

**Ad-Hoc Sustainability  
Committee**

**Thursday, June 10, 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/83619835048>

Or by Telephone: +1 (312) 626-6799  
Webinar ID: 836 1983 5048

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES
  - a. Review and possible approval of the May 13, 2021 Ad Hoc Sustainability Committee meeting minutes
4. BUSINESS.
  - a. Discussion regarding development of the Village's Sustainability Plan.
5. SCHEDULE NEXT MEETING DATE
  - a. Thursday, July 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](mailto:cassandra.suettinger@mcfarland.wi.us)

**Working draft - MINUTES**  
**Ad-Hoc Sustainability Committee Meeting**

**May 13, 2021**

Members Present: Angela Freedman, Judy Taber, Amber Meyer-Smith, Bruce Fischer, Isabella Gletty-Syoen, Mary Robb (joining at 6:45 p.m.)

Members Absent: Michael Tiboris

Staff Present: Andrew Bremer

**1. CALL TO ORDER**

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

**2. PUBLIC APPEARANCES**

None

**3. APPROVAL OF MINUTES**

Review and possible approval of the April 8, 2021 and April 26, 2021 Ad Hoc Sustainability Committee meeting minutes.

Gletty-Syoen moved to approve the April 8, 2021 and April 26, 2021 Ad Hoc Sustainability Committee meeting minutes. Fischer seconded the motion. Motion carried 5-0.

**4. BUSINESS.**

a. Discussion regarding development of the Village's Sustainability Plan.

Bremer reminded everyone of the Community Survey which is currently taking place, and reviewed the options for accessing the survey through May 27, 2021. Input from the survey will be used to help further prioritize the final action plan.

The Committee reviewed the structure of the draft baseline indicators and actions plan, as provided in packets. Bremer explained and discussed with members the low, medium and high possible ratings and how this will help them with the metrics of achieving their goals. Categories include impact, cost, staff effort, begin, duration, status, responsible person/department, responsible committee/commission.

The committee discussed the category of cost including money saved, money spent, and how some areas have larger impact on money saved while others have little or nominal impact. It was discussed to look at a variation of that category, along with adding a social impact measurement. Members discussed whether the category of duration was needed.

Bremer inquired if members had any additional input, comments or questions related to any of the indicators, which were chosen, or the initial targets identified. Bremer discussed the livability score for McFarland and other communities with members and how McFarland ranks close to the top with its peer communities.

Freedman brought up the shift, which may take place due to the changes in the workforce, and more people are working from home. The attitudes of many have shifted from wanting to commute to their workplace to preferring to work from home. Should the target be changed on this category, is the number selected reasonable due to the changing workplace attitudes. Gletty-Syoen concurred as many are choosing to work from home for many reasons. Bremer felt it was a low target, and it may be worthwhile to add the percentage of people working from home. Members decided to leave it at 5%, as it may be met more through more education about services available.

Bremer inquired what the member's top three items were. Members indicated welcome packet, native planting usage on municipal properties, less use of herbicides and pesticides by the Village, the School District and residents; addition of an additional community service day, recommending a policy when purchasing to consider renewable materials, mapping the Villages tree plantings, having a heritage tree policy, rain barrels and using promoting them as an educational event, options on land use for housing, a generational community center where the school district partners with the Village on the project, tracking of greenhouse gas emissions.

Bremer summarized the survey will be complete by their next meeting on June 10, 2021, they will have the results and further revisions to the action plan table. Bremer will check with MSA on the focus groups as requested by the committee.

## 5. SCHEDULE NEXT MEETING DATE

- a. Thursday, June 10, 2021 at 6:00pm.

## 6. ADJOURNMENT.

Fischer moved to adjourn; Meyer-Smith seconded the motion. Motion carried. Meeting adjourned at 7:03 p.m.



**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, June 10, 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 Professional Services will review with Committee members the results from the Community Survey and the updated draft action plan. These documents are included in the meeting packet for review.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

This agenda item is presented for discussion only.

**ATTACHMENTS:**

1. 6.3.21 McFarland Sustainability Plan

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**To:** McFarland Ad-Hoc Sustainability Committee  
**From:** Ria Hull, AICP  
**Subject:** McFarland Sustainability Plan  
**Date:** June 3, 2021

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This memo is meant to provide you with a summary of the attached agenda materials for the June 10<sup>th</sup> meeting. Attached to this memo you will find the following:

1. Sustainability Survey Summary
2. Complete Survey Monkey Survey Results
3. Metrics-Targets-Actions Matrix

#### Survey

The survey was live from May 3<sup>rd</sup> to May 27<sup>th</sup>. The survey asked for feedback regarding the level of support for the draft visions and select actions proposed to achieve those visions. We received 344 responses. A little over 95%, of respondents lived in McFarland, 5% owned a business in the Village and 6% said they worked in the Village. Ten respondents (3%) were from outside of the Village, mostly from Madison, the Town of Dunn and the Town of Blooming Grove. The 334 respondents who were Village residents represent a response rate of approximately 3.7% of the Village's population.

Attached to this memo are both a summary of the results, which will be incorporated into the plan document, and a printout of the full results from Survey Monkey that will be an appendix to the plan document. We will briefly review these results with you at the meeting.

#### Metrics-Targets-Actions Matrix

At the last Committee meeting, you reviewed a draft of the actions matrix and provided feedback to staff. We utilized this feedback, as well as feedback from the survey, to inform our effort to prioritize the action items and complete the remainder of the columns in the matrix. This prioritization effort is best seen in the column labeled "Begin." In that column are the labels "near-term," "mid-term" and "long-term," which indicate highest to lowest priority, respectively.

## MEMO

June 3, 2021

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We took impact, cost and staff effort, in addition to the Committee and survey feedback, into consideration when completing this column. Impact describes our rough estimate of how much the action will make progress toward the quantitative goals in each performance category. Generally, items that have a low cost and a medium to high impact are labeled “near-term” or “mid-term” and items that have a high cost and a low impact are labeled “long-term.” There are some exceptions. For example, community-scale solar, though it is a high impact action is labeled “long-term” not because it is a low priority, but because it is a long-term effort. Conversely, creating a welcome packet for residents is labeled “near-term” not because its impact is particularly high, but because it is a simple action to complete in a short amount of time.

This action matrix and the metrics and targets spreadsheets are both attached to this memo for all six topic areas. This is an initial draft of the completed action matrix, which needs additional vetting by the Committee and Village staff. We hope to spend most of the meeting time next week discussing this matrix. Specifically, we would like your input into the prioritization effort.



## Community Survey

In May of 2021, the Sustainability Committee and the Village of McFarland hosted an online survey to gain a deeper insight into Village residents' desired future direction for the Village. The survey asked for feedback regarding the level of support for the draft visions and select actions proposed to achieve those visions. Comments and ideas from the community survey, the public meetings, as well as input from Village staff and elected officials were all used to inform the action items found in the next section of this document.

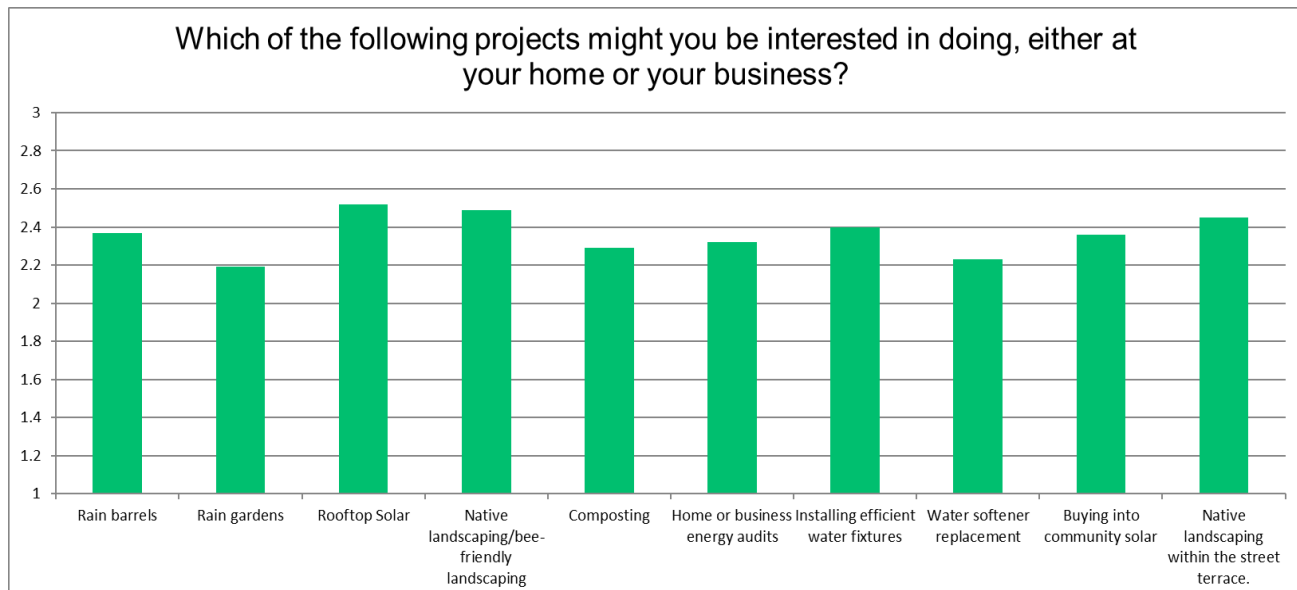
As with any survey, there were a wide range of responses, ranging from people who are very excited and passionate, as well as knowledgeable, about sustainability issues to respondents who were neither interested nor willing to support the efforts; and there were many responses that fell in between these two extremes. In general, survey respondents embraced many of the different facets of sustainability presented in the survey. However, there was also a general concern with the expenses of implementing many of the actions and with duplicating efforts that were already underway by other organizations. The following section presents a summary of responses. The complete survey results can be found in Appendix B.

## Summary of Results

There were 344 respondents and the survey had a 73% completion rate. The first and second questions asked about the respondents' places of residence and work. The majority, a little over 95%, of respondents lived in McFarland, 5% owned a business in the Village and 6% said they worked in the Village. Ten respondents (3%) were from outside of the Village, mostly from Madison, the Town of Dunn and the Town of Blooming Grove. The 334 respondents from the Village represent a response rate of approximately 3.7% of the Village's population.

The third question asked about the respondents' level of interest in doing certain projects at their places of residence or work. Answer choices were "Not Interested," "Neutral" and "Interested," represented below on a scale of 1-3. The highest level of interest (a weighted average of 2.52) was in rooftop solar and native landscaping (2.49); the lowest was in rain gardens (2.19) and water softener replacement (2.23). However, there is nothing below with an average rating lower than 2, which means there was generally a higher level of interest than disinterest in *all* the projects.

Figure 2: Projects of Interest Weighted Averages



The remainder of the survey was divided into six sections corresponding to the six topic areas of this plan:

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

Each section asked two questions - one about level of support for the vision statement and one about level of support for actions aimed at achieving that vision. Answer choices were “Strongly Oppose,” “Oppose,” “Neutral,” “Support,” and “Strongly Support.” Answers were weighted on a scale of 1-5, with 1 being “Strongly Oppose” and 5 being “Strongly Support.” Within each section and at the end of the survey, respondents were given the opportunity to leave comments, which are included in Appendix B.

## Energy

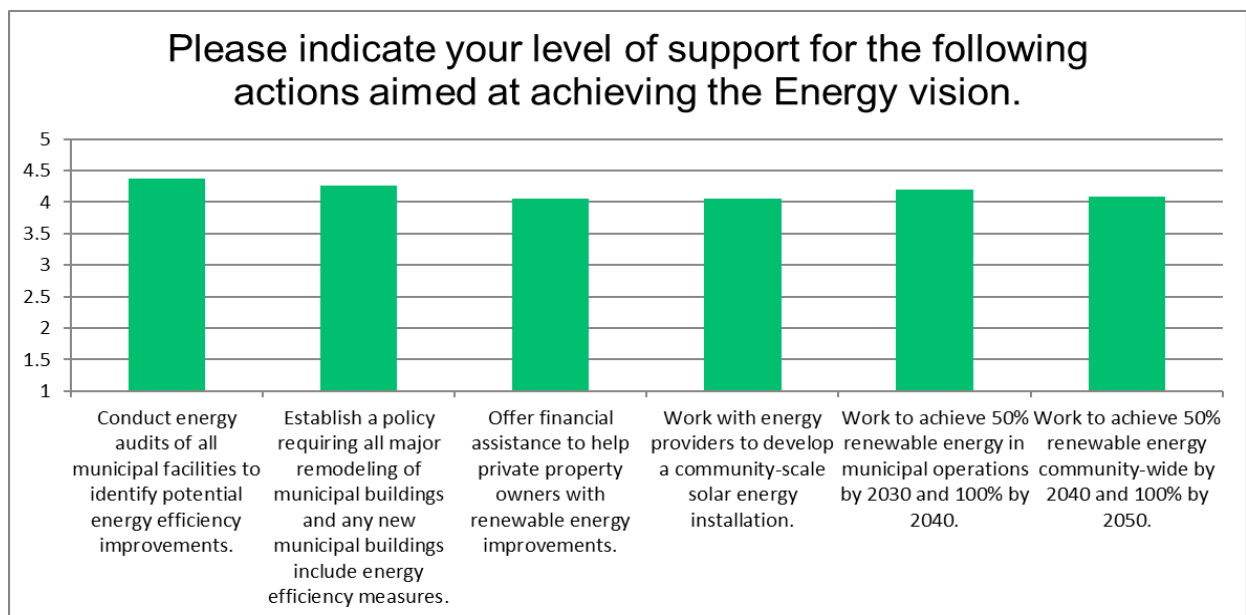
Respondents were supportive of the Energy vision statement. Over 86% answered “Support” or “Strongly Support;” the weighted average of all answers was 4.3.

The survey asked about the following actions:

1. Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.
2. Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.
3. Offer financial assistance to help private property owners with renewable energy improvements.
4. Work with energy providers to develop a community-scale solar energy installation.
5. Work to achieve 50% renewable energy in municipal operations by 2030 and 100% by 2040.
6. Work to achieve 50% renewable energy community-wide by 2040 and 100% by 2050.

There was similar support for all the above actions. The weighted averages for all the actions were between 4.06 at the low end and 4.38 at the high end. The highest rated action was to conduct energy audits at municipal facilities.

Figure 3: Energy Actions Weighted Averages





There were 19 comments under Energy. Five respondents commented that they were worried about the costs of these actions to taxpayers, while three others stated that they preferred a more aggressive schedule for achieving 50% renewable energy. There were also several supportive statements towards a community solar project.

