

# *City of Bayfield*

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TO: Pam Kaput  
Great Lakes and St. Lawrence Cities Initiative

FROM: Larry J. MacDonald, Mayor  
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RE: Wege Small Cities Sustainability Best Practices Nomination

Thank you for the opportunity to apply for a Wege Small Cities Sustainability Best Practices Award. We believe the City of Bayfield's **2008~2009~2010 Clean It  Green It Campaign** shows our commitment to maintaining the health and quality of Lake Superior for future generations. Attached please find a project description of the **Clean It  Green It Campaign** and a Cover Sheet describing why the project should be considered for the award and what we would do with the associated \$5,000 grant award.

Our initiatives began by grass-root efforts and we feel are very worthy of the recognition your award provides. We look forward to your review of our application and can promise you, we'd be honored to present our project at your annual conference.

*Established in 1913.*

*City of Bayfield is an Equal Opportunity Provider and Employer.*

*Complaints of discrimination should be sent to: USDA, Director, Office of Civil Rights, Washington, D.C. 20250-9410*

## Project Description

# Clean It Green It Campaign

2008 ~ 2009 ~ 2010

### 2008

In 2008, the program was designed to educate and inspire homeowners to reduce their energy consumption, improve their green commitment to our community and to the earth, conserve water or make other changes that would lead to a healthier home/environment. To promote these goals, we did the following:



- **Provided homeowner with “green” products** that were environmentally safe. The City provided each homeowner with a bag full of environmentally friendly cleaning products (baking soda, vinegar, castile soap, etc.) and a green cleaning guide. Using green cleaning supplies helps to reduce the amount of pollutants that are deposited back into the water and soil.
- **Provided funds** to homeowners to make their homes more efficient. Grants up to \$250 were given to home owners for projects that would help reduce their energy usage and impacts on the earth in addition to saving money.
- Continued our **education** efforts. We partnered with the Alliance for Sustainability to go door-to-door to provide additional information to the public about ways they could improve the way they choose, consume and recycle the earth’s precious resources. The “Clean It/Green It bags were given to homeowners at this time.

In 2008, the City of Bayfield awarded 31 Grants for the following: 9 Low Volume Toilets, 3 Energy Star Refrigerators, 2 Programmable Thermostats, 14 Windows/Doors, 2 Household Light Bulb Replacements, 2 Water Saving Showerheads/Faucets, Energy Star Computer, Insulated Roof, Insulated Blinds, Installation of Gutters and Rain Barrels, Hot Water Furnace, and the purchase of a neighborhood Electric Lawn Mower.

## 2009

In 2009, the City of Bayfield offered a similar grant opportunity to business owners, allowing them to apply for a grant up to \$1000.00 for the incorporation of energy and/or environmental conservation practices that would save them money and improve upon any negative impacts their business had on our community and the earth. **The City of Bayfield awarded 8 grants** for the following: Annual Energy Fair, Energy reduction Projects (complete re-lighting, LED Bulbs & Solar Panels), Saltwater Chlorination System to Pool, Waterless Urinal, Hot water – On demand system, Registration and Certification into the Travel Green Wisconsin Program; and Environmentally friendly packaging and re-usable bags.

## 2010

In 2010, the City of Bayfield's mission is to improve "our" Green commitment. We are currently looking at replacing 20 Sodium Vapor and Metal Halide lights with LED lighting as our major project. This project will allow our community to work towards our 25x25 energy independence goals. Luckily, we have been provided data that shows by doing this project we have an opportunity to save energy and manpower. The benefits of this project included the following:


- Lower power consumption - LED street lights (67W) slash energy use by 52% over Mercury Vapor lamps (138W) and 26% over a high pressure sodium lamps (90W)
- Higher efficiency (50 lm/W) - LED street lights exceed mercury vapor's 31 lm/W. You can find higher efficiency measurement from high pressure sodium lamps, but it's misleading because it includes wasted light that wastes energy.
- More even light distribution (0.40) than both High Pressure Sodium and Mercury Vapor.
- Longer lifetime (60,000 hours) – Lifetime of LED can be translated into a 10 to 15 year life expectancy. In contrast, conventional street lamps burn out after 3 to 5 years, incurring higher manpower and related maintenance costs for bulb replacement.
- Replace banned lights - Mercury Vapor Lamps have been banned in the United States for use since 2008.

By using less energy, we will be protecting the precious resources that are now taken from the earth. As we move toward the submittal of our nomination, the Gulf of Mexico is facing the worst oil spill in US History. We need to **reduce our dependency on non-renewable resources in order to protect our communities and our natural assets.**


# **COVER SHEET**



The City of Bayfield, a small Lake Superior coastal community of 620 people, believes in environmental protection. In 2004, we declared ourselves an eco-municipality, in 2008 we adopted Governor Doyle's 25 x 25 resolution to advance Wisconsin's vision for energy independency by generating 25% of the City's electricity and 25% of our transportation fuels from renewable resources, in 2009 we declared ourselves the "Greenest Community in Wisconsin" and, we currently have more travel green certified businesses than any other community in Wisconsin. Being a tourism community, and the gateway to the Apostle Islands, we feel it is imperative to take action to protect one of this country's greatest assets; Lake Superior. We know that each small step taken has a big impact on the protection of our precious resources, and our economic and social vitality.

From 2008-2010 the City of Bayfield has initiated and fully funded the **Clean It  Grean It Campaign**, an initiative that clearly delineates triple bottom line aspects (economic vitality, social equity and environmental stewardship). The goals of this program have been to educate our community on ways to reduce their energy consumption, improve their green commitment to our community and to the earth, and to conserve water or make other changes that would lead to a healthier home/environment. Additionally, we were able to provide financial assistance in order to help our community make these "green" improvements.

As noted, the City of Bayfield has used City funds to promote these initiatives. Unfortunately, decreasing revenues, State levy limits and other laws that dictate how and what we spend our money on make it increasingly difficult to financially support any initiative. In fact this year, we had to face the elimination of a position.

If awarded a Wege Small Cities Sustainability Best Practices Award, it would guarantee the longevity of the **Clean It  Grean It Campaign** for another year. This would allow our community to continue making small changes in our daily lives that make huge impacts on the preservation of our natural assets, especially Lake Superior. Next year, we would like to focus on water conservation efforts. We have discussed providing literature and water audit information at our local library. Additionally, our grant funding could be used to support initiatives that delineate water conservation efforts. Saving water and reducing water consumption will increase the longevity of the water tables and any increased pressure to consider Lake Superior as a water source for this purpose.