Green E-News Blast

June/July 2022

In This Issue

Get Outside for Great Outdoors Month

Text from https://nationaltoday.com/great-outdoors-month/

Great Outdoors Month in June beckons us to go out and explore all that nature has to offer. Celebrated all over the U.S., the month is dedicated to the country's diverse landscapes, which boast dense forests, long winding rivers, tranquil lakes, rocky mountains, and much more. We are not only surrounded by so much technology every day, but the hubbub and the fast-paced life of the 21st century have left many of us drained of energy. Therefore, visiting and exploring the great outdoors will provide us with a much-needed new lease on life, both mentally and physically. As if the mental and physical benefits weren't enough, celebrating Great Outdoors Month also boosts the GDP and creates more jobs. No matter where you live, you will find something fun to do in the outdoors with your loved ones.

Great Outdoors Month first started as a Great Outdoors Week under President Clinton in 1998. The main aim was to increase jobs and the GDP of the country by getting people to enjoy

nature and appreciate it. The week went on to become so popular that for the next few decades, starting from President Bush's administration and continuing through President Obama's and Trump's administration, Great Outdoors Week was expanded to the whole month of June. In 2016, the Outdoor Recreation Jobs and Economic Impact Act was enacted in order to study America's outdoor recreation economy. The report portrayed that outdoor recreation had contributed more than $412 billion, which is 2.2% of the total GDP, to the economy. The report further stated that outdoor recreation had the fastest growth of any industry in 2016 as it led to 4.5 million jobs.

These numbers are some of the clearest depictions of fast industry growth, but this isn't the only reason we're excited for June. Summer means new exploration trips full of adventures. Whether you like trudging through thick green forests, going hiking on mountain trails, swimming in the cool waters of seas/rivers/lakes, or just sitting and gazing at the stars or clouds in the sky, nature has something for everyone. Each year, June brings in a ton of deals and offers by nature resorts and parks. Be quick to grab the best to plan a trip with your friends and family.
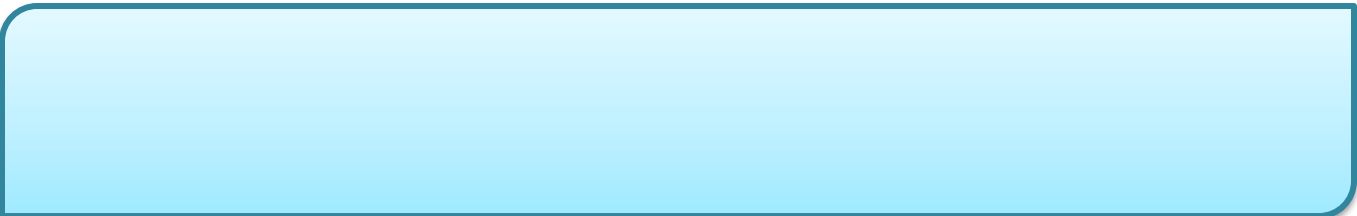
For great local ideas on how to get out and enjoy the great outdoors this month and throughout the year, check out the WI Department of Natural Resources' "OutWiGo" website (https://dnr.wisconsin.gov/topic/parks/outwigo), a statewide initiative to share information on some of the best outdoor resources around the state and get more Wisconsinites outside year-round.

Celebrate Oceans this June
https://unworldoceansday.org/

Our oceans are worthy of appreciation year-round, but June is National Oceans Month, with World Oceans Day occurring June 8, Coral Triangle Day June 9, and World Sea Turtle Day June 16. Oceans cover 70% of the Earth's surface, and some of the planet's richest ecosystems thrive beneath their surfaces. Our oceans are facing immense pressures, though, with 90% of big fish populations depleted and 50% of coral reefs destroyed. Hoping to increase awareness of the perils our ocean ecosystem face, as well as the science underpinning our understanding of the world's oceans, the United Nations declared this the "Decade of Ocean Science for Sustainable Development."

