

**Ad-Hoc Sustainability
Committee**

Thursday, March 11, 2021

6:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

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1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES
 - a. Review and possible approval of the February 2, 2021 Ad Hoc Sustainability Committee meeting minutes.
4. BUSINESS.
 - a. Discussion regarding development of the Village's Sustainability Plan and Green Tier Legacy Community Sustainability Strategies Scoresheet.
 - b. Discussion regarding sustainability articles for the Spring/Summer Outlook community newsletter.
5. SCHEDULE NEXT MEETING DATE
 - a. Thursday, April 8th, 2021 at 6:00 PM.
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us

Working Draft - MINUTES
Ad-Hoc Sustainability Committee Meeting

February 2, 2021

Members Present: Amber Meyer-Smith, Bruce Fischer (left 7:00pm), Judy Taber, Angela Freedman, Mary Robb (arrived 6:04pm), Isabella Gletty-Syoen

Members Absent: Michael Tiboris

Staff Present: Andrew Bremer

1. CALL TO ORDER

Freedman called to order meeting at 6:00 p.m.

2. APPROVAL OF MINUTES

a. Review and possible approval of the January 14, 2021 Ad-Hoc Sustainability Committee minutes.

Fischer moved to approve the January 14, 2021 minutes. Taber seconded the motion. Motion carried 5 - 0.

3. PUBLIC APPEARANCES

None

4. COMMUNICATIONS.

a. New member introduction, Isabella Gletty-Syoen.

Isabella Gletty-Syoen introduced herself as the newest appointed member of the Ad-Hoc Sustainability Committee.

5. BUSINESS.

b. Discussion regarding planned Public Visioning meeting on February 11th, 2021.

Bremer reviewed with members the preparation for the 6:00 p.m. meeting on February 11, 2021. The meeting will be entirely online. MSA will host and facilitate the meeting. Bremer reviewed the draft presentation for the meeting and discussed the planned activities for the meeting. Meyer-Smith inquired about the role of the Committee members. Bremer explained the members will be divided into one of the three breakout groups. Their role is to participate in providing feedback, to help get participants to provide feedback, but to not dominate the conversation as the goal is to collect public input. Bremer reviewed the public outreach activities completed and remaining relating to notification of the meeting. The

Committee also discussed assisting with public notification of the meeting through their personal networks.

b. Discussion regarding Green Tier Legacy Community Sustainability Strategies Scoresheet and development of the Village's Sustainability Plan.

The Committee continued discussion it began at the last meeting to discuss priority and feasibility rankings for the strategies in the Green Tier Scoresheet. Bremer explained that staff collected the individual responses from the committee members and tabulated an average score for each strategy, with a higher number indicating a higher priority (low = 1 point, medium = 2 points, high = 3 points). The Committee reviewed responses for the following focus areas: energy, water, waste and community health. Bremer indicated that staff would make further revisions to the average score as some Committee members still need to return their self-ratings. Bremer further explained this was for initial feedback only, once the Committee has gone through the public listening session for the Sustainability Plan, the Committee can review and adjust as needed. In particular, noting the need to further prioritize as there are many strategies that have been initially rated as high priorities but may not be feasible to accomplish all within the next 1-2 years. Some may need to be moved to medium priority, accomplish in the next 2-4 years, or low priority, accomplish in the next five or more years. This would then go into the action plan for the Sustainability Plan. By unanimous consent discussion of this agenda item was tabled at 6:55pm to allow discussion of agenda item 6a prior to Fischer leaving the meeting. Discussion continued at 7:00pm.

6. SCHEDULE NEXT MEETING DATE

a. Tuesday, February 2, 2021 at 6:00pm.

By unanimous consent this agenda item was taken up by the Committee at 6:55pm before returning to agenda item 5b at 7:00pm. Bremer explained that Tiboris had a personal conflict come up that will prevent him from continuing to meet on the 1st Tuesday of the month. Members discussed moving monthly meetings to an alternative date. Bremer reviewed some options. There was consensus to move meetings to the second Thursday of the month at 6:00pm. Motion by Freedman to schedule the next meeting for Thursday, March 11, 2021 at 6:00pm. Fischer seconded the motion. Motion carried 6-0.

7. ADJOURNMENT.

Robb moved to adjourn; Meyer-Smith seconded the motion. Motion carried. Meeting adjourned at 7:15 p.m.

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Thursday, March 11, 2021

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding development of the Village's Sustainability Plan and Green Tier Legacy Community Sustainability Strategies Scoresheet.

