

Memorandum

To: Middletown Sustainability Committee

From: Cindy Unangst, Staff Planner

Date: May 10, 2022

RE: **May Green Team meeting agenda for Tuesday, May 17th in person and via Lifesize**

Topic: May Sustainability Committee meeting
Time: May 17, 2022 05:00 PM Eastern Time (US and Canada)

Meeting link

<https://call.lifesizecloud.com/12429552>

Extension

12429552

Passcode

21769

Phone

United States:+1 (312) 584-2401

Meeting discussion items:

1. Guest speaker – Dr. Leisnman, UMD – non-toxic mosquito control
2. Mosquito control in town stormwater management facilities (Ann P./Karen W.)
3. Green Lecture series with library (Ann)
4. April meeting minutes approval
5. Outreach sub-committee report
6. Website updates (Gene) – Green Expo photos?
7. Bee City USA – renewal application submitted end of February; will need to start working on IPM for next year's submittal
8. Pollinator demonstration gardens – Village of Foxfield eyebrow and circle planting; meadow planting at Remsberg Park; pollinator garden care and watering schedule; No Mow May question on FB page
9. Compost project – bin site at Memorial Park; compost bins available for purchase at municipal center
10. Lunch Out Of Landfills – 6th grade students composting at MMS; NexTrex program at MES
11. Tree plantings – Potomac Edison program on Arbor Day; tree planting maint. schedule (see below); Keep Maryland Beautiful grant application for EarthPlanter trees was awarded
12. Tree City USA – no new update

13. Gift Tree Program – flyer boxes at Wiles Branch Park, Memorial Park and on Cone Branch Trail – please monitor as you frequent those areas
14. Green Expo – follow-up discussion; recycling materials event during Bulk Trash Day on October 8th?
15. Rain barrels – Frederick County Career & Technology Transitional Skills class project?
16. June meeting date – third Tuesday – June 21st

GOALS FOR 2022:

PLANT 100 TREES IN 2022 – ✓									
CREATE A TREE GIFT PROGRAM - GOAL OF \$1000 –									
QUANTIFY/SHOW PROGRESS ON 25% CANOPY BY 2025									
HOLD GREEN EXPO - ✓									
SUPPORT MES & MMS LOOL PROGRAM - VOLUNTEER SUPPORT - ✓									
PROMOTE & SELL 20 COMPOSTING BINS –									
PROMOTE & SELL 25 RAIN BARRELS (GRANT REQUEST)?									
EVALUATE & RECOMMEND STREETLIGHT BUYBACK PROGRAM TO TOWN BOARD									
CREATE 2 AC POLLINATOR MEADOW NEAR SOLAR ARRAY									
EDUCATION ON STORMWATER PERMIT PROGRAMS									

FUTURE AGENDA ITEMS:

- Habitat advisor volunteers

FUTURE PLANTING AREAS:

- North Pointe – willow tree and button bushes at thicket (Ann P.); along slope behind houses;

TREE PLANTING MAINTENANCE SCHEDULE

- May 10 (Tuesday) 1-2:30pm - FRO area off Layla Drive**
- May 18 (Wednesday) 12:30-2:00pm – FRO area off Layla Drive**
- May 24 (Tuesday) 9-10:30am – Middletown Parkway pruning;North Pointe–pruning & staking**

- June 3 (Friday) 2-2:30pm – Wiles Branch dog park**
- June 7 (Tuesday) 9-10:30am – Cone Branch pocket park**
- June 17 (Friday) 10-11:30am – Cone Branch pocket park**

- July 15 (Friday) 10-11:30am– maple tree pruning at Remsberg Park?**

What You Need to Know About Mosquitos in Maryland

Do mosquitos play a beneficial role in the environment?

Believe it or not, they do. They are an important food source for many predators including dragonflies, fish, birds, and frogs. There are almost 200 species of mosquitos found in North America and 59 of these live in Maryland. Yet only three species pose a real concern because of the diseases they can spread.



