

**Ad-Hoc Sustainability
Committee**

Thursday, April 8, 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.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/88683222744>

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Webinar ID: 886 8322 2744

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES
 - a. Review and possible approval of the March 11, 2021 Ad Hoc Sustainability Committee meeting minutes
4. BUSINESS.
 - a. Discussion regarding development of the Village's Sustainability Plan.
5. SCHEDULE NEXT MEETING
 - a. Thursday, May 13th, 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

March 11, 2021

Members Present: Amber Meyer-Smith, Bruce Fischer, Judy Taber, Angela Freedman, Mary Robb, Isabella Gletty-Syoen, Michael Tiboris

Members Absent: None

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 February 2, 2021 minutes. Freedman seconded the motion. Motion carried 7 - 0.

3. PUBLIC APPEARANCES

None

4. BUSINESS.

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

Bremer reviewed a revised project schedule for the remainder of the planned meetings through July 2021 for the development and acceptance of the Sustainability Plan. Ria Hull and Jason Valerius from MSA Professional Services reviewed the results of the February 11, 2021 Public Visioning Meeting. The meeting was attended by 32 people, not including staff, and over 500 comments were collected. MSA reviewed the results from the public meeting and the Committee members discussed the draft vision statements for each of the six focus areas (community health, energy, land use and development, transportation, solid waste, and water). MSA will revise the draft vision statements based on the feedback received for further consideration by the Committee at the April 8th, 2021 meeting.

Bremer reviewed an updated copy of the priority rankings related to the Green Tier Scoresheet. Bremer sorted the strategies into five tiers based on the Committee members prior ratings of priority and feasibility. Bremer indicated a goal to try to prioritize the strategies into five somewhat equal tiers as a method of developing a five-year plan for the

Village to work towards. Committee members provided their general feedback on strategies to move up or down a tier. Bremer indicated he would look at filtering the strategies into different segments such as (1) already completed, (2) an outreach/education strategy, (3) a plan creation or plan update strategy, (4) an ordinance creation or ordinance update strategy, (5) an infrastructure development strategy, (6) Village strategy vs. a private sector strategy, (7) whether any strategies were sequential in nature, and (8) cost, etc. The additional analysis will be used to support prioritizing the Green Tier Strategies as part of the Sustainability Plan.

b. Discussion regarding sustainability articles for the Spring/Summer Outlook community newsletter.

Bremer indicated that articles for the Spring/Summer Outlook community newsletter are due on April 7th for publication on May 6th. Similar to the last newsletter, staff would like to include a section related to sustainability articles. Potential articles discussed include, information on the upcoming community survey for the Sustainability Plan, an article in association with Sustain Dane on energy efficiency improvements for naturally occurring affordable housing, an article on the design of the planned net-zero Public Safety Building, and stories from local businesses or residents on sustainability measures they have implemented.

5. SCHEDULE NEXT MEETING DATE

a. Thursday, April 8th, 2021 at 6:00pm.

6. ADJOURNMENT.

Tiboris moved to adjourn; Meyer-Smith seconded the motion. Motion carried. Meeting adjourned at 7:50 p.m.

McFarland
SUMMARY SHEET

MEETING DATE: Thursday, April 8, 2021

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding development of the Village's Sustainability Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

Staff from MSA will be present to continue discussion with the Committee regarding the creation of the Sustainability Plan. The packet includes the following materials for review and discussion:

- Revised Vision Statements. The vision statements for each of the six focus areas have been revised based on Committee feedback from the March meeting. We've included a track changes version and clean version of each vision statement.
- Draft Community Survey. A draft of the community survey questions. Note, that the meeting is intended to provide MSA with input on actions to include in the survey under questions 2a, 4a, 6a, 8a, 10a, and 12a. The draft survey includes 14 questions. There is an opportunity to include additional questions based on input from the Committee; however, our goal is to keep the total to less than 20 so that an individual could complete the survey in less than 15 minutes. The survey will be completed online, residents could contact the Department to obtain a paper copy if requested, but preference is for online completion. The survey is anticipated to be available from May 3rd through May 26th. Information regarding the availability of the survey will be provided through the Village's social media, Lookout, May 6th Outlook Newsletter, and Chamber email.
- Draft Indicators, Target Goals, and Actions. The packet also includes the draft indicators for each focus area, along with corresponding existing metrics, target goals and actions for discussion. While there are any number of different indicators/metrics the Village could track, what's been provided are those that staff believe to be more meaningful, available from reliable sources, and repeatable to collect on an annual basis within reasonable staff capacity. Goals/targets may be expressed in terms of a numerical value/percentage change, or in other cases, as a metric to "increase" or "decrease" where it may be more difficult or arbitrary to establish a target but there is a general understanding that the metric is still a good data point to track and maintain an understanding of as it relates to being a more sustainable community. For informational purposes, MSA has provided information from the sustainability plans for Middleton, Monona, and Dane County for comparable targets. The packet also includes the preliminary list of action items for each focus area. Those in green text are from the Green Tier Scorecard, those in black text are additional actions suggested by MSA.



