

PUBLIC NOTICE

In accordance with the Statutes of the State of Illinois and the Ordinances of the City of Highland Park, the next meeting of the Natural Resources Commission of the City of Highland Park is scheduled to be held at the hour of 6:30 p.m. on Wednesday, February 10, 2016 at the City of Highland Park City Hall, 1707 St. Johns Avenue, Highland Park, Illinois, during which it is anticipated there will be a discussion of the following:

City of Highland Park NATURAL RESOURCES COMMISSION

Wednesday, February 10, 2016
Highland Park City Hall
1707 St. Johns Avenue
Highland Park, Illinois
6:30 p.m.

MEETING AGENDA

I. Call to Order

II. Roll Call

III. Approval of Minutes: December 9, 2015 and January 13, 2016

IV. Business from the Public

V. Old Business

VI. New Business

- (a) Discussion of NRC-Sponsored Environmental Film Series
 - i. Reflections on January 24th Screening Event – “Terra Blight”
 - ii. Strategy for remaining 2016 environmental films and 2017 Film Series
- (b) Discussion of Past Events
 - i. 2016 PDHP Ravine Workshop Event (Held January 28,2016)
- (c) Discussion regarding Upcoming Events
 - i. PDHP Sustainability Workshop focused on storm water management and energy efficiency (February 11, 2016, 9:00am-12:00pm, Heller Nature Center)
- (d) Update on February 1, 2016 Staff meeting with Sustainability Consultant (Quercus) – Campaigns related to Composting, Storm Water, and Light Pollution
- (e) Commissioner Updates on Q1 Work Plan Items

VII. Other Business

- (a) Commissioner Comments
- (b) Administrative Items

VIII. Adjournment

Posted in City Hall on February 4, 2016

PLEASE RECYCLE

**MINUTES OF A REGULAR MEETING OF
THE NATURAL RESOURCES COMMISSION OF THE CITY OF HIGHLAND PARK,
ILLINOIS**

MEETING DATE: December 9, 2015

MEETING LOCATION: Pre-Session Conference Room – Highland Park City Hall
1707 St. Johns Avenue, Highland Park, Illinois

CALL TO ORDER

At 6:31 p.m., Chair Coyle called the meeting to order and Karen Brunetti called the roll.

ROLL CALL

Members Present: Coyle, Pagoria, Hannick, Wagenius, Rheinstrom, Matthews, Theodosakis, Dotson and Stone

Members Absent: Ross and Stumpf

The Chairwoman declared that there was a quorum of the Commission present.

Staff Present: Karen Brunetti, Assistant to the City Manager

MINUTES

A. Regular Meeting of the Natural Resources Commission—November 10, 2015

Commissioner Wagenius moved to approve the minutes of a regular meeting held on November 10, 2015. Commissioner Rheinstrom seconded the motion. Chair Coyle abstained. On a voice vote, Chair Coyle declared that the motion passed (5-0).

BUSINESS FROM THE PUBLIC

There was no business from the public.

NEW BUSINESS

- A. Presentation of Awards for Meritorious Service to the Highland Park Environment to Highland Park Resident Matthew Jennings

Chair Coyle presented the 2015 Award for Meritorious Service to the Highland Park Environment to Highland Park resident Matthew Jennings.

- B. Presentation of the 2016 Sustainability Work Plan

Sustainability Consultant Grace Rink, of Quercus Consulting, presented on the draft 2016 Sustainability Work Plan. Rink provided an update on the City's 2015 initiatives and provided an overview of the 2016 goals and objectives.

Chair Coyle asked whether the City's Sustainability Fund will be able to fund Work Plan activities. Staff Liaison Brunetti explained that the Fund is not being drawn down and the Fund is also

supported through the new waste hauling contract, which included a financial incentive of which 20% is added to the Sustainability Fund.

Commissioner Rheinstrom suggested that the City begin to educate residents on the organic program through the City's communication channels. Rink clarified that this will be part of the 2016 communications plan.

Commissioner Pagoria inquired into whether Quercus will assist with code revisions pertaining to storm water management issues. Rink explained that storm water infrastructure was analyzed in 2015 and it was determined that these forms of infrastructure were allowable by code, but that residents and staff need to be educated on the code requirements.

Commissioner Pagoria discussed providing assistance on the application of coal tar products and asked whether Quercus would be involved. Staff Liaison Brunetti stated that staff was directed to look at the ordinances from other communities such as Winnetka and engage with the contractors and commercial developers to gain feedback on coal tar sealants, and they will engage with Quercus as needed, prior to any consideration by Council.

The Board then discussed grants and potential incentives that might be established or utilized to advance Work Plan Goals. Potential incentives discussed included unique fee structures, financial awards, and expedited permit review.

Chair Coyle asked whether permeable pavement in the City is labeled as such and noted that signage will help educate the community. Rink noted that there are opportunities to do more of this.

OLD BUSINESS

A. Update on Amendment to Ethics Guidelines

Staff Liaison Brunetti confirmed that the Natural Resources Commission is not a "land use commission" and that the final provision of the Ethics Guidelines does not apply to the NRC. She added that disclosure requirement is still required for Lake County, but that the provision discussed is related to the State.

B. Update on the 2016 Environmental Movie Series

Staff Liaison Brunetti and Council Liaison Stone presented the recommended plan for the commission's environmental movie series including recommended films and shorts as well as available dates at the Highland Park Library.

OTHER BUSINESS

A. Commissioner Comments

- Commissioner Rheinstrom – Thanked the other members and noted his time with the Natural Resources Commission has been pleasant.
- Commissioner Pagoria – Noted that another county recently banned coal tar sealants. Discussed meeting with Public Works and noted that PW issue is quantity of storm water and preventing flooding, rather than storm water quality. Restrictions on coal tar sealants will help to improve the quality.
- Commissioner Wagenius – Discussed meeting with Public Works. Director of Public Works feels that Highland Park is a leader in many environmental issues.
- Chair Coyle – Thanked the NRC members for their efforts in her time as Chair and efficacy in advancing environmental issues in the community.

Staff Liaison Brunetti announced new commission members to be appointed beginning in January 2016 and noted that she would be on leave until April 2016.

B. Administrative Items - *None*

C. Farewell to Outgoing Commissioners Steve Rheinstrom and Don Matthews

The Board passed Resolutions recognizing Steve Rheinstrom and Don Matthews for their dedicated public service as members of the Natural Resources Commission. Commissioner Rheinstrom stated that the NRC is a valuable asset to the City and that the group has been instrumental in effecting positive change. Commissioner Matthews reflected on his time on the Environmental Commission and Natural Resources Commission positively.

ADJOURNMENT

Commissioner Wagenius motioned to adjourn the meeting. Commissioner Matthews seconded the motion. Chair Coyle adjourned the meeting at 7:26 p.m.