## Transportation

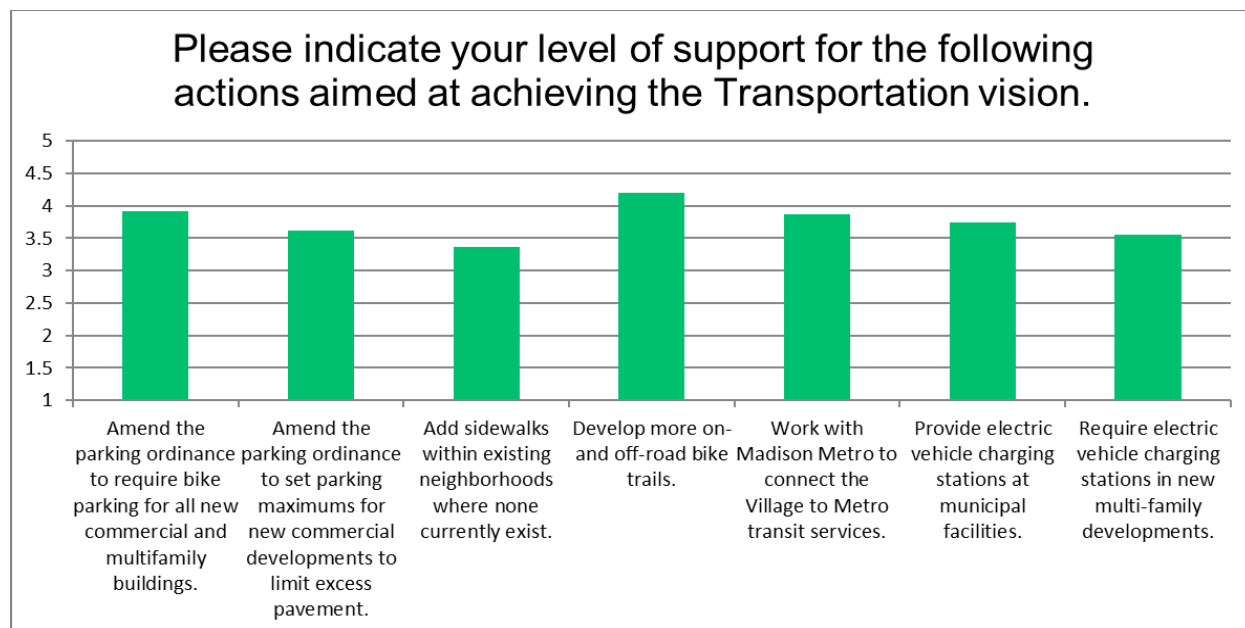
Respondents were also supportive of the Transportation vision statement. Over 80% answered “Support” or “Strongly Support;” the weighted average was 4.16, slightly lower than for the Energy vision (4.3).

The survey asked about the following actions:

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

There was general support for all the above actions, with slightly more support for actions related to bike facilities than for others. The highest rated actions were to develop more on- and off-road bike trails (4.2) and to require bike parking for new commercial and multi-family buildings (3.91). The lowest rated action was to add sidewalks where none currently exist (3.37).

Figure 4: Transportation Actions Weighted Averages



There were 29 comments under Transportation. There were six respondents who commented that not every street needs a sidewalk and that the Village should focus on high traffic streets. Eight respondents commented that there needs to be a regional transit solution – both Madison Metro and light rail were mentioned. Two respondents were concerned about introducing additional requirements on developers and one mentioned the use of pervious pavement as an alternative to traditional paving methods.

## Water

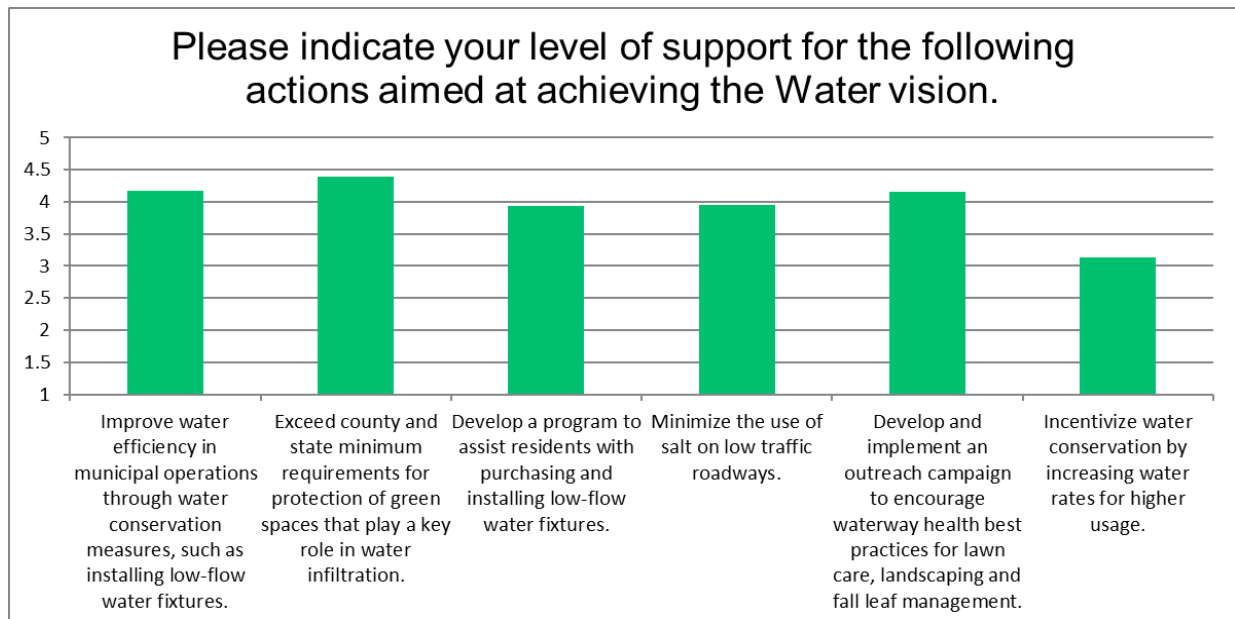
The Water vision statement had the highest level of support among all the vision statements, at a rating of 4.42. Over 92% of respondents supported or strongly supported the statement.

The survey asked about the following actions:

1. Improve water efficiency in municipal operations through water conservation measures, such as installing low-flow water fixtures.
2. Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.
3. Develop a program to assist residents with purchasing and installing low-flow water fixtures.
4. Minimize the use of salt on low traffic roadways.
5. Develop and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management.
6. Incentivize water conservation by increasing water rates for higher usage.

Again, there was support for all the actions, but there was a bit larger gap here between the highest and lowest ratings. The highest rated action (4.39) was to exceed county and state standards for protection of green spaces. The lowest rating (3.14) was for increasing water rates to incentivize conservation. Of note: these were also the highest and lowest ratings of any actions in the whole survey.

Figure 5: Water Actions Weighted Averages



There were 25 comments under Water. There were eight comments on leaf management and lawn care and how there needs to be more education and more effort on the Village's part to ensure residents are not dumping yard waste into the street, including more enforcement actions. Five respondents commented that the Village uses too much salt on roadways in the winter. Seven respondents offered comments against increasing water rates and one person suggested lowering rates for lower usage rather than increasing rates for higher usage.



## Land Use and Development

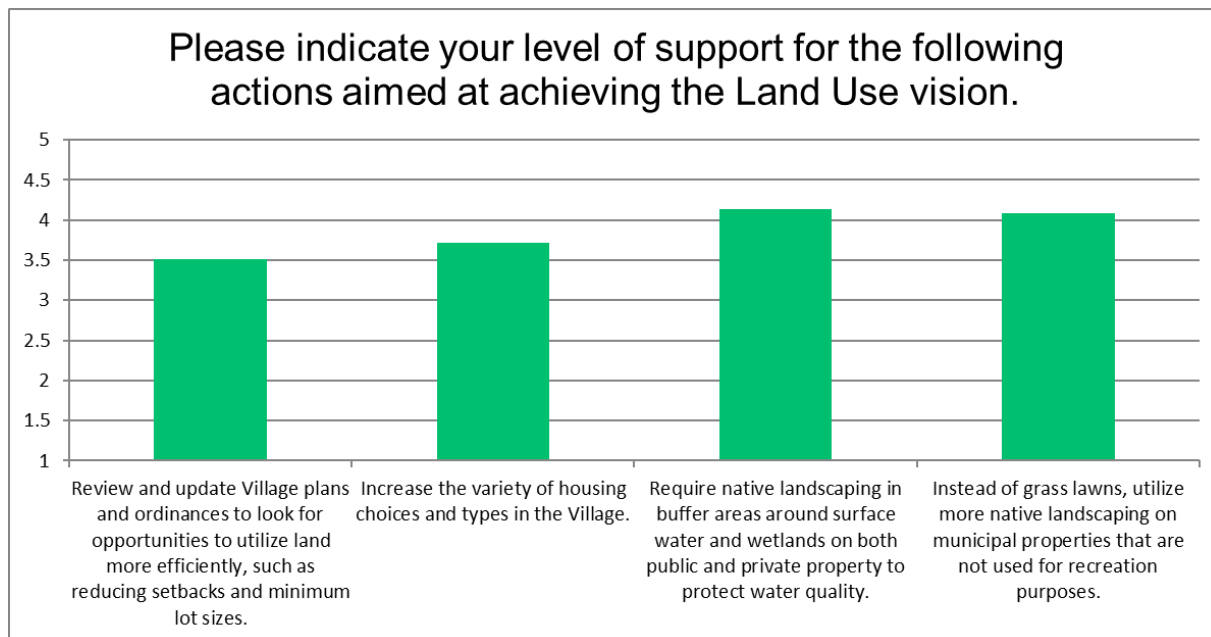
The Land Use and Development vision statement had the lowest level of support among all the vision statements, at an average rating of 3.98. Only 74% answered “Support” or “Strongly Support,” while 19% answered “Neutral” and 7% answered “Oppose” or “Strongly Oppose.” Given the large percentage of respondents who were neutral, this could perhaps indicate a lack of understanding as one reason this vision statement rated lower than the others.

The survey asked about the following actions:

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

There was general support for all the actions. The highest rated action (4.13) was to require native landscaping around surface water; the lowest rated action (3.51) was to review and update plans and ordinances to find ways to use land more efficiently.

Figure 6: Land Use Actions Weighted Averages



There were 29 comments under Land Use. Ten respondents indicated concern with decreased lot sizes and increased density. This seems to be another reason this topic’s vision statement was rated lower. There was also general support for native landscaping, but there were concerns about making it a requirement, including questions about enforcement.

## Solid Waste

The Solid Waste vision statement was supported or strongly supported by 89% of respondents, with a weighted average of 4.27.

The survey asked about the following actions:

1. Work to achieve zero landfill waste in municipal operations by 2040.
2. Offer compost bins for Village residents.
3. Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials.
4. Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.
5. Create a Village compost site for food waste.

Again, there was general support for all actions. The highest rated action (4.26) was offering compost bins to Village residents and the lowest rated action (3.89) was the creation of a purchasing policy that requires the Village to consider how a product is made prior to purchase.

**Figure 7: Solid Waste Actions Weighted Averages**



There were 17 comments under Solid Waste. As in Energy, there were multiple comments (4) which indicated concern about the cost of these initiatives, specifically the municipal purchasing policy. There were also three comments suggesting that the Village collect food waste curbside for a community compost site. Two respondents commented that there needs to be sufficient public education and outreach for whatever program or policies the Village chooses because there is already confusion over what should be thrown out versus what should be recycled.



## Community Health

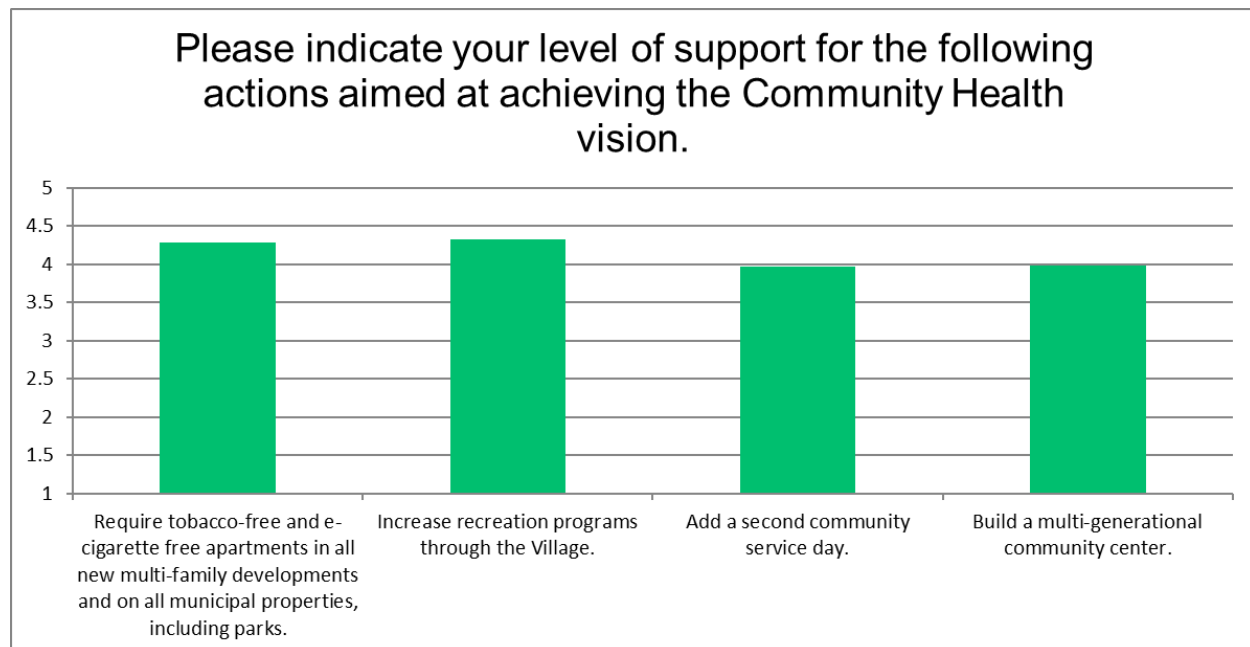
The Community Health vision statement received the second highest ratings. The statement was supported or strongly supported by 90% of respondents, with an average rating of 4.41.

The survey asked about the following actions:

1. Require tobacco-free and e-cigarette free apartments in all new multi-family developments and on all municipal properties, including parks.
2. Increase recreation programs through the Village.
3. Add a second community service day.
4. Build a multi-generational community center.

There was general support for all the actions. The highest rated action (4.29) was to require tobacco and e-cigarette free apartments; the lowest rated action (3.97) was adding a second community service day.

Figure 8: Community Health Actions Weighted Averages



There were 19 comments under Community Health. Four respondents indicated disappointment with the lack of diversity, equity and inclusion subject matter in the survey, with one respondent commenting that “DEI is essential to environmentalism.” Four comments indicated strong support for a new community center and others complimented the thoroughness of the survey.

