/zoning code for sustainability

Projects/Topics

- a. Slam dunk project (i.e. ITSFREE - advisory committee on energy efficiency/conservation)
- b. Explore locally-sourced foods and energy for County operations/facilities
- c. Explore permaculture, local food movement, local energy source

Report Format and Scope

- a. Reports to County Board (regularly on activities)
- b. A “comprehensive report”
- c. Distribution of reports/plans from the Solid Waste/Air Quality Committee to Sustainability Task Force

Collaborations

- a. Collaborate with Solid Waste/Air Quality Committee and support its initiatives
- b. Support/collaborate with any County committee working on “sustainability” initiatives

Definitions

- a. Create a definition of “sustainability”
- b. Look at other dimensions of sustainability: targeted at special communities (aging communities, innovative housing needs)

Funding

- a. Outputs/outcomes efforts are on a \$0 budget (for now)
- b. Grants possible to support some efforts

Plans

- a. A “comprehensive plan for sustainability”

Jefferson County Sustainability Task Force

**Workshop 3: Proceedings Report
September 13, 2010**

Participants:

Greg David

Walt Christensen

Dick Jones

Amanda Goetsch

Amy Rinard

Jan Rouu

Guest: Bill Reichartz

Facilitated and Compiled by:

Steve Grabow, Professor and Community Development Educator

University of Wisconsin-Extension, Jefferson County Office

October 11, 2010

Facilitated Workshop

Agenda

- a. Review “Proceedings” from Workshops 1 and 2
- b. Consider “County Government Strategic Plan” and issue/strategy related to Task Force
- c. Determine “Outcome Areas” to do “detailing”
- d. Determine strategy process parameters:
 - o Scope of detailing desired
 - o If less detailed, general scope and timeline charting
 - Education
 - Assess
 - Plan development
 - o If more detailed, system dimensions to consider

Outcomes/Vision Idea Areas to Focus On as a Task Force

Suggestion:

- Merge County Strategic Planning Committee strategies from Issue D-Environment/Economy/Culture with “Outcomes” from this Task Force

Outputs/Outcomes/Vision Ideas (From Workshop 2)-Merged with Ideas from County Strategic Plan

Education/Learning/Ideas

- a. Education that has impact on those intended (example: educate employees about using energy efficient heaters; turn lights off, etc.)
- b. County employees educated about energy reducing methods
- c. County Board educated on notions of sustainability
- d. Educational workshops made available to County Staff/Supervisors (Examples: UW Nelson Institute/Sustain Jefferson series as co-sponsors of various topics)
- e. County Board Supervisors exposed to concepts of peak oil, resource availability, future constraints, triple bottom line (people, planet, profits)
- f. Education on a broad spectrum (from little behavior change to large/complex concepts)
- g. Employees/department heads/authorized to attend trainings (i.e.” One day energy plans - how to write an energy plan” sponsored by Focus on Energy)
- h. Broader public support on sustainability (to put pressure on elected officials)
- i. Get ideas from department heads on ways County to be more sustainable (example methods: surveys, dialogue sessions, etc.)
- j. Get private businesses to think more about sustainability (provide template resources)

- k. Educate Task Force on certain topics (i.e. bring UWEX specialists such as Jerry Hembd from UW-Superior/UWEX)
- l. Educational workshops for Task Force and other on Principles of Sustainable Community Design (UWEX Resources)
- m. Merged with Strategic Plan---the Task Force believes “b)” applies to Education and “c)” should be added to Plans (with the Task Force supporting and informing the proposed transportation plan).

MAJOR STRATEGY INITIATIVE 4 (From Environment/Economy/Culture-County Strategic Plan):

Other Vision Documents, Plans and Transportation Planning - Use the vision ideas from the Jefferson County Comprehensive Plan Update (with Economic Development Emphasis), and follow-up with a rigorous transportation plan.

Components and Details of This Initiative:

- a) Use the Vision from the Jefferson County Economic Development’s Economic Vision and Positioning Framework Initiative (JCEDC Storybook) which has been incorporated into the Jefferson County Comprehensive Plan Update (with Economic Development Emphasis). Note-This includes cultural aspects.
- b) Use the vision and strategy ideas on economic development and sustainable systems since they are already identified and agreed-upon by many leaders throughout the County. (Agricultural enterprises, small-town living, advanced manufacturing, healthy living, tourism, bioenergy, innovation connections and sustainable systems---these are the 8 focus areas in this plan.). This can fuel and feed the responses to this issue.
- c) Put together a transportation plan for the County. The Comprehensive Plan Update recommends the follow-up of a rigorous transportation plan (for all forms of transportation). This should be the next “thrust” of County comprehensive planning.

Assessments

- a. An assessment process of what people currently know about “sustainability”
- b. As assessment process that documents current department activity on “sustainable” projects/initiatives (survey of Department heads)
- c. Examine County/community plans/zoning code for sustainability
- d. Get ideas from department heads on ways County to be more sustainable (example methods: surveys, dialogue sessions, etc.)