PREVIOUS ACTION:

ISSUE SUMMARY:

Staff from MSA will be present to provide the Committee with a summary of the feedback obtained from the February 11th Public Visioning Meeting for the Sustainability Plan. A summary report is included within the packet. MSA will also present their proposed vision statements for each of the six focus areas for review and refinement, recalling that the scope of work includes preparing a vision statement to describe in qualitative terms what sustainability looks like within transportation, land use & development, energy, water, waste, and community health.

The packet also includes a revised copy of the Green Tier Scoresheet. Staff has completed entering the Committee members self-scoring and has calculated an average total score for each strategy and then ranked all strategies by their total score (priority + feasibility). Staff then separated the strategies into the following tiers:

- 6.0 Tier One Strategies (19 total)
- 5.5-5.9 Tier Two Strategies (42 total)
- 5.0-5.4 Tier Three Strategies (24 total)
- 4.0-4.9 Tier Four Strategies (31 total)
- 2.0-3.8 Tier Five Strategies (19 total)

Staff recommends a second round of evaluation to consider whether a strategy should stay in its initial tier, move down a tier, or move up a tier based on further analysis and reflection on the input from the Public Visioning meeting. While in no way a requirement, aiming to somewhat equally distribute the 135 total strategies across the five tiers (27 per) may be beneficial under the presumption that the strategies in each tier become an annual to do list for the Committee/Village. Noting staffing, budget, and other limitations will also dictate the pace at which strategies can be further researched, vetted, and accomplished.



Please come to the meeting prepared to share any suggested revisions to the vision statements, and notes on adjustments to the initial GT strategy ranking.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

1. Vision Statements Draft - 3-4-21
2. GT Strategies Scorecard-Tiers 1-5-03.11.21

VISION STATEMENTS AND VISIONING SUMMARY

Community Health

McFarland, including its government, residents, and businesses is intentional about embracing diversity. Healthy food, clean water, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender, income or ethnicity. The community values civic participation and works together to care for and provide for its most vulnerable residents.

Community Health Visioning Board Comments

Community Health		
Visions	Barriers	Actions
Access to healthy local food options for all, including school children (6)	Cultural norms/attitudes about sustainability/lawn upkeep (3)	Budget each year for more sidewalks and bike lanes/complete streets projects (7)
Healthy lakes and rivers (4)	Costs (3)	Encourage civic participation through Village sponsored civic activities, forums, coffehouse-style meetings (6)
Recreation programming and parks accessible to all abilities (3)	Lack of enough testing of drinking water (2)	Build a multigenerational community center (5)
A community that is intentional about inclusion and embracing diversity (2)	Only one grocery store (not local)	Develop partnerships with other groups working towards same goals (4)
Access to clean drinking water for all (2)	Village ordinances	Expand community gardening, urban agriculture, and add a winter farmer's market (3)
Public parks within walking distance of all homes (2)	State doesn't sponsor community health initiatives	Clearly communicate the Village's vision with the community (3)
A community that provides for its most vulnerable (2)	Competition with larger area farmer's markets	Partner with schools for use as recreation spaces for the community (3)
Access to preventative care for all (2)	Too much surface water pollution	Build a community health and wellness center (2)
Residents who are civcly engaged	Lack of sidewalks	Restrict/eliminate phosphorus and fertilizer use on public and private property (2)
100% walkable community	Lack of quality data	Find alternatives to salt use in winter (2)
Healthier residents - low obesity levels		Seek grants
Reduced exposure to PFAS		Work with local sports organizations to come up with alternatives to fertilizers on athletic fields
Residents able to get everything they need in the Village		Community composting site
		Offer more exercise classes
		Draw in business that support local farmers
		Continue to use Zoom
		Local summer youth programming

Common Themes

Healthy local food/urban agriculture
Clean water - surface and drinking
Recreation opportunities for all abilities
Intentional about embracing diversity
Providing for most vulnerable
Walkability/bikability
Civic participation
Partnerships
Access to health care for all

Energy

Residential, commercial, and government buildings, existing and new, embrace energy efficiency strategies, including adopting renewable energy sources to power buildings to bring McFarland closer to producing all of its own energy locally from clean sources.