Figure 1: James Gathany/CDC Wikimedia Commons

- 1) This is the **Asian tiger mosquito (*Aedes albopictus*)**. Note its black and white striped body. **It is active during the DAY!** It can transmit yellow fever, Zika, dengue, chikungunya, and encephalitis. **All they need is a bottle cap full of water that remains stagnant for up to a week to complete their life cycle.**



Figure 2: Rafael Wikimedia Commons

- 2) This is the **yellow fever mosquito (*Aedes aegypti*)**. Note its horizontal posture. **It is also active during the DAY!** It can transmit yellow fever, Zika, dengue, and chikungunya. It also needs only a little bit of water to complete its life cycle. **It is another container breeder.**



Figure 3: Jesto Wikimedia Commons

- 3) This is the **common house mosquito (*Culex pipiens*)**. Note it is brown rather than black like the other two mosquitos. **It is active at NIGHT!** It can transmit West Nile virus and encephalitis. **It prefers permanent pools of stagnant water to complete its life cycle.**

Other important mosquito facts:

- Only female mosquitos bite.
- Mosquitos hibernate over the winter. Once the temperatures rise above 60°F, they wake up and come out.
- Mosquitos can be active between April and October.
- The Asian tiger mosquito has a range of only about 300 feet. However, some mosquitoes can travel up to three miles.
- Mosquitos find you by sensing movement, infra-red radiation emanating from warm bodies, and carbon dioxide and sweat.
- Females need blood to help their eggs develop. They can lay up to 300 eggs.

Easy Things You Can Do to Control Mosquitos in Your Yard

Remember all it takes is a bottle cap filled with water so you need to find places where water can hide. Here are some suggestions for where to look and what to do:

- Empty anything that might collect water including children's and pets' toys, wading pools, used tires, buckets, bicycles, wheelbarrows, canoes, boats, garbage can lids, recycling containers, trash, other kinds of containers, etc.
- Folds in tarps and plastic sheeting can hold water. Try to get them as flat as you can and be sure to remove any standing water at least once a week.
- Empty and clean birdbaths and trays under potted plants once a week.
- Since mosquitos hate moving water, use a fountain or aerator in birdbaths and ornamental ponds.
- Maintain all water spigots and window air conditioners. That nasty drip which creates a puddle also provides a place where mosquitos can breed.
- Make sure your gutters and down spouts are clean and there is no standing water. One key place mosquitos like to breed are those corrugated gutter drains. Cover with nylon stockings or use smooth PVC pipes.
- Remove pet dishes if not being actively used.

What Not to Do to Control Mosquitos

- Do not use bug "zappers." These kill beneficial insects including bees and other pollinators.
- Do not use mosquito traps. These only attract more mosquitos.
- No plants have been scientifically proven to control mosquitos.
- Biorational larvicide such as Mosquito Dunks or Mosquito Torpedoes are safe to use, but only after you have tried everything else mentioned above.
- Most importantly, **DO NOT USE INSECTICIDES** unless you have tried all other options, and you still have a problem. Then, only use them sparingly.

Important Resources

Maryland Department of Agriculture

https://mda.maryland.gov/plants-pests/Pages/mosquito_control.aspx

University of Maryland Extension Service

<https://extension.umd.edu/resource/controlling-mosquitoes>



For more information about a variety of environmentally sustainable practices, please see our webpage:

<https://www.greenmiddletown.com/sustainability-committee>



Website Analytics Report
For WWW.GREENMIDDLETOWN.COM

Report Date: 12 May 2022
Time Frame: Last 365 Days

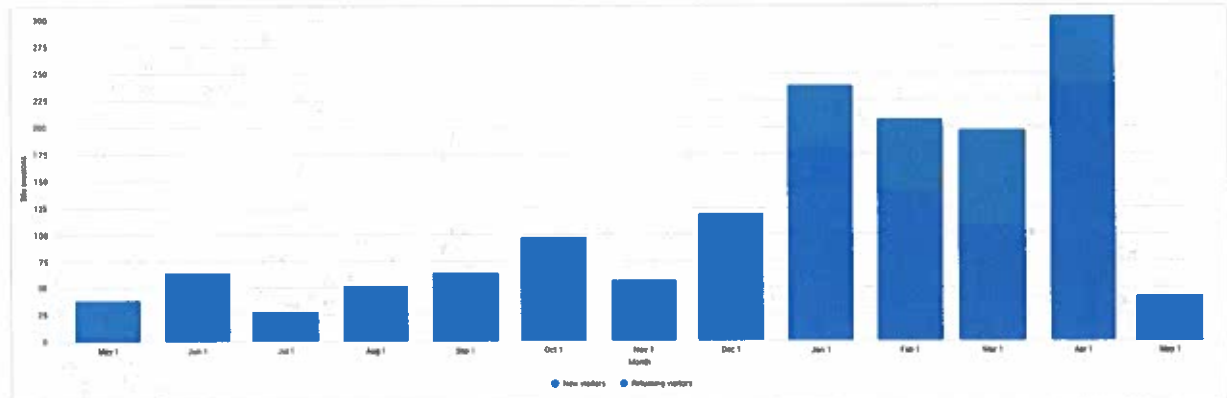


Traffic over Time

Which months get the most site visits.

