

FOX VALLEY SUSTAINABILITY NETWORK

Green Business and Economic Development Forum

November 15, 2017

Upcoming Events

- November 29 – Conservation Foundation Open House (4-6 PM)
- January 29, 2018 - Future Energy Jobs Act Open House (6-9 PM)
- September 22, 2018 – Green Fest

Bike Sharing in the Fox Valley: Making RAMP Happen

Stephane Phifer, City of Aurora

- Why be a bike friendly community
 - Bicycling is more than a practical, cost effective solution to many municipal challenges. It's an opportunity to make your community a vibrant destination for residents and visitors – a place where people don't just live and work, but thrive
- Bike sharing is at its tipping point
- **Ultimate Goal:** Increase walkability + bike-ability of communities and drive economic development
- Three Pillars of Ramp
 - Bike Sharing
 - The City of Aurora rolled out bike sharing with Zagster in 2016
 - Critical point – facilities planning
 - Wayfinding
 - Take bikes beyond Aurora (regional vs local)
 - Need to get more people comfortable with this
 - Customized signage – interesting facts, sights off the trails, art installations
 - Tourism
 - Maximize travel / mobility to other regions
 - Reach out to the City of Chicago
 - Utilize Metro Lines
 - Work with Fox Valley Tourism Cooperative and other tourism focused organizations to find common denominators and what unites Fox Valley region
 - Bring tourists to the area short term, make them want to live here long term
- Where Are We Now?
 - Organizations in 5 counties (McHerny, Kane, DuPage, Will and Kendall) are working together to develop and implement a program to regionally increase the use of human-powered modes of transportation, otherwise known as “active mobility,” such as walking and bicycling
 - Looking to recruit more communities

- Work with Zagster
 - Developing surveys, build facilities plan
 - Consortium ca contract with Zagster for better negotiating power, better pricing and lower threshold for entry into program)
- Utilize use of public transit
- Way Finding – Data Gathering
 - Where are point of interest? Where should bike stations be located? Then build standard design
- Coordinating Tourism
 - What can we offer? Go beyond the bike
 - Memberships, sponsorships
- Aurora currently has hard data and experience with Zagster that we can share with surrounding communities
- Where Do We Go From Here?
 - Looking for strategic partners ([Visit the website for the full potential partner list](#))
 - Two Levels
 - 1 – Core group to design program
 - 2 – Implementation of program
- Tagline – “RAMP up healthy lifestyles”
- Audience Questions and Answers:
 - How is this information going to disseminate into communities that don’t have presentation like this (outreach for strategic partners)?
 - We’ve already been reaching out to different staff level partners
 - Economic development team continues to reach out to other economic development groups (same with tourism)
 - Getting positive responses
 - Many wanting to be a part of second level of Strategic Partners (Implementation)
 - How do we preserve natural (not create super highway)?
 - No infrastructure yet, other than setting up bike stations
 - Looking to get people to venture off of the trails
 - Design for school programs
 - Highlight education through wayfinding
 - The more educated people are on the natural areas, the more likely they are to preserve them
 - Can we look into helmet rentals?
 - We are looking into options for this
 - What is the plan for development?
 - We will the multiple years of data we have collected already as baseline for development
 - How do these numbers compare to other communities in the region?
 - Still looking for more opportunities for grants

- Were we able to gather data from the Tour de Cure event? Have we looked into apps for the platform?
 - Possibility for apps to tie into the project – map out restaurants, points of interest, etc.
 - DuPage County is creating a map to bridge trails, developments in communities
 - How can we replicate this regional wide?
 - Coordination with DuPage, Kane, Will, McHenry counties coordination
 - Bike friendly businesses
 - Look into bike friendly business certification
 - Already starting to collaborate with businesses like Two Brothers Roundhouse
- What does this initiative mean for local bike shops? How have we integrated these businesses into our program?
 - Zagsters coordinates with locals
 - All of the maintenance, bike station balancing, etc. are contracted through local bike shop (replicate throughout region)
 - The more you get people riding bikes, the more likely they are to buy a bike
- Have we looked into the issues other bike sharing programs have experienced (timing/rushing, station too full to dock)?
 - Balancing (connects local bike shops)
 - Trouble docking issue is one reason we have chosen Zagster
 - Unlike Divvy bikes, Zagster is more like a bike rack, rather than designated slots. You can just leave your bike if not slot is available.
 - By the time we roll out, they might not even have a dock, but instead a “space” to store bikes
- Thoughts on a Green Alleys program?
 - We can look into an alley or stretch of road where dwellers maintain the area to keep a bike station, other forms of this program
- How to rent trailers and tandem bikes?
 - Use creativity here
 - Bikes used for commuting vs recreation
- What happens if you get a flat, what happens if it starts to rain when you are too far away
 - Looking into collaborations for these program
 - Being able to call Triple A
 - Pair with rideshare programs like Lyft
 - Local business partnerships/collaboration
 - Identify hurdles and see about creatively addressing them