Energy Visioning Board Comments

Energy		
Visions	Barriers	Actions
All new construction and municipal buildings are net-zero (7)	Initial costs/lack of incentives (7)	Education on existing rebates and tax incentives - in schools, in water bills, welcome packet for new residents (5)
Renewables used for all residences, gov. and commercial buildings (4)	Regulatory policies (3)	Grants and financial incentives to help with initial costs (4)
There are shared community renewables to buy into (3)	Finding qualified contractors who understand the technology (3)	Educational pilot programs to demonstrate the effectiveness of energy efficiency and renewables (4)
There is broad community buy-in regarding renewables & energy efficiency (3)	Mindset and cultural norms (3)	Energy audits to identify energy drains in gov., residential and commercial buildings (4)
Every home and business is energy efficient and weatherized (3)	Historic investment in fossil fuels (2)	Social marketing, community ambassadors/liasons to new residents (4)
All renewable energy by 2050 (2)	Inefficiency of utilities in providing power	Develop a community resource center and/or a resource manual on best practices and incentive programs (2)
Street lights and traffic lights are all solar powered (2)	Lack of resident involvement in government	Support organizations like Project Home
Municipal operations are 100% GHG emission free	Lack of marketing/communication	Collaborations and partnerships with other municipalities
Village purchasing decisions will follow plan goals	Lack of knowledge about energy efficiency programs and incentives	Carbon credits to bring in revenue
	Income disparities	Waive municipal fees for energy efficiency upgrades
		More appliance upgrade incentives
		Hold a sustainability fair to bring in contractors to showcase their programs to residents
		Push power companies to adopt more aggressive sustainability actions

Common Themes

- Net-zero for all new construction
- Renewables on all buildings
- Weatherization
- Community buy-in
- Community solar

Land Use & Development

The Village of McFarland encourages mixed-uses, housing diversity, and higher-density development as a means to expand access to housing, jobs, recreation, social interaction and other basic needs while using land and infrastructure resources efficiently. Development is designed with green infrastructure and on a human scale that enables walking and biking to destinations along tree-lined corridors. The Village preserves land strategically to enable small-scale community agriculture and to protect surface water quality and biodiversity.

Land Use and Development Visioning Board Comments

Land Use		
Visions	Barriers	Actions
Natural areas/native species are protected and mature trees preserved (4)	Costs (5)	Incentives for energy efficiency/green building - e.g. waiving permit fees, tax incentives (7)
Parks will be accessible to all and have year round activities (4)	Village ordinances - minimum lot sizes/parking requirements (3)	Education and outreach - clearly communicate vision (6)
More green space and green infrastructure to protect surface water (3)	Resistance to high-density development (2)	Adopt/update codes and ordinances that support green infrastructure - amend parking regulations (3)
Everyone will have access to interconnected walking and biking facilities (3)	Lack of Village incentives for energy efficiency/green building	Ensure all water is treated on-site before entering waterways (3)
Net-zero construction for all Village buildings (2)	Lack of knowledge about green infrastructure	Develop partnerships with other groups working towards same goals (2)
There is more high-density, mixed-use, infill development (2)	Local politics	Incentives and education on native landscaping (2)
The downtown will be a vibrant community center with year-round activities (2)		Update Village plans to include more opportunity for high-density and mixed-use (2)
Clean lakes and waterways (2)		Update road specifications to allow for narrower streets (2)
Homeowners will use native plants in landscaping		Encourage higher buildings - build up rather than out
There is a good balance between development and natural perservation		Incentives for higher density development
Parking lots will be locations for infill development		Develop relationships with developers who value sustainable practices
More public access to lakes		Develop an eco-friendly business park
		Create Village boundary constraints

Common Themes

- Preservation of natural areas, trees
- Interconnected walking and biking trails
- Accessible parks with year-round activities
- Clean lakes
- High-density, mixed-use construction
- Green, net-zero buildings
- Vibrant downtown
- More green infrastructure; less impervious surface

Transportation

McFarland has an extensive multi-modal transportation network that is accommodating to the needs of all people, regardless of age, ability or income. Community members are enabled to make sustainable transportation choices when traveling to and from work, school, and other daily activities. Village transportation infrastructure is integrated with a regional system that combines timely, cost-effective public transportation options, like buses and light rail, with a safe and ubiquitous network of routes for walking and bicycling. The Village provides infrastructure for electric vehicles and leads by example by purchasing electric or alternative fuel vehicles for municipal use.

Transportation Visioning Board Comments

Transportation		
Visions	Barriers	Actions
More public transit options and useage - Metro stop in Village (6)	Money (5)	Promote ride-sharing/work with State (5)
The Village is safe for biking and walking (6)	Cultural norms (4)	Develop a Village bike-sharing or e-bike program (3)
More ride-sharing (6)	Regulatory policies - no RTAs allowed by State (3)	Promote local businesses that are accessible by biking and walking (3)
Light rail to Madison (5)	Time (2)	Create better infrastructure for e-vehicles - require for new buildings (2)
There are more interconnected on and off-road bike/ped facilities (5)	Income disparities	Education on transportation alternatives
All municipal vehicles are electric (2)	Shipping long distances is unsustainable	Pilot programs
Easy access to charging stations for e-vehicles (2)	Low public transit use compared to cost to join	Study to find out where/why people travel for amenities
Kids walk or bike to school	Lack of e-vehicle charging stations	Social marketing to change culture and perceptions of public transit and biking
Accessible after school and summer programs	Public transit is inaccessible	Summer buses to take kids to parks or pool
E-vehicles make up a larger percentage of all vehicles in Village		Work with Madison to establish e-bike stations as part of the Madison system
Zero emissions from vehicles		Establish a park and ride connected to a Metro bus stop
All school buses are electric		Lobby to change State laws regarding RTAs
Decrease VMT		Work with school district to increase busing options
		Purchase e-vehicles for Village

