

Sustainability Communications

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Greenest Region Corps Sustainability Fellow



Communicating Sustainability

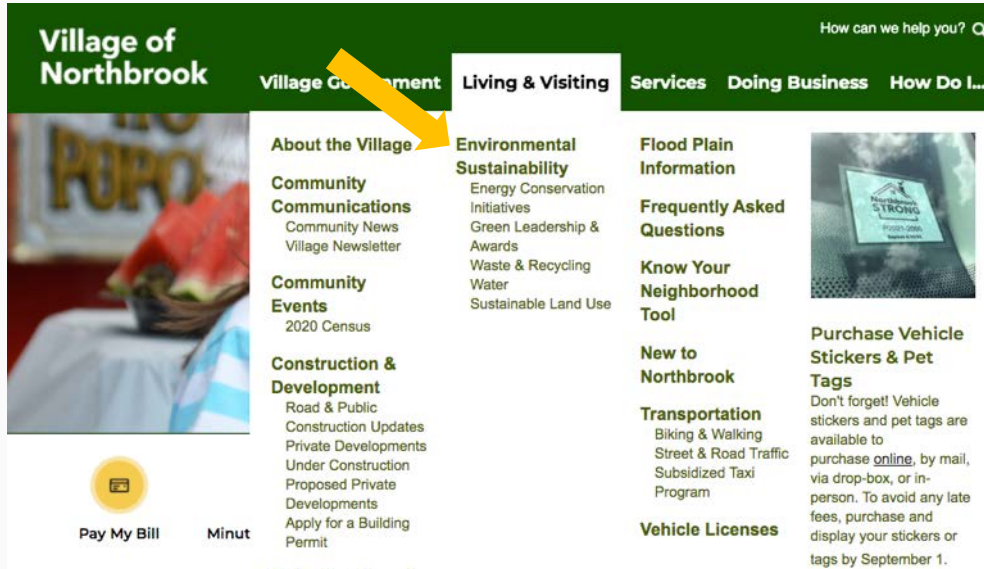
What methods have yielded results for the local Municipality of Northbrook?

- ✓ Establish a Foundation
- ✓ Generate Content
- ✓ Schedule and Strategize Posts
- ✓ Collaborate with Partners
- ✓ Track Online Engagement



Establish Foundation

Project: Village Sustainability Webpages



Pros:

- Provides landing page for all communications pieces you will send out
- Load up with resources that take would otherwise take space on communications pieces
- Builds framework to absorb new projects

Cons:

- Work hours from both Sustainability & Communications personnel
- Attractiveness of information – Village style/ format/ fonts
- Accessibility

Webpages Established

Solar Energy Systems

[Home](#) » [Living & Visiting](#) » [Environmental Sustainability](#) » [Energy Conservation Initiatives](#) » [Solar Energy Systems](#)

SOLAR ENERGY SYSTEMS



[Green Resident Award Recipients](#)

[Green Business Award Recipients](#)

Solar energy systems convert the Sun's radiation to use solar radiation to thermal energy for use in heating or cooling. Solar panels on the roof and ground mounted photovoltaic panel arrays for business, industrial, institutional) buildings. A photovoltaic

The Village is participating in the US Department of Energy's Solar America Initiative, which encourages governments in promoting solar energy development by providing incentives for photovoltaic (PV) installations in their communities. See the results of solar permitting in improved solar workforce market, reduced solar permitting time and expense for consumers, and a notable reduction in time and expense for local solar installations in turn reinforces the Village's solar energy systems, reduction of fossil fuel use, and improved residential energy efficiency.

[Home](#) » [Living & Visiting](#) » [Environmental Sustainability](#) » [Green Leadership & Awards](#)

GREEN LEADERSHIP & AWARDS

The Village of Northbrook is a committed partner to improving the environment and sustainable practices. To this end, the Village recognizes the importance of government, residents, and businesses working together. For this reason the Village has created the Green Business and Green Resident Award.