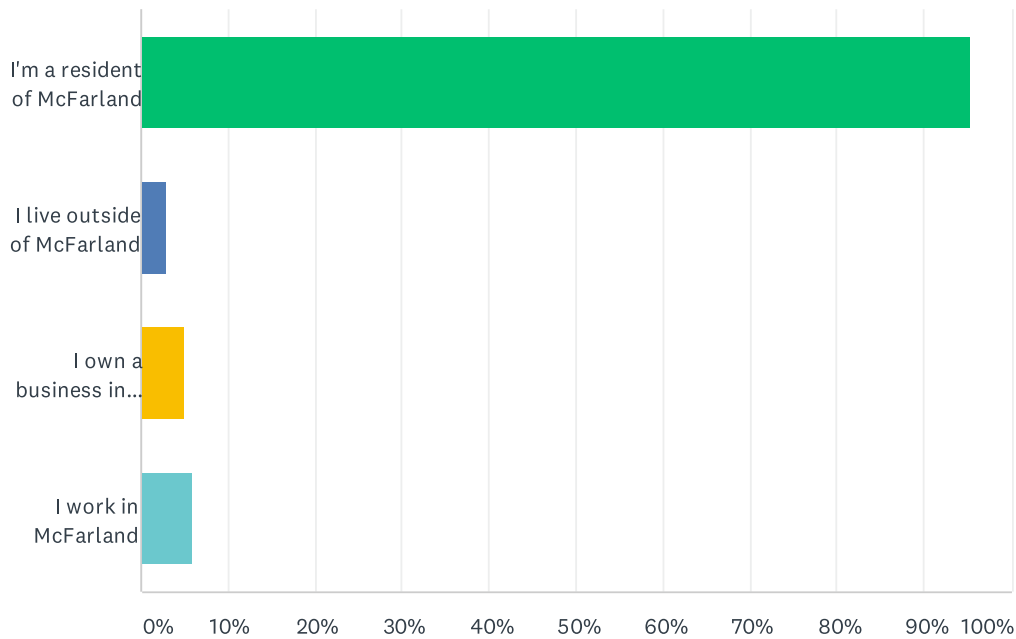
## Additional Comments

There were 50 additional comments at the end of the survey. Again, cost concerns were mentioned numerous times. There were comments related to diversity, equity and inclusion and how that needs to be a consideration. A couple respondents asked for classes on sustainable gardening and lawn care. There were also comments related to the need to revitalize the downtown and bring in more businesses to create more jobs.

## **APPENDIX B – COMMUNITY SURVEY RESULTS**

Q1 Please check all that apply.

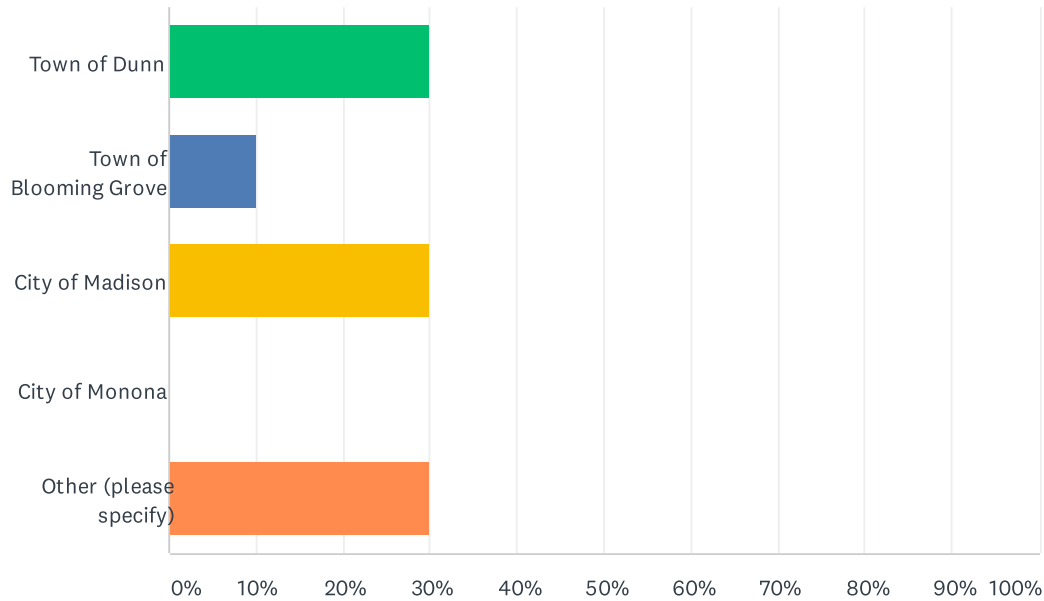
Answered: 343    Skipped: 1



| ANSWER CHOICES                | RESPONSES |     |
|-------------------------------|-----------|-----|
| I'm a resident of McFarland   | 95.34%    | 327 |
| I live outside of McFarland   | 2.92%     | 10  |
| I own a business in McFarland | 4.96%     | 17  |
| I work in McFarland           | 5.83%     | 20  |
| Total Respondents: 343        |           |     |

## Q2 If you live outside of McFarland, where do you live?

Answered: 10   Skipped: 334

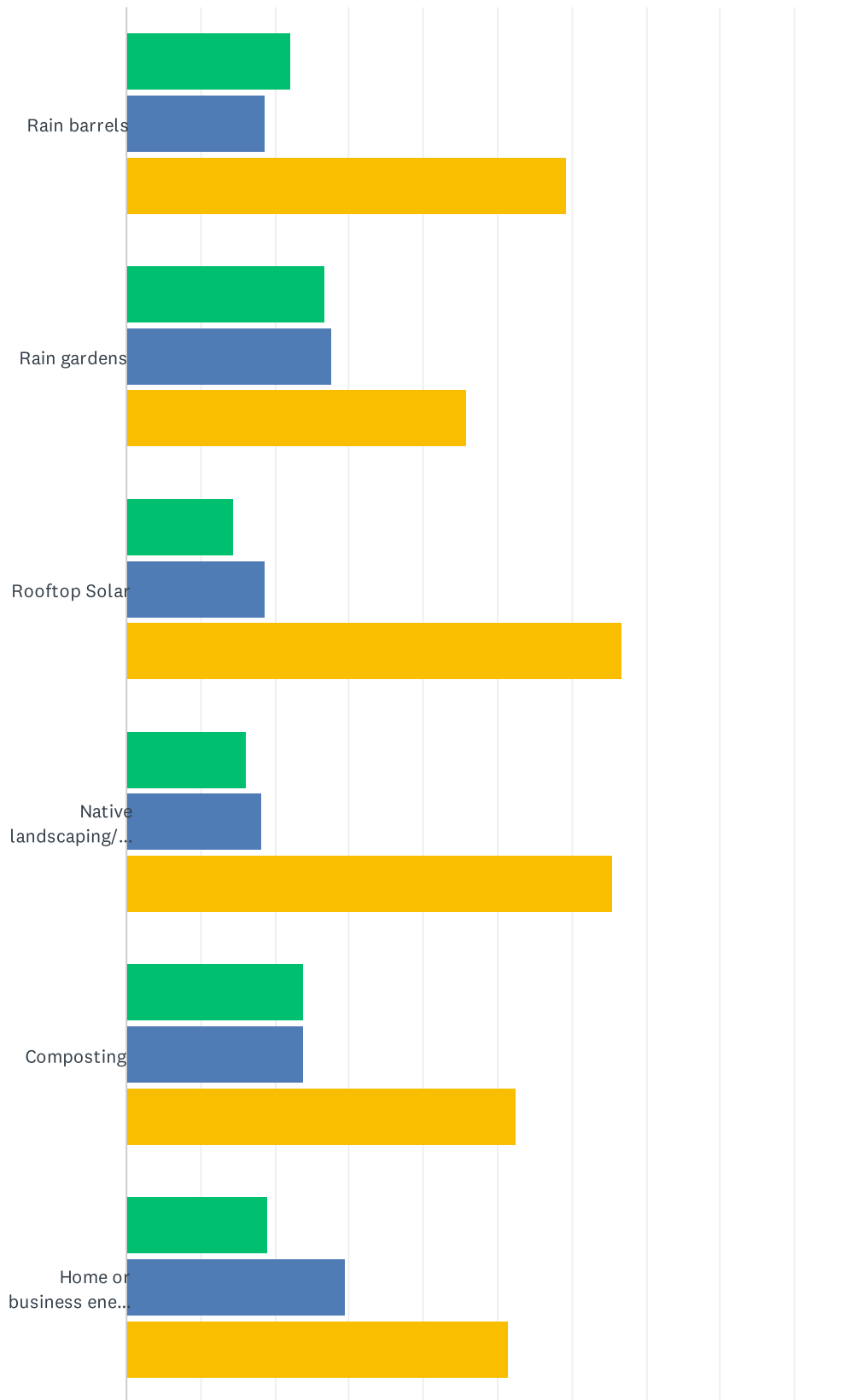


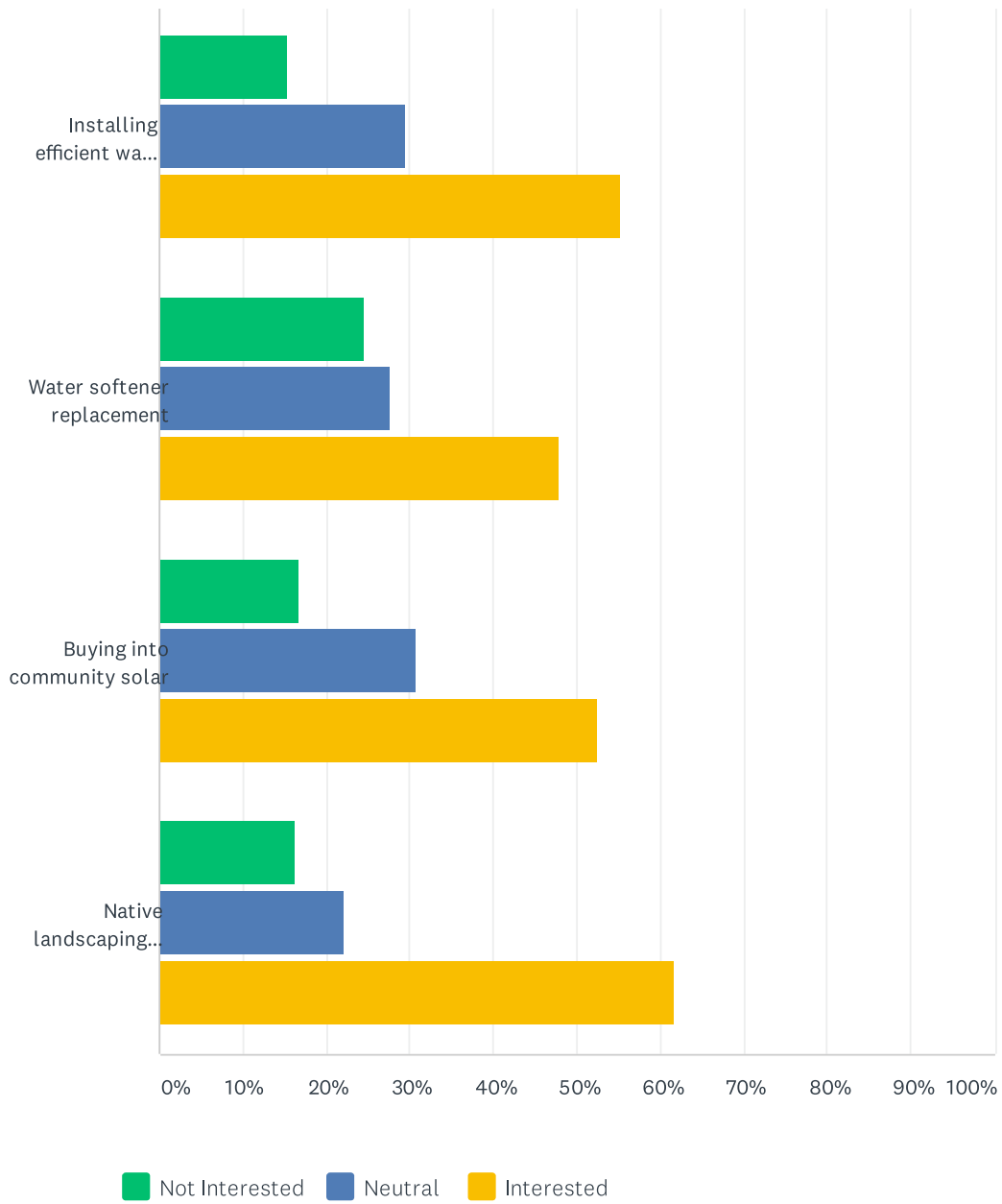
| ANSWER CHOICES         | RESPONSES |           |
|------------------------|-----------|-----------|
| Town of Dunn           | 30.00%    | 3         |
| Town of Blooming Grove | 10.00%    | 1         |
| City of Madison        | 30.00%    | 3         |
| City of Monona         | 0.00%     | 0         |
| Other (please specify) | 30.00%    | 3         |
| <b>TOTAL</b>           |           | <b>10</b> |

| # | OTHER (PLEASE SPECIFY) | DATE               |
|---|------------------------|--------------------|
| 1 | Town of West Point     | 5/26/2021 8:27 PM  |
| 2 | pleasant springs       | 5/14/2021 11:40 AM |
| 3 | Stoughton              | 5/6/2021 7:04 PM   |

### Q3 Which of the following projects might you be interested in doing, either at your home or your business?

Answered: 250 Skipped: 94



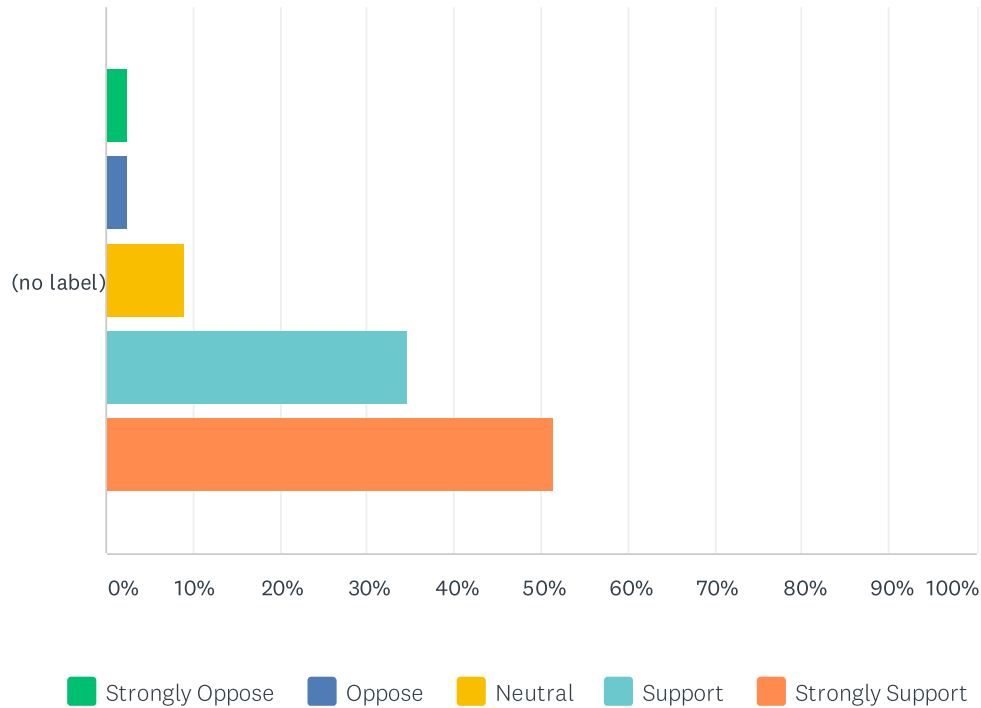


|                                               | NOT INTERESTED | NEUTRAL      | INTERESTED    | TOTAL | WEIGHTED AVERAGE |
|-----------------------------------------------|----------------|--------------|---------------|-------|------------------|
| Rain barrels                                  | 22.22%<br>54   | 18.52%<br>45 | 59.26%<br>144 | 243   | 2.37             |
| Rain gardens                                  | 26.69%<br>63   | 27.54%<br>65 | 45.76%<br>108 | 236   | 2.19             |
| Rooftop Solar                                 | 14.52%<br>35   | 18.67%<br>45 | 66.80%<br>161 | 241   | 2.52             |
| Native landscaping/bee-friendly landscaping   | 16.18%<br>39   | 18.26%<br>44 | 65.56%<br>158 | 241   | 2.49             |
| Composting                                    | 23.77%<br>58   | 23.77%<br>58 | 52.46%<br>128 | 244   | 2.29             |
| Home or business energy audits                | 18.99%<br>45   | 29.54%<br>70 | 51.48%<br>122 | 237   | 2.32             |
| Installing efficient water fixtures           | 15.35%<br>37   | 29.46%<br>71 | 55.19%<br>133 | 241   | 2.40             |
| Water softener replacement                    | 24.58%<br>58   | 27.54%<br>65 | 47.88%<br>113 | 236   | 2.23             |
| Buying into community solar                   | 16.81%<br>40   | 30.67%<br>73 | 52.52%<br>125 | 238   | 2.36             |
| Native landscaping within the street terrace. | 16.25%<br>39   | 22.08%<br>53 | 61.67%<br>148 | 240   | 2.45             |