Common Themes

- Access to public transit
- Safety for bikes and pedestrians
- Ridesharing/bike-sharing
- Light rail
- Interconnectivity
- Charging stations for e-vehicles
- Village vehicles all electric
- School/summer programs accessible by walking/biking

Solid Waste

The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste, including food waste, toxic waste, electronics and construction waste. Village government uses incentives and policies to limit unnecessary waste and to promote the profitable reuse of materials. Residents value and celebrate the creative reuse of goods and materials.

Solid Waste Board Comments

Solid Waste		
Visions	Barriers	Actions
Volume of trash reduced (2)	Recycling rules are complicated (3)	More public events/access to clean sweep, e-recycling, shredding and battery disposal (10)
Construction waste is reduced and reused/repurposed (2)	Cultural norms - always wanting "new" and "better" (3)	Recycle food waste/community compost site (10)
No recycling ends up in trash	Lack of incentives to reduce waste (2)	Ban/reduce use of single-use plastics and promote alternatives (5)
Single-use plastics are no longer used	Costs	Incentivize sustainable building materials and reuse/repurposing of building materials during permitting process (4)
Food waste is eliminated	School practices - time and resources	Waste free community events (3)
All toxic waste disposed of properly	Recycling needs to be exported to be recycled	More recycling education (3)
	Lack of compliance with recycling laws	Require recycling at businesses (2)
	Lack of cradle to grave product sustainability	Facilitate relationships between grocery stores and food banks
	Lack of data on whether residents would use compost site	Develop local recycling programs
	State government prohibition on local control of single use plastics	Encourage more recycling at schools
	Excessive packaging	Municipal purchasing policies for recycled or recyclable products
		Waste reduction requirements on Village projects
		Equipment sharing program to reduce demand and waste
		Community upcycle location
		Celebrate successes to maintain momentum
		Consistently measure and report on waste amounts collected

Common Themes

Reduced volume of waste/food waste

No recycling in trash

More access to clean sweep, e-recycling, etc.

Community compost site

Reuse/repurpose construction waste

Water

McFarland has an abundance of clean water, including surface water and groundwater, for both recreation and drinking. Public and private users limit their use of groundwater while also seeking to maximize infiltration of stormwater. The Village works with residents and businesses to keep stormwater runoff free of chemicals, trash, soil and nutrients, including leaves. The Village is a leader in minimizing the use of salt for water conditioning and winter road maintenance.

Water Visioning Board Comments

Water		
Visions	Barriers	Actions
Reduced nutrients entering the lake (10)	Lack of knowledge about pollutants (fertilizers, leaf management) (3)	Reduce salt use on roadways and private property (5)
Clean lakes and beaches for swimming (5)	Costs (3)	More education/encouragement on sustainable lawn management (5)
Safe and clean drinking water (3)	Cultural norms - perfectly manicured lawns (3)	More green infrastructure (4)
Increased opportunities for volunteering (2)	State regulatory roadblocks to local control (2)	Encourage native plantings, raingardens and rain barrels on public and private property (4)
Water used more efficiently (2)	Influences outside Village borders that impact water quality (2)	Decrease impervious surfaces to reduce runoff (2)
Strong awareness and buy-in for clean run-off practices	Increased severe weather events (2)	More testing for pollutants in groundwater (2)
	Lack of local incentives	Increase local incentives to use groundwater wisely (2)
	Salt use - safety vs environment	Redirect runoff to natural treatment areas like wetlands
	Lack of public land adjacent to waterways for green infrastructure	Create systemic way to collect and manage leaf litter
	Perception that water is a limitless resource	Incentivize organic agriculture
		Allow for grey water system development
		Work with other communities in same watershed
		Strengthen erosion control ordinance
		Incentives for shoreland owners to preserve native vegetation

Common Themes

- Reduced nutrients entering lakes
- Clean lakes/beaches for recreation
- Clean drinking water
- Efficient water use
- Reduced salt use