Green Resident Award

The Village of Northbrook has created the Green Resident award to recognize residents who have a positive impact on the environment and share sustainable efforts. Residents interested in their sustainable efforts are encouraged to share their sustainable actions with the community through the Village's Green Leadership & Awards program. Information on the program and the application is linked below.

[Green Resident Award Program Description](#)

[Green Resident Award Application](#)

- **How to apply:** Residents interested in applying for the Green Resident Award should complete the application and submit to the Village of Northbrook to Charmaine.John@northbrook.org by March 31, 2020. Only email submissions will be accepted.
- **Who is eligible:** Residents located within incorporated Northbrook.
- **Application period:** February 1, 2020 through March 31, 2020.
- **Award:** One resident/household will receive the Green Resident Award. The award includes a plaque, recognition at the Village Board of Trustees' meeting, and recognition in the Village newsletter and social media accounts.

Green Business Award

The Village of Northbrook continues its support of businesses in the community that have a positive effect on the environment. Sustainable business practices, from energy efficiency to green building, are shared through the Village newsletter and social media outlets to promote business responsibility. Businesses interested in being recognized are encouraged to review the program description and complete the application below.

[Green Business Award Program Description](#)

[Green Business Award Application](#)

Support our Pollinators

[Home](#) » [Living & Visiting](#) » [Environmental Sustainability](#) » [Sustainable Land Use](#)

SUSTAINABLE LAND USE

Consider a Front or Back Yard Rain Garden

In addition to a regular or vegetable garden, residents may consider planting a *Rain Garden* which utilizes plant and wildflower species native to Illinois. Planting a Rain Garden in your yard is a great way to beautify your property while increasing property value, improving localized storm water retention, and potentially saving money through minimized use of fertilizers, pesticides, and minimized lawn care.



Why Plant a Rain Garden?

Rain gardens have the incredible capacity to improve soil hydrology, health, and drainage while filtering pollutants from runoff and providing crucial habitat for necessary pollinators. Like any garden, maintenance is required, however, the advantages far outweigh the disadvantages. You can learn more about the benefits of flower beds instead of turf grass [here](#).

Generate Content

Project: Municipal Waste Diversion

Pros:

- Tools widely available: Adobe Illustrator, PhotoShop, Canva
- Variety of Platforms available
- Tailor to your Audience (Residents vs. Board)
- Capacity for two way dialogue


Cons:

- Engagement dependent on content material: Photos & Videos of people generate more engagement than flyers or info graphs

COMPOST WITH THE VILLAGE



Subscription Program
YEAR-ROUND
Weekly yard waste and compost collection April-Nov, bi-weekly collection Nov-Mar. Price includes bin.
Cost:
\$122.40/ yr for a 35 gal bin.
\$142.80/ yr for a 65 gal bin.




Sticker Program
APR 1-NOV 30
Weekly disposal of compost and yard waste in plastic/metal/ paper containers. Apply prepaid stickers.
Cost:
\$2.08 ea. Available at Village Hall and local grocery stores.


PLEASE REFRAIN FROM ADDING THESE ITEMS:




No Meat, Poultry, and Seafood



No Bones or Seafood Shells



No Liquids, Grease, Fats, and Oils



No dishware and silverware



No Pet Waste and Litter

Municipal Waste Diversion: Communication for Residents

Village of Northbrook, Illinois
June 11 · 🌐

Don't know what to do with plastic bags and film packaging? Recycle it! Drop off clean, dry plastic film and bags in one of our collection boxes currently housed behind Village Hall (1225 Cedar Lane). With this program, the raw materials are re-purposed into durable outdoor furniture 🌱

Collection was recently suspended due to COVID-19 but has returned at Village Hall. Learn more about the program at www.northbrook.il.us/870/Waste-Recycling.