| #  | OTHER (PLEASE SPECIFY)                                                                                                                                                                                                                                                               | DATE               |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | Interest in electric lawn mower and snow blower; also for the Village to use                                                                                                                                                                                                         | 5/26/2021 9:01 PM  |
| 2  | Other actions supporting local watershed health                                                                                                                                                                                                                                      | 5/25/2021 7:26 PM  |
| 3  | i live in an apartment                                                                                                                                                                                                                                                               | 5/23/2021 8:35 AM  |
| 4  | Milk delivery in reusable glass bottles, meatless days at schools, plastic grocery bag ban                                                                                                                                                                                           | 5/20/2021 6:44 PM  |
| 5  | Live in a new condo which is why I'm answering accordingly                                                                                                                                                                                                                           | 5/20/2021 12:41 PM |
| 6  | I strongly support Rain gardens, rooftop solar, high efficient water fixtures, and updated water softeners, but either have installed them or cannot utilize them on our property                                                                                                    | 5/17/2021 11:30 AM |
| 7  | Native Americans lived in and around McFarland for thousands of years and were able to live sustainably and in harmony with the environment. I would like this committee to also see the intersectional aspects of sustainability as they relate to the consequences of colonialism. | 5/17/2021 5:54 AM  |
| 8  | Sustainable housing builds, smaller housing options, green neighborhoods                                                                                                                                                                                                             | 5/14/2021 11:44 AM |
| 9  | I live in an apartment building...                                                                                                                                                                                                                                                   | 5/7/2021 3:09 PM   |
| 10 | Lake ecology improvement measures and support for healthy waterways                                                                                                                                                                                                                  | 5/6/2021 9:32 PM   |
| 11 | Light pollution.                                                                                                                                                                                                                                                                     | 5/6/2021 8:21 PM   |
| 12 | I don't need this from the government! Private citizens can pay for this with their private funds. You want to fund this with taxpayer dollars? You will get voted out in disgrace the next cycle                                                                                    | 5/6/2021 7:39 PM   |
| 13 | Turning off outdoor lights at night; less intense outdoor lighting                                                                                                                                                                                                                   | 5/6/2021 7:11 PM   |
| 14 | I am all about sustainability! I will do almost anything I can to encourage this forward thinkin for our community.                                                                                                                                                                  | 5/6/2021 7:07 PM   |
| 15 | Bee keeping                                                                                                                                                                                                                                                                          | 5/6/2021 2:53 PM   |
| 16 | Food Scrap program                                                                                                                                                                                                                                                                   | 5/6/2021 2:43 PM   |
| 17 | Native/pollinator-friendly landscaping in our parks and village owned land, community                                                                                                                                                                                                | 5/6/2021 11:02 AM  |

## Q4 Please indicate your level of support for the Energy vision statement.

Answered: 247    Skipped: 97



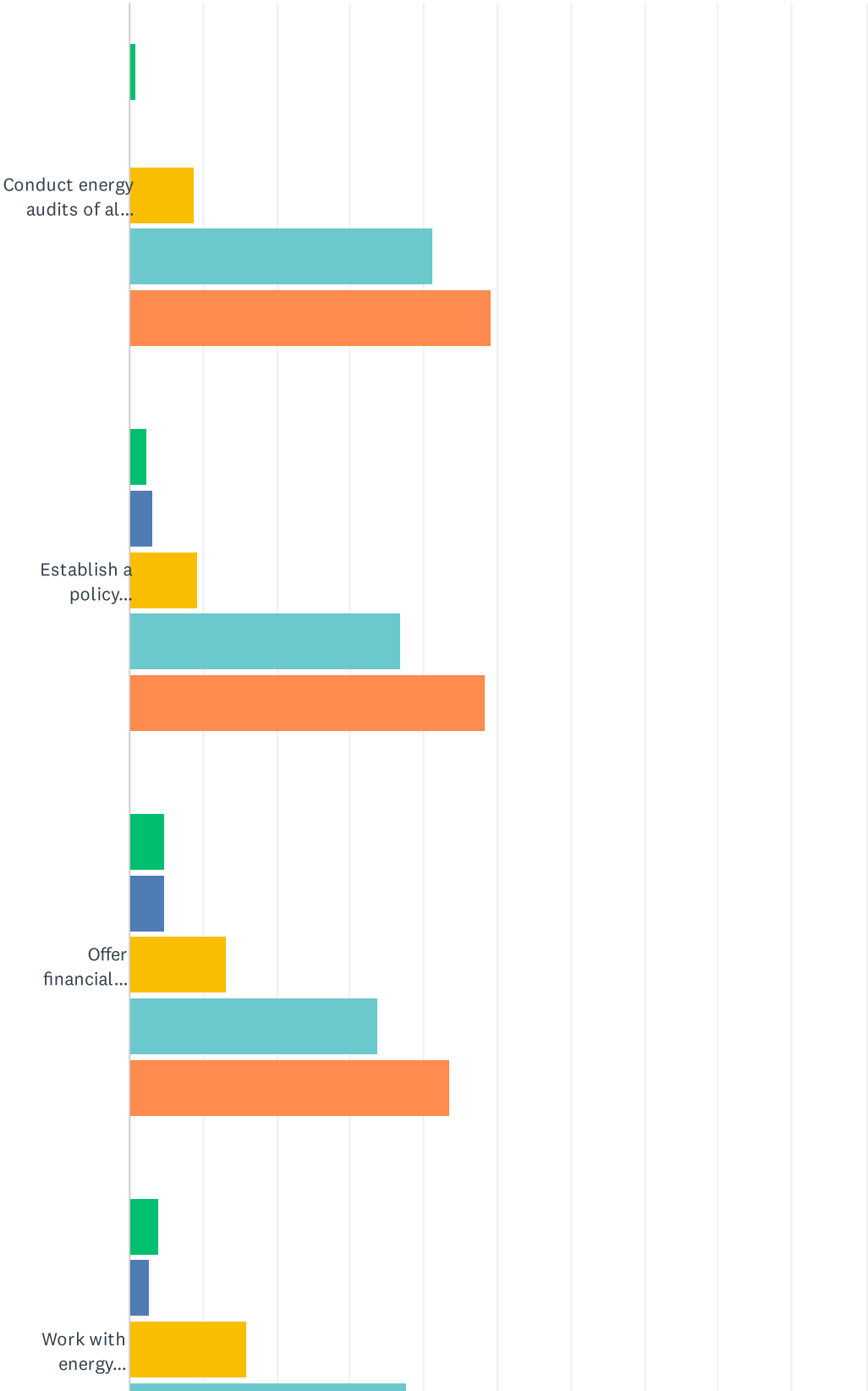
|               | STRONGLY<br>OPPOSE | OPPOSE     | NEUTRAL     | SUPPORT      | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------|--------------------|------------|-------------|--------------|---------------------|-------|---------------------|
| (no<br>label) | 2.43%<br>6         | 2.43%<br>6 | 8.91%<br>22 | 34.82%<br>86 | 51.42%<br>127       | 247   | 4.30                |

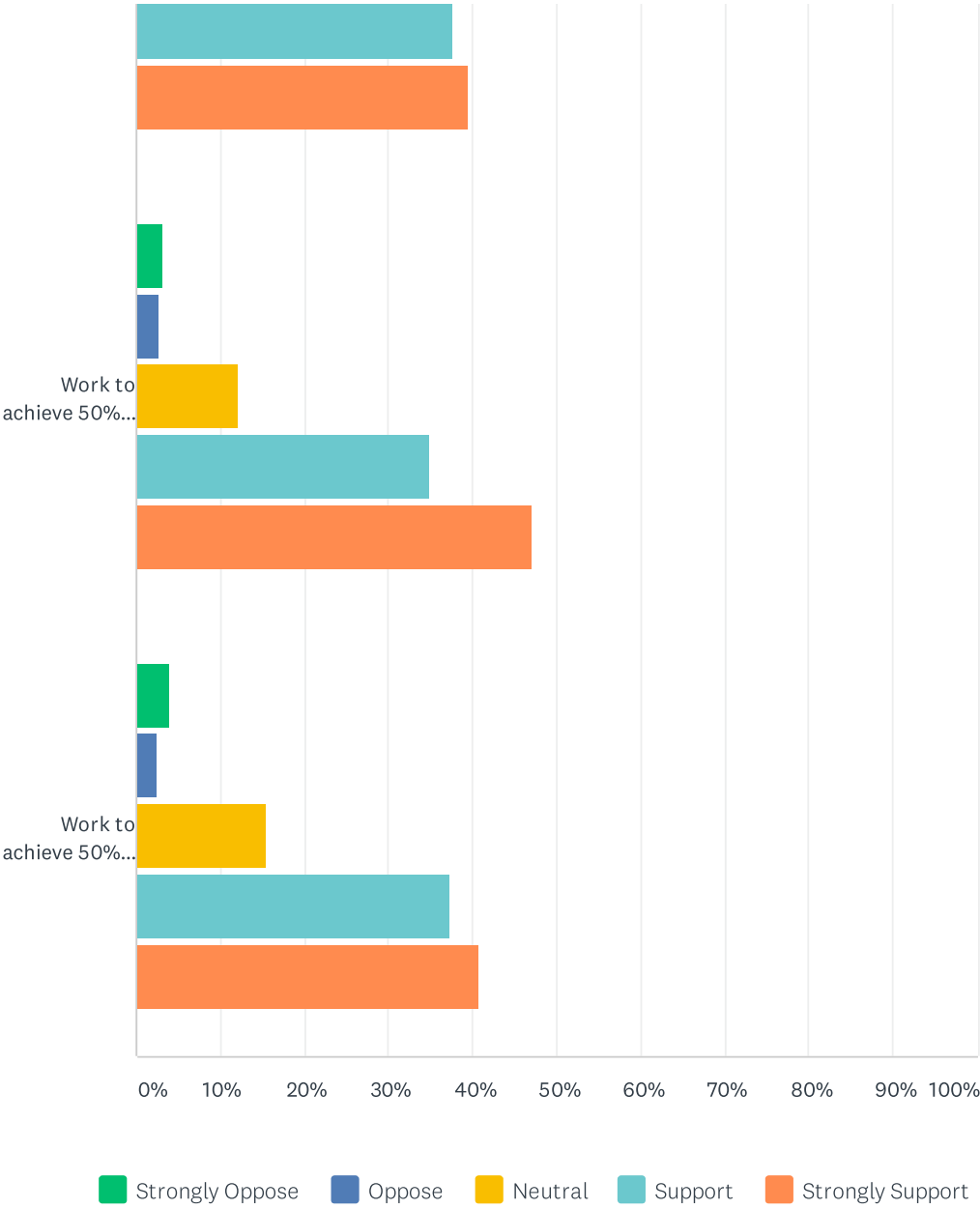
### VISION STATEMENT

*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.*

Q5 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 250    Skipped: 94





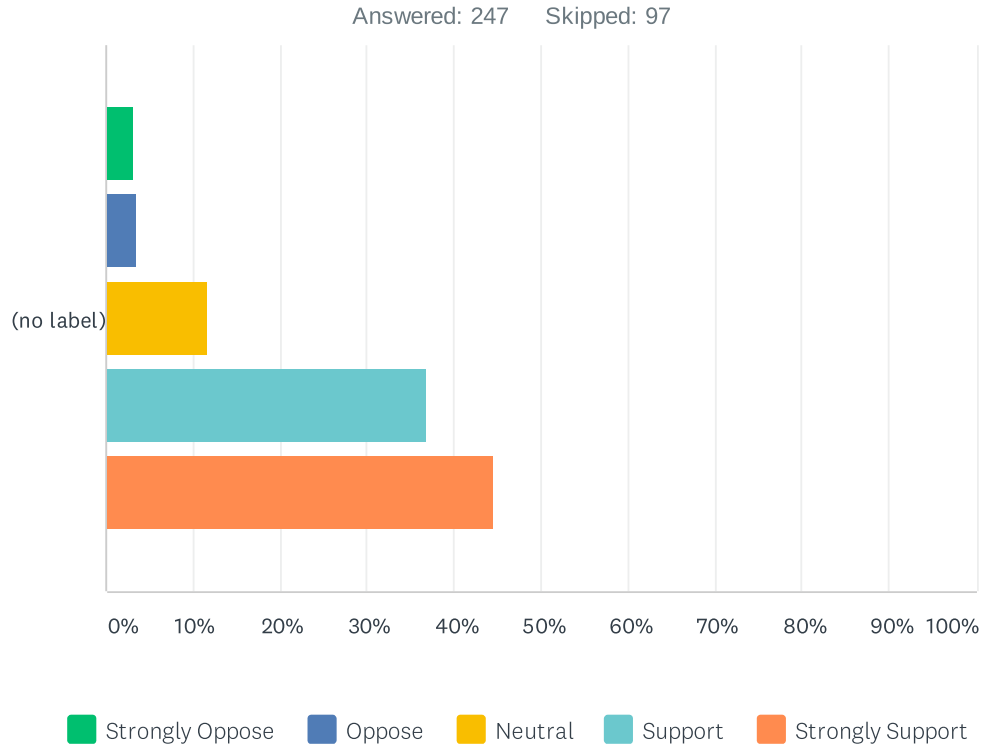
|                                                                                                                                              | STRONGLY<br>OPPOSE | OPPOSE      | NEUTRAL      | SUPPORT       | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------|--------------|---------------|---------------------|-------|---------------------|
| Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.                                      | 0.80%<br>2         | 0.00%<br>0  | 8.80%<br>22  | 41.20%<br>103 | 49.20%<br>123       | 250   | 4.38                |
| Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures. | 2.40%<br>6         | 3.20%<br>8  | 9.20%<br>23  | 36.80%<br>92  | 48.40%<br>121       | 250   | 4.26                |
| Offer financial assistance to help private property owners with renewable energy improvements.                                               | 4.80%<br>12        | 4.80%<br>12 | 13.20%<br>33 | 33.60%<br>84  | 43.60%<br>109       | 250   | 4.06                |
| Work with energy providers to develop a community-scale solar energy installation.                                                           | 4.00%<br>10        | 2.80%<br>7  | 16.00%<br>40 | 37.60%<br>94  | 39.60%<br>99        | 250   | 4.06                |
| Work to achieve 50% renewable energy in municipal operations by 2030 and 100% by 2040.                                                       | 3.21%<br>8         | 2.81%<br>7  | 12.05%<br>30 | 34.94%<br>87  | 46.99%<br>117       | 249   | 4.20                |
| Work to achieve 50% renewable energy community-wide by 2040 and 100% by 2050.                                                                | 4.05%<br>10        | 2.43%<br>6  | 15.38%<br>38 | 37.25%<br>92  | 40.89%<br>101       | 247   | 4.09                |