Catg.	GT Points	McFarland Scores	2021 Beginning Year Score	Priority Score (Low 1, High 3)	Feasibility Score (Low 1, High 3))	Total Score (Low 1, High 6)	Total Rank	Stay, Move Up, Move Down
T	1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.	0	3.0	3.0	6.0	1	
T	3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).	0	3.0	3.0	6.0	1	
T	5	Charge impact fees for new roads.	5	3.0	3.0	6.0	1	
T	5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.	0	3.0	3.0	6.0	1	
T	2	Allow NEVs on appropriate roadways.	2	3.0	3.0	6.0	1	
T	2	Provide public charging stations	0	3.0	3.0	6.0	1	
LU	5	Identify priority areas for infill development, including those eligible for brownfields funding.	3	3.0	3.0	6.0	1	
LU	10	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application	5	3.0	3.0	6.0	1	
LU	3	Set a tree canopy goal and develop a management plan to achieve it	0	3.0	3.0	6.0	1	
LU	2	Require trees to be planted in all new developments	2	3.0	3.0	6.0	1	
LU	2	Certification as Tree City USA	2	3.0	3.0	6.0	1	
LU	2	Certification as Bird City Wisconsin Community	2	3.0	3.0	6.0	1	
E	6	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.	0	3.0	3.0	6.0	1	
E	5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.	0	3.0	3.0	6.0	1	
E	6	Streetlights operate at 75 lumens/Watt or higher	?	3.0	3.0	6.0	1	
E	5	Establish policies requiring that all new municipal buildings achieve an ENERGY STAR score of 75 or higher.	0	3.0	3.0	6.0	1	
WAT	5	Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.	2.5	3.0	3.0	6.0	1	
WAT	3	Develop a regular street sweeping program to reduce total suspended solids	2	3.0	3.0	6.0	1	
WAT	4	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving	1	3.0	3.0	6.0	1	

