



COMMUNITY DEVELOPMENT • 1140 Terex Road • Hudson, Ohio 44236 • (330) 342-1790

MEMORANDUM

To: City Council
From: Emily Fernandez, Community Project Planner
CC: Greg Hannan, Community Development Director; Katie Behnke, Economic Development Manager; Thom Sheridan, City Manager
Date: December 5, 2024
Subj: EAC 2025 Goals

The Environmental Awareness Committee (EAC) received Council direction in January 2024 on 2024 goals. The goals were substantially completed (see attachment '2024 Goals: Status Updates'). The committee is seeking Council input on new and ongoing goals for 2025.

2025 Proposed Goals

The committee has developed the following proposed goals. See attachment 'Proposed 2025 Goals' for details and proposed metrics.

1. Environmental Education Campaign

Work with the Communications Department to develop an annual environmental education campaign for residents, with a theme of *resource conservation*.

2. Environmental Engagement

Assist with planning and implementation of programming that enhances environmental awareness & promotes environmental stewardship.

3. Land Management & Stewardship Practices

Work with the City Parks Department, Communications Department and other community stakeholders to identify and promote best management practices related to land and landscape management that promote sustainability, create optimum habitat and reduce external inputs.

4. Advise City Council

Advise City Council (or City staff, if directed by Council) regarding topics of environmental significance. Provide insight substantiated by research from reputable and current sources. See attachment, 'Comprehensive Plan Goals'.

Discussion

- Review of proposed EAC goals

2024 Goals: Status Updates
Environmental Awareness Committee

1. Environmental Education Campaign Work with the Communications Department and Community Development Department to develop an annual environmental education campaign for residents. The proposed 2024 theme is <i>resource conservation</i>.	
Objectives	Results
<p>a. EAC to identify sub-topics, potentially to include waste reduction, recycling education and stormwater management.</p> <p>b. EAC to provide proposed content and sources</p> <p>c. Communications to revise, format, & distribute content as appropriate.</p> <p style="padding-left: 20px;">i. Potential formats could include short environmental tips in e-news or social media, “Did You Know” blurbs in Focus on Hudson newsletter, digital white papers on City website, etc</p>	<ul style="list-style-type: none"> • Provided content for social media publication • ‘Impressions’ (total times viewed) are estimated at 105,000 impressions across 71 environmental posts
2. Environmental Engagement Assist with planning and implementation of programming that enhances environmental awareness & promotes environmental stewardship.	
Objectives	Results
<p>a. EAC to support City staff in planning and implementing the annual Earth Day Celebration. (time: Week of Earth Day)</p> <p>b. EAC to support staff in planning and implementing the annual Pumpkins for the Planet composting event (time: approx. October-December)</p> <p>c. EAC to support City staff in planning and implementing the annual Holiday Lights Recycling program (time: approx. November-January).</p> <p style="padding-left: 20px;">i. EAC to identify host locations for collection sites - distribute collection bins to each site for use during the program and collect the bins at program end</p> <p style="padding-left: 20px;">ii. EAC to empty the collection bins and transport lights to Hudson Public Works during the program as needed (Public Works to transport the final collection to the recycling facility for processing at program end)</p> <p>d. Continue the affiliate duties of the Keep America Beautiful program.</p> <p style="padding-left: 20px;">i. Complete the Community Appearance (Litter) Index and complete event reporting for environmental activities</p>	<ul style="list-style-type: none"> • Held Earth Day event - 20 vendors & 20 electric/hybrid vehicles on display, including a Metro RTA bus. Feedback was positive although weather impacted attendance (est. 200-250 attendees). The following items were successfully collected for recycling: <ul style="list-style-type: none"> ○ Solar glasses: 2,500+ pairs ○ Paper Waste: 4,776 lbs ○ E-waste: 2,140 lbs (tracked 110 participants) ○ Crayons: 38 lbs • Pumpkin composting – 32,558 lbs of material composted (235% increase over previous year) • Holiday lights recycling - 2,000 lbs of lights recycled (11% increase over previous year, 150% increase over first year of program). Program began in winter of 2021-2022. • Completed the annual community appearance index – Hudson’s litter scores remain ‘very low’ according to national criteria