Respectfully Submitted,

Eric Olson, Planner

MINUTES APPROVED BY THE NATURAL RESOURCES COMMISSION ON _____

- WITH NO CORRECTIONS _____
- WITH CORRECTIONS _____
(SEE MINUTES OF [_____] MEETING FOR CORRECTIONS)

**MINUTES OF A REGULAR MEETING OF
THE NATURAL RESOURCES COMMISSION OF THE CITY OF HIGHLAND PARK,
ILLINOIS**

MEETING DATE: January 13, 2016

MEETING LOCATION: Pre-Session Conference Room – Highland Park City Hall
1707 St. Johns Avenue, Highland Park, Illinois

CALL TO ORDER

At 6:34 p.m., Chairman Ross called the meeting to order and Karen Brunetti called the roll.

ROLL CALL

Members Present: LaCosse, Pagoria, Nichols, Yates, Coyle, Wagenius (VC), Ross (C)

Members Absent:

Chairman Ross declared that there was a quorum of the Commission present.

Staff Present: Eric Olson, Planner

Also Present: Kim Stone, City Council Liaison
Miranda Dotson, Student Representative
John Theodosakis, Student Representative
Garren Kalter, Student Representative

MINUTES

No draft minutes for previous NRC meeting were available for consideration and approval. Staff Liaison Olson indicated that the draft minutes for the December 2015 NRC meeting would be presented during the February 2016 meeting.

BUSINESS FROM THE PUBLIC

There was no business from the public.

NEW BUSINESS

A. Welcome and Introduction of New Commission Members & Student Representatives

All members of the NRC, new student commissioners, and staff briefly introduced themselves to the group and discussed their experience and interest in environmental issues.

B. Review of the 2016 Sustainability Work Plan

Chair Ross discussed efforts to date regarding Steep Slope outreach, including an educational brochure and translation to improve outreach with landscape contractors operating within the City. Councilwoman Stone added that there will be a ravine workshop held by the Park District on January 28, 2016. Staff Liaison Olson added that the Park District has requested that the NRC attend the

event and spread the word among ravine property owners. Staff Liaison Olson also added that there will be a Ravine Symposium held on June 1-2.

Commissioner Coyle discussed the City's new waste hauling agreement with Lakeshore Recycling Systems and other recycling/composting programs available to residents. She also stated that she will be involved in shoe-recycling efforts and expanding the textile-recycling program offered by SWALCO. Commissioner Yates indicated she will assist with these efforts.

Councilwoman Stone then presented survey findings by the City's sustainability consultant, with respect to community opinions on composting and other environmental issues in the community. Commissioner Coyle then discussed the availability of recycling/composting bins for residents under the new waste hauling agreement.

Student Representative Kalter discussed how the Green Alliance and Green Schools Initiative might be involved in distributing new bins throughout the community. Commissioner Coyle noted that there are different types of bins available. Commissioner Pagoria noted that people will need to be further educated about which materials can be composted through the program in Highland Park.

Vice Chair Wagenius discussed efforts to improve energy efficiency in Highland Park. Student Representative Kalter indicated that he would assist with future efforts.

Commissioner Pagoria discussed meetings with Public Works, efforts to improve storm water management, and the use of Best Management Practices in a Code-compliant manner. Councilwoman Stone noted that Grace Rink, the City's sustainability consultant, stated that there are opportunities to educate City staff on this issue.

Commissioner Pagoria discussed the NRC's unanimous recommendation to ban coal tar sealants for pavement in the area. Councilwoman Stone stated that the issue was directed to staff for further research prior to any Council consideration.

Chairman Ross discussed efforts associated with air quality. He noted that investigation into anti-idling policies would start in the second quarter. Member Nichols indicated that she has met with others on air quality initiatives. Chairman Ross then discussed insect abatement efforts and how they might be linked to the licensing and registration of landscapers. Commissioner LaCosse and Councilwoman Stone indicated that they would assist with these efforts.

Commissioner Coyle asked that community garden efforts remain on the 2016 Work Plan and discussed previous garden efforts. She discussed existing gardens and stated that efforts toward a more accessible community garden should continue. Councilwoman Stone indicated that surveying would be done to better understand community opinions on gardens. Commissioners LaCosse, Chairman Ross, and Councilwoman Stone indicated that they would work on this Work Plan item.

Chairman Ross provided a status update on Code amendments for dark sky lighting. Staff Liaison Olson indicated he would look into meeting dates for a public hearing at the Plan & Design Commission. Chair Ross and Councilwoman Stone then discussed how the City would work with ComEd and Metra for the replacement of street lights with dark sky appropriate lighting.

Chairman Ross noted that the Meritorious Award program will continue as it has in the past.

Councilwoman Stone discussed the 2016 environmental film series sponsored by the NRC, including selected films and screening dates.

Chairman Ross then discussed Sustainability Plan Initiatives and then noted that it may be good to check in with the City's sustainability consultant at least quarterly.

Chairman Ross then discussed permitting for Beach Structures and variations to the Steep Slope Ordinance. Staff Liaison Olson noted that the City's Engineering Division will appear at the upcoming Park District ravine workshop to address the Steep Slope ordinance. Councilwoman Stone added that the City will be retaining a consultant to assist Public Works and the NRC with third-party review of Steep Slope applications as needed.

OLD BUSINESS

A. Status Report on Environmental Movie Screenings

Councilwoman Stone stated that the Environmental movie screenings were covered during review of the 2016 Work Plan and that there was nothing further to add at this time.

OTHER BUSINESS

A. Commissioner Comments

- Commissioner Coyle – Inquired whether Karen Brunetti will return as staff liaison.
- Commissioner Yates – Reiterated interest in contributing to recycling efforts
- Commissioner Wagenius – Provided update on Bird-Friendly Code amendment efforts such that the City will form a task force to solicit more input from the community.
 - Staff Liaison Olson provided information on the timing for the development of the task force and its purpose.
 - Commissioner Coyle noted that the task force will delay consideration and implementation of any Code change
 - Councilwoman Stone explained that the Plan & Design Commission added a requirement that a Code change should apply to single-family homes though they were not included in the NRC's original recommendation.
 - Commissioner Coyle then stated that the NRC consider a recommendation to keep single-family homes separate from multi-family residential and commercial developments with respect to bird-friendly legislation.
 - Commissioner Wagenius noted that the timing of the task force may be to allow interested stakeholder Donnie Dann to participate.
- Student Representative Dotson – Discussed experience working in the Moraine Township community garden and would like to participate in future community garden efforts.
- Councilwoman Stone – Noted that this is the first time the NRC was not made up of former Lakefront Commission and Environmental Commission members.
- Chairman Ross – Discussed the potential use of permeable pavement in the parking lot adjoining City Hall and discussions with Public Works regarding the pavement and lighting, as well as opportunities for other environmentally friendly modifications to the Capital Improvement Plan and Budget.
- Staff Liaison Olson indicated that the City is currently undertaking a redesign of the Central District streetscape and that sustainability is an important element in the design. Completed conceptual plans will be provided to the NRC for their review.

B. Administrative Items - *None*

ADJOURNMENT

Commissioner Wagenius motioned to adjourn the meeting. Commissioner LaCosse seconded the motion. Chairman Ross adjourned the meeting at 7:40 p.m.