Catg.	GT Points	McFarland Scores	2021 Beginning Year Score	Priority Score (Low 1, High 3)	Feasibility Score (Low 1, High 3))	Total Score (Low 1, High 6)	Total Rank	Stay, Move Up, Move Down
T	3	Eliminate parking minimums from non-residential districts.	0	3.0	2.8	5.8	20	
T	5	Set parking maximums at X per square feet for office and retail uses.	0	3.0	2.8	5.8	20	
T	10	Electric vehicles in gov't fleets - 2% of fleet=5 points. 5% of fleet=10 points.	0	3.0	2.8	5.8	20	
LU	2	Have community tree canopy mapped - https://pg-cloud.com/Wisconsin/	0	3.0	2.8	5.8	20	
LU	10	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties	5	3.0	2.8	5.8	20	
E	2	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score	0	2.8	3.0	5.8	20	
E	4	Stoplights are LED or functional equivalent	?	3.0	2.8	5.8	20	
E	2	Establish a policy requiring that all major remodeling projects on municipal buildings result in the building receiving an ENERGY STAR score that is five points higher than the building's pre-remodel score.	0	3.0	2.8	5.8	20	
E	6	Commit to achieving a science-based GHG reduction goal for emissions resulting from all municipal operations.	0	2.8	3.0	5.8	20	
E	4	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.	0	2.8	3.0	5.8	20	
WAT	6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.	?	2.8	3.0	5.8	20	
WAT	2	Develop a water efficiency and conservation plan for municipal buildings	0	2.8	3.0	5.8	20	
WAT	6	Conduct an energy assessment for municipal water and wastewater facilities and develop a plan to increase energy efficiency	0	3.0	2.8	5.8	20	
WAT	3	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas	1.5	3.0	2.8	5.8	20	
CH	4	Encourage pedestrian and bicycle site connections from front door of businesses or apartments to a public sidewalk and/or bike lane ensuring connections to all neighborhoods.	3	3.0	2.8	5.8	20	
LU	3	Adopt tree preservation ordinance per GTLC standards	?	2.8	2.8	5.7	35	
WAT	2	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.	?	2.8	2.8	5.7	35	
T	2	Require bike parking for all new non-residential and multifamily uses.	0	2.7	3.0	5.7	37	
LU	5	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score	0	3.0	2.7	5.7	37	
CH	6	Site schools in the Comprehensive Plan for accessibility with existing or new bicycle and pedestrian infrastructure	2	3.0	2.7	5.7	37	
CH	7	Implement strategies (urban agriculture, community gardens on public land, diversified farmer's markets, expanded traditional retail food options, ordinances to allow urban chickens and beekeeping and vegetable gardening in rights of way) that help increase fresh food access in the community, in particular in areas with food insecurity (e.g., "food deserts" and "food swamps"), including access by EBT and WIC participants.	5	2.7	3.0	5.7	37	
LU	6	Inventory wetlands and ensure no net annual loss.	3	2.8	2.8	5.6	41	
WAT	5	Develop and implement asset management plans that set targets for the sustainable maintenance, operation and renewal of water and wastewater infrastructure.	0	2.8	2.8	5.6	41	
E	10	Reduce motor fuels use for non-transit activities --	0	3.0	2.6	5.6	43	
CH	5	Adopt form-based codes or similar type design guidelines for healthy active living environments.	1	2.8	2.8	5.6	43	
CH	6	Establish partnerships to reduce waste pharmaceuticals generated in the community and to efficiently collect remaining wastes to prevent their abuse and entry into solid waste or wastewater.	3	3.0	2.6	5.6	43	
WAS	8	Community waste stream monitored at least annually. Waste reduction plan prepared and updated annually	0	2.8	2.8	5.6	46	
T	1	Conduct annual survey of students' mode of transport to school.	0	2.7	2.8	5.5	47	
LU	5	Adopt traditional neighborhood design ordinance (if population is less than 12,500)	2	2.8	2.7	5.5	47	
LU	5	Zoning for office and retail districts permits floor-area ratio > 1, on average.	0	3.0	2.5	5.5	47	
LU	5	Zoning for office and retail districts requires floor-area ratio > 1, on average.	0	3.0	2.5	5.5	47	
LU	5	Zoning code includes mixed use districts	1	2.8	2.7	5.5	47	
E	10	Adopt PACE ordinance/jpa	0	2.8	2.7	5.5	47	
E	10	Use PACE financing	0	2.8	2.7	5.5	47	
E	3	Achieve milestone reductions in GHG emissions, as specified in the municipality's science-based GHG reduction goal.	0	2.8	2.7	5.5	47	
WAT	4	Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements	0	2.8	2.7	5.5	47	
WAS	5	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	5	2.8	2.7	5.5	47	
CH	7	Add health policies in 1 or more of the community's plans, including the comprehensive plan, long-range transportation plan, bicycle/pedestrian plan and open spaces recreation plan (embedded or stand-alone chapter) or develop a comprehensive, community wide wellness plan.	2	2.8	2.7	5.5	47	
CH	5	Provide an on-street and/or off-street trail network connecting recreational areas in the community (e.g. safe routes to parks) and other trip generators, such as shopping malls, ensuring all neighborhoods are included in planning and implementation.	4	2.8	2.7	5.5	47	
CH	4	Provide education and establish programming to encourage physical activity, especially by youth.	2	2.5	3.0	5.5	47	
CH	5	Create and implement a climate change action plan that includes a carbon footprint study, and health related components on reducing air pollution from combustion of fossil fuels and responding to heat episodes and flooding, focusing in particular on most vulnerable populations.	0	2.8	2.7	5.5	47	
CH	5	Encourage or partner with others, such as the Chamber of Commerce, etc., to advance workplace wellness programs within the community.	0	2.8	2.7	5.5	47	