2024 Goals: Status Updates

Environmental Awareness Committee

<p>e. Advise City Council (or City staff, if directed by Council) regarding topics of environmental significance.</p> <p>i. Provide insight substantiated by research from reputable and current sources.</p> <p>f. Explore and develop new programming or opportunities as helpful. Remain forward-looking to determine programs that could potentially be implemented in 2025 (ex. research “buy-nothing” events for possible implementation in Summer 2025).</p>	<ul style="list-style-type: none">• Provided memos regarding long-term public power considerations and proposed improvements to the solar interconnection program. Several updates to the interconnection program form were made to improve it for residents.• Currently discussing new event opportunities for 2025
<p>3. Green Certification Registry Work with the Communications Department and Community Development Department to implement the green certification registry that was proposed to Council and approved in 2023.</p>	
<p>a. Host 2 workshops to increase local expertise & awareness of green certification among residents and the business community.</p> <p>b. Work with Community Development to finalize and activate the registration form on the city website, making it available to residents and the business community.</p> <p>c. Work with Communications to build awareness of the registry via social media and/or other sources</p> <p>d. Work with Community Development to develop a recognition sign to be posted temporarily on certified properties (if the property owner consents)</p>	<ul style="list-style-type: none">• Held 2 educational workshops (April and October) and had the recordings posted on the program website• Developed the green home registration form, which was made available on the city website in March• Provided information for a program webpage and social media promotion.• Developed a recognition sign

Proposed 2025 Goals - Updated February 2025

Environmental Awareness Committee

1. Environmental Education Campaign Work with the Communications Department to develop an annual environmental education campaign for residents, with a theme of <i>resource conservation</i>.	
Objectives	Metric(s)
<ul style="list-style-type: none">a. EAC to identify sub-topics, potentially to include waste reduction, recycling education, stormwater management, energy conservation, green home certification, renewable energy, and other topics as applicable.b. EAC to provide proposed content and sourcesc. Communications Dept. to revise, format, & distribute content as appropriate.<ul style="list-style-type: none">a. Potential formats could include short environmental tips in e-news or social media, “Did You Know” blurbs in Focus on Hudson newsletter, digital white papers on City website, etc	<ul style="list-style-type: none">• Annual waste & recycling tipping weights from waste haulers• Number of registrations to Green Home Certification Registry• Number of interactions on environmental social media posts
2. Environmental Engagement Assist with planning and implementation of programming that enhances environmental awareness & promotes environmental stewardship.	
Objectives	Metric(s)
<ul style="list-style-type: none">a. EAC to support City staff in planning and implementing the annual Earth Day Celebration. (time: Week of Earth Day)b. EAC to support staff in planning and implementing the annual Pumpkins for the Planet composting event (time: approx. October-December)c. EAC to support City staff in planning and implementing the annual Holiday Lights Recycling program (time: approx. November-January).<ul style="list-style-type: none">a. EAC to identify host locations for collection sites - distribute collection bins to each site for use during the program and collect the bins at program endb. EAC to empty the collection bins and transport lights to Hudson Public Works during the program as needed (Public Works to transport the final collection to the recycling facility for processing at program end)d. Continue the affiliate duties of the Keep America Beautiful program, including the Community Appearance (Litter) Index and event reporting for environmental activities.e. Continue to provide input on Hudson Public Power and the solar interconnection program based on current market conditions.f. Explore and develop new programming or opportunities as helpful. Remain forward-looking to determine programs that could potentially be implemented in 2025 (ex. research	<ul style="list-style-type: none">• Number of event attendees• Weight of recycled materials• Completion of annual litter/community appearance index• Completion of event plan & execution of Buy Nothing event