66 🌟👍👎 2 Comments 9 Shares

Like Comment Share

Oldest ▼

Léo Le Brun
This is great. I've been taking mine to Trader Joe's, Mariano's or Target, but I always wonder if they actually recycle it.
Like · Reply · 9w

Mary Lynn Saks
It sure would be nice if the village would offer regular household recycling for those of us who do not have it at our condo buildings.
Like · Reply · 9w

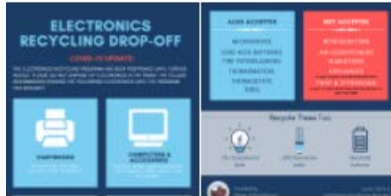
Write a comment...

Village of Northbrook, Illinois
May 12 · 🌐

Did you know that electronics cannot be thrown out in the trash or regular recycling? The Village offers two free electronics recycling events a month, but the program is temporarily postponed until Stay-At-Home Orders are lifted.

If you're spring cleaning, we ask that you hold onto your old electronics a little longer or look into reputable companies offering e-recycling. Let's do our part to keep electronics out of landfills! ♻️

Download the flyer here: www.northbrook.il.us · See More



19 🌟👍👎 11 Comments 3 Shares

Like Comment Share

Oldest ▼

Top Fan
Edna Drodze Schrank
Please post information about compost/organic a subscription. Most Northbrook residents do not know about this important program. Thanks
Like · Reply · 13w

Author
Village of Northbrook, Illinois
Thank you for the feedback, Edna!
Like · Reply · 13w

Kati Byrne Spaniak
Why is this not something that can continue? It seems like little risk.
Like · Reply · 13w

View 4 more replies

Author
Village of Northbrook, Illinois
Hi, Kati. The program is resuming next Saturday! https://www.facebook.com/events/279031989940233/?event_time_id=279031993273566
Like · Reply · 13w

View 1 more reply

Andrew Brandner
There is a mention at the bottom about batteries and bulbs. Where should those be recycled? Thanks.
Like · Reply · 13w

Village of Northbrook, Illinois
July 27 at 10:49 AM · 🌐

♻️ Take a bag, leave a bag! The Village's "share a bag" program, implemented by the Environmental Quality Commission, allows residents to drop off plastic bags to be recycled and pick up reusable bags for free 📍 Bins are located behind Village Hall.