Respectfully Submitted,

Eric Olson, Planner

MINUTES APPROVED BY THE NATURAL RESOURCES COMMISSION ON _____

- WITH NO CORRECTIONS _____
- WITH CORRECTIONS _____
(SEE MINUTES OF [_____] MEETING FOR CORRECTIONS)

DRAFT



Park District of Highland Park
Sustainability Workshop
Thursday, February 11, 2016
9am—Heller Nature Center

Agenda

- 9:00 Welcome, introductions, objectives
- 9:15 Patty Werner: Lake County Stormwater Management
- Stormwater Management
 - Winter Maintenance BMPs
- 10:00 Broch Auerboch-Lynn: Energy 360 Group
- Building Energy Efficiency
 - Goals and Opportunities
- 10:30 Break and explore resources
- Peter Adrian: SWALCO
 - Don Jensen: Highland Park Water Plant
- 11:00 Goal setting
- Strategic Plan 2017
 - New ideas/Initiatives
 - Areas of focus
 - What will work at *your* facility?
- 11:45 Wrap up/what's next?



HIGHLAND PARK COMPOSTING CAMPAIGN MATERIALS February 1, 2016

This packet contains materials to promote the food scrap composting program through recommended communication channels. We have included the following:

- City website text
- Direct mail letter (current yard waste subscribers)
- Direct mail letter (pilot program participants)
- Press release
- *The Highlander* article
- 2-page fact sheet
- Door/Bin hanger
- Social media posts
- Evaluation plan



The City is asked to edit and finalize each material according to its communications protocol and, where appropriate (such as the fact sheet and door hanger), forward the finalized messages to its graphic design staff. Also provided is a recommended calendar for issuing these messages so they are both functional and effective. Please review this schedule and adjust it as needed to fit the City's review process and communication protocol.

WEBSITE TEXT

Information about the waste service currently is found under the “Information Center” tab on the home page (Home > Information Center > Learn About > Residential Refuse & Recycling Program). For the launch of this campaign we recommend placing a prominent button on the home page that direct-links to the waste landing page. This will require less action from site visitors and make it easier to list the link in print and e-media.

On the “Refuse & Recycling” landing page, we recommend adding “Food Scrap Composting” as its own header similar to how “Landscape Waste Collection” is listed, as follows:

Food Scrap Composting

Highland Park’s new curbside composting service allows residents to dispose of compostable materials such as fruit and vegetable peels, egg shells, coffee grounds, and paper napkins, in a curbside bin between April 1st and December 15th. There are two options for utilizing this new service: volume-based (stickers) and subscription (monthly payment). You can use this service for composting even if you do not need yard waste service. **Click here for rates and details.**

[The ‘click here’ link should direct to a new sub-page with the following information.]

COMPOSTING: RECYCLING’S FINAL FRONTIER

Highland Park and its residents are known for actively maintaining our natural and community legacy, for being regional leaders and thoughtful planners.

In just one example among many, Highland Park boasts the highest rate of residential recycling in the Solid Waste Agency of Lake County service area. Forty percent of our waste is recycled, significantly over the national average!

Now it’s time for Highland Park to move into **recycling’s final frontier**. It’s time for Highland Park to set an example for neighboring communities. It’s time for us to compost!

Because we believe in building a sustainable future for our residents, the City of Highland Park is now offering residents the opportunity to compost food scraps with the convenience of curbside pickup. According to the US EPA, 20-30% of our trash can be composted¹. That means a third of our trash could become a gardener’s treasure!

By simply utilizing the composting service and collecting food scraps in a separate bin, Highland Park residents help reduce greenhouse gas emissions and our contributions to landfills.

How the Program Works

Highland Park’s curbside composting service allows customers to comingle their food scraps and yard waste between April 1st and December 15th. There will be two options for this type of collection: volume-based curbside collection and subscription curbside collection. You can use this service for composting even if you do not need yard waste service.

¹ US EPA, Composting at Home, <http://www.epa.gov/recycle/composting-home>

For both services, Highland Park will provide a 35-gallon cart for no additional charge. Volume-based customers will place a sticker (similar to a waste sticker) on their container when it is ready for disposal and bring it to the curb on the same day as their waste and recycling collection. Subscription customers will do the same, except there is no need to purchase stickers.

Residential Rates

Service	Total Monthly Fee
Volume-based collection	\$2.45 per sticker
Subscription collection	\$225.25 total for April 1 st – December 15 th

Frequently Asked Questions

- What is compost?**
Compost is nature’s way of recycling. Compost is decayed organic material that can be used as fertilizer for gardens. Organic material such as fruit peels, vegetable scraps, egg shells, bread, meat scraps, chicken bones, leaves, wilted flowers and used paper napkins can all decompose into compost.
- Why should I compost food scraps and yard waste?**
Composting food scraps and yard waste substantially decreases the amount of waste that we send to our rapidly-filling landfills. Plus, once in landfills, organic materials like food and leaves release methane as they decompose, and methane is 25 times more potent as a greenhouse gas than is carbon dioxide².
- Is compost smelly? What do I do if my compost bin or container starts to smell?**
When it comes to odor, compost is just like trash: it only becomes a nuisance if left unattended for long periods of time. Curbside composting gets rid of the mess before decomposition sets in. To prevent odors, make sure to regularly remove compost from the container in your home and occasionally clean your bin with baking soda. For easy clean-up, consider lining your curbside bin with paper towels or paper bags. You can also line your curbside bin with a paper yard waste. NO plastic bags are allowed (even biodegradable ones).
- How will Highland Park’s curbside composting service work?**
Highland Park’s curbside composting service allows customers to comingle their food scraps with their yard waste between April 1st and December 15th. There will be two options for this type of collection: volume-based curbside collection and subscription curbside collection.

For both services: Highland Park will provide a 35-gallon cart for no additional charge. To request a curbside compost bin, **DO THIS**.

² <http://www3.epa.gov/climatechange/ghgemissions/gases/ch4.html>

For volume-based curbside collection: Place a sticker (similar to the waste sticker) on your compost bin when you are ready for it to be picked up and bring it to the curb on the same day as your waste and recycling collection.

For subscription collection: Put your compost bin on the curb on the same day as your trash and recycling collection. There is no need to purchase stickers.

- **What do I do with my yard waste?**

Highland Park's curbside compost service accepts both food scraps and yard waste—both go into the same bin. If you already subscribe to Highland Park's yard waste service, you can now add your food scraps to that same bin.

- **What can I compost?**

The Highland Park curbside compost service is for:

- Fruits and Vegetables (includes unpainted holiday pumpkins)
- Leftovers and kitchen scraps (includes coffee grounds, tea bags & filters)
- Breads, grains, pasta and cereal
- Meat, poultry, seafood (including shells and bones)
- Dairy and Eggs (including shells; no liquids)
- Paper Products (includes paper towels, plates, napkins, egg cartons and pizza boxes)
- Plant trimmings from house plants, leaves, wilted flowers

This service does NOT accept diapers, liquids, grease, pet waste, Styrofoam, or oil. Recyclable items (metal, plastics, newspaper, glass, etc.) should all still go in your recycling bin. Do NOT use plastic bags in your compost bin (even biodegradable ones).