MSA has also highlighted in blue those actions which may be more desirable to include in the Community Survey under questions 2a, 4a, 6a, 8a, 10a, and 12a. Note, that these actions will need to be refined (simplified) as part of the community survey. The meeting provides an opportunity to suggest additional actions not included in the draft document.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

1. 4-8-2021_Sust_Mtg_Materials

McFarland Sustainability Plan Revised Vision Statements

Energy

~~Residential, commercial, and government buildings~~ Village government, residents and businesses, existing and new, embrace energy efficiency ~~strategies and renewable energy strategies~~ sources. Efforts are aimed at ~~reducing the local use of energy derived from fossil fuels each year, making progress toward a 100% clean energy future, including adopting renewable energy sources to power buildings to bring move McFarland away from fossil fuels and closer to~~ towards producing all of its own energy locally (or regionally) from clean sources.

Revised Vision: Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making progress toward a 100% clean energy future.

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 sustainably designed and 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~~ is integrated into public and private development and the Village leads by example by purchasing electric or alternative fuel vehicles for municipal use.

Revised Vision: 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 sustainably designed and 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.

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~~ and promote the lesser use and safe disposal of hazardous chemicals. Village ~~R~~residents and businesses are knowledgeable and responsible about ~~recycling and composting~~ waste management methods, and they value and celebrate the creative reuse of goods and materials.

Revised Vision: The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste. Village government uses incentives and policies to limit unnecessary waste and promote the lesser use and safe disposal of hazardous chemicals. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.

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. Village ~~government, works with~~ residents and businesses endeavor to keep groundwater are leaders within the Yahara watershed in the effort to keep stormwater runoff and local waterways free of

chemicals, salt, trash, soil and ~~excess nutrients, including leaves. (The Village and its residents are leaders is a leader in minimizing the use of salt for water conditioning and winter road maintenance? Too specific?)~~ pollutants that enter waterways.

Revised Vision: 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. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

Land Use & Development

The Village of McFarland ~~prioritizes the protection of water quality, environmentally sensitive areas and biodiversity in all land use decisions and preserves land strategically for those purposes. to enable small-scale community agriculture and to protect surface water quality. The Village also encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types. mixed-uses, housing and business diversity, and higher~~Higher-density development ~~as a means to expand~~is encouraged to expand access to housing, jobs, recreation, social interaction and other basic needs while using land and infrastructure resources efficiently, ~~including the inclusion of community agriculture in parks for use by residents without individual yards. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village. Development is designed with to maximize green infrastructure space for native landscaping 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.~~

Revised Vision: The Village of McFarland prioritizes the protection of environmentally sensitive areas and biodiversity in land use decisions and preserves land strategically for those purposes. The Village encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types in order to expand access to housing, jobs, services, recreation, social interaction, and other basic needs. Higher density and infill developments are encouraged so that land and infrastructure resources are used efficiently. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village.

Community Health

McFarland, including its government, residents, and businesses, ~~is intentional about~~embraces community health and wellbeing as an integral part of sustainability. ~~McFarland is intentional about~~embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income or ethnicity. The community values social connections and civic participation and works together to ~~care for and provide for~~meet the needs of its most vulnerable residents.

Revised Vision: McFarland, including its government, residents, and businesses, embraces community health and wellbeing as an integral part of sustainability. McFarland is intentional about embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, housing, jobs, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income, or ethnicity. The community values social connections and civic participation and works together to meet the needs of its most vulnerable residents.

McFarland Sustainability Plan Community Survey

Help shape the future of McFarland with just a few minutes of your time. Please answer these questions to help determine how we'll continue to make our community more sustainable.

Sustainability is defined commonly as, "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987). Sustainability is a whole systems approach addressing the environment, social equity, and the economy.