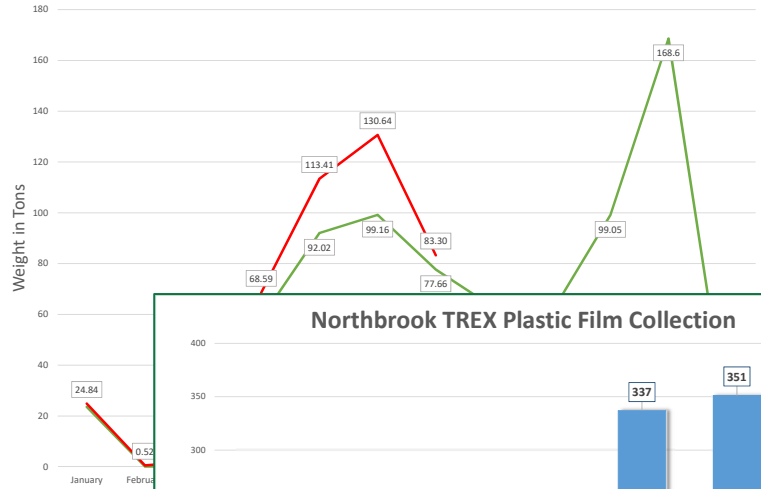
24 🌟👍👎 5 Shares

Municipal Solid Waste: Communications for Commission Members

2020 Recycle Tonnage vs. 2012-2019 Average



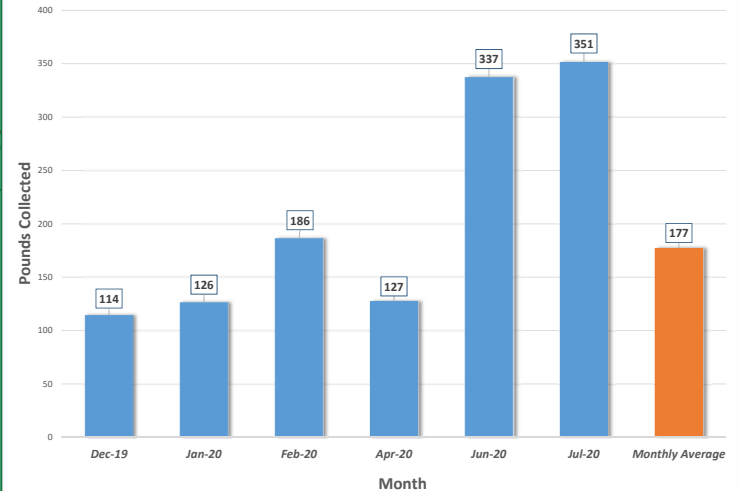
2020 Compost Tonnage vs. 2012-2019 Average



2020 Landfill Tonnage vs. 2012-2019 Average



Northbrook TREX Plastic Film Collection



Schedule & Strategize

Project: Social Media Calendar

Steps:

1. Organize and Schedule Content according to Calendar of Events or Priorities
2. Find copyright free or stock images
3. Create a catchy "blurb"
4. Include relevant Links
5. Post in a timely fashion


NBK Sustainability Social Media Calendar

Waste Diversion	NBK Programs	Zero Waste	Green Spaces
Mon	Wed	Fri	Sun
Topic: Village Compost Program Blurb: Composting with the Village is a great way to divert waste from landfills. Take this next step to be green and sign up here: https://www.advanceddisposal.com/for-home/curbside-collection/vard-waste.aspx Media: Canva Media H:\Env Quality Commission\2020\7-16-20 EQC	Topic: Green Awards Blurb: Join us in congratulating this year's winners of the Green Business and Green Resident awards: Northbrook Court, Aaron and Jenny Stash, Naraharisetty and Seshulaxmi Rao. https://www.northbrook.il.us/933/Green-Leadership-Awards Media: Photos Requested	Topic: 5 R's of Waste Blurb: That's right- there's more than just Reduce, Reuse, recycle. Try Refusing an item, or Rot it in compost! Media: Canva Media in progress	Topic: Lawn Care Card # 2 Blurb: Rethink the way you care for green space surrounding your home and business. Believe it or not, it is possible to have an attractive yard without using a lot of chemicals! Media: Lawn Care Card H:\Env Quality Commission\2020\7-16-20 EQC
Mon	Wed	Fri	Sun
Topic: Simple Textile Recycling Blurb: the Village provides FREE year-round textile recycling to single family homes. Sign up here: https://simplerecycling.com/ or call 866-835-5068 to request a collection bag. Media: Clothing photo H:\Environmental\Webpage Social Media	Topic: Reusable Bag & Farmers Market Blurb: Get a FREE Reusable tote bag and fill it with fresh local goodies when you visit the farmer's market today! Media: Photo of Dale	Topic: Zero Waste Tips Blurb: Plastic Packaging ends up in our oceans- no doubt about it. Reduce your plastic consumption by using reusable alternatives: Link to plastic reduction Flyer Media: Plastic in Oceans H:\Environmental\Webpage Social Media	Topic: Sustainable Landscaping Blurb: Conventional Herbicide and pesticide on your lawn is detrimental to our local wildlife and pollinators. Here are some tips for a more sustainable Lawn: Link to webpage Media: Wildlife on Lawn H:\Environmental\Webpage Social Media
Mon	Wed	Fri	Sun
Topic: Electronics Recycling Blurb: Bring your electronics Media: Canva media H:\Environmental\Webpage Social Media	Topic: Subsidized rain barrels Blurb: Media: Rain barrel photo H:\Environmental\Webpage Social Media	Topic: Blurb: Media:	Topic: Lawn Care Card # 3 Blurb: Chemicals end up inside and outside our homes. Learn ways to reduce chemical exposure here: Include Link Media:

Project: Social Media Calendar

Village of Northbrook, Illinois
August 2 at 11:45 AM · 🌐

We had a special visitor at Village Hall! 🦋 Learn about creating your own monarch waystation that provides necessary resources to the species (and a lovely view) at www.monarchwatch.org/waystations/.