- **What are some common compost items I should put in my bin?**

Egg shells, banana peels, apple cores, coffee grounds, tea bags, stale bread, carrot tops, citrus rinds, peach pits, beef gristle, onion skins, cherry stems, bell pepper stems and seeds, chicken bones, broccoli stalks, corn cobs, wilted lettuce, used paper napkins, dead flowers, house plant clippings, fallen leaves and trimmed branches—just to name a few! Think of all the waste you can keep out of your trash and our landfills by filling your compost bin instead.

- **What if I don't have enough compost to fill up an entire bin?**

The bin doesn't have to be full to take it out to the curb. Using volume-based stickers will allow you to compost only as often as necessary. It is also acceptable to share a compost bin with your neighbors. By pooling your compost—and money to pay for the service or stickers—you can reduce your neighborhood's waste and save money at the same time!

- **Where can I get a container to put my food scraps to keep in my kitchen, pantry or mud room?**

There are a great variety of indoor containers available to collect food scraps before taking them out to your curbside bin. They come in a variety of styles with different

amenities, like charcoal filters. Many are designed to be attractive enough to sit on your counter. Others are designed to go under the kitchen sink. **NAME OF GROUP is SELLING BINS IN HIGHLAND PARK. HERE'S HOW TO GET ONE.**

To learn more about composting in Highland Park, **check out our factsheet** [\[Link to factsheet file\]](#).

If you are interested in joining Highland Park's Food Scrap Composting Service, sign up below or give us a call at **PHONE**.

DIRECT MAIL LETTER TO CURRENT YARD WASTE SERVICE SUBSCRIBERS

Dear Resident,

Almost 150 years ago, 50 intrepid pioneers turned Highland Park into a town. Today, our pioneering efforts are less about settling new lands, and more about taking care of the land we already have.

As a subscriber to Highland Park's yard waste collection service, you already embody the pioneering spirit of our community. By choosing to separate your yard waste into another collection, you've decreased your contribution to our rapidly-filling landfills and have helped make Highland Park a more sustainable city.

The City of Highland Park is always working toward a more sustainable future, which is why **we are now offering residents who participate in our yard waste pickup program the opportunity to compost their food scraps as well.**

This new service option will allow customers to comingle their food scraps with their yard waste during the landscape season between April 1st and December 15th. There will be two options for this type of collection: volume-based curbside collection and subscription curbside collection.

For both services, Highland Park will provide a 35-gallon cart for no additional charge. Volume-based customers will place a sticker (similar to the waste sticker) on their container when it is ready for disposal and bring it to the curb on the same day as their waste and recycling collection. Subscription customers will do the same, except there is no need to purchase stickers.

You are already enrolled in the subscription program, so you can start composting on April 1st! Simply collect your compostable waste, then empty those scraps into your curbside bin!

By adding food waste to your yard waste bin, you will continue to help reduce greenhouse gas emissions and our contributions to landfills. Please review the attached flyer for more information on food scrap composting, including what materials can be composted and other Frequently Asked Questions.

If you have any questions about this new compost service, contact **NAME** at **PHONE** or **EMAIL** or you can visit **WEBSITE**.

Sincerely,

NAME

TITLE

City of Highland Park

DIRECT MAIL LETTER TO PARTICIPANTS IN THE PILOT PROGRAM

Dear Resident,

In **YEAR**, you participated in a pilot program to gauge interest in food scrap composting. I am pleased to tell you that Highland Park now offers a curbside composting program to all residents through our new waste hauling contract!

This new service option will allow customers to comingle their food scraps with their yard waste during between April 1st and December 15th. There will be two options for this type of collection: volume-based curbside collection and subscription curbside collection.

For both services, Highland Park will provide a 35-gallon cart for no additional charge. Volume-based customers will place a sticker (similar to the waste sticker) on their container when it is ready for disposal and bring it to the curb on the same day as their waste and recycling collection. Subscription customers will do the same, except there is no need to purchase stickers.

Your past interest in composting demonstrated that you already embody the pioneering spirit of our community. By choosing to separate your yard waste into another collection, we decrease our contribution to rapidly-filling landfills and help make Highland Park a more sustainable city.

Please review the attached flyer for more information on food scrap composting, including what materials can be composted and other Frequently Asked Questions. To subscribe to this new service, please visit **WEBSITE** or call **NAME/NUMBER**.

Sincerely,

NAME

TITLE

City of Highland Park

PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE

Contact: **[NAME]**, **[POSITION TITLE]**, **[ORGANIZATION]**

Phone: **PHONE**

Email: **EMAIL**

Highland Park Launches into Recycling's Final Frontier

City to offer residents new curbside composting service

LOCATION – On **DATE**, the City of Highland Park will kick off its new curbside composting service. The event will be held at **LOCATION** and will help residents sign up for the new program, which can be paid for by subscription or with volume-based stickers.

The new service offers residents the opportunity to compost food scraps and yard waste with the convenience of curbside pickup. Highland Park already boasts the highest rate of residential recycling in Lake County. Forty percent of the city's waste is recycled, significantly over the national average. In Highland Park, 70% of businesses and multi-unit residences also recycle. Currently, 20-30% of household trash can be composted, according to EPA. City officials with Highland Park see composting as the next step in waste recycling.

“Recycling is a natural part of Highland Park now – it's actually surprising when we encounter someone who doesn't recycle,” says **JANE DOE**, **TITLE** with Highland Park. “We understand it, why it matters, and how to do it. Now it's time for Highland Park to move into recycling's final frontier.”

Composting food scraps substantially decreases the amount of waste sent to landfills. Once in landfills, organic materials like food and leaves release methane as they decompose. Methane is 25 times more potent as a greenhouse gas than is carbon dioxide.

JOHN SMITH, **TITLE** with Highland Park, believes that the city can set an example for neighboring communities.

“Highland Park and its residents are known for actively maintaining our natural and community legacy, for being regional leaders and thoughtful planners,” **SMITH** says. “By simply utilizing the composting service, Highland Park residents will help reduce greenhouse gas emissions and encourage other communities to do the same.”

The new service will operate between April 1st and December 15th. There will be two collection options, volume-based – or “garbage sticker” – curbside collection and subscription curbside collection. For both services, residents will be provided a 35-gallon cart for no additional charge.

The City's website has additional information on how to participate in this program, along with tips for getting the most out of your compost bin. If you are interested in learning more about Highland Park's new curbside composting service or the **EVENT**, please visit **WEBSITE**.

NEWSLETTER ARTICLE

New Curbside Composting Service

Highland Park residents understand recycling, why it matters, and how to do it. Now it's time for us to move into recycling's final frontier. Because we believe in building a sustainable future for our residents, the City of Highland Park is now offering residents the opportunity to compost food scraps and yard waste with the convenience of curb-side pickup.

Composting food scraps substantially decreases the amount of waste that we send to our rapidly-filling landfills. Once in landfills, organic materials like food and leaves release methane as they decompose, which is 25 times more potent as a greenhouse gas than is carbon dioxide.

By simply utilizing the composting service and collecting food scraps and yard waste in a separate bin, Highland Park residents help reduce greenhouse gas emissions and our contributions to landfills. The new service will operate between April 1st and December 15th. There will be two collection options, volume-based – or “garbage sticker” – curbside collection and subscription curbside collection. For both services, residents will be provided a 35-gallon cart for no additional charge.