Catg.	GT Points	McFarland Scores	2021 Beginning Year Score	Priority Score (Low 1, High 3)	Feasibility Score (Low 1, High 3))	Total Score (Low 1, High 6)	Total Rank	Stay, Move Up, Move Down
T	3	Commuter bike routes identified and cleared.	3	2.8	2.5	5.3	62	
E	3	Commit to achieving a science-based, community-wide GHG reduction goal.	0	3.0	2.3	5.3	62	
E	5	Achieve milestone reductions in GHG emissions, as specified in the community's science-based GHG reduction goals.	0	2.8	2.5	5.3	62	
WAS	5	Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery	1	2.8	2.5	5.3	62	
WAS	3	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	1	2.5	2.8	5.3	62	
E	2	Work with Energy Task Force OEI to track municipal facilities - Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.	0	2.7	2.7	5.3	67	
CH	6	Adopt an ordinance or policy that promotes tobacco-free and e-cigarette free parks and/or public events on local government-owned property.	0	2.7	2.7	5.3	67	
CH	5	Implement a wellness program for employees of the local jurisdiction.	5	2.8	2.5	5.3	69	
CH	5	Support placemaking at varying scale (neighborhood to major city facility) and permanence (temporary to permanent) through programming, financial support and removal of regulatory barriers to promote healthy living and social capital in the community.	1	2.6	2.6	5.2	70	
T	5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.	2	2.8	2.3	5.2	71	
E	5	Offer residents and businesses a mechanism to purchase shares of the electricity generated through a local renewable energy project. (Ex. a community solar program)	2	2.8	2.3	5.2	71	
E	3	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).	0	2.8	2.3	5.2	71	
CH	5	Provide recreation programs for youth, adults, senior citizens and disabled persons.	3	2.8	2.3	5.2	71	
LU	10	Public properties and rights of way mown or cleared only for safe sightlines and/or to remove invasive species.	2	2.5	2.7	5.2	75	
E	5	Facilitate a group-buy program through which residents receive discounted, volume-based pricing on energy efficiency or renewable energy projects based on aggregated demand.	2	3.0	2.2	5.2	75	
WAT	5	Work with commercial or light industrial businesses to develop stormwater pollution plans	2.5	2.7	2.5	5.2	75	
WAS	3	Construction/deconstruction waste recycling ordinance	0	3.0	2.2	5.2	75	
WAS	6	Develop and promote programs that dispose of household hazardous, medical, and electronic waste	6	2.7	2.5	5.2	75	
CH	4	Use by policy, ordinance or practice, Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.	0	2.7	2.5	5.2	75	
WAT	3	Financial assistance for sewer lateral replacements.	0	2.5	2.6	5.1	81	
E	5	Watt meters available to the public	0	2.3	2.7	5.0	82	
E	3	Incorporate energy use intensity (EUI) targets into the contracting process for all significant municipal construction projects.	0	2.5	2.5	5.0	82	
E	10	All new and renovated municipal buildings must meet LEED Silver or greater.	0	2.7	2.3	5.0	82	
CH	5	Adopt an ordinance or policy that requires tobacco-free and e-cigarette free apartments or places limitations on such structures.	0	2.5	2.5	5.0	82	

Catg.	GT Points	McFarland Scores	2021 Beginning Year Score	Priority Score (Low 1, High 3)	Feasibility Score (Low 1, High 3))	Total Score (Low 1, High 6)	Total Rank	Stay, Move Up, Move Down
CH	6	Adopt ordinances and programs to maintain a healthy housing stock (code enforcement, landlord licenses, volunteer program, truth-in housing disclosure before sale, etc.).	4	2.3	2.6	4.9	86	
WAT	1	Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table	0	2.5	2.3	4.8	87	
CH	5	Adopt an ordinance, including conditional use permits, on noise abatement for various zoning districts.	4	2.5	2.3	4.8	87	
WAS	4	Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable p	0	2.7	2.2	4.8	89	
CH	7	Adopt a resolution that promotes Health in All Policies at the community level (e.g., HEAL Resolution). Include that educational campaigns supporting a program covered by the resolution are appropriately targeted to all of the populations addressed by the program	0	2.7	2.2	4.8	89	
WAS	8	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	0	2.5	2.3	4.8	91	
E	5	State of Wisconsin Energy Independent (EI) Community designation.	0	2.3	2.3	4.7	92	
CH	8	Encourage the formation and/or support of Neighborhood Improvement Districts (NIDs), Neighborhood Development Corporations, or other similar types of neighborhood reinvestment and enhancement strategies in plans or policies.	2	2.3	2.3	4.7	92	
CH	8	Establish a Health Impact Assessments policy, including when an assessment is required and its scope	0	2.5	2.2	4.7	94	
T	3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.	0	2.7	1.8	4.5	95	
WAS	5	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	0	2.5	2.0	4.5	95	
CH	2	Implement a Complete Streets policy.	2	2.3	2.2	4.5	95	
CH	5	Allow life cycle or adaptable housing options, such as "aging in place", accessory dwelling units, Universal or Inclusive Design, Dementia Friendly Communities, Age-Friendly Communities, etc.	1	2.5	2.0	4.5	95	
WAT	3	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales	2	2.7	1.8	4.5	99	
WAT	4	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed	?	2.2	2.2	4.4	100	
E	6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.	0	2.0	2.3	4.3	101	
CH	5	Require sidewalks in new residential areas and establish a policy for adding sidewalks, as appropriate, in areas built out without sidewalks.	4	2.3	2.0	4.3	101	
CH	8	Establish a program to make housing more affordable.	0	2.3	2.0	4.3	101	
T	3	Develop and fully fund comprehensive maintenance program for existing roads.	1	2.5	1.8	4.3	104	
CH	5	Establish and implement Harm Reduction strategies for alcohol outlet density and sexual oriented establishments (e.g. zoning limitations)	2.5	2.2	2.2	4.3	104	
T	5	Ban idling (more than 5 minutes) with local government vehicles.	0	1.8	2.5	4.3	106	
WAT	2	All outdoor watering by local government, excluding parks and golf courses, from rain collection.	0	2.5	1.8	4.3	106	
WAT	3	Infiltration and inflow reduction by 10%	?	2.5	1.8	4.3	108	
T	5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).	0	2.8	1.3	4.2	109	
WAT	3	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.	0	2.3	1.8	4.2	109	
CH	5	Establish a pedestrian safety task force.	0	1.7	2.5	4.2	109	
WAT	2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)	0	2.0	2.2	4.2	112	
WAT	4	Set goals for increasing the recovery of resources from wastewater for energy generation (heat or electricity) and fertilizer.	NA	2.0	2.2	4.2	112	
LU	6	Establish 75-foot natural vegetation zone by surface water.	3	2.5	1.5	4.0	114	
E	2	Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.	0	2.0	2.0	4.0	114	
WAS	4	Pay-as-you-throw system implemented by municipality or required of private waste haulers	0	2.2	1.8	4.0	114	

