

Ad-Hoc Committee

Monday, April 26, 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/82646354592>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 826 4635 4592

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. BUSINESS.
 - a. Discussion regarding development of the Village's Sustainability Plan including possible action on planned community survey.
4. SCHEDULE NEXT MEETING
 - a. Thursday, June 10th, 2021 at 6:00PM.
5. 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

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, April 26, 2021

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding development of the Village's Sustainability Plan including possible action on planned community survey.

PREVIOUS ACTION:

ISSUE SUMMARY:

Last month the Committee met to review a draft copy of the Community Survey for the Sustainability Plan. Staff have since met with our planning consultant to take the feedback from the Committee to further revise the survey as presented in the packet. The purpose of this meeting is to finalize the survey questions. Any final modifications as a result of the meeting discussion will be addressed by the consultant the week of the 26th. The survey is scheduled to go live on May 3rd with information on the availability of the survey in the May 6th Outlook Newsletter. The survey will be kept open until May 27th, with the results tallied and presented at the June 10th Committee meeting.

MSA will also be meeting with the Village Board at 7pm on April 26th following the Committee meeting to provide an overview of the work completed to date. Committee members are encouraged to attend the Zoom meeting. A copy of MSA's presentation is attached for reference purposes.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. SurveyMonkey_4-21-2021
2. McFarland_Sustainability_Plan_Update_4-26-2021_VBMTG



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 people (human health and wellbeing), planet (the environment), and profit (the economy).

The Sustainability Plan is intended to help the Village practically implement ideas for operating more efficiently and sustainably. The 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 in the process of developing an action plan. A vision statement is meant to describe, in broad terms, an ideal picture of the future of the Village, while actions are specific, concrete ways to achieve that ideal future.

This survey asks about your level of support for the vision statements and for specific actions in each of the six categories. There are 17 multiple choice questions that should take 10-15 minutes to complete.

Please complete the survey by May 27, 2021.

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

1. Please check all that apply.

- ☐ I'm a resident of McFarland
- ☐ I live outside of McFarland
- ☐ I own a business in McFarland
- ☐ I work in McFarland



McFarland Sustainability Plan

2. If you live outside of McFarland, where do you live?

- ☐ Town of Dunn
- ☐ Town of Blooming Grove
- ☐ City of Madison
- ☐ City of Monona
- ☐ Other (please specify)



McFarland Sustainability Plan

3. Which of the following projects might you be interested in doing, either at your home or your business?

	Not Interested	Neutral	Interested
Rain barrels	☐	☐	☐
Rain gardens	☐	☐	☐
Rooftop Solar	☐	☐	☐
Native landscaping/bee-friendly landscaping	☐	☐	☐
Composting	☐	☐	☐
Home or business energy audits	☐	☐	☐
Installing efficient water fixtures	☐	☐	☐
Water softener replacement	☐	☐	☐
Buying into community solar	☐	☐	☐
Native landscaping within the street terrace.	☐	☐	☐

Other (please specify)

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 steady progress toward a 100% clean energy future.

4. Please indicate your level of support for the above vision statement.

Strongly Oppose	Oppose	Neutral	Support	Strongly Support
☐	☐	☐	☐	☐

5. Please indicate your level of support for the following actions aimed at achieving the above vision.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.	☐	☐	☐	☐	☐

Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.

☐	☐	☐	☐	☐
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Offer financial assistance to help private property owners with renewable energy improvements.	☐	☐	☐	☐	☐
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Work with energy providers to develop a solar farm in the community.

☐	☐	☐	☐	☐
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	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Work to achieve 100% renewable energy in municipal operations by 2040.	☐	☐	☐	☐	☐

Work to achieve 100% renewable energy community-wide by 2050.

☐	☐	☐	☐	☐
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Comments

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.*

6. Please indicate your level of support for the above vision statement.

Strongly Oppose	Oppose	Neutral	Support	Strongly Support
☐	☐	☐	☐	☐

7. Please indicate your level of support for the following actions aimed at achieving the above vision.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.	☐	☐	☐	☐	☐
Amend the parking ordinance to set parking maximums for new commercial developments to limit excess pavement.	☐	☐	☐	☐	☐
Add sidewalks within existing neighborhoods where none currently exist.	☐	☐	☐	☐	☐
Develop more on- and off-road bicycle facilities.	☐	☐	☐	☐	☐
Work with Madison Metro to connect the Village to Metro transit services.	☐	☐	☐	☐	☐
Provide electric vehicle charging stations at municipal facilities.	☐	☐	☐	☐	☐
Require electric vehicle charging stations in new multi-family developments.	☐	☐	☐	☐	☐

Comments

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 optimize infiltration of stormwater through best practices. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.*

8. Please indicate your level of support for the above vision statement.

Strongly Oppose	Oppose	Neutral	Support	Strongly Support
☐	☐	☐	☐	☐

9. Please indicate your level of support for the following actions aimed at achieving the above vision.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Improve water efficiency in municipal operations through water conservation measures, such as installing low-flow water fixtures.	☐	☐	☐	☐	☐
Exceed county and state standards for protection of green spaces that play a key role in water infiltration.	☐	☐	☐	☐	☐
Develop a program to assist residents with purchasing and installing low-flow water fixtures.	☐	☐	☐	☐	☐

Strongly Oppose Oppose Neutral Support Strongly Support

Minimize the use of salt on low traffic roadways.

☐ ☐ ☐ ☐ ☐

Develop and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management.

☐ ☐ ☐ ☐ ☐

Incentivize water conservation by increasing water rates for higher usage.