| #  | COMMENTS                                                                                                                                                                                                                                                                                                                                        | DATE               |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | Alliant Energy is already committed to reduce carbon from electricity. To invest here is not efficient use of dollars.                                                                                                                                                                                                                          | 5/28/2021 4:12 AM  |
| 2  | Renewable energy goals are good. Specific targets of 50% by 2030 and 100% by 2040 may not be the right numbers.                                                                                                                                                                                                                                 | 5/27/2021 12:09 PM |
| 3  | So many variables make it difficult to "click a statement"...                                                                                                                                                                                                                                                                                   | 5/27/2021 9:43 AM  |
| 4  | Clean energy should be a community shared project as not every house nor small business would need to install solar panels for example. Maximize use by installing on large rooftops and sharing the energy.                                                                                                                                    | 5/26/2021 9:01 PM  |
| 5  | Many "renewable" energy sources still depend quite heavily on fossil fuels. I'd love to support it but it's not the right solution.                                                                                                                                                                                                             | 5/26/2021 1:37 PM  |
| 6  | I'm hopeful that we will be able to achieve these last two items by 10 years or more.                                                                                                                                                                                                                                                           | 5/17/2021 11:30 AM |
| 7  | The arrogance to think this is going to make a difference in the big picture is so typical of Dane County attitudes. I think it is virtue signaling, "BS" and will most likely cost tax payers more in the end but we'll be told we should feel good about it. I'm against it.                                                                  | 5/17/2021 8:01 AM  |
| 8  | I think the community and developers need to become green before the municipal buildings are done. That should be done as improvements are done. our taxes are high enough as it is. How will this be paid for? I'm all for going green. Are the developers going to be required to build green houses or at least part way? they should be.... | 5/17/2021 6:56 AM  |
| 9  | I am not sure if the targets are strict enough. I also would encourage the committee to consider community energy systems (heat sources and sinks like geo/pond/lake, bio digesting, ). Perhaps have commercial and residential buildings require energy modeling.                                                                              | 5/17/2021 5:54 AM  |
| 10 | Please be careful about imposing energy efficiency on the Fire and Rescue department facilities. There are certain compromises that they should not have to make in the name of efficiency where it could affect their readiness to respond to emergencies and to train.                                                                        | 5/15/2021 8:22 AM  |
| 11 | Take off your tinfoil hat!                                                                                                                                                                                                                                                                                                                      | 5/14/2021 7:04 PM  |
| 12 | It seems like the village wants to create an energy consciousness, but it's can't happen when all that is being built for housing in mcfarland are giant 5-bedroom houses and m mansions. It                                                                                                                                                    | 5/14/2021 11:44 AM |

seems like if you really want to focus on the betterment of the community, you should make greener, smaller, affordable housing options that serve the entire population, not just rich, white married couples with kids.

|    |                                                                                                                                                                                                                                                                                                 |                   |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 13 | I don't know enough about this topic to know what would be a reasonable goal by what time frame. But I am very interested in helping to do my part and would support community action in that direction.                                                                                        | 5/6/2021 8:36 PM  |
| 14 | I support installing rooftop solar panels on exisiting buildings, especially big, flat, commercial buildings.                                                                                                                                                                                   | 5/6/2021 7:11 PM  |
| 15 | Would love a community wide solar project!                                                                                                                                                                                                                                                      | 5/6/2021 7:07 PM  |
| 16 | MGE and Alliant are already committed to 65 percent by 2030 and 100 percent by 2050. Investing in rooftop solar will only add costs to everyone. The most cost effective carbon reductions will be made by electrifying vehicles and conservation vs. replicating what the utilities are doing. | 5/6/2021 5:03 PM  |
| 17 | With the goal of ensuring costs of using renewable energy does not outpace historical inflation of fossil fuels. Paying more for something else will not deter the detractors.                                                                                                                  | 5/6/2021 2:53 PM  |
| 18 | Energy efficiency measures in new buildings and remodels should only be done when they make sense, not because they are required.                                                                                                                                                               | 5/6/2021 2:44 PM  |
| 19 | Unclear how to respond to the two options of timing for attaining 100% renewable energy. I support both but prefer the more aggressive schedule.                                                                                                                                                | 5/6/2021 11:02 AM |

## Q6 Please indicate your level of support for the Transportation vision statement.



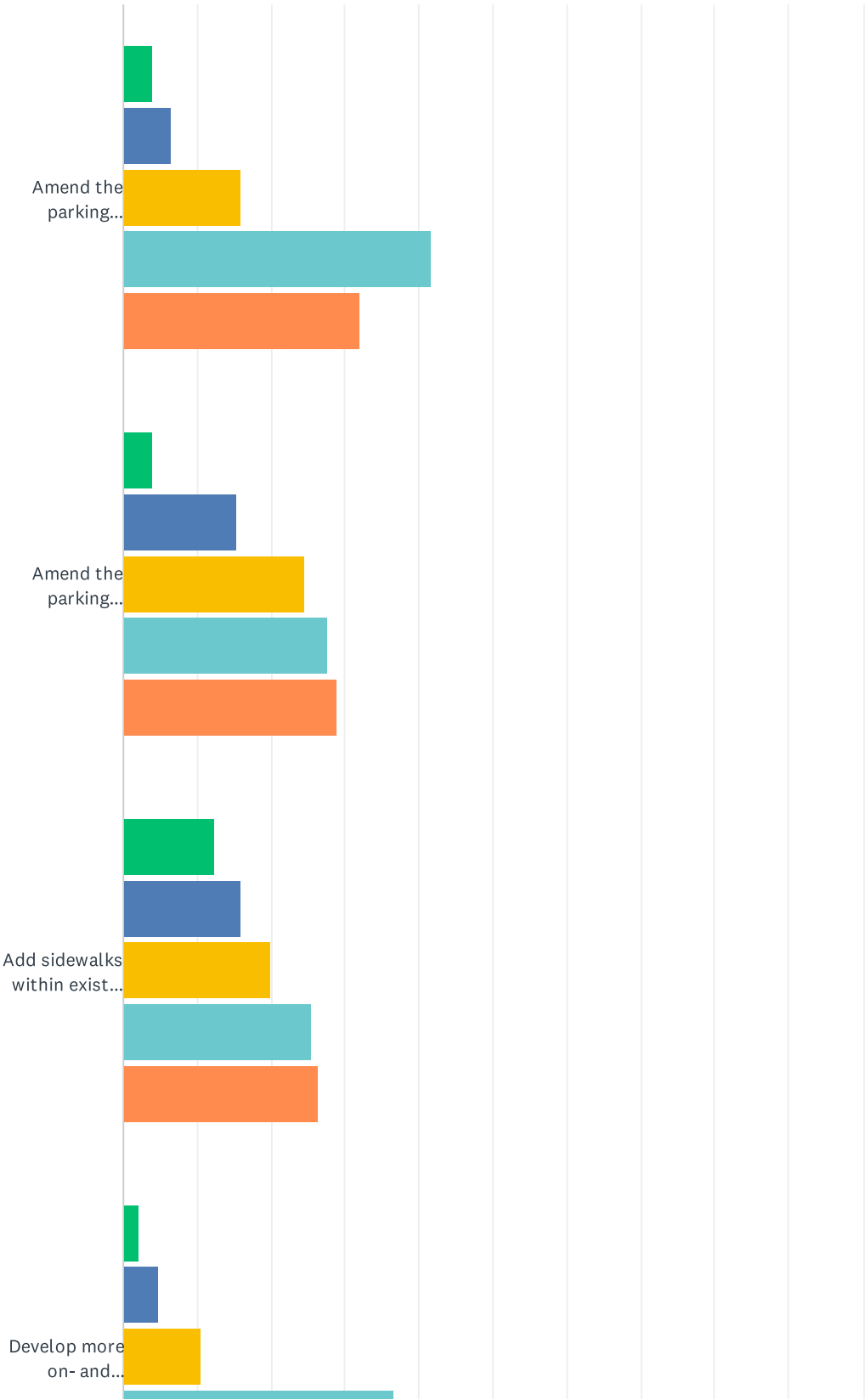
|               | STRONGLY<br>OPPOSE | OPPOSE     | NEUTRAL      | SUPPORT      | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------|--------------------|------------|--------------|--------------|---------------------|-------|---------------------|
| (no<br>label) | 3.24%<br>8         | 3.64%<br>9 | 11.74%<br>29 | 36.84%<br>91 | 44.53%<br>110       | 247   | 4.16                |

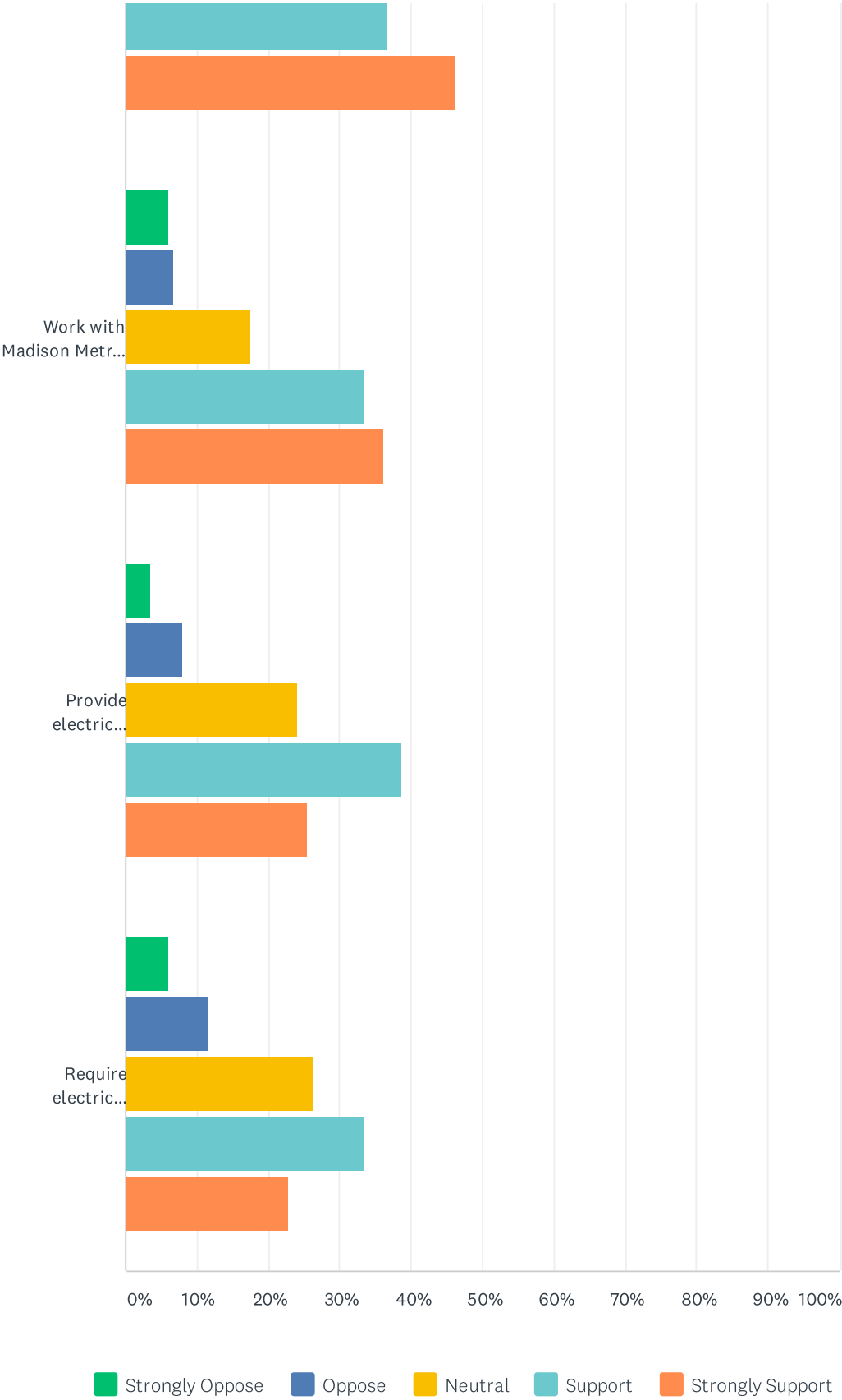
### VISION STATEMENT

*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.*

Q7 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251    Skipped: 93





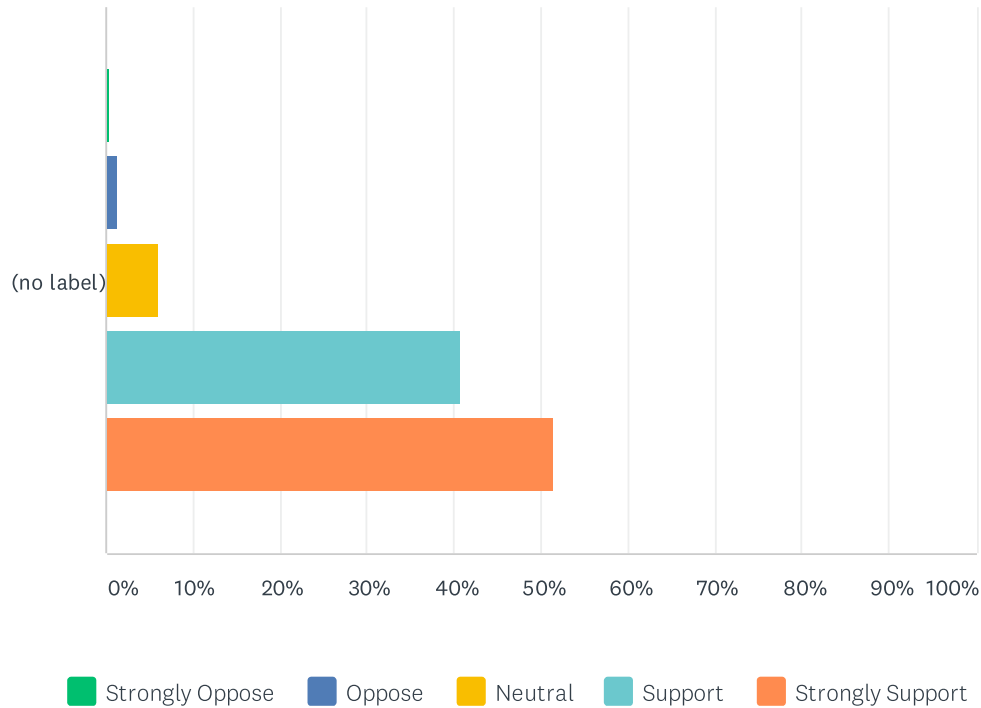
|                                                                                                               | STRONGLY<br>OPPOSE | OPPOSE       | NEUTRAL      | SUPPORT       | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------------|---------------|---------------------|-------|---------------------|
| Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.         | 4.00%<br>10        | 6.40%<br>16  | 16.00%<br>40 | 41.60%<br>104 | 32.00%<br>80        | 250   | 3.91                |
| Amend the parking ordinance to set parking maximums for new commercial developments to limit excess pavement. | 4.00%<br>10        | 15.20%<br>38 | 24.40%<br>61 | 27.60%<br>69  | 28.80%<br>72        | 250   | 3.62                |
| Add sidewalks within existing neighborhoods where none currently exist.                                       | 12.35%<br>31       | 15.94%<br>40 | 19.92%<br>50 | 25.50%<br>64  | 26.29%<br>66        | 251   | 3.37                |
| Develop more on- and off-road bike trails.                                                                    | 1.99%<br>5         | 4.78%<br>12  | 10.36%<br>26 | 36.65%<br>92  | 46.22%<br>116       | 251   | 4.20                |
| Work with Madison Metro to connect the Village to Metro transit services.                                     | 5.98%<br>15        | 6.77%<br>17  | 17.53%<br>44 | 33.47%<br>84  | 36.25%<br>91        | 251   | 3.87                |
| Provide electric vehicle charging stations at municipal facilities.                                           | 3.60%<br>9         | 8.00%<br>20  | 24.00%<br>60 | 38.80%<br>97  | 25.60%<br>64        | 250   | 3.75                |
| Require electric vehicle charging stations in new multi-family developments.                                  | 5.98%<br>15        | 11.55%<br>29 | 26.29%<br>66 | 33.47%<br>84  | 22.71%<br>57        | 251   | 3.55                |