You don't have to be an ocean explorer or scientist, though—or even live near an ocean—if you want to better understand these valuable resources and make a positive impact on them. Here are just a few things you can do to learn more about oceans and help them and their many inhabitants:

- **Learn about your seafood choices** – The Monterey Bay Aquarium has created [Seafood Watch](#) to help consumers learn about different seafood choices, how sustainably they are typically sourced, and whether other alternatives exist that are healthier or have lower impact on the ocean's ecosystems. The website contains the greatest wealth of information, but you can also access a summarized version of that information in an app available for mobile devices, and multiple printable guides you can download from the website.
- **Dispose of waste and recycling appropriately** – Ocean species, from plankton all the way up to whales, can be harmed by ingesting or getting caught in waste that ends up in the oceans, particularly plastic debris of various types. Make sure you practice the 3 R's (or for a more detailed approach, [the 7 R's](#)) of waste reduction, recycling or reusing what you can and ensuring the rest of your waste ends up in a trash can to be properly disposed of.
- **Influence suppliers with your purchases** – When you do make seafood purchases, vote with your dollars and choose to support suppliers demonstrating more responsible seafood harvesting practices, from dolphin-safe tuna to bycatch-limiting fishing methods to fish species facing fewer population and fishery pressures.
- **Explore resources for learning about oceans** – The United Nations created an [education page](#) for World Oceans Day 2022, filled with educational resources you can explore online. Myriad documentaries, magazine articles, websites, and books can teach you even more about these still-under-explored and immensely valuable ecosystems.

Earth Overshoot Day
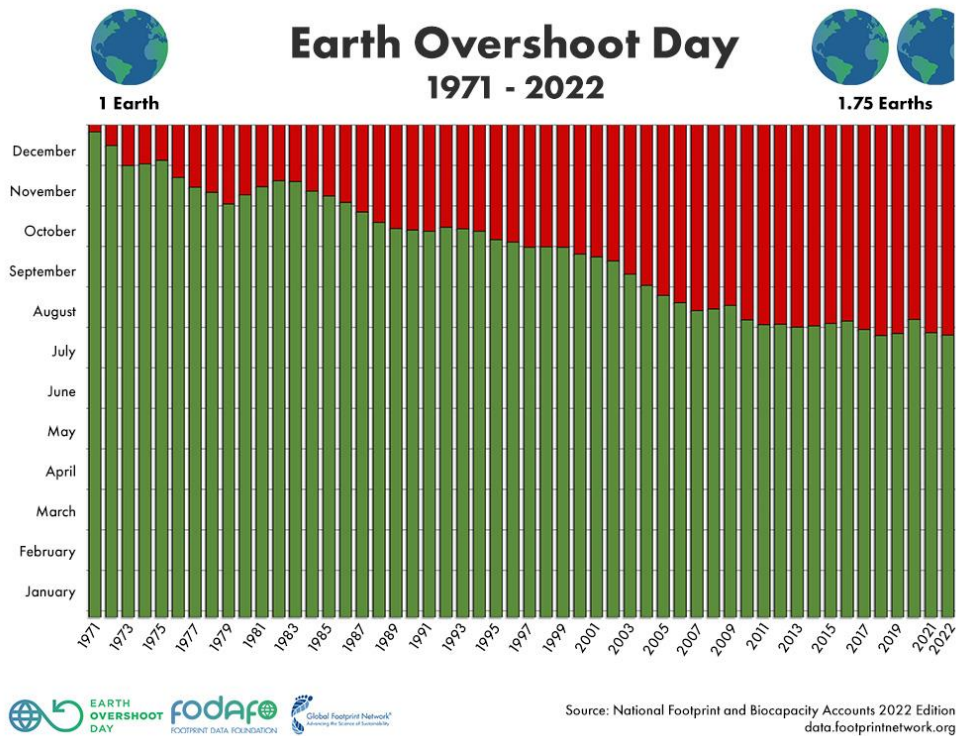
Text modified from https://www.overshootday.org/

Earth Overshoot Day marks the date when humanity has used all the biological resources that Earth regenerates during the entire year. For over a half-century now, Overshoot Day has been occuring earlier every year. In 2019, Earth Overshoot Day was July 29; in 2019, it was August 7; in 2000, September 23; and back in 1970, the first year Earth Day was celebrated, Earth Overshoot Day occurred December 29. The only significant shift in the opposite direction happened in 2020, when the global lockdown in response to the beginning of the COVID-19 pandemic shifted Overshoot Day to August 22.

Globally, human activity outpaces the Earth's natural regenerative power by 75%, meaning we would need 1.75 planet Earths to sustain our current way of life, and our planet's resources are

being depleted faster than they can be replenished. You can calculate your own ecological footprint at *https://www.footprintcalculator.org/home/en* to see where you could make changes in your own life to decrease that excess demand on the Earth's resources.

Individuals have the power to better their homes and communities. The greatest potential for large-scale impact, however, lies with governments and businesses who align their policies and strategies with the reality of our finite planet. More precisely, immense power of possibility can be found in the countless existing solutions that can be implemented at scale. With them, we can make ourselves more resilient and move the date of Earth Overshoot Day. See some of the recommended solutions for moving the date of Overshoot Day back in the right direction at *https://overshootday.org/solutions*, talk with your friends and family about what steps you can take to decrease our ecological footprint, and reach out to your elected officials and companies you purchase from to express your support for actions that make a meaningful impact on our global footprint.