Catg.	GT Points	McFarland Scores	2021 Beginning Year Score	Priority Score (Low 1, High 3)	Feasibility Score (Low 1, High 3))	Total Score (Low 1, High 6)	Total Rank	Stay, Move Up, Move Down
CH	6	Adopt ordinances and programs to maintain a healthy housing stock (code enforcement, landlord licenses, volunteer program, truth-in housing disclosure before sale, etc.).	4	2.3	2.6	4.9	86	
WAT	1	Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table	0	2.5	2.3	4.8	87	
CH	5	Adopt an ordinance, including conditional use permits, on noise abatement for various zoning districts.	4	2.5	2.3	4.8	87	
WAS	4	Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable p	0	2.7	2.2	4.8	89	
CH	7	Adopt a resolution that promotes Health in All Policies at the community level (e.g., HEAL Resolution). Include that educational campaigns supporting a program covered by the resolution are appropriately targeted to all of the populations addressed by the program	0	2.7	2.2	4.8	89	
WAS	8	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	0	2.5	2.3	4.8	91	
E	5	State of Wisconsin Energy Independent (EI) Community designation.	0	2.3	2.3	4.7	92	
CH	6	Create a Food Systems Plan that addresses the production, distribution, value-added, marketing, end-market, and disposal of food, and charge a new or existing governmental body to oversee the plan's implementation.	0	1.8	2.0	3.8	117	
CH	5	Establish a program to address chronic homelessness, such as "permanent housing".	0	1.8	2.0	3.8	117	
WAT	3	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction	0	2.0	1.7	3.7	119	
T	10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)	0	1.8	1.8	3.7	120	
CH	7	Establish an expanded public transit that serves commuters from all neighborhoods and major parks and recreation facilities, and has racks on vehicles for carrying bicycles.	0	2.2	1.5	3.7	120	
WAT	5	Wastewater biogas captured and used in operations.	NA	1.8	1.8	3.6	122	
LU	4	Have a Master Naturalist; ISA Certified Arborist or WDNR Community Tree Management Institute (CTMI) graduate on staff	0	2.2	1.3	3.5	123	
WAT	4	Upgrade water and wastewater utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency based on total life cycle, triple bottom line costs (e.g. maintenance and replacement strategies in asset management plans).	2	2.0	1.4	3.4	124	
T	10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).	0	2.0	1.0	3.0	125	
T	5	Calculate lane-miles per capita for arterials and collectors, and show reductions	0	1.7	1.3	3.0	125	
WAS	7	Use anaerobic digesters to process organic waste and produce energy	0	1.7	1.2	2.9	127	
LU	10	Create land bank to acquire and assemble priority infill sites	0	1.5	1.3	2.8	128	
WAT	4	Explore partnership options with high-strength waste.	NA	1.2	1.6	2.8	129	
T	3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking	0	1.0	1.7	2.7	130	
T	5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.	0	1.3	1.2	2.5	131	
LU	5	Mixed-use language from Smart Code TBA.	0	1.3	1.0	2.3	132	
T	5	Require large employers seeking rezoning to set a price signal (cash-out or charge).	0	1.0	1.0	2.0	133	
T	5	Require large employers seeking rezoning to provide subsidized transit.	0	1.0	1.0	2.0	133	
T	5	Ban idling (more than 5 minutes) community-wide.	0	1.0	1.0	2.0	133	

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Thursday, March 11, 2021

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding sustainability articles for the Spring/Summer Outlook community newsletter.

PREVIOUS ACTION:

ISSUE SUMMARY:

Articles for the Spring/Summer Outlook newsletter are due April 7th for publication on May 6th. Similar to the Winter/Spring Outlook newsletter published last month, we likely will include a section focused on sustainability related content. This agenda item is presented in order to provide Village staff with input on potential articles.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None