| #  | COMMENTS                                                                                                                                                                                                                                                                                                                                                                         | DATE               |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | We don't need mandates.                                                                                                                                                                                                                                                                                                                                                          | 5/28/2021 4:12 AM  |
| 2  | Broad community support of regional transit services is required to reduce auto use significantly.                                                                                                                                                                                                                                                                               | 5/27/2021 12:09 PM |
| 3  | Light rail needs to be also in the forefront, connecting McFarland to madison.                                                                                                                                                                                                                                                                                                   | 5/27/2021 12:37 AM |
| 4  | Not every street needs sidewalks; too much cement especially when streets are wide and safe walking is possible. More cement leads to more salt use and more runoff. Especially interested in light rail connections to Madison, Milwaukee and beyond.                                                                                                                           | 5/26/2021 9:01 PM  |
| 5  | most families that live in multi-family developments don't have the money to own electric vehicles. Requiring charging stations there seems highly unnecessary and a burden on the property owners - and takes up space and resources for something that won't be used regularly.                                                                                                | 5/26/2021 7:49 AM  |
| 6  | Limiting parking spaces to save pavement space should not create more on-road parking. Too many apartment complexes already do not have enough on property parking                                                                                                                                                                                                               | 5/24/2021 7:37 AM  |
| 7  | recently bought a Chevy Volt and would very much like to see the electric vehicle infrastructure improved.                                                                                                                                                                                                                                                                       | 5/23/2021 8:35 AM  |
| 8  | Sidewalks are not necessary in certain neighborhoods. The disruption to areas that don't need the sidewalks is not worth it. Please focus on main high traffic areas.                                                                                                                                                                                                            | 5/21/2021 5:35 PM  |
| 9  | I don't think sidewalks are necessary in all neighborhoods; would rather have high-pedestrian traffic areas repaired and expanded first.                                                                                                                                                                                                                                         | 5/20/2021 9:30 AM  |
| 10 | Until the price of electric vehicles comes down so households below median income can afford them, I'm hesitant to support requiring charging stations in development a.                                                                                                                                                                                                         | 5/19/2021 6:56 AM  |
| 11 | Expanded Metro service would be great. I lived in Sun Prairie when they added Route 23 and it was a great option for commuting. I used it right up to the pandemic before we built a home in McFarland. We will be going back to the office soon and the current options for Metro service in McFarland is less than ideal. I'm hoping for that to change with the upcoming BRT. | 5/17/2021 9:32 PM  |
| 12 | Not sure we need sidewalks everywhere in our Village                                                                                                                                                                                                                                                                                                                             | 5/17/2021 11:30 AM |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                    |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 13 | It's hard enough to attract businesses to McFarland without putting additional requirements on them. McFarland has a reputation of being not that friendly to businesses, unless of course it's one of the town's "favored business owners" (i.e. Locke, Gannon, Bisbee & Neitzel to name a few).                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 5/17/2021 8:01 AM  |
| 14 | Electric vehicle charging stations should be the first to have renewable energy sources (oppose to coal/gas generated electricity) to help reduce the cars' carbon neutrality.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/17/2021 5:54 AM  |
| 15 | How about development of pavement materials that allow water to percolate through?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/15/2021 12:34 PM |
| 16 | We very much need Metro connectivity to Madison or other mass transit. Also consider the Monona Express model which has a city owned small bus running a route around town before going straight to downtown Madison and other common work locations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5/15/2021 8:22 AM  |
| 17 | Madison metro isn't convenient                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/14/2021 6:50 PM  |
| 18 | In some Blue Zone communities, the more outlying neighborhoods form groups who will organize walking children to school with one or more adults. This could be a fun alternative to busing the children who live farther from school or who attend daycare centers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/14/2021 1:41 PM  |
| 19 | You can't have affordable housing if you put demands on builders.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 5/9/2021 6:48 PM   |
| 20 | I didn't see that you put anything about the light rail, even though you briefly mentioned it in the paragraph. I feel very strongly we need that to connect to Madison. and then of course it would need to be in madison as well I suppose.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/7/2021 9:02 AM   |
| 21 | Community incentives for businesses and private residences to install electric vehicle charging stations are encouraged as well.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5/7/2021 7:42 AM   |
| 22 | Sidewalks, Half the people do not use the sidewalks we have now. Exchange Street is good example. people jog in the street rather than the sidewalk because cement is to hard on there feet, if this is the case lets asphalt the existing side walks. Streets that have not had side walks for 40 years plus really do not need them. Some of the existing sidewalks are so bad people can not walk on the, maybe it is time to fix what we have not make more problems. Again use Exchange street for a example, a lot of the walks are not shoveled in the winter so again people have to walk in the street. Develop Bike trails when the people that use them help support them get a enforceable license fee in place and a trail usage fee. | 5/6/2021 9:58 PM   |
| 23 | We don't yet have standards for EV charging so that is bad spend. I live on a cul de sac and don't need a sidewalk we are a suburb and people need and will own cars. Focus on solutions where form follows function.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5/6/2021 9:32 PM   |
| 24 | I love all these ideas! I especially like working with Metro transit to extend public transportation to McFarland. This is great for SO many reasons, not only sustainability.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 7:07 PM   |
| 25 | Don't mandate, educate. Developers are already offering charging stations as amenities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/6/2021 5:03 PM   |
| 26 | It is shameful that Madison Metro and especially the Badger Bus for people with disabilities do not expand into McFarland. I have my elderly and disabled mother on the waiting list for the new senior apartment building that is being built behind the Forward Pharmacy strip mall. But, she will not be able to move into the village because she is fully dependent upon the Badger Bus for her transportation needs. (She has an electric scooter. She cannot walk. I cannot afford the equipment to modify my vehicle or purchase a new vehicle to transport her everywhere.)                                                                                                                                                               | 5/6/2021 3:01 PM   |
| 27 | I don't believe all streets need to have sidewalks. We live on a short street without a sidewalk and the street is plenty wide enough for pedestrians to safely walk on the side of the road (there aren't that many people walking down our street as it is). I prefer to have the green grass of the yards rather than adding more concrete to our lesser-used village streets.                                                                                                                                                                                                                                                                                                                                                                  | 5/6/2021 2:52 PM   |
| 28 | Requiring these things sounds great, but again, they should only be done when and where they make sense. Instead, incentives, like tax breaks for installation may be a better approach.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5/6/2021 2:44 PM   |
| 29 | maximize permeability of landscaping/terrace (aka not paving over median and terrace areas)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 11:02 AM  |

## Q8 Please indicate your level of support for the Water vision statement.

Answered: 245 Skipped: 99



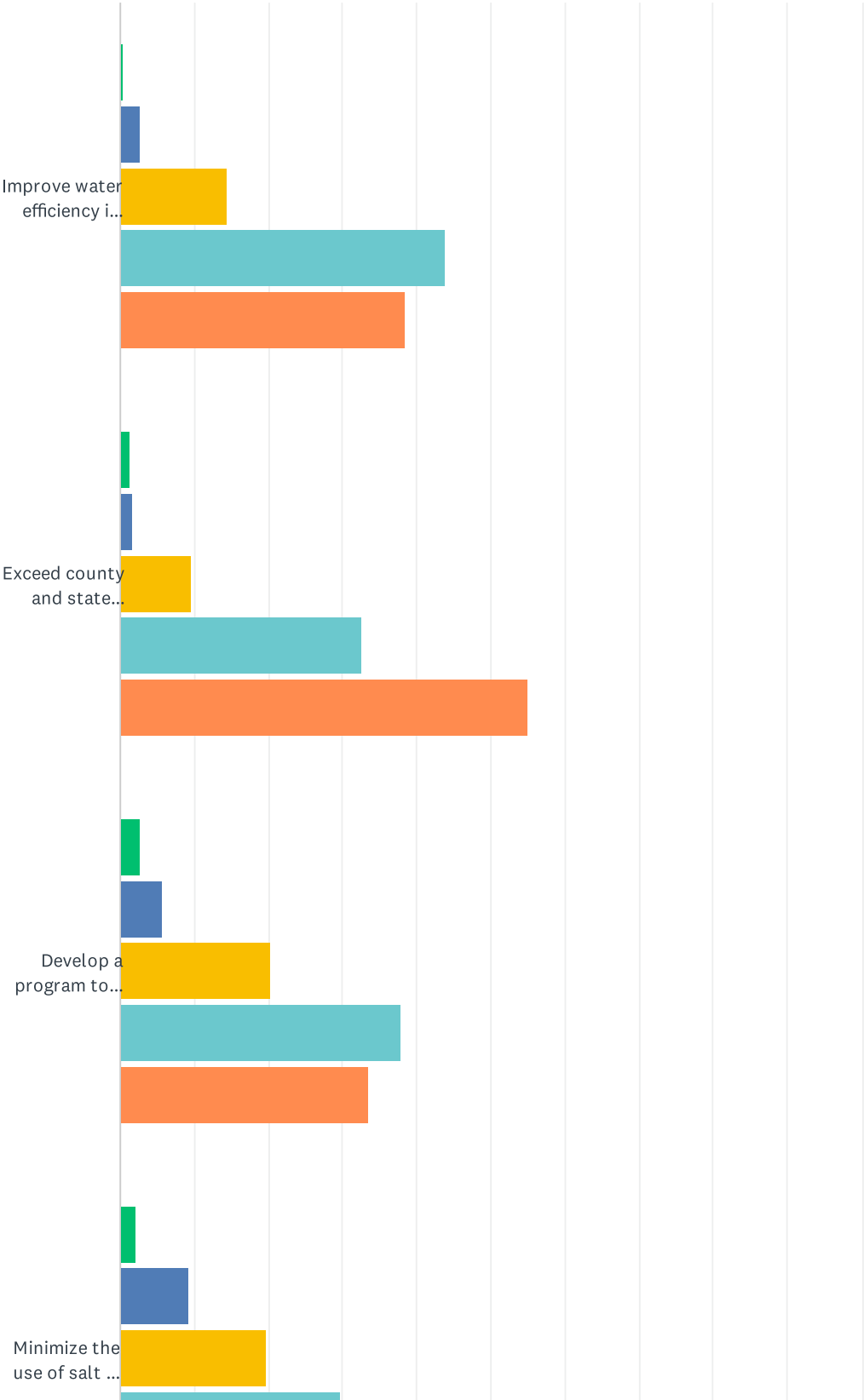
|            | STRONGLY<br>OPPOSE | OPPOSE     | NEUTRAL     | SUPPORT       | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|------------|--------------------|------------|-------------|---------------|---------------------|-------|---------------------|
| (no label) | 0.41%<br>1         | 1.22%<br>3 | 6.12%<br>15 | 40.82%<br>100 | 51.43%<br>126       | 245   | 4.42                |