Traffic Over Time (split, bar chart)

Select a time period is in the last 365 days Group by its month Select a measure is sessions Split by its visitorType



Generated by Locker on May 12, 2022 at 8:29 PM UTC

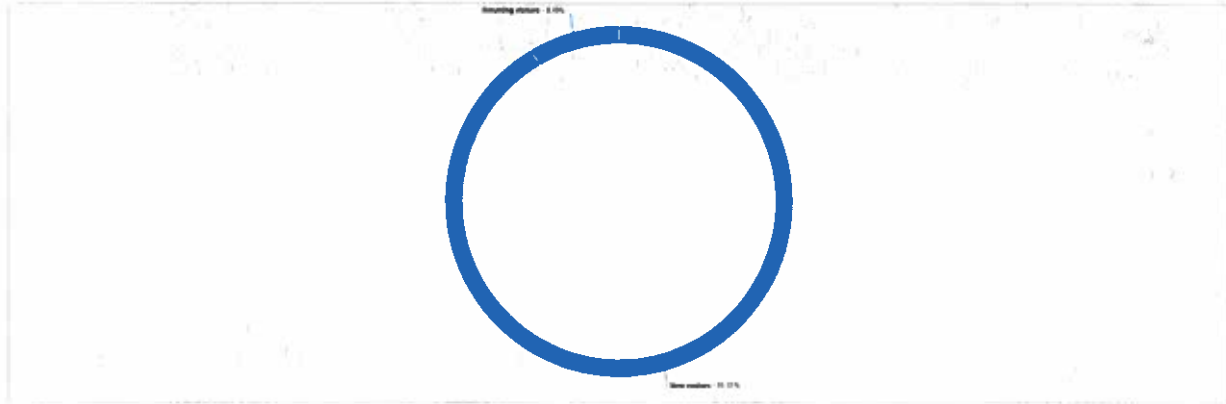
	New or returning visitor	New visitors	Returning visitors
	Month	Site sessions	Site sessions
	05/01/22	27	14
	04/01/22	241	63
	03/01/22	108	89
	02/01/22	141	66
	01/01/22	181	58
	12/01/21	88	31
	11/01/21	41	16
	10/01/21	72	25
	09/01/21	51	13
	08/01/21	38	14
	07/01/21	13	15
	06/01/21	44	20
	05/01/21	5	34
		1,050	458
		Total Sessions	1,508

New vs. Returning Visitors

How much traffic comes from new vs. returning visitors.

New & Returning users over time (pie chart)

Select a time period in the last 365 days Select a measure to measure



Generated by Looker on May 12, 2022 at 9:12 PM UTC

New or returning visitor	Site sessions
New visitors	1,380
Returning visitors	128

Traffic by Device

Traffic by Device (graph compared)

Select a time period to in the last 365 days Compare to is selectedPeriod Select a measure to sessions



Generated by Looker on May 12, 2022 at 9:19 PM UTC

Device type	Page views	Site sessions	Unique visitors
Desktop	2,507	786	494
Mobile	1,590	702	403

Traffic by First Page Viewed

Traffic by First Page Viewed (comp bar)

Select a time period to in the last 365 days Compare to selected Period Top pages to 8 Select a measure as sessions



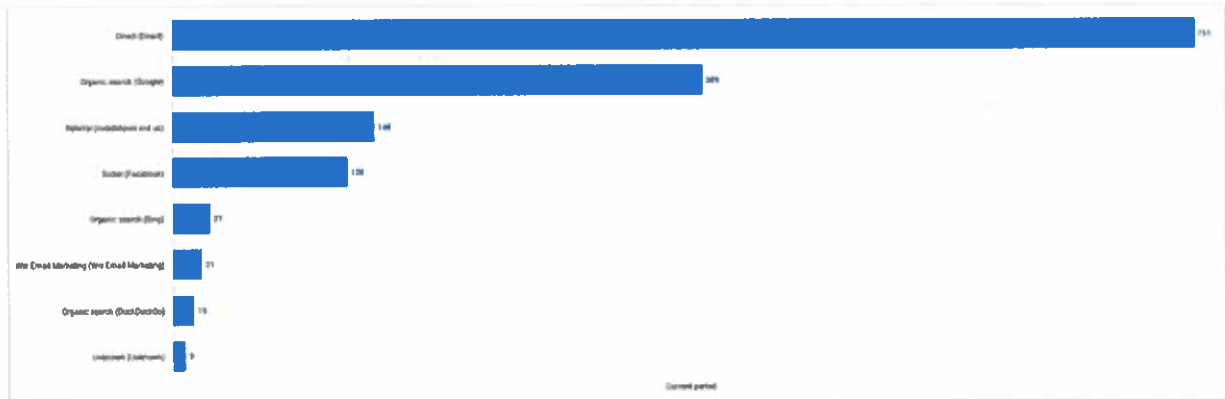
Generated by Looker on May 12, 2022 at 9:26 PM UTC