36 · 2 Comments · 2 Shares

Like · Comment · Share

- Top Fan**
Elva Encinas Carlos
My son Chris and his family live in Northbrook!! Love visiting them. Beautiful and fun place to visit ❤️
Like · Reply · 2w
- Sarah Sanford
Thank you for promoting monarch way-stations.
Like · Reply · 1w

Village of Northbrook, Illinois
5d · 🌐

Join us in congratulating this year's winners of the Green Business and Green Resident awards: [Northbrook Court](#), Aaron and Jenny Stash, and Naraharisetty and Seshulaxmi Rao. Thank you for making an effort towards a greener lifestyle! ♻️ More information on the Green Resident & Business awards and how to apply can be found at www.northbrook.il.us/933/Green-Leadership-Awards.



Congrats to our 2020 Green Resident Award Recipients!

Naraharisetty & Seshulaxmi Rao

Aaron and Jenny Stash

Congrats to our 2020 Green Business Award Recipient: NORTHBROOK COURT!

13 · 2 Shares

Like · Comment · Share

Write a comment...

Village of Northbrook, Illinois
August 7 at 12:08 PM · 🌐

Is it time to clean out your closet? The Village provides free year-round textile recycling to single family homes through Simple Recycling! Sign up at simplerecycling.com/ or call 866-835-5068 to request a collection bag.



13 · 3 Comments · 2 Shares

Like · Comment · Share

Oldest ▼

Top Fan
Sally Stone
How does this compare to giving the clothes to Goodwill?
Like · Reply · 1w · Edited

Author
Village of Northbrook, Illinois
Hi, Sally! Goodwill returns the product to local markets only and is non-profit, and Simple Recycling returns the product to local and international markets and is for profit. Another difference is the convenience of curbside pickup for textiles through... See More
Like · Reply · 5d

Collaborate with Partners

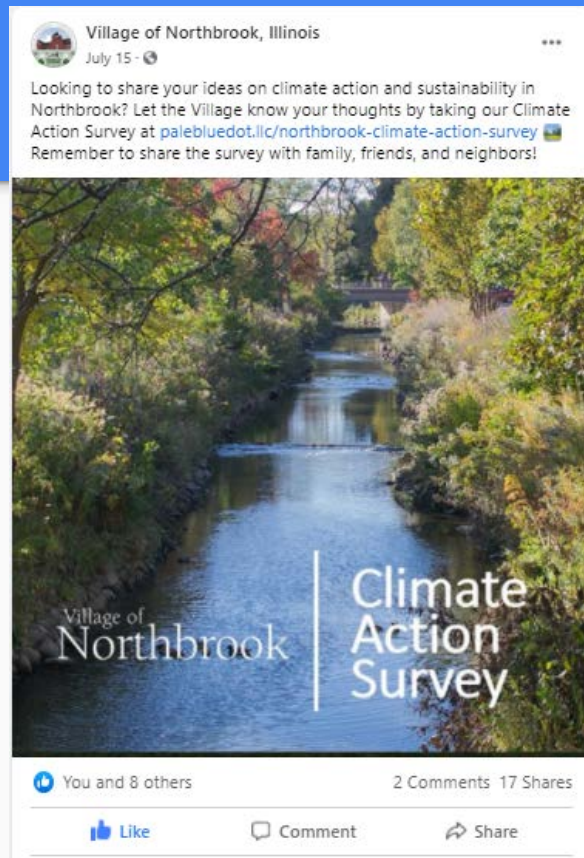
Project: Climate Action Survey

Pros:

- Utilize Networks of Community Partners
- Reach a wider audience
- Increase frequency of Visibility + Engagement

Cons:

- Increased staff hours to identify, contact, and communicate with partner organizations



Climate Action Survey: Response Rate

Responses to Date: 336

Duration: ~4 weeks

Northbrook has the Highest Response Rate per Capita out of the 9 communities our Consultant has serviced in the past year!