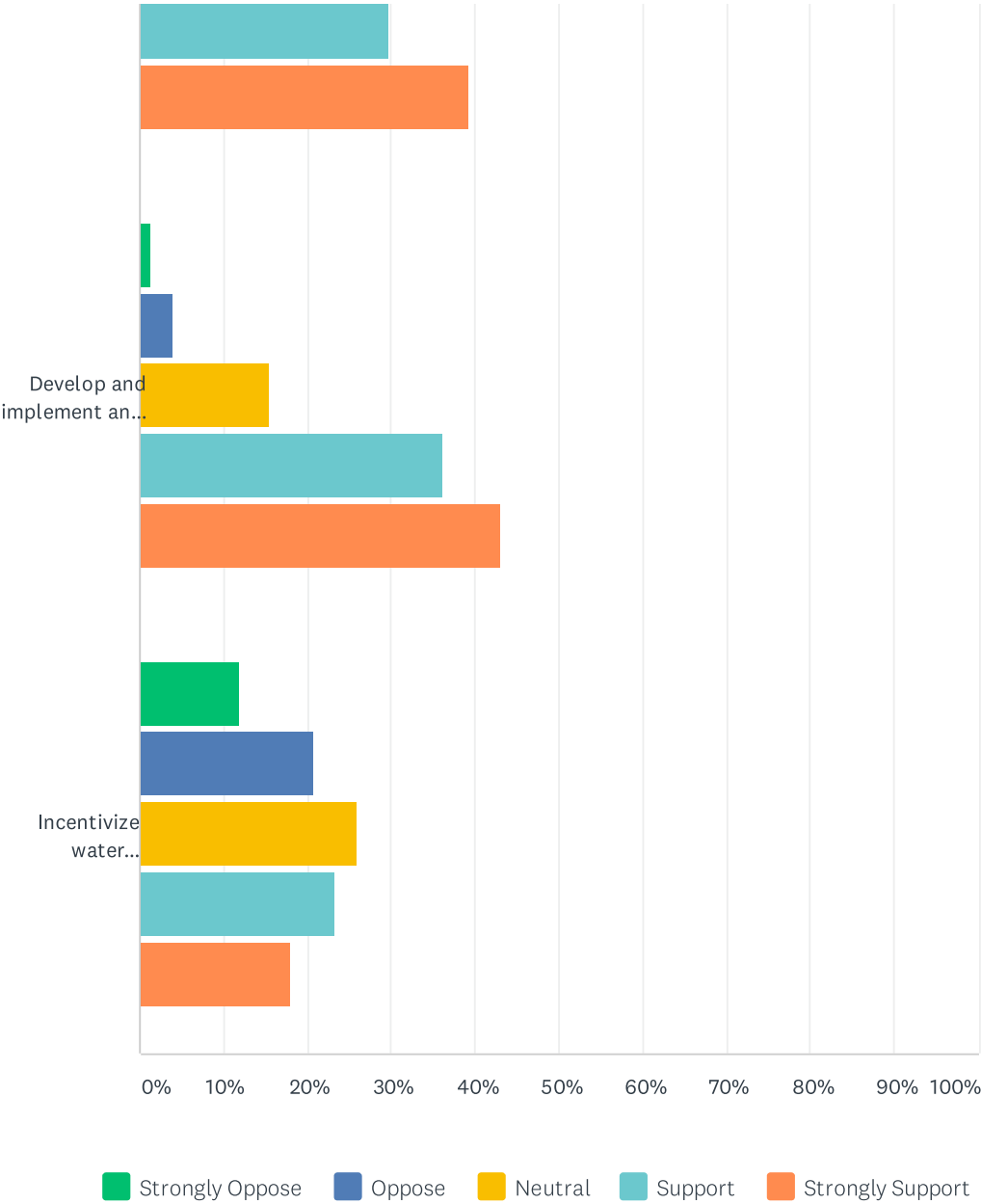
### VISION STATEMENT

*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.*

Q9 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251    Skipped: 93





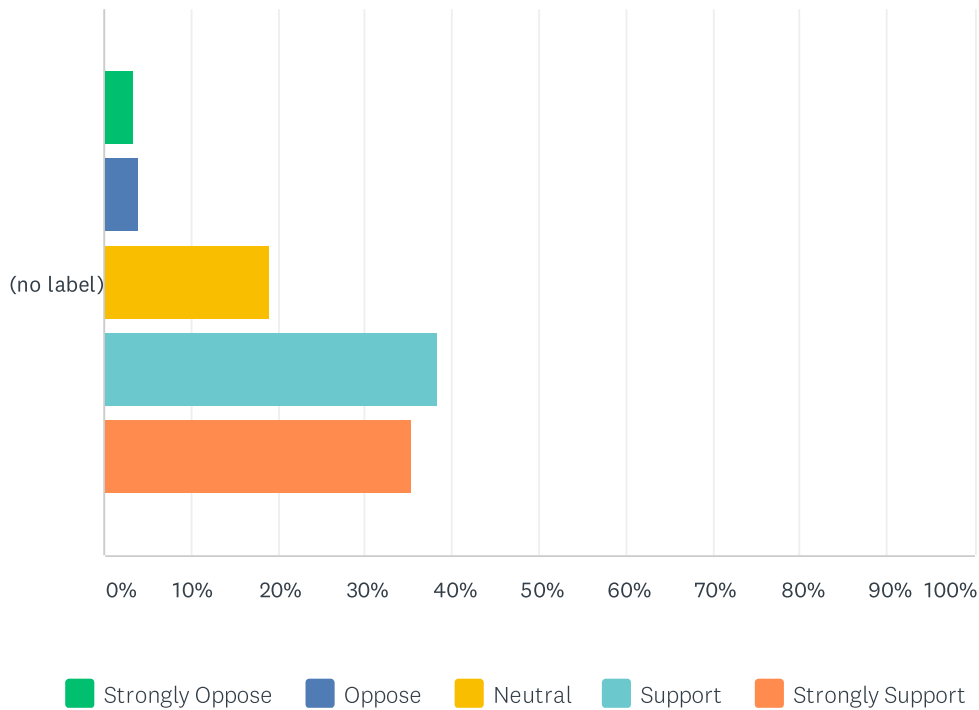
|                                                                                                                                             | STRONGLY<br>OPPOSE | OPPOSE       | NEUTRAL      | SUPPORT       | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------------|---------------|---------------------|-------|---------------------|
| Improve water efficiency in municipal operations through water conservation measures, such as installing low-flow water fixtures.           | 0.40%<br>1         | 2.80%<br>7   | 14.40%<br>36 | 44.00%<br>110 | 38.40%<br>96        | 250   | 4.17                |
| Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.                     | 1.20%<br>3         | 1.59%<br>4   | 9.56%<br>24  | 32.67%<br>82  | 54.98%<br>138       | 251   | 4.39                |
| Develop a program to assist residents with purchasing and installing low-flow water fixtures.                                               | 2.79%<br>7         | 5.58%<br>14  | 20.32%<br>51 | 37.85%<br>95  | 33.47%<br>84        | 251   | 3.94                |
| Minimize the use of salt on low traffic roadways.                                                                                           | 2.01%<br>5         | 9.24%<br>23  | 19.68%<br>49 | 29.72%<br>74  | 39.36%<br>98        | 249   | 3.95                |
| Develop and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management. | 1.20%<br>3         | 3.98%<br>10  | 15.54%<br>39 | 36.25%<br>91  | 43.03%<br>108       | 251   | 4.16                |
| Incentivize water conservation by increasing water rates for higher usage.                                                                  | 12.00%<br>30       | 20.80%<br>52 | 26.00%<br>65 | 23.20%<br>58  | 18.00%<br>45        | 250   | 3.14                |

| # | COMMENTS                                                                                                                                                                                                                                                                                                                                                                                                       | DATE               |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1 | We don't have a clean lake. Our run off runs directly into lake Waubesa.                                                                                                                                                                                                                                                                                                                                       | 5/28/2021 4:12 AM  |
| 2 | Slow development on marshy areas. Stop allowing building so close to the lakes. It is unfortunate the lake is surrounded by private homes which more easily pollute and restricts public access to enjoy the lake. Create a program to assess why someone may have high usage of water, may have leaks, not know about more efficient ways. Create buy in and incentives rather than punishment                | 5/26/2021 9:01 PM  |
| 3 | the salt use by the village is out of control in the winter, we need to reduce this by at least half. Also, we need to do a better job of helping people keep leaves off the street by having pickups at the curb and educating people about "love your lakes, don't leaf them". Also, so many pesticides and fertilizers used privately and publicly... we need to do more to help our lakes and pollinators. | 5/26/2021 12:12 PM |
| 4 | Higher rates for increasing water usage can be tricky, would you charge more in a dry spell for watering lawns? What if there is a leak that goes unnoticed and you would get charged more for that? I think it may be a good idea in some cases but accidents and things happen that you shouldn't get penalized for...                                                                                       | 5/21/2021 8:59 AM  |
| 5 | 1. leaf management needs to include free/included residential pickup 2. increasing water rates for higher usage is not a good solution; doesn't really incentivize people, just punishes and puts financial burden on places that have higher water needs                                                                                                                                                      | 5/20/2021 9:30 AM  |
| 6 | I have one less person in my house now and my water bill is higher than ever. I guess if you want to reduce the use of water in your plan, just keep raising the prices and you may feel good about your numbers but the citizens will be the ones hurt and paying for it in the end.                                                                                                                          | 5/17/2021 8:01 AM  |
| 7 | It would be really nice for the community to know that they are directly connected to our watershed, so when they blow debris off their driveways, salt their drives, wash their cars, etc. they realize the consequences of those actions. Again, native Americans lived in our village for thousands of generations and didn't have issues like this (nor crazy algae blooms).                               | 5/17/2021 5:54 AM  |
| 8 | Water rates have gone up enough in recent years without adding additional increases.                                                                                                                                                                                                                                                                                                                           | 5/14/2021 7:04 PM  |
| 9 | Start dining people who take their leaves and debris into the roads. My neighbors do it weekly year round. They have been talked to but no fines so they keep doing it.                                                                                                                                                                                                                                        | 5/14/2021 6:50 PM  |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 10 | I see a lot of room for improvement here. We recently moved from Madison and were shocked by how much more salt McFarland uses and residents use, especially on neighborhood streets.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5/7/2021 8:04 AM  |
| 11 | We live in a water rich area. West coast arid climate solutions won't be as impactful as understanding our ecosystem and working to solve runoff and water body eutrophication issues.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 9:32 PM  |
| 12 | I think there is a lot of education to be done within the community. It sickens me every year to see neighbors raking and putting leaves in plastic bags to then transport and dispose of.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 8:38 PM  |
| 13 | People with swimming pools should pay for water. Encourage participation in using community pool. At the high school.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5/6/2021 7:14 PM  |
| 14 | IN particular, I support the increased rates for higher usage. This should even carry over into trash pickup and recycling where we incentivize generating less trash.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 7:11 PM  |
| 15 | I would love an outreach program not just for lawn care, but to educate the effect of grass lawns and their required maintenance on our ecosystems. And then further educate how beneficial natural and native lawns/landscaping would be for our community.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 5/6/2021 7:07 PM  |
| 16 | The benefits of low flow faucets and shower heads are negated by the the extra time it takes to rinse the soap off or out.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 5:56 PM  |
| 17 | Don't get into punitive rate designs. This could negatively impact customers who have a need for water use, such as a brewery.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/6/2021 5:03 PM  |
| 18 | How about lower cost rates for those who use less instead                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 3:23 PM  |
| 19 | With regard to reducing salt usage on low-traffic streets, I totally agree with this. One significant issue related is drivers' lack of attention to how slippery the roads will be. Perhaps some public service announcements to the effect of "slow down" in general, and specifically when roads are iced over, would be beneficial.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5/6/2021 3:13 PM  |
| 20 | Ensure the costs of conservation are not passed on to the customer by raising rates simply because the funds are needed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/6/2021 2:53 PM  |
| 21 | I support "minimizing" the use of salt on low-traffic roadways but not ELIMINATING the use of salt on those roads. As one who lives on what may be deemed a "low-traffic" road, we still need to be able to safely get to the "high-traffic" roads during icy winter conditions. You need to define "higher usage" when it comes to raising water rates. I'm not sure I trust that the Village won't increase rates on a vast majority of people vs. those with super expensive homes on the lake who have yards going right up to the water and are more responsible for damage to the lake. Any increases need to be tightly targeted. Our property tax assessments have been dramatically increasing in recent years (15% this year) and it seems the Village should be able to incorporate that added tax revenue to fund these measures instead of raising rates on a majority of residents. We need to make sure our community remains affordable for people of ALL income levels. That should be the highest priority. | 5/6/2021 2:52 PM  |
| 22 | The lawn care, grass clippings, leaves, etc get commonly swept into the drains that go to the lake. Marking the drains would be a simple way to warn everyone not to inadvertently pollute the waterways!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 1:13 PM  |
| 23 | The Village already owns equipment for brining roadways rather than using salt. Why don't they use it?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 12:28 PM |
| 24 | The recent price increase from 2019 to now has been almost too much. I dont want to move because i cannot afford the cost of local utilities. It has been quite a shock to see the difference and has hurt the bank account with the statement comes in the mail.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 5/6/2021 11:19 AM |
| 25 | I'm particularly passionate about ecologically friendly lawn care. If the village took on community composting, perhaps it Coyle be made available for lawn care for residents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/6/2021 11:02 AM |

Q10 Please indicate your level of support for the Land Use vision statement.

Answered: 246 Skipped: 98



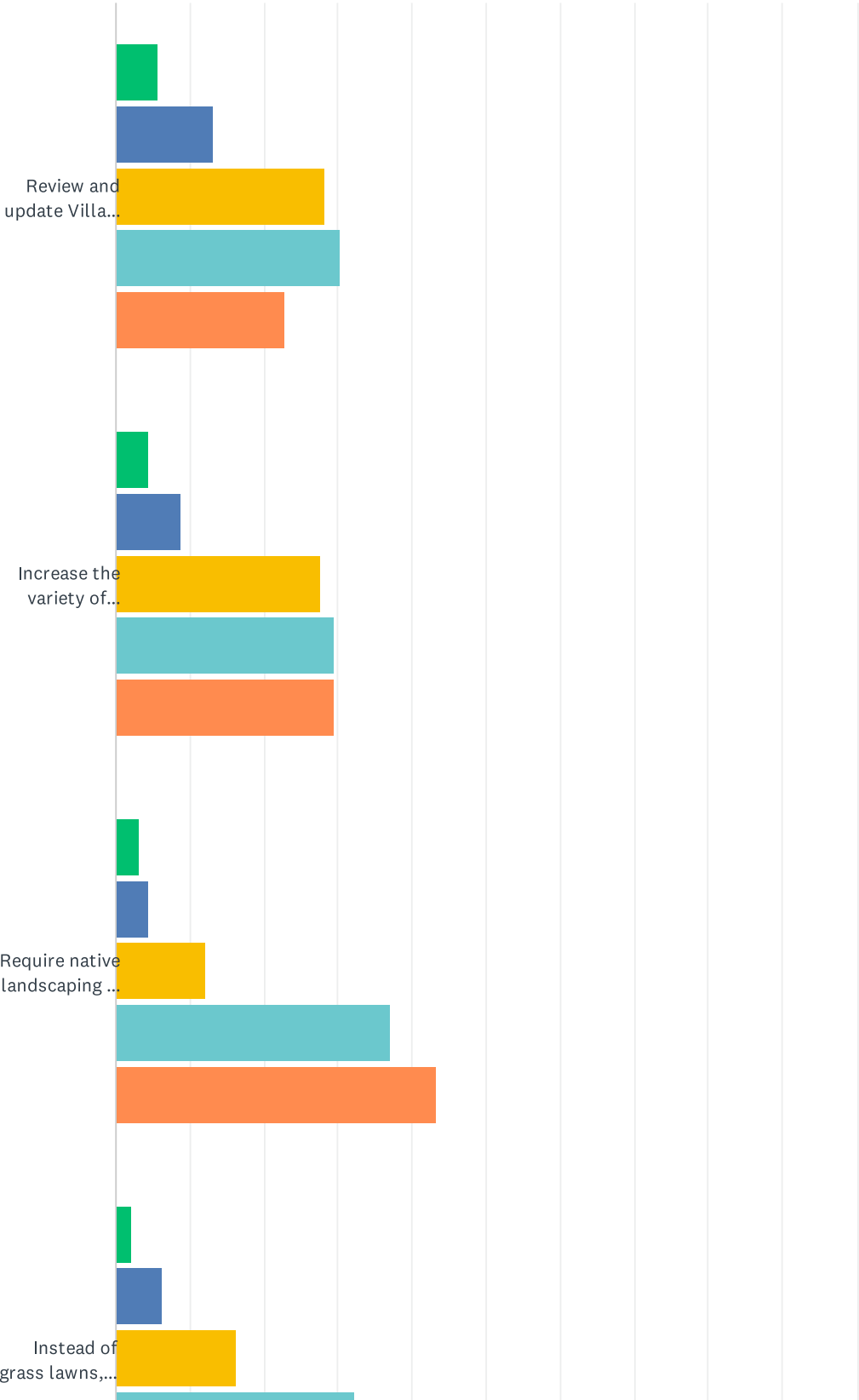
|               | STRONGLY<br>OPPOSE | OPPOSE      | NEUTRAL      | SUPPORT      | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------|--------------------|-------------|--------------|--------------|---------------------|-------|---------------------|
| (no<br>label) | 3.25%<br>8         | 4.07%<br>10 | 19.11%<br>47 | 38.21%<br>94 | 35.37%<br>87        | 246   | 3.98                |