Projects/Topics

- a. Slam dunk project (i.e. ITSFREE - advisory committee on energy efficiency/conservation)
- b. Explore locally-sourced foods and energy for County operations/facilities
- c. Explore permaculture, local food movement, local energy source
- d. Merged with Strategic Plan - the Task Force believes all three components/details below apply.

MAJOR STRATEGY INITIATIVE 1 (From Environment/Economy/Culture-County Strategic Plan):

County and Community Projects- Integrate real County (and community projects) into implementation programs in order to demonstrate County commitment to this issue.

Components and Details of This Initiative:

- a) Look at the most sustainable and energy efficient ways for the long term (not just upfront costs) for new County building and remodeling projects.
- b) Engage County Fair Park operations which is very interested in alternative energy method demonstrations (i.e. solar and wind energy and bio-digesters) on the grounds at Fair Park.
- c) Empower leadership for this initiative to the Sustainability Task Force.

Report Format and Scope

- a. Reports to County Board (regularly on activities)
- b. A “comprehensive report”
- c. Distribution of reports/plans from the Solid Waste/Air Quality Committee to Sustainability Task Force

Collaborations

- a. Collaborate with Solid Waste/Air Quality Committee and support its initiatives
- b. Support/collaborate with any County committee working on “sustainability” initiatives
- c. Merged with Strategic Plan---the Task Force believes “d)” and “e)” should be added to Collaborations and the others also apply as Collaborations, too.

MAJOR STRATEGY INITIATIVE 3 (From Environment/Economy/Culture-County Strategic Plan):

Partnerships and Relationships- Build on relationships with our large employers and other communities/municipalities to advance this issue (including Trek, Fort Health Care, Standard Process, Custom Shop, Nestle’s, Cities of Jefferson, Watertown, Waterloo, others) .

Components and Details of this Initiative:

- a) Work in partnerships with other organizations and individuals that have complementary initiatives. (Examples of partnerships to build upon are listed in b-j below.)
- b) Work with the DNR in the partnership for the Glacial Heritage Area initiative.
- c) Work with the City of Jefferson on their new “Solar Park” initiative. (One of the largest in the nation.)
- d) Complement the City of Jefferson’s “25 x 25” Program (State sponsored program to reduce energy).
- e) Work with Watertown as they are interested in partnering with the County on energy initiatives.
- f) Build on the Jefferson County Economic Development Consortium Board staff’s work in which there is already partnering with the “Solar Park” project.

- g) Work with new biomass project on the Kemmeter Farm as a noteworthy project. (A pilot to develop new crops that can be used to create renewable energy.)
- h) Partner with Waterloo as the number-one community in US for using green energy (thru leadership at Trek and Crave Brothers)
- i) Explore enhanced business partnerships on this issue.
- j) Look at “carrot and stick” approaches to build partnerships with other jurisdictions, towns, etc.

Definitions

- a. Create a definition of “sustainability”
- b. Look at other dimensions of sustainability: targeted at special communities (aging communities, innovative housing needs)

Funding

- a. Outputs/outcomes efforts are on a \$0 budget (for now)
- b. Grants possible to support some efforts

Plans

- a. A “comprehensive plan for sustainability”
- b. Merged with Strategic Plan---the Task Force believes “c)” should be added to Plans and “d)” and “e)” should be added to Collaborations.

MAJOR STRATEGY INITIATIVE 2 (From County Strategic Plan):

Sustainability Task Force- Use the “charge” of the Sustainability Task Force as a way to move forward individual projects (see Major Strategy Initiative 1. above) and other ideas---including the development of a “County Energy Plan”.

Components and Details of this Initiative:

- a) Support the new Sustainability Task Force and their work.
- b) Use the Sustainability Task Force when initiating actual projects in the County system (our County buildings, our County hands-on projects); a role for the Task Force would be useful to other County Committees and the County Board.
- c) Have the Sustainability Task Force oversee the development of “some kind of” County Energy Plan.
- d) Engage this task force when considering the “Green Projects” proposed in the County budget process. (The Task Force has a large charge).
- e) Build on and partner with efforts for the new “Solar Park” sponsored by the City of Jefferson. (See Major Strategy Initiative 3)

Possible Sustainability Task Force Program Emphasis

Scope of Work (Where to put program emphasis)

The Task Force had an initial discussion of where they believe they should be placing their emphasis in developing a "Program Plan" for the Task Force response to their charge. Four areas of "Program Emphasis" were offered by the Task Force.

Education/Learning/Ideas:

Yes. Emphasis needed.

One purpose for Education is to bring the Task Force to a better level of understanding on the County's current situation.

Assessment:

Modest effort level desired by Task Force.

Possible: Bring In/Interview/Dialogue with knowledgeable Department Heads to find out where we are at.

Technical observations from Department Heads is an opportunity.

Collaborations:

Determine "people involvement" of those to collaborate with

Purpose: To emphasize the "projects" for collaboration i.e.