Electric Vehicles at Fitchburg Public Library

https://twitter.com/FitchburgWI/status/1534967965040398366

Are you thinking about purchasing an electric vehicle but looking for more information about the technology? Ready to buy but would like to see the various options available to you? The Fitchburg Public Library and Madison Gas & Electric are partnering on "EV 101," an electric

vehicle educational event and showcase to provide an up-close look at EVs and talk about what it's like to own an electric vehicle.

Come to the Fitchburg Public Library on Thursday, June 23, from 6:30-8:00pm, to participate in this event. The program will begin at 6:30pm in the Library's second floor meeting room with a powerpoint presentation, followed at 6:45 by an opportunity to see EVs in the Library parking lot and chat with EV owners about their cars. Dave Benforado with MG&E will offer a Q&A session in the parking lot at 7:30, and the event will conclude at 8:00pm.

National Pollinator Week

https://www.nwf.org/Garden-for-Wildlife/About/National-Initiatives/Pollinator-Month

Pollinator Week is an annual celebration in support of pollinator health that was initiated and is managed by Pollinator Partnership. It is a time to raise awareness for pollinators and spread the word about what we can do to protect them. The great thing about Pollinator Week is that you can celebrate and get involved any way you like! Popular events include planting for pollinators, hosting garden tours, participating in online bee and butterfly ID workshops, and so much more.

5 Ways to Celebrate National Pollinator Week

1. Turn your yard or garden into a National Wildlife Foundation (NWF)-certified wildlife habitat to benefit local wildlife: https://www.nwf.org/CertifiedWildlifeHabitat

2. Reach out to the Fitchburg Planning/Zoning or Building Inspection Department to develop a plan to turn your lawn into a natural lawn or native landscape.

3. Ensure the flowers, shrubs, and trees you purchase from lawn and garden stores are native species that provide food, shelter, or other valuable resources for local pollinators and other animals.

4. Check out videos, books, and other resources to learn how you can take more steps to garden for wildlife: https://www.youtube.com/watch?v=ZBethC3Leq8

5. Join the NWF's "Garden for Wildlife" community mailing list to receive information year-round on making your yard a better space for local wildlife, especially pollinators: https://support.nwf.org/page/41495/subscribe/1

Fitchburg Festival of Speed

Text from https://fitchburgfestivalofspeed.com/

Join in the fun at The Fitchburg Festival of Speed this July! Your 4th of July Celebration doesn't have to end early. We have it all: live music, Hop Haus Brewing Co. beer, fireworks, and fun! What more could you need? The best part... the live music and fireworks show is all FREE! With performances from SuperTuesday, Frank and The Names, and Michael Alexander & Big Whiskey, The Agora Pavillion is the spot for great music and drinks! Come early to snag your spot as our fireworks show starts around 9:15pm.

The Fitchburg Festival of Speed has a little something for everyone including biking, running, live music, food, beer and fireworks. Everyone is welcome in the morning for the Fitchburg Family Pharmacy 25 Mile Bike Ride or participate in the Andy Nelesen Donor Dash 5K Run/Walk. Stay all day for fast paced criterium action that once again plays host to the some of the fastest local athletes in the Wisconsin Cycling Association State Criterium Championships. Another highlight of the day is the $1000 Mile pitting the fastest men and women against each other to bring home the winner takes all prize of $1000! Throughout the day there will be beer and food for purchase with all of the racing fun culminating in a fireworks show for all to enjoy. Don't miss great racing action and family fun!

What: Fitchburg Festival of Speed
When: Saturday, July 9, 2022, 7:30am-10:00pm
Where: Agora Pavilion (5511 E Cheryl Pkwy)
Who: You!

Dane County's "Adopt A Storm Drain" Program
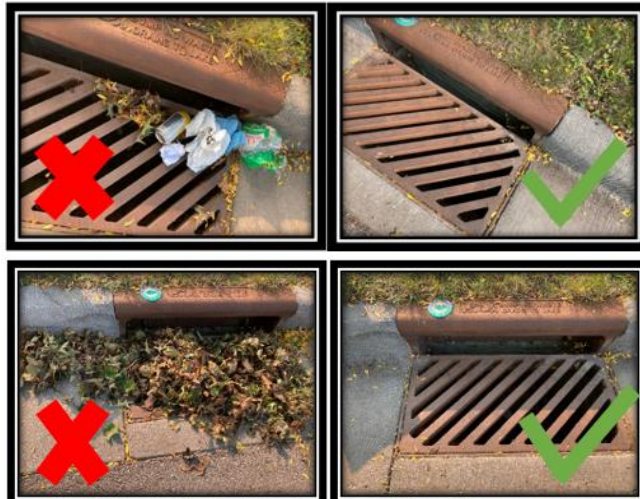*https://ripple-effects.com/Adopt-A-Storm-Drain*