The Sustainability Plan addresses six separate, yet interconnected aspects of life within the Village of McFarland: Energy, Transportation, Solid Waste, Water, Land Use & Development, and Community Health. For each of these six categories the Village has drafted a vision statement and is now selecting performance measures, targets and actions toward the visions and targets.

This survey asks about your support for specific actions in each of those six categories. There are 14 multiple choice questions that should take about 10-15 minutes to complete.

Thank you for helping make McFarland a better place to live!

Energy

Community Vision: Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making progress toward a 100% clean energy future.

1. Please indicate your level of support for the above vision statement.
 - a. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support
2. Please indicate your level of support for the following actions aimed at achieving the above vision:
 - a. List of actions...
 - b. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support

Transportation

Community Vision: 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 sustainably designed and 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.

3. Please indicate your level of support for the above vision statement.
 - a. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support
4. Please indicate your level of support for the following actions aimed at achieving the above vision:
 - a. List of actions...
 - b. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support

Solid Waste

Community Vision: The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste. Village government uses incentives and policies to limit unnecessary waste and promote the lesser use and safe disposal of hazardous chemicals. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.

5. Please indicate your level of support for the above vision statement.
 - a. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support
6. Please indicate your level of support for the following actions aimed at achieving the above vision:
 - a. List of actions...
 - b. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support

Water

Community Vision: 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. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

7. Please indicate your level of support for the above vision statement.
 - a. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support
8. Please indicate your level of support for the following actions aimed at achieving the above vision:
 - a. List of actions...
 - b. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support

Land Use & Development

Community Vision: The Village of McFarland prioritizes the protection of environmentally sensitive areas and biodiversity in land use decisions and preserves land strategically for those purposes. The Village encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types in order to expand access to housing, jobs, services, recreation, social interaction, and other basic needs. Higher density and infill developments are encouraged so that land and infrastructure resources are used efficiently. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village.

9. Please indicate your level of support for the above vision statement.
 - a. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support
10. Please indicate your level of support for the following actions aimed at achieving the above vision:
 - a. List of actions...
 - b. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support

Community Health

Vision: McFarland, including its government, residents, and businesses, embraces community health and wellbeing as an integral part of sustainability. McFarland is intentional about embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, housing, jobs, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income, or ethnicity. The community values social connections and civic participation and works together to meet the needs of its most vulnerable residents.

11. Please indicate your level of support for the above vision statement.
 - a. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support
12. Please indicate your level of support for the following actions aimed at achieving the above vision:
 - a. List of actions...
 - b. Rating scale: Strongly Oppose – Oppose – Neutral – Support – Strongly Support

General Questions

13. Which of the following projects might you be interested in doing, either at your home or your business?
 - b. List of projects:
 - i. Rain barrels
 - ii. Rain gardens
 - iii. Roof-top solar
 - iv. Native landscaping/bee-friendly landscaping
 - v. Composting
 - vi. Home or business energy audits
 - vii. Installing low-flow water fixtures
 - viii. Water softener replacement
 - ix. *Other actions?*
 - c. Rating scale: Not Interested – Neutral – Interested
14. Please check all that apply:
 - d. I'm a resident of McFarland
 - e. I live outside of McFarland
 - f. I own a business in McFarland
 - g. I work in McFarland