Residents who already subscribe to yard waste pickup service can start adding food scraps to their bins on April 1. Visit [WEBSITE](#) for additional information on participating in this program, along with tips for getting the most out of your compost bin.

If you're interested in signing up for this new service, please contact [NAME](#) at [PHONE](#) or [EMAIL](#). You can also visit [WEBSITE](#).

[For longer article format, see the press release.]

TWO-PAGE COMPOSTING FACTSHEET

FRONT

Composting: Recycling's Final Frontier!

Almost 150 years ago, 50 intrepid pioneers turned Highland Park into a town. They settled part of the Midwestern frontier. Today, our pioneering efforts are less about settling new lands, and more about taking care of the land we already have.

Highland Park boasts the highest rate of residential recycling in Lake County. We understand recycling, why it matters, and how to do it. Now it's time for Highland Park to move into recycling's final frontier. It's time for Highland Park to set an example for neighboring communities. It's time for us to compost!

Highland Park's Food Scrap Composting Service

The City of Highland Park is now offering residents the opportunity to compost food scraps and yard waste with the convenience of curbside pickup.

When you enroll in Highland Park's Food Scrap Composting Service, you receive a curbside bin for your compostable materials to start your food scrap collection.

SUGGESTED IMAGE: COMPOST BINS ALONG A STREET / IMAGES OF ALL THE ITEMS THAT CAN BE COMPOSTED.

How to compost with Highland Park

1. Visit **SITE** to subscribe and choose either Volume Based or Subscription
2. If you choose volume-based, purchase stickers at **_____** or **_____**.
3. Collect food & household scraps like vegetables, fruit peels, egg shells, paper napkins and plant trimmings in a designated container. Store the container under your kitchen sink, in a pantry, or next to your trash can.
4. Empty the container of food scraps into your new 35-gallon bin.
5. Put bin on the curb with your trash and recycling on pickup day

Why Compost?

Composting food scraps substantially decreases the amount of waste that we send to our rapidly-filling landfills. Once in landfills, organic materials like food and leaves release methane as they decompose, which is 25 times more potent as a greenhouse gas than is carbon dioxide.

Tips & Tricks

- The Highland Park curbside compost service is for:
 - Fruits and Vegetables (includes unpainted holiday pumpkins)
 - Leftovers and kitchen scraps (includes coffee grounds, tea bags & filters)
 - Breads, grains, pasta and cereal
 - Meat, poultry, seafood (including shells and bones)
 - Dairy and Eggs (including shells; no liquids)
 - Paper Products (includes paper towels, plates, napkins, egg cartons and pizza boxes)

- Plant trimmings from house plants, leaves, wilted flowers
- This service does NOT accept diapers, liquids, grease, pet waste, Styrofoam, or oil. Recyclable items (metal, plastics, newspaper, glass, etc.) should all still go in your recycling bin.
- Left-over salad makes a great addition to any compost pile!
- To prevent odors, regularly remove compost from the container in your home and occasionally clean your bin with baking soda. Consider lining your curbside container with newspapers, paper towels or paper bags and keep the container closed.

BACK

Curbside Composting: A service that fits your lifestyle

SUGGESTED IMAGE: MAN AND WOMAN GARDENING

Jason and Patricia are avid gardeners. They have been composting on their own for years. Sometimes, though, they don't need any more compost for their garden. They use the volume-based subscription and buy waste stickers only when they need a compost pickup.

SUGGESTED IMAGE: WOMAN SERVING DINNER TO AN INTERGENERATIONAL LARGE FAMILY

Carol has a big family. After dinner, she might have enough food scraps to fill her under-sink container! Within a week, there's enough food scraps to fill a whole bin. That's why Carol subscribed to weekly curbside collection.

SUGGESTED IMAGE SERIES: THREE HOMES: KIDS PLAYING IN ONE, MAN WATERING LAWN & WOMAN THROWING OUT COMPOST IN A BIN

Jill, Alex and Nick's kids all carpool together to school in the morning. Jill decided to subscribe for weekly compost pickup but realized that her family didn't have enough veggie scraps to fill a whole bin every week. She decided to team up with Alex and Nick's families again and now they all share a subscription. They just drop off scraps when they drop off their kids for carpool!

The compost bin is the ideal location for many common kitchen and yard scraps such as:

Chicken bones	Bell pepper seeds	Trimmed branches
Banana peels	Broccoli stalks	Potato peels
Apple cores	Beef gristle	Oyster shells
Egg cartons	Corn cobs	Leftover salad (without dressing)
Carrot tops	Wilted lettuce	Rotten tomatoes
Coffee grounds and filters	Used paper napkins	Egg shells
Citrus rinds	Dead flowers	Pizza boxes
Peach pits	House plant clippings	
Onion skins	Fallen leaves	
Cherry stems	Tea bags	

Think of all the waste you can keep out of your trash and our landfills by filling your compost bin instead!

DOOR or BIN HANGER

FRONT

Join the final frontier of recycling!

Highland Park boasts the highest rate of residential recycling in Lake County. We understand recycling, why it matters and how to do it. Now, it's time for Highland Park to move into recycling's final frontier. It's time for Highland Park to set an example for neighboring communities. **It's time for us to compost!**

How it Works

When you enroll in Highland Park's Food Scrap Composting Service, you receive an additional curbside bin for all food scraps and yard waste.

SUGGESTED IMAGE: COMPOST BINS ALONG A STREET/ IMAGES OF COMPOSTABLE ITEMS

Visit **WEBSITE** for additional information on participating in this program, along with tips for getting the most out of your compost bin.

SUGGESTED IMAGE: CITY SEAL AND HAULER LOGO

BACK

Curbside Composting:

A service that fits your lifestyle

SUGGESTED IMAGE: MAN AND WOMAN GARDENING

Are you one of the many Highland Park residents who already compost at home? Consider using the volume-based subscription with organic waste stickers for those times when you have excess waste and need a compost pickup.

SUGGESTED IMAGE: WOMAN SERVING DINNER TO AN INTERGENERATIONAL LARGE FAMILY

Big family? You might generate enough food scraps to fill a whole bin! Consider subscribing to the weekly curbside collection.

SUGGESTED IMAGE SERIES: THREE HOMES: KIDS PLAYING IN ONE, MAN WATERING LAWN & WOMAN THROWING OUT COMPOST IN A BIN

Not sure if you generate enough food scraps, or if you're ready to commit? Consider teaming up with neighbors, colleagues, or your carpool group to share a bin and subscription.

SOCIAL MEDIA POSTS

Possible Hashtags

#compost
#finalfrontier

Facebook

[Attach a link to the compost service web page for each post]

1. We believe in building a sustainable future for our residents, so the City of Highland Park is now offering residents the opportunity to #compost food scraps and yard waste with the convenience of curbside pickup! Join the composting program today by signing up on our website.
2. We understand recycling, why it matters, and how to do it. Now it's time for Highland Park to move into recycling's #finalfrontier. Embrace the future and sign up for Highland Park's new curbside composting service today!
3. Composting our food waste is the #finalfrontier of recycling. Will you be bold enough to be one of the first to embrace the future?
4. What do fruit peels, pizza boxes, leaves, wilted flowers and used paper napkins all have in common? They make great #compost! Sign up for Highland Park's curbside composting program today and help reduce the amount of waste that we send to our rapidly-filling landfills.