Storm drains play an important role in flood prevention and protection of our lakes, rivers, and streams. They help move stormwater runoff from roofs, driveways, streets and other hard surfaces to underground pipes or storm sewers that eventually make their way to our local water bodies. Unfortunately, that runoff also carries pollutants, trash, leaves, and other debris to our waters. Keeping storm drains and the area around them clean can help protect our waters.

The City of Fitchburg has been working on a leaf-free streets initiative and other stormwater-improving initiatives, but we can't do it alone. Fitchburg is one of five communities partnering with Dane County on a new Adopt-A-Storm Drain program and we're looking for volunteers!

1. Adopt a nearby storm drain using the Dane County Adopt-A-Storm Drain App.
2. Commit to safely cleaning the area on and around the adopted storm drain at least once a month, but preferably before every large rain event.
3. Report the amount and type of debris after each cleaning using the Adopt- A-Storm Drain App.
4. Report any spills/discharges washing down the storm drain.
5. Agree to share feedback that will be used to improve the program and expand it to other Dane County communities.

All volunteers will be provided a Storm Drain Cleaning Kit that includes: a safety vest, storm drain decal to place on their adopted storm drain, dustpan and broom, collection bucket, and an Adopt-A-Storm Drain sticker to proudly display. Volunteers will also be included on the Ripple Effects Adopt-A-Storm Drain e-Newsletter, which comes out 3-4 times/year. Adopt a local storm drain and have a Ripple Effect on area waters!

To adopt a storm drain or learn more, visit *https://ripple-effects.com/adopt-a-storm-drain*

Upcoming Events

Move for Boys & Girls Club of Dane County

Boys & Girls Clubs of Dane County is excited to host our 20th annual MOVE4BGC (previously known as BIKE4BGC). This event will be a fun, in-person experience while following CDC and Dane County health guidelines. You can participate in a team or as an individual, and virtual participation will also be an option. Many different events to choose from whether you like to bike, run, walk or do yoga (new this year).

Saturday, July 16, 7:30am-2:00pm
McKee Farms Park, 2930 Chapel Valley Rd
https://www.bgcdc.org/move4bgc2022

Trash Lab at the Fitchburg Library
Fitchburg Public Library and Dane County Dept of Waste & Renewables

Come to the Fitchburg Library and explore the Dane County Trash Lab! Created by the Dane County Department of Waste & Renewables in collaboration with Madison Children's Museum, the Trash Lab is a mobile exhibit designed to educate and motivate us to create less trash and rethink our relationship with waste. Housed in a fully accessible, 27-foot-long repurposed cargo trailer, Trash Lab features more than 10 playful interactive stations, engaging stories, and a wealth of data, along with compelling photography and video footage. The exhibit's whimsical exterior and immersive interior environment will capture visitors' imaginations.

Tuesday, July 12, 2:00—3:00pm
https://www.fitchburgwi.gov/Calendar.aspx?EID=10465&month=7&year=2022&day=12&calType=0

Sustain Dane Master Recycler Courses

Sustain Dane's Master Recycler course is back, in partnership with the City of Madison and the Carton Council! Take part by attending two 90-minute online sessions and then conducting an educational/outreach project that applies what you learned. Registration is free for Sustain Dane members or $15 for members of the public (full and partial scholarships are available).

Thursdays July 20 and 27, 6:30-8:00pm
https://sustaindane.org/eventbrite-event/master-recycler-4/

Woody Invasive Plant Management Field Day

Join the UW Renz Lab of Weed Science at the Fitchburg Public Library to learn about invasive plant management:

- *Demonstrate woody plant management methods and costs of application*
- *Discuss tradeoffs of common management approaches*
- *Overview herbicide options and how to select the appropriate active ingredient*
- *Tour demonstration plots that highlight common management methods one year after treatment*

This event is free and includes lunch. Registration required by July 15.

Thursday, July 28, 9:30am—2:30pm
Fitchburg Public Library Meeting Room
https://renzweedscience.cals.wisc.edu/field-day/

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Please contact Phil Grupe, Sustainability Specialist, at phil.grupe@fitchburgwi.gov or (608) 270-4259, if you have any questions, comments, and/or suggestions for future Green E-News topics.