Base Year(s)	Energy Indicators				Targets - Middleton, Monona, Dane Co. - 10 yr targets unless otherwise noted
2017-2019	Total Municipal Electricity Consumption per Year (kWh/yr)	Current:	538,533	Goal / Goal Year: Decrease by 20% by 2030	Middleton - 20%; Monona - 20%
2017-2019	Public Works (kWh/yr/sq. ft.)	Current:	2.4	Goal / Goal Year: Decrease	
2017-2019	Library (kWh/yr/sq. ft.)	Current:	10.0	Goal / Goal Year: Decrease	
2017-2019	Municipal Center (kWh/yr/sq. ft.)	Current:	8.6	Goal / Goal Year: Decrease	
2015-2019	Municipal Electricity Consumption for Streetlights per Year (kWh/yr)	Current:	46,289	Goal / Goal Year: Decrease by 50% by 2030	Middleton - Decrease; Monona - 50%
2017-2019	Total Municipal Natural Gas Consumption per Year (Therms/yr) per Heating Degree Days	Current:	25,858	Goal / Goal Year: Decrease by (10-20%) by 2030	Middleton - 10%; Monona - 20%
2017-2019	Public Works (Therms/yr/sq. ft.)	Current:	0.2	Goal / Goal Year: Decrease	
2017-2019	Library (Therms/yr/sq. ft.)	Current:	0.6	Goal / Goal Year: Decrease	
2017-2019	Municipal Center (Therms/yr/sq. ft.)	Current:	0.3	Goal / Goal Year: Decrease	
2015-2019	Total Residential Electricity Consumption per Capita per Year (kWh/yr)	Current:	26,653	Goal / Goal Year: Decrease by 10% by 2030	Middleton - 10%; Monona - 10%
2015-2019	Total Commercial/Industrial Electricity Consumption per Year (kWh/yr)	Current:	71,222,724	Goal / Goal Year: Decrease by 10% by 2030	Middleton - 10%; Monona - 10%
2015-2019	Total Residential Natural Gas Consumption per Capita per Year (Therms/yr)	Current:	288	Goal / Goal Year: Decrease by 10% by 2030	Middleton - Decrease; Monona - 10%
2015-2019	Total Commercial/Industrial Natural Gas Consumption per Year (Therms/yr)	Current:	1,101,335	Goal / Goal Year: Decrease by 10% by 2030	Middleton - Decrease; Monona - 10%
2019	Total Properties with Solar & kW Production per Year	Current:	?	Goal / Goal Year: Increase	Middleton - 100% municipal by 2040 and 100% community-wide by 2050 (from 2018 resolution); Monona - 25% by 2025 (municipal only); Dane Co - 33% solar and 50% wind by 2030 and 100% renewables by 2045; Madison 100% by 2050; Fitchburg - 100% by 2030 (municipal only)
2015-2019	Percentage of Total Energy Consumed Generated from Renewables per Year	Current:	13.5% (MG&E)	Goal / Goal Year: Increase to 100% by 2050	
Priority:	= High	= Medium	= Low		

<u>Energy Actions</u>	
1	Conduct energy audits of all municipal facilities and develop a list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED Existing Buildings O&M score.
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.
3	Establish policies requiring that all new municipal buildings achieve an ENERGY STAR score of 75 or higher and be LEED Silver or greater.
4	Utilize PACE Financing.
5	Work with Dane Co. to explore the possibility of a co-owned community solar or wind project and offer residents and businesses a mechanism to purchase shares of the electricity generated.
6	Facilitate a group-buy program through which residents receive discounted, volume-based pricing on energy efficiency or renewable energy projects based on aggregated demand.
7	Hold a sustainability fair to bring in renewable energy companies to demonstrate and provide education on their products.
8	Amend the fee structure to decrease permit fees for energy efficiency and renewable energy projects.
9	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels.
10	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 Existing Buildings O&M.
11	Work with the Dane Co. Office of Energy and Climate to establish a program to measure and track greenhouse gas emissions from municipal facilities and operations.
12	Work with the Dane Co. Office of Energy and Climate to establish a program to measure and track greenhouse gas emissions community-wide.

13	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).
14	Work to achieve State of Wisconsin Energy Independent (EI) Community designation.
15	Replace stoplights with LEDs
16	Retrofit streetlights with solar power
17	Adopt a lighting ordinance to encourage energy efficient lights and decrease light pollution.
18	Replace streetlights with LEDs
19	Work with local utilities to calculate total electricity and natural gas consumption annually.
20	Create a welcome packet for new residents with information on rebates and tax incentives for renewable energy and energy efficiency.

 = For Survey

Green Text

= From Green Tier

Base Year(s)	Transportation Indicators			Targets - Middleton, Monona, Dane Co. - 10 yr targets unless otherwise noted
2019	Number of Public EV Charging Stations	Current: ?	Goal / Goal Year: Increase	
2019	Percentage of Collector and Minor Arterial Roadways with Marked Bike Lanes	Current: 33.6%	Goal / Goal Year: Increase to 80% by 2030	Middleton - 65% (in 5 yrs)
2019	Percentage of Roadways with Sidewalks on At Least One Side	Current: 42.7%	Goal / Goal Year: Increase	Middleton - Increase
2019	Ratio of Off-Street Multi-Use Path Miles to Total Street Length	Current: 7:55 1 mi. to every 7.7 mi. of streets	Goal / Goal Year: Increase	
ACS 5-yr 2014-2018	Percentage of People who take Public Transportation to Work	Current: 0.40%	Goal / Goal Year: Increase to 5% by 2030	Middleton - 10% (in 5 yrs)
ACS 5-yr 2014-2018	Percentage of People who Carpool to Work	Current: 6.20%	Goal / Goal Year: Increase	Middleton - Increase