☐ ☐ ☐ ☐ ☐

Comments

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.*

10. Please indicate your level of support for the above vision statement.

Strongly Oppose Oppose Neutral Support Strongly Support

☐ ☐ ☐ ☐ ☐

11. Please indicate your level of support for the following actions aimed at

achieving the above vision.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes.	☐	☐	☐	☐	☐
Increase the variety of housing choices and types in the Village.	☐	☐	☐	☐	☐
Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.	☐	☐	☐	☐	☐
Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.	☐	☐	☐	☐	☐

Comments

Example of native landscaping (from wildones.org).



Example of native landscaping (from nrdc.org).



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 materials. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.*

12. Please indicate your level of support for the above vision statement.

Strongly Oppose	Oppose	Neutral	Support	Strongly Support
☐	☐	☐	☐	☐

13. Please indicate your level of support for the following actions aimed at achieving the above vision.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Achieve zero landfill waste in municipal operations.	☐	☐	☐	☐	☐

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Offer compost bins for Village residents.	☐	☐	☐	☐	☐
Create a municipal purchasing policy that requires consideration be given to whether a product is made from recycled materials and/or is recyclable.	☐	☐	☐	☐	☐
Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.	☐	☐	☐	☐	☐
Create a municipal compost site for food waste.	☐	☐	☐	☐	☐
Comments					

Community Health

Community 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.*

14. Please indicate your level of support for the above vision statement.

Strongly Oppose	Oppose	Neutral	Support	Strongly Support
☐	☐	☐	☐	☐

15. Please indicate your level of support for the following actions aimed at achieving the above vision.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Require tobacco-free and e-cigarette free apartments in all new multi-family developments and on all municipal properties, including parks.	☐	☐	☐	☐	☐
Establish municipal recreation programming.	☐	☐	☐	☐	☐
Add a second community service day.	☐	☐	☐	☐	☐
Build a multi-generational community center.	☐	☐	☐	☐	☐

Comments

16. Is there anything else you would like us to know?



VILLAGE OF McFarland

Sustainability Plan Update

Village of McFarland, WI
April 26, 2021



Presentation Outline

- Background
- Plan Organization
- The Planning Process
- Vision Statements
- Examples of Metrics & Targets
- Community Survey Preview

Sustainability Plan Background

- In 2020, the Village Board created a Sustainable McFarland Ad-Hoc Committee.
- The Committee is tasked with, among other things, developing a Sustainability Plan for the Village.
- The plan is meant to contain a guiding vision, measurable objectives, and plans of action to help the Village practically implement ideas for operating more efficiently and sustainably.

Sustainability Committee

- **Angela Freedman**, Chair
- **Michael Tiboris**, Vice Chair
- **Bruce Fischer**, Resident Member
- **Isabella Gletty-Syoen**, Resident Member
- **Amber Meyer Smith**, Resident Member
- **Mary Robb**, Resident Member
- **Judy Taber**, Resident Member

MSA team

- Ria Hull, AICP
- Jason Valerius, AICP

What is Sustainability?

Sustainability is commonly defined 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 people (human health and wellbeing), planet (the environment), and profit (the economy).

Plan Organization

Topics:

- Energy
- Transportation
- Solid Waste
- Water
- Land Use
- Community Health

Each topic area includes:

- [Vision](#) statement to describe in qualitative terms what sustainability looks like within that topic.
- [Metrics](#) that will serve as indicators by which the Village can measure performance and progress.
- [Targets](#) to which the Village aspires to achieve.
- [Actions](#) that provide for specific projects, programs, and initiatives to help the Village achieve the targets and visions.

The Planning Process

- Process through which the Plan is being developed:
 - Series of Sustainability Committee working meetings (February, March, April, June, July)
 - Meetings with Village staff (Ongoing)
 - Public visioning event (February)
 - Community survey (May)
 - Sustainability Committee final review and recommendation (July, tentative)
 - Acceptance of the Plan by the Village Board (July, tentative)

Vision Statements

Energy

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 steady progress toward a 100% clean energy future.

Transportation

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Vision Statements

Solid Waste

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 materials. 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 optimize infiltration of stormwater through best practices. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

Vision Statements

Land Use & Development

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Examples of Metrics & Targets

Energy

- Total municipal electricity consumption per year
 - Current: 538,533 kWh/yr (2017-2019)
 - Goal: Decrease by 20% by 2030
- Total municipal natural gas consumption per year
 - Current: 25,858 Therms/yr (2017-2019)
 - Goal: Decrease by 20% by 2030
- Total municipal energy consumed generated from renewables per year
 - Current: 0% (2019)
 - Goal: 100% by 2040
- Total community-wide energy consumed generated from renewables per year
 - Current; 13.5% (2015-2019)
 - Goal: 100% by 2050

Community Survey Preview

Energy

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 steady progress toward a 100% clean energy future.

1. Please indicate your level of support for the above vision statement:

(Strongly Oppose – Oppose – Neutral – Support – Strongly Support)

2. Please indicate your level of support for the following actions aimed at achieving the above vision:

(Strongly Oppose – Oppose – Neutral – Support – Strongly Support)

- a. Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.
- b. Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.
- c. Offer financial assistance to help private property owners with renewable energy improvements.
- d. Explore the possibility of a co-owned community solar project and offer residents and businesses a mechanism to purchase shares of the electricity.
- e. Work to achieve 100% renewable energy in municipal operations by 2040.
- f. Work to achieve 100% renewable energy community-wide by 2050.

Project Website:

<https://www.mcfarland.wi.us/sustainabilityplan>



Questions or Comments:

Ria Hull (rhull@msa-ps.com) or Jason Valerius (jvalerius@msa-ps.com)