Entry page	Site sessions
Homepage	595
/green-expo-2022	160
/solid-waste-management	101
/spring-tree-giveaway	96
/stg2trees	95
/green-expo-2021	85
/gift-tree-program	45
/bee-city	40

Traffic by Referring Sites

Marketing & Seo Traffic By Referring Sites (comparison, bar)

Select a time period in the last 365 days Compare to is selectedPeriod Group traffic by is refSourceAndDomain Top traffic sources is 8 Select a measure is sessions Attribution model is LastNotDirectSession



Generated by Looker on May 12, 2022 at 9:32 PM UTC

Traffic source and category	Site sessions
Direct (Direct)	751
Organic search (Google)	389
Referral (middletown.md.us)	148
Social (Facebook)	128
Organic search (Bing)	27
Wix Email Marketing	21
Organic search (DuckDuckGo)	15
Unknown (Unknown)	9

Traffic by Location

Traffic by Location (City Map)

Select a time period to in the last 365 days Select a measure to visitors



Generated by Looker on May 12, 2022 at 9:22 PM UTC

City	city_map	Unique visitors
Middletown	39.4427,-77.5542	477
Frederick	39.4442,-77.3393	89
Washington	38.9522,-77.0253	79
Hagerstown	39.6343,-77.7337	19
Baltimore	39.303,-76.6062	18
New Market	39.4114,-77.2823	17
Alexandria	38.8155,-77.1205	11
Silver Spring	39.0851,-77.059	10
Hyattsville	38.9635,-76.9672	8
Falls Church	38.8597,-77.198	13
Brunswick	39.3086,-77.6278	6
Rockville	39.0828,-77.1674	5
Annapolis	38.9894,-76.5494	4
Gaithersburg	39.109,-77.2489	4
Germantown	39.1361,-77.2824	4
Laurel	39.1063,-76.866	4
Catonsville	39.2812,-76.7406	3
College Park	38.9965,-76.934	3
Jefferson	39.3642,-77.5404	3
Boonsboro	39.5521,-77.7005	2
Mount Airy	39.3886,-77.1683	2
Westminster	39.5693,-76.9869	2
Myersville	39.5248,-77.5531	1
Thurmont	39.6128,-77.3991	1
Woodsboro	39.5303,-77.2981	1

Site Statistics

Use this reporting tool to see your site statistics for your public site for this month or the previous month. Statistics for the Administration (or "admin") side of your site are not included in this report. Additionally, visits you make to your own site while administering it are not included in these statistics. All data collected before the previous month has been purged from our system and is not available for use; therefore, we recommend printing this report each month for your records.

The first report - Page Views by Section - shows total page views for each section. The second report - Unique Visitors by Section - shows the total page views for each section without the return visitors (showing only views from unique IP addresses). For example, if you browse to a page today, and then browse to that same page tomorrow, your viewing of that page would only be counted once in the unique (second) report.