Twitter

[Note: Each post can only have 140 characters]

1. Highland Park is entering the #finalfrontier of recycling: curbside composting! Join the movement today: LINK
2. Composting our food waste is the #finalfrontier of recycling. Will you be bold enough to embrace the future? LINK
3. Did you know that a third of our trash can be composted? Join our #compost service & help keep that waste out of landfills: LINK

EVALUATION PLAN

The composting campaign strategy outlines two goals for this campaign:

1. 3% of single family residences in Highland Park opt-in to the food scrap composting service within Year 1 of the program.
2. 40% of Highland Park residents will know about Highland Park's food scrap composting service.

To gauge success on this behavior-change campaign to encourage Highland Park residents to reduce their contributions to light pollution, we recommend measuring success in the following ways:

- The number of copies of *The Highlander* edition that contained the article about this campaign that were distributed.
 - The number of click-throughs and/or website downloads.
- The number of factsheets distributed.
- The number of views on the composting pages of the City's website
- The number of properties participating in the service, as reported by the waste hauler.
- The number of composting-related social media posts that were shared or liked.
- In a follow-up survey, ideally distributed in Fall 2016, how do responders answer these questions:
 - Over the last year, did you receive any information from the City about the new curbside composting service?
 - If yes, was this information useful?
 - Yes
 - No
 - I don't know
 - Which of the following statements best explains your household's interest in the curbside composting service?
 - We participate in the composting service as a volume-based customer.
 - We participate in the composting service as a subscription customer.
 - We share a bin with neighbors or friends.
 - We are thinking of participating in this service in 2017.
 - I am not interested in composting food scraps through the City's curbside collection service.

- (If the answer is yes to one of the first three options): Please comment on the following aspects of the program by indicating whether you agree, disagree or are neutral on the following statements:

	Agree	Somewhat Agree	Neutral	Somewhat Disagree	Disagree
Enrolling in the curbside composting service was easy					
The curbside composting service is easy and convenient					
I have seen a substantial decrease in the amount of trash our household sends to the landfill because we use the curbside composting service					
I have had problems with odors or pests in my compost bins					
The curbside bins are too big					
I plan on participating in the curbside compost service again next year					
The curbside composting service is too expensive					

HIGHLAND PARK STORMWATER CAMPAIGN MATERIALS February 1, 2016

This packet contains materials to help reduce light pollution in Highland Park through recommended communication channels. The following materials are included:

- *The Highlander* article
- 2-page fact sheet
- Water bill insert
- Social media posts
- Reward program overview
- Evaluation plan

The City is asked to edit and finalize each material according to its communications protocol and, where appropriate (such as the fact sheet and water bill insert), forward the finalized messages to its graphic design staff.



Stormwater Campaign Newsletter Article

Take a Page from Nature's Playbook and Give Back to our Ravines

Severe storms are becoming more frequent and paved surfaces cover more land. The excess rain water from frequent storms is not able to soak into the ground because more of our ground is covered in brick, concrete, asphalt and buildings. Instead, the rain water rushes through our streets, ravines, and streams. A direct result of all this extra water is that our ravines, a vital part of Highland Park's landscape and identity, are in danger.

Because the damage done to our ravines is the result of stormwater accumulating from properties throughout Highland Park, not just those adjacent to the ravines, every action to keep water from running off into ravines reduces the damage.

Nature has given us a lot to be thankful for here in Highland Park. It's time to give back. Consider installing a rain garden, permeable pavers, a rain barrel or native plants on your property. No matter where you live in Highland Park, these actions can help keep our ravines healthy and beautiful.

These are all examples of green infrastructure. Green infrastructure is any practice that protects, restores or simulates the natural water cycle. When you add beautiful green infrastructure projects to your property, you allow more stormwater to soak into the ground at a natural pace, alleviating a lot of the immediate stress put on our ravines when it rains.

For more information on green infrastructure and our ravines, please visit [WEBSITE](#).

Stormwater Campaign 2-Sided Factsheet

FRONT

Take a page from nature's playbook and give back to our ravines

[DESIGNED LIKE A PLAYBOOK: WITH X's & O's & ARROWS]

The opponent: Severe storms are becoming more frequent and paved surfaces cover more land. Independently, these facts don't have a lot to do with each other. But, together, they spell trouble for Highland Park's ravines.



Excess rain water from frequent storms is not able to soak into the ground because more of our ground is covered in brick, concrete, asphalt and buildings. Instead, the rain water rushes through our streets, ravines, and streams.

More water is rushing through our ravines than ever before, accelerating the erosion process and making it difficult to filter pollutants headed into Lake Michigan.

The health of our ravines is directly tied to the vibrancy of our city. We all rely on ravines, whether it's for their scenic vistas, their ecological importance or their role as filters for our Lake Michigan drinking water.

The game plan: Because the damage done to our ravines is the result of stormwater accumulating from properties throughout Highland Park, not just those adjacent to the ravines, every action to keep water from running off into ravines reduces the damage. When it comes to our ravines and our Lake Michigan coast, we are all a team.



Reduce water running off your property by giving it extra time to soak into the ground. Plant rain gardens and use rain barrels. Rain gardens are shallow basins filled with water-loving plants that collect and absorb runoff from rooftops, sidewalks, and streets. Disconnect your home's downspouts from sewer lines and drains so the ground can soak up your roof's runoff. Minimize water use and irrigation sprinklers, especially if your home is near the top edge of a ravine.



Add a buffer of native plants along your property. When compared to turf grass or paved surfaces, native plants slow the rush of surface water, giving it more time to soak into the ground and out of sewer systems and ravine canyons. If you live along a ravine, keep turf grass, play sets and pools at least 10 feet from the top edge of the ravine to prevent erosion. (For sample landscape plans and lists of native trees, grasses, shrubs and flowering plants, visit: WEBSITE.)



Use porous paving wherever possible. Porous pavers are beautiful bricks that fit all design aesthetics. They allow water to seep into the ground beneath them so the water doesn't runoff into storm drains or ravines. Porous pavers are an impressive technology that makes protecting ravines easy and attractive!

Stormwater Campaign Water Bill Insert

Learning from Nature's Playbook

Severe storms are becoming more frequent and paved surfaces cover more land. As a result, excess rain water from frequent storms is not able to soak into the ground because more of our ground is covered in brick, concrete, asphalt and buildings. Instead, the rain water rushes through our streets, ravines, and streams. A direct result of all this extra water is that our ravines, a vital part of Highland Park's landscape and identity, are in danger.

Take a page from nature's playbook and give back to our ravines! Consider installing a rain garden, permeable pavers, a rain barrel or native plants on your property. No matter where you live in Highland Park, these actions can help keep our ravines healthy and beautiful.