- ITSFREE
- Fair Park

To be a "source" for education as speakers/resources

Plan:

The extent of planning is still to be determined. (Many questions remaining such as: Role of Task Force? How should they be developed? Resources to do major plans?)
The Task Force did not have time to discuss in detail.

Jefferson County Sustainability Task Force

**Workshop 4: Proceedings Report
October 11, 2010**

Participants:

Greg David

Dick Jones

Amanda Goetsch

Amy Rinard

Jan Rouu

Guest: Bill Reichartz

Facilitated and Compiled by:

**Steve Grabow, Professor and Community Development Educator
University of Wisconsin-Extension, Jefferson County Office**

November 2, 2010

Facilitated Workshop

Agenda

- Review “Proceedings Report” from Workshop 3
- Limitations and Capability of Task Force (Feasibility of accomplishing long list of “Ideal” outcome ideas)
- Select “Short List” of “Doable” Task Force Initiatives
Possible Format:

	<u>Outcome Topic</u>		<u>Initiative</u>		<u>Task Force Role</u>
a.	_____	•	_____	•	_____
b.	_____	•	_____	•	_____
c.	_____	•	_____	•	_____
d.	_____	•	_____	•	_____

- Check-In: Is this enough focus and direction to get the Task Force going on its desire initiatives?
- Assumed Workshop Duration: 4:30 – 6:00 p.m.

Limitations/Capabilities of the Task Force

The Task Force looked at their work on Outputs/Outcomes/Vision Ideas and recognized that there are limitations to their abilities to address all ideas. This exercise documents limitations, but also identifies some capabilities of the Task Force.

Limitations:

- a. Have no money (could possibly squeak out some -- could ask)
- b. Have no staff
- c. Could write for grants (not much capacity now)
- d. Grants require:
 - a. Purpose/Objectives
 - b. Scope of work
 - c. Search for sources of grants
- e. Some Supervisor who is not enthusiastic about Task Force
- f. Task Force time availability (would be helpful to have identified “projects” before knowing about time commitment)

Capabilities:

- a. Have capability to influence policy/legislation
 - a. Can bring resolutions forward
- b. Have capability to “bring parties/partners” together - Collaboration Function
- c. Still have three Task Force slots
- d. The Strategic Plan gives some legitimacy to the Task Force
- e. To bring forward some ideas that can save the County money
- f. To help educate and understand concepts of sustainability (and define “sustainable”)
- g. To “collaborate” with businesses

Outcomes/Vision Idea Areas to Focus On as a Task Force: A Short-List of “Doable” Task Force Initiatives

The Task Force considered the list of possible “Outputs/Outcomes/Vision Ideas which are generated by topic area in Workshop 3 Proceedings Report. They then identified a focused set of Task Force initiatives and initial ideas on the appropriate role of the Task Force and/or others.

Outcome Topic: Education/Learning/Ideas (Source: Workshop 3 Proceedings)

Recommended Task Force Initiatives

1. **Training(s)**: To better understand ways to do Energy Planning; Focus on Energy Training (See Item g. from Workshop 3) Role of Task Force: To attend as a Task Force and to suggest possible attendees.
2. **Employee and County Department Education/Marketing on Sustainability**: To develop energy saving points and hints (See Items a and b from Workshop 3). Role of Task Force: Figure out the “fire-power” about who could help the Task Force develop a marketing program.
3. **Conference on County Sustainability** (Pertaining to County Functions): To put on a once-a-year major conference with relevance to many County functions/Departments (See Item c and others from Workshop 3). Role of Task Force: Task Force sets up the program and agenda for the conference; and develop conference details. This summit could provide practical ideas for implementation.

Outcome Topic: Assessments (Source: Workshop 3 Proceedings)

Recommended Task Force Initiative

1. **Department Head Interviews**: To do an assessment of County Departments (various formats such as Department Head workshop and follow-up interviews (See Items a,b and d. from Workshop 3). Role of Task Force: Help craft the survey instrument and content in Department Head Workshop. Analyze results.

Outcome Topic: Collaborations (Source: Workshop 3 Proceedings)

Recommended Task Force Initiative

1. **County Committee Collaborative Projects**: Partner with ITSFREE and County Fair Demonstration Project ((and Other Departments - Sheriff? Health? Highway? Other?))(See Projects/Topics; County and Community Projects; and Collaborations from Workshop 3)). Role of Task Force: Task Force becomes a clearinghouse/intermediary/ advisor/ assessor/relayer of information on the County projects underway.

Outcome Topic: Plans (Source: Workshop 3 Proceedings)

Recommended Task Force Initiative

1. **Sustainability Plan:** Develop a working plan for Jefferson County that has a definition of sustainability, a working vision of what “sustainability” would look like in Jefferson County government, a set of principles, and the key strategies that the Task Force would like to see progress on (See Plans and Definitions from Workshop 3). Role of Task Force: Task Force to be the key participants on a Planning Body to develop the plan along with some invited guests/advisors. Note: This would be targeted in the second year of the Task Force’s work.