Municipal Transportation Fleet				
2019	Number of Hybrids	Current: 0	Goal / Goal Year: Increase # as replace vehicles	
2019	Number of Electric Vehicles	Current: 0	Goal / Goal Year: Increase # as replace vehicles	
2019	Gasoline Used (gallons/yr)	Current: 14,237.81	Goal / Goal Year: Decrease	Monona - Decrease
2019	Diesel Used (gallons/yr)	Current: 7,473.76	Goal / Goal Year: Decrease	Monona - Decrease
2019	Alternative Fuels Used (CNG, biodiesel, propane, etc.)	Current: 0	Goal / Goal Year: Increase	

Priority:
 = High
 = Medium
 = Low

Transportation Actions

- 1 Amend the parking ordinance to require bike parking for all new non-residential and multifamily uses and set standards for placement and number of spaces.
- 2 Amend the parking ordinance to eliminate parking minimums from non-residential districts and set parking maximums for office and retail uses.
- 3 Prepare a bike and pedestrian plan identifying gaps in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects. Establish a bike and pedestrian task force to oversee implementation.
- 4 Work with Healthy Kids Collaborative of Dane Co. and the Wisconsin Bike Federation to develop a Safe Routes to School Program.
- 5 Work with Madison Metro to establish commuter transit service from the Village to downtown Madison.
- 6 Provide public EV charging stations.
- 7 Develop incentives for businesses to install EV charging stations for their customers and/or employees.
- 8 Create a program that enables ridesharing by helping residents connect with others who are traveling to and from similar locations for work.
- 9 Ban idling for more than 5 minutes with municipal vehicles except for police vehicles.
- 10 Any proposal to add lanes to a two-lane roadway will be evaluated for a center turn lane, the preferred option over an expansion to four lanes.
- 11 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.
- 12 Calculate lane-miles per capita for arterials and collectors, and show reductions.

13	Achieve Bicycle Friendly Community status with the League of American Bicyclists.
14	Develop a safe routes to parks plan to provide an on-street and/or off-street trail network connecting recreational areas in the community, ensuring all neighborhoods are included in planning and implementation.
15	Conduct annual survey of students' mode of transport to school.
16	As municipal vehicles need replacement, purchase hybrid, electric or alternative fuel vehicles.
17	Develop a Village bike-share program.
18	Conduct a study to determine how far people travel for daily needs and amenities.

 = For Survey

Green Text

= From Green Tier

Base Year(s)	Solid Waste Indicators			Targets - Middleton, Monona, Dane Co. - 10 yr targets unless otherwise noted
2015-2019	Percentage of Solid Waste Recycled by Weight	Current: 31.7%	Goal / Goal Year: Increase to (40-45%) by 2030	Middleton - 40% (in 5 yrs); Monona - 45% residential and 60% municipal
2019	Total Solid Waste Generated Including Recycling (tons/yr)	Current: 3,849.76	Goal / Goal Year: Decrease by 10% by 2030	Middleton - 10% (in 5 yrs); Monona - 10% residential and 15% municipal

Priority: = High = Medium = Low

Solid Waste Actions

- 1 Create a municipal compost site for collection of food waste, yard waste and other compostable organic materials.
- 2 Prepare a waste and materials management plan for municipal operations based on "zero-waste" principles, with specific goals updated annually.
- 3 Participate in the Trex plastic bag recycling program and offer plastic bag drop-off locations at municipal facilities.
- 4 Consider purchasing compost bins in bulk and selling them to residents at a discounted cost.
- 5 Compile a list of area businesses that collect batteries, fluorescent bulbs, thermostats or other mercury-containing devices, and post the list in conspicuous locations as well as online and in the newsletter.
- 6 Create a green procurement policy that requires consideration be given to whether a product is made from recycled materials and/or is recyclable when making municipal purchasing decisions.
- 7 Establish partnerships to efficiently collect unused pharmaceuticals and install secure drop boxes at municipal buildings.
- 8 Create a program to encourage and facilitate the reuse of scrap and waste from construction sites, such as a "purple bin" from which the public can select useful materials.
- 9 Monitor the waste stream on an annual basis.
- 10 For any municipal construction projects, create a policy that requires, to the extent practicable, construction waste be recycled.
- 11 Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction.
- 12 Create a community upcycle location or event.