- **Reduce water running off your property by giving it extra time to soak into the ground.** Plant rain gardens and use rain barrels. Rain gardens are shallow basins filled with water-loving plants that collect and absorb runoff from rooftops, sidewalks, and streets.
- **Use porous paving wherever possible.** Porous pavers are beautiful bricks that fit all design aesthetics. They allow water to seep into the ground beneath them so the water doesn't runoff into storm drains or ravines. Porous pavers are an impressive technology that makes protecting ravines easy and attractive!
- **Add a buffer of native plants along your property.** When compared to turf grass or paved surfaces, native plants slow the rush of surface water, giving it more time to soak into the ground and out of sewer systems and ravine canyons.

For more information on how to reduce your stormwater runoff and keep our ravines healthy, visit: [WEBSITE](#).

Stormwater Campaign Social Media Posts

Possible Hashtags

#naturesplaybook

#RavineLove

Facebook

- Itching to get out into the garden? Consider adding a rain garden to your landscape plan. Rain gardens are beautiful and functional! They are shallow basins filled with water-loving plants that collect and absorb runoff from rooftops, sidewalks, and streets. By reducing water running off your property, rain gardens are a great way to help us protect Highland Park's ravines from erosion. Learn more at [LINK](#)
- Does it feel like it rains more than it used to? You're not crazy. The Midwest is experiencing more frequent severe storms. This extra rain combined with all of our paved surfaces like streets, patios, parking lots and buildings is threatening Highland Park's rare ravines. Join with the City to take a page out of #naturesplaybook to protect our ravines through simple homeowner actions. Learn more at [LINK](#)
- Repaving your patio or driveway? Consider using porous pavers. Porous pavers are beautiful bricks that fit all design aesthetics. They allow water to seep into the ground beneath them so the water doesn't runoff into storm drains or ravines. Porous pavers are an impressive technology that makes protecting ravines easy and attractive! #RavineLove [LINK](#)
- Into every life a little rain must fall. And because that rain falls on all of us, we all have a responsibility to make sure that rain doesn't permanently damage our ravines. Take a page from nature's playbook and give back to our ravines! Consider installing a rain garden, permeable pavers, a rain barrel or native plants on your property. #naturesplaybook #ravinelove [LINK](#)
- This spring, add native plants to your yard. When compared to turf grass or paved surfaces, native plants slow the rush of surface water, giving it more time to soak into the ground and out of sewer systems and ravine canyons. Learn more at [LINK](#). #naturesplaybook

Twitter

- Use your green thumb to protect Highland Park's ravines: [LINK](#) #ravinelove
- Hey, rain, leave our ravines alone! Take these actions to help protect Highland Park's ravines: [LINK](#) #ravinelove
- Share your love for Highland Park's ravines by planting a rain garden or installing a rain barrel. [LINK](#) #ravinelove
- Highland Park has #ravinelove. Do you? [LINK](#)
- Highland Park's ravines are a vital part of our landscape and identity. It's up to all of us to protect them. [LINK](#)

Stormwater Campaign Reward Program Overview

Based on the results of the November 2015 citizen survey, Highland Park residents do not find flooding prevention to be a compelling reason to implement green infrastructure. Survey responders were much more concerned about ravine/lakeshore erosion and water quality, due to the city's proximity to Lake Michigan and numerous ravines that feed into it. Appealing to that connection with the lakeshore will be an effective focus in messaging that encourages certain stormwater management actions.

In addition, overwhelmingly, people were interested in green infrastructure actions. This is a great opportunity to expand green infrastructure projects since residents are already interested in these actions.

We know people care about the ravines and they have general interest in green infrastructure action. To move your population to take the leap to planting a rain garden or installing pervious pavers, we recommend implementing a **reward program**.

The reward program would publically acknowledge residents who implement stormwater best management practices on their property. Residents could be acknowledged in any or all of the following ways:

- Yard sign (campaign-style or more permanent “nice” version) designating that property as a “Ravine-Friendly Yard”
- Article in *The Highlander* with a list of homeowners who have created ravine-friendly yards, with photos of some of the successes
- Photos of ravine-friendly yard successes at City tables at events
- List on website of homeowners who achieve ravine-friendly designation
- Coupons or rebates for homeowners who implement one of a few specified actions

To move forward with a reward program that designates ravine-friendly yards, Highland Park will need:

- Checklist for what a “ravine-friendly yard” must include and parameters for each best management practice
- Info on how residents can earn designation as a ravine-friendly yard
- Yard sign for designated yards—designed and produced
- Protocol for distributing signs, coupons and rebates
- Article in *The Highlander*, text on City website, posts for social media and other promotional materials to get the word out about this program
- Community survey questions to gauge success of this program

Stormwater Campaign Evaluation Plan

The stormwater campaign strategy outlines three goals for this campaign:

1. 75% of Highland Park residents will have received materials on relevant stormwater management issues and green infrastructure actions.
2. 50% of Highland Park residents will self-report, through a follow-up survey, that they found the materials on stormwater management issues and green infrastructure actions useful.
3. 5% of 2016 survey respondents report taking action to address stormwater on their property.

To gauge success on this behavior-change campaign to encourage Highland Park residents to adopt ravine-friendly stormwater management practices, we recommend measuring success in the following ways:

- How many copies of *The Highlander* edition that contained the article about this campaign were distributed? How many were opened or downloaded from the website?
- How many factsheets were distributed?
- How many water bill inserts went out to residents?
- How many stormwater-related social media posts were shared or liked?
- In a follow-up survey, ideally distributed in Fall 2016, how do responders answer these questions:
 - Over the last year, did you receive any information from the City about our efforts to protect our ravines by reducing stormwater runoff and the ways individual residents can participate?
 - If yes, was this information useful?
 - Yes
 - No
 - I don't know
 - Please select the phrase that best describes your feelings toward each of the following ravine-friendly stormwater management actions:

	This is something I have already done	This sounds like something I might do	This does NOT sound like something I would do	I would like more information on this topic	I don't know what this is
Rain gardens					
Rain barrels					
Porous pavers					
Planting native plants					

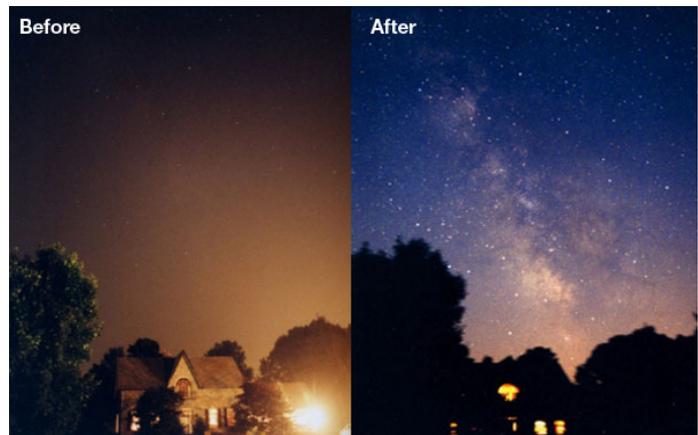
- If a reward program is implemented in 2017, then we recommend a Fall 2017 survey include the following questions in addition to the three listed above:
 - Are you aware of the City's program where your property can be designated as a "Ravine-friendly Yard"?
 - If yes, is this a program that you are interested in participating in?