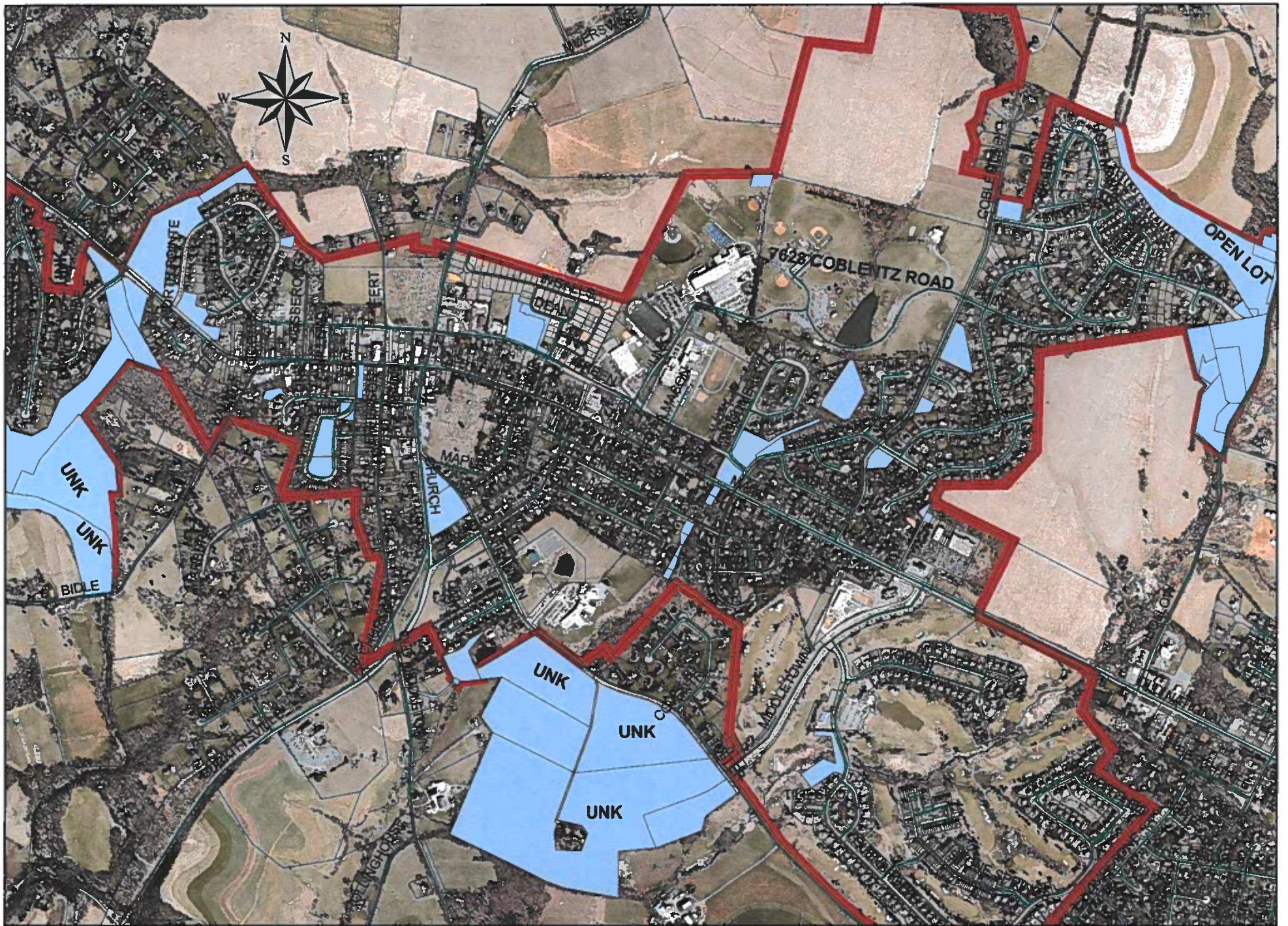
Each report lists sections in page view order (highest number of page views first) and only lists sections that have had traffic within the reporting period. It does not list those sections without traffic.

Begin Date	4/13/2022 ▾
End Date	5/13/2022 ▾
Report Name	Page Views (Default) ▾

[Get Report](#)

Page Views by Section

Section	Page Views	Percent of Total
COVID-19 Information	38205	40%
Default Home Page	9846	10.31%
News & Announcements	8796	9.21%
Community Calendar	6691	7.01%
Agendas and Minutes	2666	2.79%
Middletown Events	2268	2.37%
Business Directory	2263	2.37%
Parks	1567	1.64%
Water & Sewer	1444	1.51%
Planning and Zoning	1340	1.4%
RFP	1281	1.34%
Town Government	1245	1.3%
Community Directory	1113	1.17%
Job Openings	935	0.98%
Town Staff	912	0.95%
Trash News	810	0.85%
Middletown Sustainability Efforts	783	0.82%
Budget/Audit	592	0.62%



Middletown Town-owned Parcels 2022



Behind 4 North Pointe Terrace



OPEN LOT

MAIN

EASTERN BLVD

EMERGENCY

NORTH

OPEN LOT

NORTH POINTE CIRCLE

VALLEY VIEW

LOT

MIDDLETOWN SUSTAINABILITY COMMITTEE BUDGET FY2022

	<u>Budget</u>
Banner to advertise Green Expo (cost for editing)	\$100
Advertising needs	\$365
Shredding event at Green Expo (All Shred)	\$330
DNR Scales and Tails program	\$400
Musician for Green Expo	\$200
Tree seedlings to give away	\$220
64 gal community compost bin to be collected 1xper week for the year	\$1,560
Pollinator garden - plants, tilling, mulch, plant tags	\$2,000
Bee City USA renewal	\$100
Basecamp software yearly charge	\$500
Greenmiddletown website annual charge	\$225
Tree planting program trees	\$1,000
TOTAL	\$7,000