- 13 Facilitate relationships between grocery stores, restaurants and food banks to reduce food waste.

= For Survey

Green Text

= From Green Tier

Base Year(s)	Water Indicators			Targets - Middleton, Monona, Dane Co. - 10 yr targets unless otherwise noted
2015-2019	Municipal Gallons of Groundwater Used per Year	Current: 682,200	Goal / Goal Year: Decrease by 20% by 2030	Middleton - Decrease; Monona - 20%
2015-2019	Public Works (gallons/yr/sq. ft.)	Current: 14.5	Goal / Goal Year: Decrease	
2015-2019	Library (gallons/yr/sq. ft.)	Current: 4.5	Goal / Goal Year: Decrease	
2015-2019	Youth Center (gallons/yr/sq. ft.)	Current: 12.0	Goal / Goal Year: Decrease	
2015-2019	Municipal Center (gallons/yr/sq. ft.)	Current: 7.4	Goal / Goal Year: Decrease	
2015-2019	Percentage of Ground Water Lost per Year	Current: 10.1%	Goal / Goal Year: Decrease or maintain	Middleton - Decrease; Monona - Maintain
2015-2019	Residential Gallons of Groundwater Pumped per Capita per Year	Current: 148,961,400 16,640 per capita	Goal / Goal Year: Decrease by (10%-20%) by 2030	Middleton - 10%; Monona - 20%; Dane Co. - 20%
2015-2019	Commercial/Industrial Gallons of Groundwater Pumped per Customer per Year	Current: 23,204,400 104,524 per customer	Goal / Goal Year: Decrease by 10% by 2030	Middleton - 10%; Monona - 10%
2015-2019	Wastewater Discharged per Capita per Year (gallons)	Current: 28,150.1	Goal / Goal Year: Decrease by 10% by 2030	
Priority:	= High	= Medium	= Low	

<u>Water Actions</u>	
1	Develop a water efficiency and conservation plan for municipal buildings.
2	Develop a regular street sweeping program to reduce total suspended solids.
3	Develop a policy and process for stormwater utility credits in the form of reduced ERU multipliers for commercial and industrial users that reduce flow rate off their property and increase TSS removal beyond what is required by Village ordinances and State Statute.
4	Identify key green infrastructure areas and develop a plan to acquire and protect key green infrastructure areas.
5	Provide development 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 requirements.
6	Develop a program to assist residents with purchasing and installing low-flow water fixtures.
7	Develop a plan to reduce salt use on roadways.
8	Development and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management
9	Create a policy to minimize use of chemicals to manage vegetation on municipal property.
10	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.
11	Track water and sewer use annually.

12	Perform a system-wide water audit and develop a water loss control plan with targets below the baseline of 9.3%.
13	Develop and implement plans that set targets for the sustainable maintenance, operation and renewal of water and wastewater infrastructure.
14	Replace all toilets using > 1.6 gpf in all municipal facilities.
15	Install waterless urinals in men's restrooms at all municipal facilities.
16	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction.
17	Develop a requirement for commercial and industrial users to submit stormwater facility maintenance agreements to the Village.
18	Develop a program for financial assistance for sewer lateral replacements.
19	Install rain barrels at all municipal facilities and utilize rain water for municipal watering.
20	Purchase rain barrel kits and hold classes through MRAP for residents to make and decorate their own rain barrels.
21	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed.
22	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.

 = For Survey

Green Text

= From Green Tier

Base Year(s)	Land Use & Development Indicators			Targets - Middleton, Monona, Dane Co. - 10 yr targets unless otherwise noted
2019	Residents per Square Mile within the Village Limits	Current: 1,893	Goal / Goal Year: Maintain or increase	Middleton - Maintain or increase
2019	Residents per Square Mile of Land in Urban Service Area within Residential Districts (including PUD; excluding RH-1 & RH-4)	Current: 5,266	Goal / Goal Year: Maintain or increase	
2019	Area (sq. ft.) of Community Gardens per 1,000 Residents	Current: 6,812 sq. ft.	Goal / Goal Year: Maintain or increase	Middleton -Increase
2019	Area (acres) of Active Parkland per 1,000 Residents	Current: 17.9	Goal / Goal Year: 18.4 by 2030	Middleton - Maintain or increase; Monona - Maintain
2019	Percentage of Housing that is Multi-Unit	Current: 17.7%	Goal / Goal Year: Increase	Middleton - Decrease
2010 Census Data (US EPA)	Walkability Index	Current: 5.76-10.50	Goal / Goal Year: Increase to above 10.5 by 2030	Monona - Increase
		Below Average		