HIGHLAND PARK LIGHT POLLUTION CAMPAIGN MATERIALS February 1, 2016

This packet contains materials to help reduce light pollution in Highland Park through recommended communication channels. The following materials are included:

- *The Highlander* article
- 2-page fact sheet
- Electric bill insert
- Social media posts
- Evaluation plan

The City is asked to edit and finalize each material according to its communications protocol and, where appropriate (such as the fact sheet and electric bill insert), forward the finalized messages to its graphic design staff.



Light Pollution Campaign Newsletter Article

Light Smart—It's a Bright Idea

Highland Park encourages all residents and business owners to be Light Smart by turning off outdoor lights, especially from midnight until 5:00 am. We want Highland Park to glow with pride, not with light at two in the morning!

Sometimes the brightest ideas are the simplest. By installing motion detectors and timers on your outdoor lights, you can save money, lower energy use and reduce our contributions to light pollution.

A big part of why many of us chose to live in Highland Park is because of the natural beauty, a country-living feel with big city amenities. But, excessive light pollution diminishes that natural, “country” beauty and washes out our starlit night sky. The artificial glow can also confuse or harm migratory song birds like sparrows and finches as they travel along Lake Michigan’s shoreline.

Less outdoor lighting is good for our health, our wallets and the natural world in which we’ve built our homes. For more information on Highland Park’s efforts to reduce light pollution, please contact **NAME** at **EMAIL** or visit **our website**.

Light Pollution Campaign 2-Sided Factsheet

FRONT

Light Smart – It's a Bright Idea

[BACKGROUND IMAGE OF A STARLIT SKY]

Highland Park encourages all residents and business owners to be Light Smart by turning off outdoor lights, especially from midnight until 5:00 am. We want Highland Park to glow with pride, not with light at two in the morning!

What is light pollution?

Light pollution is the brightening of the night sky caused by street lights and other man-made sources. It is common in highly-populated areas but can also be site specific.

Why is light pollution bad?

Light pollution is bad for several reasons:

- Light pollution washes out our starlit sky
- The artificial glow can confuse or harm migratory song birds
- It's inefficient! Light is going where we don't want it to go

What can I do to prevent light pollution?

Sometimes the brightest ideas are the simplest. Just turn off your lights! By installing motion detectors and timers on your outdoor lights, you can save money, lower energy use and reduce our contributions to light pollution.

BEFORE IMAGE OF EXCESSIVE
LIGHT POLLUTION]

[AFTER IMAGE OF REDUCED
LIGHT POLLUTION]

BACK

Follow these simple, common-sense tips for lowering your energy use by being Light Smart:

- Conduct an experiment: One night this week, turn all the lights on in your home and around your property, then step back from your house and shield your eyes from the unnatural glow! Now, walk around your house and yard, taking note of the following:
 - Which lights are necessary to have on to make me feel safe?
 - Which lights do we accidentally leave on overnight because we forget to turn them off?
 - Are any of these lights completely unnecessary?
- After you've conducted your light inventory, take action:
 - Attach motion sensors to any necessary outdoor lights near your home and garage doors. Motion sensors will ensure light is only there when it is needed, while still being a crime deterrent.
 - Attach timers to any lights that are frequently left on overnight by accident, especially in rooms that people don't spend time in after dark, like foyers or formal living rooms.
 - Sometimes previous owners installed lights in places that we don't quite understand. Turn off—or even remove—unnecessary lights to prevent them from adding to your energy bill.

Light Pollution Campaign Electric Bill Insert

Light Smart—It's a Bright Idea

Highland Park encourages all residents and business owners to be **Light Smart** by turning off outdoor lights, especially from midnight until 5:00 am. We want Highland Park to glow with pride, not with light at two in the morning!

To reduce your energy use—and lower your electric bill!—ask yourself these questions first:

- Which lights are necessary to have on to make me feel safe?
- Which lights do we accidentally leave on overnight because we forget to turn them off?
- Are any of these lights completely unnecessary?

There are several ways you can take action:

- Attach motion sensors to any necessary outdoor lights near your home and garage doors.
- Attach timers to any lights that are frequently left on overnight by accident.
- Turn off—or even remove—unnecessary lights to prevent them from adding to your energy bill.

Less outdoor lighting is good for our health, our wallets and the natural world in which we've built our homes. Together, we can keep Highland Park's night sky beautiful.

Light Pollution Campaign Social Media Posts

Possible Hashtags

#lightsmart

Facebook

- Twinkle, twinkle little star, how we wonder where you are! Highland Park encourages all residents and business owners to be #LightSmart by turning off outdoor lights, especially from midnight until 5:00 am. The artificial glow of light pollution washes out our starlit sky and can confuse or harm migratory song birds. Learn more at [LINK](#)
- Less outdoor lighting is good for our health, our wallets and the natural world in which we've built our homes. To reduce your energy use—and lower your electric bill!—attach motion sensors to any necessary outdoor lights near your home and garage doors. Attach timers to any lights that are frequently left on overnight by accident. Learn more at [LINK](#)
- We want Highland Park to glow with pride, not with light at two in the morning! Be #LightSmart by turning off outdoor lights from midnight to 5:00 am. Install timers to reduce energy use and your contributions to light pollution. Learn more at [LINK](#)

Twitter

- Be #lightsmart to reduce energy use and keep Highland Park's night sky beautiful [LINK](#)
- Twinkle, twinkle little star—Highland Park wonders where you are! #lightsmart [LINK](#)
- Timers and motion sensors can reduce energy use, lower electric bills and make Highland Park's sky a little prettier #lightsmart [LINK](#)

Light Pollution Campaign Evaluation Plan

The light pollution campaign strategy outlines two goals for this campaign:

1. 50% of Highland Park residents will self-report, through a follow-up survey, that they took action to help reduce light pollution in their community.
2. 75% of Highland Park residents will have received materials on the effects of light pollution.

To gauge success on this behavior-change campaign to encourage Highland Park residents to reduce their contributions to light pollution, we recommend measuring success in the following ways:

- How many copies of *The Highlander* edition that contained the article about this campaign were distributed? How many were opened or downloaded from the website?
- How many factsheets were distributed?
- How many electric bill inserts went out to residents?
- How many light pollution-related social media posts were shared or liked?
- In a follow-up survey, ideally distributed in Fall 2016, how do responders answer these questions:
 - Over the last year, did you receive any information from the City about our efforts to reduce light pollution and the ways individual residents can participate?
 - If yes, was this information useful?
 - Yes
 - No
 - I don't know
 - In the past year, have you adopted any of the following light pollution-reduction activities?

	This is something I have already done	This sounds like something I might do next year	This does NOT sound like something I would do
Turn off indoor lights when I leave the room			
Put outdoor lights on a timer			
Replace outdoor light fixtures with those that are designed to limit light pollution			
Replace outdoor light fixtures with low-wattage solar lights			
Attach motion detectors to essential outdoor lights			

- In addition, we recommend establishing a relationship with local stores or vendors to give away timers or motion sensors at a discounted rate to residents. Future surveys would ask if responders knew about the program to get discounted timers/motion sensors and if they participated in the program.