Number is expected to grow as we continue to engage community partners

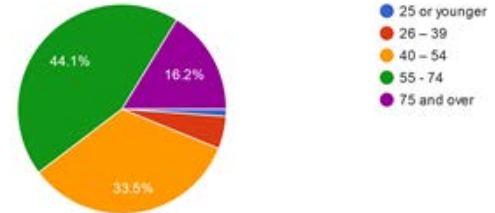
Partners:

GoGreen Northbrook
ClimateRealityProject
Civic Foundation
Farmers Market
Library
Park District
Rotary Club

Friends of Somme Prairie
Garden Club
School Districts
Oakton Community
College
YMCA
Etc.

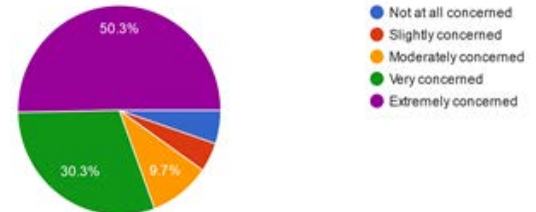
4a: What age category describes you?

179 responses



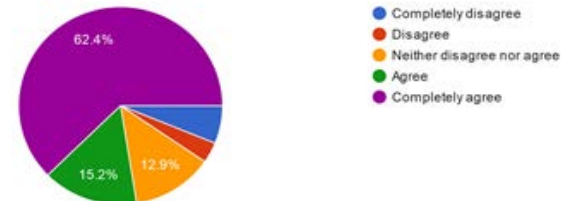
11: How concerned are you about climate change?

155 responses



19: How much do you agree with the following statement: "Northbrook should be a leader when it comes to proactively addressing climate change."?

178 responses





While supporting Northbrook restaurants with to-go orders, keep in mind how you can help the environment and reduce your carbon footprint. Say 'no' to plastic silverware and straws! Many of these single-use items cannot be recycled. If you're eating at home or carry reusable or biodegradable cutlery, ask the restaurant to leave out the plastic when ordering for takeout and delivery.



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,090 People Reached 207 Engagements [Boost Post](#)

Laura York, Mary Bluma and 22 others 2 Comments 1 Share

Performance for Your Post		
2,090 People Reached		
34 Likes, Comments & Shares		
26 Likes	24 On Post	2 On Shares
7 Comments	6 On Post	1 On Shares
1 Shares	1 On Post	0 On Shares
173 Post Clicks		
50 Photo Views	0 Link Clicks	123 Other Clicks

NEGATIVE FEEDBACK		
2 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Track Online Engagement

Pros:

- Detailed Engagement Statistics

Cons:

- Limited tools available
- Platform Specific



Village of Northbrook, Illinois

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Published by Kylie Cerk - Northbrook [?] · June 11 ·

Don't know what to do with plastic bags and film packaging? Recycle it! Drop off clean, dry plastic film and bags in one of our collection boxes currently housed behind Village Hall (1225 Cedar Lane). With this program, the raw materials are re-purposed into durable outdoor furniture ♻️

Collection was recently suspended due to COVID-19 but has returned at Village Hall. Learn more about the program at www.northbrook.il.us/870/Waste-Recycling.



✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

2,917

People Reached

287

Engagements

Boost Post



66

2 Comments 9 Shares

Performance for Your Post

2,917

People Reached

85

Reactions, Comments & Shares ⓘ

71

Like

65

On Post

6

On Shares

2

Love

2

On Post

0

On Shares

3

Comments

2

On Post

1

On Shares

9

Shares

9

On Post

0

On Shares

202

Post Clicks

20

Photo Views

23

Link Clicks ⓘ

159

Other Clicks ⓘ

NEGATIVE FEEDBACK

3 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



2,917 views



73 reactions



202 clicks on post



23 clicks on link

Reflection

- Thanks to Northbrook Communications Staff, GoGreen Northbrook, PaleBlueDot LLC
- Village's first steps in showcasing sustainability as a priority
- Direct interaction with residents