Priority: = High = Medium = Low

Land Use & Development Actions

- 1 Review and update Village plans and ordinances to include more opportunities for high-density and mixed-use developments.
- 2 Amend the zoning ordinance to allow for adaptable housing options, including accessory dwelling units.
- 3 During site plan reviews, require internal pedestrian and bicycle site connections from front doors of businesses or apartments to a public sidewalk and/or bike lane ensuring connections to all neighborhoods.
- 4 Create an ordinance requiring a 75 ft. native vegetation buffer around surface water on both public and private property.
- 5 Offer courses through MRAP on native landscaping and bee-friendly yards .
- 6 Explore the creation of a second community garden location.
- 7 Amend landscaping standards to prohibit non-native species.
- 8 Review and update Village plans and ordinances to include more detailed design standards to be applied where higher density developments abut single-family lots to improve compatibility.
- 9 Adopt form-based codes or similar type design guidelines for healthy active living environments.
- 10 Inventory wetlands and ensure no net annual loss.
- 11 Identify and inventory priority areas for infill development, including those eligible for brownfields funding.
- 12 Inventory and map the Village's tree canopy and develop a management plan, including a tree preservation ordinance for new development.

13	Create a no-mow policy for public properties and rights-of-way where practicable, except to remove invasive species and preserve sightlines.
14	Amend the zoning ordinances to allow beekeeping in single and two-family residence districts.
15	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score.

 = For Survey

Green Text = From Green Tier

Base Year(s)	Community Health Indicators			Targets - Middleton, Monona, Dane Co. - 10 yr targets unless otherwise noted
ACS 5-yr 2014-2018	Households with an Internet Subscription	Current: 92.1%	Goal / Goal Year: Increase to 100% by 2030	
ACS 5-yr 2014-2018	Rates of Homeownership	Current: 78.5%	Goal / Goal Year: Increase	
ACS 5-yr 2014-2018	Percentage of Women Owned Businesses	Current: 40.8%	Goal / Goal Year: Increase	
ACS 5-yr 2014-2018	Percentage of Minority Owned Businesses	Current: 4.7%	Goal / Goal Year: Increase	
2019	Percentage of middle school students who participate in programs at MYC	Current: 20.0%	Goal / Goal Year: Increase to 50% by 2030	
ACS 5-yr 2014-2018	Percent of People Living in Poverty	Current: 2.6%	Goal / Goal Year: Decrease	Middleton - Track
ACS 5-yr 2014-2019	Village Median Household Income	Current: \$87,394	Goal / Goal Year: Increase	Middleton - Track
2019	Percentage of Students that Qualify for Free and Reduced Lunch	Current: 17.0%	Goal / Goal Year: Decrease	Middleton - Track

Priority:
 = High
 = Medium
 = Low

Community Health Actions

- 1 Create a food systems plan, including an inventory of food deserts, with recommendations on how to ensure all residents have access to affordable and healthy food.
- 2 Provide education and establish programming, through organizations like McFarland Recreation Activities and Play and McFarland Youth Center, to encourage physical activity, especially by youth.
- 3 Encourage or partner with others, such as the Chamber of Commerce, to advance workplace wellness programs within the community, including programs that emphasize the importance of interpersonal connections.
- 4 Adopt an ordinance or policy that requires tobacco-free and e-cigarette free apartments in all new multi-family developments and on all municipal properties, including parks.
- 5 Support and encourage placemaking activities that foster social connections and civic participation, such as public art exhibits, coffeehouse-style meetings or community service days.
- 6 Review recreation programming to ensure availability, accessibility and appropriateness for all, regardless of ethnicity, gender identity, ability, age or socioeconomic status.
- 7 Adopt a Health In All Policies resolution.
- 8 Create and implement a climate 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 the most vulnerable
- 9 Site schools in the Comprehensive Plan with consideration to accessibility with existing or new bicycle and pedestrian infrastructure.
- 10 Develop a comprehensive community-wide wellness plan and incorporate community health and wellness into existing plans.
- 11 Utilize Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.

= For Survey

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