Proposed 2025 Goals - Updated February 2025

Environmental Awareness Committee

“buy-nothing” events for possible implementation in Summer 2025).	
3. Land Management & Stewardship Practices Work with the City Parks Department, Communications Department and other community stakeholders to identify and promote best management practices related to land and landscape management that promote sustainability, create optimum habitat and reduce external inputs.	
Objectives	Metric(s)
<ul style="list-style-type: none">a. Connect with stakeholders to collaborate on a set of best management practices for land and landscape management incorporating the principles of Integrated Vegetation Management (IVM). Areas to be addressed would include plant selection, weed and invasive plant management, the appropriate use of pesticides and fertilizers and other maintenance practices.b. Identify and recommend goals related to landscape management for City owned land.c. Working with the City Communications Department and other stakeholders, promote best management practices for residential, commercial and industrial landscapes throughout the City.	<ul style="list-style-type: none">• Completion of a set of Best Management Practices
4. Advise City Council Advise City Council (or City staff, if directed by Council) regarding topics of environmental significance. Provide insight substantiated by research from reputable and current sources.	
Objectives	Metric(s)
<ul style="list-style-type: none">a. Provide input on the Comprehensive Plan goals in which the EAC is identified as a ‘Potential Partner’ (below). See attachment ‘Comprehensive Plan Goals’ for additional items that may be of environmental significance.<ul style="list-style-type: none">• 5.7.1 Evaluate updates to the zoning code that promote sustainable land development practices.• 5.7.3 Increase access to recycling and household hazardous waste disposal through residential pick-up, public drop-off locations, city-led initiatives, improved marketing or other methods.• 5.7.2 Incorporate environmental stewardship and design into city facilities and services where financially justifiable.b. Provide input to the Charter Review Commission. <p><i>Continued on next page</i></p>	<ul style="list-style-type: none">• Completion of memos with input on topics of environmental significance• <i>Other metrics to be determined</i>

Proposed 2025 Goals - Updated February 2025

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<p>c. Follow up with economic development staff about the job creation grant that the EAC provided input on in 2024 to determine if additional input would be helpful.</p> <p>d. Provide input on other topics of interest as they arise and/or as requested by City Council.</p>	
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Comprehensive Plan Goals

The following goals from the Comprehensive Plan may be areas of opportunity for the EAC to advise City Council (or City staff, if directed by Council) regarding topics of environmental significance.

Comprehensive Plan Action Items	Potential Project Partners
5.7.1 Evaluate updates to the zoning code that promote sustainable land development practices.	Environmental Awareness Committee, Community Development - Planning, Planning Commission, City Council
5.7.3 Increase access to recycling and household hazardous waste disposal through residential pick-up, public drop-off locations, city-led initiatives, improved marketing or other methods.	Environmental Awareness Committee, City Council, Public Works - Public Properties
5.7.2 Incorporate environmental stewardship and design into city facilities and services where financially justifiable.	Environmental Awareness Committee, City Council, Public Works - Public Properties
1.1.1 Update the zoning code and map, as needed, to support the comprehensive plan and future land use map.	Community Development - Planning, Planning Commission, City Council
1.2.2 Coordinate with local land trusts to conserve undeveloped land and open spaces in line with the future land use map.	Community Development - Planning, City Council, Public Works - Parks, Parks Board, Western Reserve Land Conservancy, West Creek Conservancy, Summit Soil and Water Conservation District, Tinker's Creek Watershed, Summit Metro Parks
1.4.3 Develop and implement a downtown enhancement plan to encourage the engagement with public spaces, support public art, develop directional wayfinding, enhance and add year-round landscaping and other beautification measures, and honor the history of Hudson.	Public Works - Public Properties, Community Development - Planning, Hudson Heritage Association, Hudson Garden Club, Fairmount Properties
2.1.1 Update or amend zoning regulations to allow for desired housing types and density. Refer to the statistically valid community survey regarding desired housing types and density until the Land Development Code is updated.	Community Development - Planning, Planning Commission, City Council
3.2.1 Review and update the Sidewalk and Trail Master Plan (connectivity) prioritizing future projects to improve bike and pedestrian safety and connections to residential neighborhoods, key destinations, public spaces, and the regional trail network.	Community Development - Planning, City Council, Engineering Department
3.2.3 Incorporate standards which promote bike facilities (i.e., racks or shelters) for new development.	Community Development - Planning