Green Economic Development: Creating a Sustainable Business EcoSystem in the Fox Valley
Conversation about green economic development. We asked 3 questions...

John Harris, a5

- **What green businesses in the area are you aware of?**
 - Aquascape
 - Duke's Ale House
 - Hardware
 - ReThink
 - Blue Root
 - Two Brothers Round House
 - Heritage Prairie Farm
 - Hotel Arista
 - Greening the Envelope Farm
 - Northern Illinois Food Bank
 - S&S Metals
 - Restore
 - Clark Environmental
 - Midwestern Ground Cover
 - West Rock Paper
 - Blue Earth Deconstruction
 - Waubonsee Community College
 - Belson Outdoors
 - Kane County Government
 - Platt Hill Nursery
 - Sebert Landscaping
 - Resiliency Institute
- **How do we green existing businesses in the area?**
 - Landscaping
 - Change the mindset of the consumer
 - Educate on turf grass' waste of resources
 - Drought resistance education
 - Follow organic lawn practices, educate, promote organic lawn care and companies
 - Reduce shrub trimming – carbon monoxide from tools
 - Fast Food Industry + Overall Food Industry
 - Reduce use of Styrofoam, plastic, straws, take home containers
 - Water waste
 - Sensible Salting
 - Plastic bags at stores
 - Plastic bag tas, reusable bags, discount if you don't need bags
 - Educate
 - Show how you can save money through energy and water efficiency and reduction of other wasteful products

- Tear down obstacles businesses might see in going green
 - Incentivize
 - Certifications
 - Illinois Green Business Association
 - HACIA – Green Construction / Blue Print Greening
 - Offers certification – no charge, 6 mo. Program
 - Provided in multiple languages
 - Publicity Campaigns about green industries
 - Nominate business, put together article to publish along with certification to raise awareness to the public of green and its importance
- **How do we attract green businesses and industries in the Fox Valley?**
 - Kane County joined SolSmart – makes government agencies solar friendly
 - Future Energy Jobs Act
 - Targeted marketing strategy
 - Regionally as Fox Valley, publicity strategy to promote the area as a “Green business location”
 - Collaborate with tourism organizations
 - More synergy between companies
 - One business’ waste can be another’s resource
 - Attract people to move to Fox Valley through collaboration with realtors
 - Use of old manufacturing buildings
 - Influence power sources for residential homes

Future Energy Jobs Act

Steve Andersson, Illinois State Representative, District 65

- How do we bring/attract green businesses
- Most of the work was to update record to match the Clean Air Act
- State of Illinois leading the charge
 - Standards for all energy companies in Illinois
 - 120,000 jobs in last few years
- Besides increasing requirement of energy companies in Illinois
 - Channel \$180 million a year into solar and iwnd
 - \$5 Billion -> average homeowners cost will go do down due to energy efficiency
 - Reduce amount of CO2 air pollution in tons by 2030
- 750 million new income programs
 - Solar in economically disadvantaged areas
- PACE policies
- Solar Developers looking at price on solar (particularly in ComEd territory) lower than expected
- FEJA Open House – January 29, 6-9 PM, Warrenville

(CMAP) Fox River Corridor Planning in McHenry and Lake Counties Update

Brian Daly, Chicago Metropolitan Agency for Planning (CMAP)

- First phase completed – Existing conditions report

- Analysis on data, outreach to stakeholders, public, etc.
- Held public visioning workshop in September
 - 4 most popular ideas – sediment, water quality, boater safety, storm water management
- Working on developing a memo
- CMAP team drafting plan tentatively by spring
- Recently announce next round of project
 - RAMP
 - Sub area plan in Algonquin and Cary old quarry sites
 - Kane County research project on farm land
 - Zoning update, working with Oswego, Montgomery, Yorkville for shared water treatment plan

Additional Notes

- Kane County – Development community on PACE (Property Assessed Clean Energy) Program holding meeting soon for county to discuss