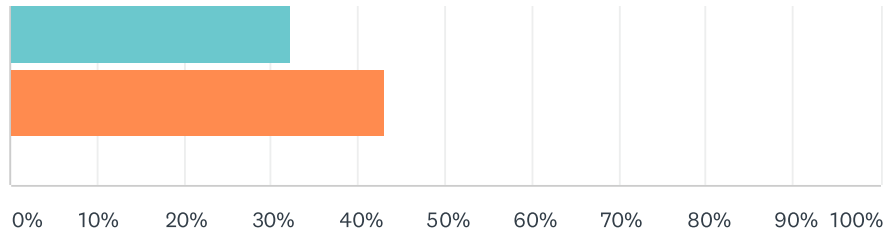
VISION STATEMENT

*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.*

Q11 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251    Skipped: 93





■ Strongly Oppose 
 ■ Oppose 
 ■ Neutral 
 ■ Support 
 ■ Strongly Support

|                                                                                                                                                             | STRONGLY<br>OPPOSE | OPPOSE       | NEUTRAL      | SUPPORT      | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|--------------|--------------|---------------------|-------|---------------------|
| Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes. | 5.58%<br>14        | 13.15%<br>33 | 28.29%<br>71 | 30.28%<br>76 | 22.71%<br>57        | 251   | 3.51                |
| Increase the variety of housing choices and types in the Village.                                                                                           | 4.40%<br>11        | 8.80%<br>22  | 27.60%<br>69 | 29.60%<br>74 | 29.60%<br>74        | 250   | 3.71                |
| Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.                  | 3.21%<br>8         | 4.42%<br>11  | 12.05%<br>30 | 36.95%<br>92 | 43.37%<br>108       | 249   | 4.13                |
| Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.                                  | 1.99%<br>5         | 6.37%<br>16  | 16.33%<br>41 | 32.27%<br>81 | 43.03%<br>108       | 251   | 4.08                |

| #  | COMMENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | DATE               |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | There is no consideration of cost in any of these statements.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/28/2021 4:12 AM  |
| 2  | Native landscaping reduces access across public areas in many cases. Not clear what "Increase the variety of housing choices" means.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5/27/2021 12:09 PM |
| 3  | How would requiring natural landscaping be enforced, current rules are not enforced (sweep grass and leaves from sidewalks and curbs, pick up after pets, junky home lots). Tall plants near buildings will house rodents and "hide" peoples' junk. Who would define "native planting" and what is acceptable? And then enforce it? How? Fines? Encourage green spaces allowed to remain, stop developers from removing so many trees in order to build more houses to sell; we need green space to live and breathe, but at least use the wood rather than chip led trees that were simply roughly knocked over (I've watched this done and it's disgusting) | 5/26/2021 9:01 PM  |
| 4  | I feel like this is using environmental concerns to try to increase the number of large development in McFarland. I like the wide spaced and pretty homes. I think big apartment complexes, or closer together homes is not necessarily environmentally friendly. I am opposed to requiring natural landscaping in private properties - I could see encouraging it, but the word requirement concerns me.                                                                                                                                                                                                                                                     | 5/26/2021 7:49 AM  |
| 5  | Allow tiny homes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5/26/2021 1:40 AM  |
| 6  | Reduce or eliminate use of toxic chemicals in public spaces such as parks, near bike & walking paths, etc. Implement programs to naturally control & reduce invasive species.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/20/2021 9:55 PM  |
| 7  | help residents move to native landscaping too                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/20/2021 9:30 AM  |
| 8  | I don't know the area well enough to form an opinion on the types of housing McFarland needs.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/17/2021 9:32 PM  |
| 9  | Wow. Let's require, let's require, let's require.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 5/17/2021 8:01 AM  |
| 10 | I've considered tiny house living, but I'm not sure if the local ordinances are conducive for                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/17/2021 5:54 AM  |

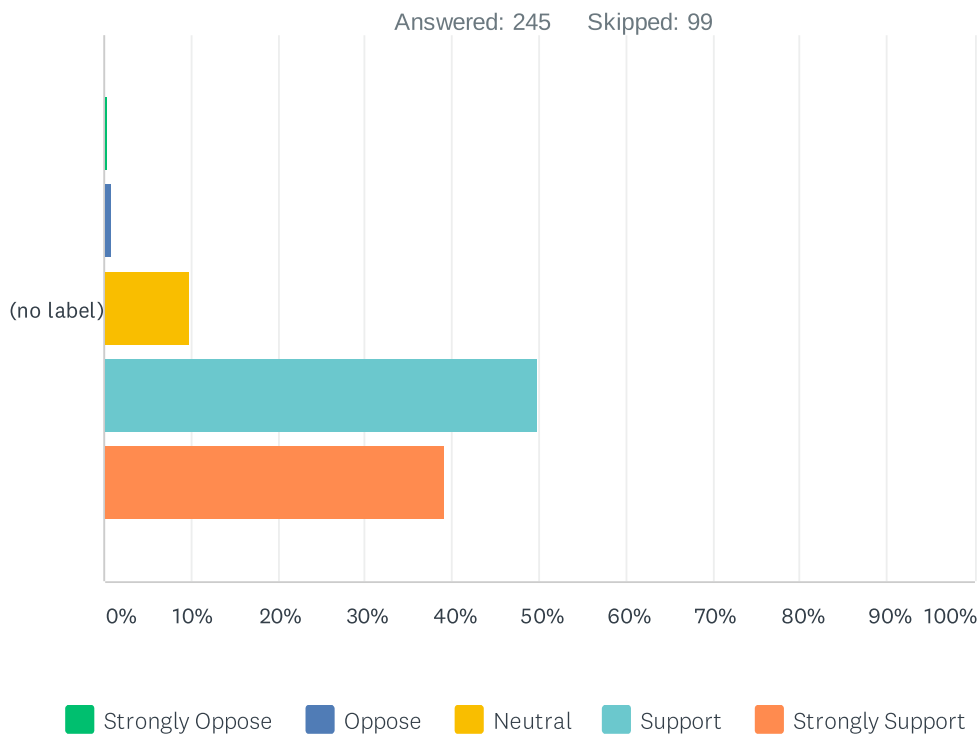
something like this.

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 11 | Landscaping around water and wetlands has not been kept ideal. I live on a storm water detention pond and the plants on our side on a rather steep slope do not filter water and do allow for erosion of the earth around the pond. When the pond was dredged out years ago, the grassy covering was lost and now the covering has very shallow roots and is not very dense. The village should be more interested in taking care of this.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/15/2021 12:34 PM |
| 12 | These ideas all sound so good! Thank you and great work!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5/14/2021 1:41 PM  |
| 13 | Mcfarland NEEDS to have affordable housing options, other than apartments (that aren't that affordable). As a lower income resident, all I see being built are ridiculously high prices and HUGE houses or condos, which is neither green nor sustainable. I can not afford anything in mcfarland, and am assuming it's just going to skyrocket from here. It is obvious to me that the village is putting out this message of wanting to be environmentally friendly and accepting of all, but literally all the new developments are for rich, white people. It's disappointing. Unless you make over 100k a year, Mcfarland is not an affordable option.                                                                                                                                                                                                                                                                                                                                                | 5/14/2021 11:44 AM |
| 14 | Mcfarland has a way to go with this. The new developments are getting more and more expensive making McFarland less affordable.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/7/2021 2:40 PM   |
| 15 | The only thing that worries me is that I have many outdoor allergies, so if we do this all over, we may need to move, or won't be able to visit certain areas of the village :(                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/7/2021 9:02 AM   |
| 16 | While minimizing setback requirements and reducing lot sizes are great to densify the village, it also limits the choices for residents when buying or building a home. Having subdivisions with larger lots than .25 acre shall be considered.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/7/2021 7:42 AM   |
| 17 | For the last 30 years (after living in McFarland for 47 years all i have heard is how McFarland is landlock, yet every direction you look there is housing being built, I think there is enough variety of housing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 9:58 PM   |
| 18 | Minimum lot sizes decrease urban sprawl but reduce available property for "green use". If I have a 5000sf lot I don't have adequate space to Support a garden, green space, and a lawn. Expanded lot sizes to .5 acre allow quality of life to be balanced with all three goals. I can have/support pollinator areas and traditional lawn area.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/6/2021 9:32 PM   |
| 19 | Less mowing & less use of herbicides and pesticides should save tax dollars.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5/6/2021 7:11 PM   |
| 20 | Yes! to the native landscaping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 5/6/2021 7:07 PM   |
| 21 | Native landscaping on all property would be great. I'm a bit confused by the first question- are you saying that lots sizes will become smaller or larger? Larger lots allow for more green space and less tapping into the water table per resident. (I would hope.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/6/2021 5:07 PM   |
| 22 | Educate, don't mandate.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 5:03 PM   |
| 23 | We also need to look at long term runoff when building. No one ever comes back to look at these areas years after the development goes up to see if the drainage is working properly, or even needs to be maintained.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/6/2021 3:25 PM   |
| 24 | We don't need more condominiums and apartment buildings that drive down neighborhood property values.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/6/2021 2:53 PM   |
| 25 | If "native landscaping" means weeds like dandelions and others, I oppose. If it means planting wildflowers, I agree. As for housing, we MUST have more lower- to middle-income housing options to allow for a more diverse citizenry. And it shouldn't be packed into one or two massive apartment complexes. We don't need a return of the failed concept of "projects" of the 1970s/80s. More affordable single-family homes and duplexes should be encouraged, too. We also need to stop giving away lakefront property to developers. That high-income monstrosity behind Walgreens (former Beach House) was a huge fail for the Village. At a minimum, it should have been redeveloped for a new bar/restaurant, if not another lakefront community park. You'd be hard-pressed to legitimately call this a "lake" village because our elders did not develop the lakefront for public access, other than the small McDaniel Park. It's a shame that it all went to super-expensive private property. | 5/6/2021 2:52 PM   |
| 26 | Stop letting the village turn into a Veridian style neighborhood. Lots are too small and houses are too close in all new developments. There is no character in these new neighborhoods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5/6/2021 2:44 PM   |
| 27 | I really think the village needs to offer LARGER homes as well as more variety in the lower                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/6/2021 1:13 PM   |

income bracket... Dane county is generally very expensive cost of living. Mcfarland has a great plan, that's why we're here and it's was sad to realize all the CUP makes our possible for huge apartments to be put where there's supposed to be townhouses. Diversity is great, however I'd like to point out there are basically no homes above 3500 Sq ft either. So, if there aren't any large lots available, that is frustrating for wealthier families. Keep in mind, families that want to come to the area for the schools are in all tax bracket levels.

|    |                                                                                                                                                                                                                                                                                                                     |                   |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 28 | Can the village ask HOAs not be so restrictive about their policies in their neighborhoods?                                                                                                                                                                                                                         | 5/6/2021 11:19 AM |
| 29 | My concerns about reducing setbacks and Ming lot sizes is that you end up with a greater percentage of impermeable surfaces... I do support efficient land use. If fewer people have yards, I would like to see more space for community gardens as locally produced/'home grown' food has many ecological benefits | 5/6/2021 11:02 AM |

Q12 Please indicate your level of support for the Solid Waste vision statement.



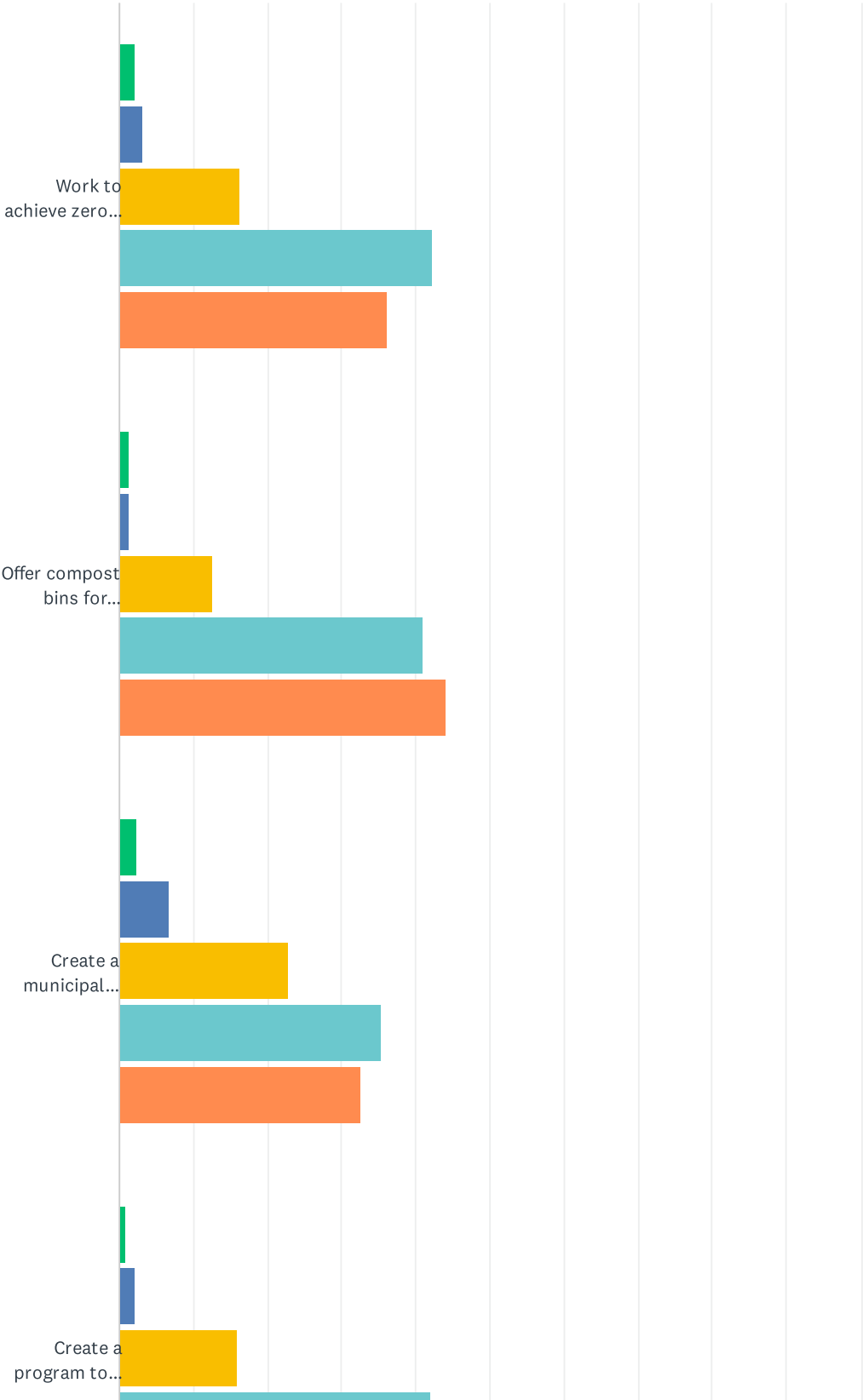
|               | STRONGLY<br>OPPOSE | OPPOSE     | NEUTRAL     | SUPPORT       | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------|--------------------|------------|-------------|---------------|---------------------|-------|---------------------|
| (no<br>label) | 0.41%<br>1         | 0.82%<br>2 | 9.80%<br>24 | 49.80%<br>122 | 39.18%<br>96        | 245   | 4.27                |

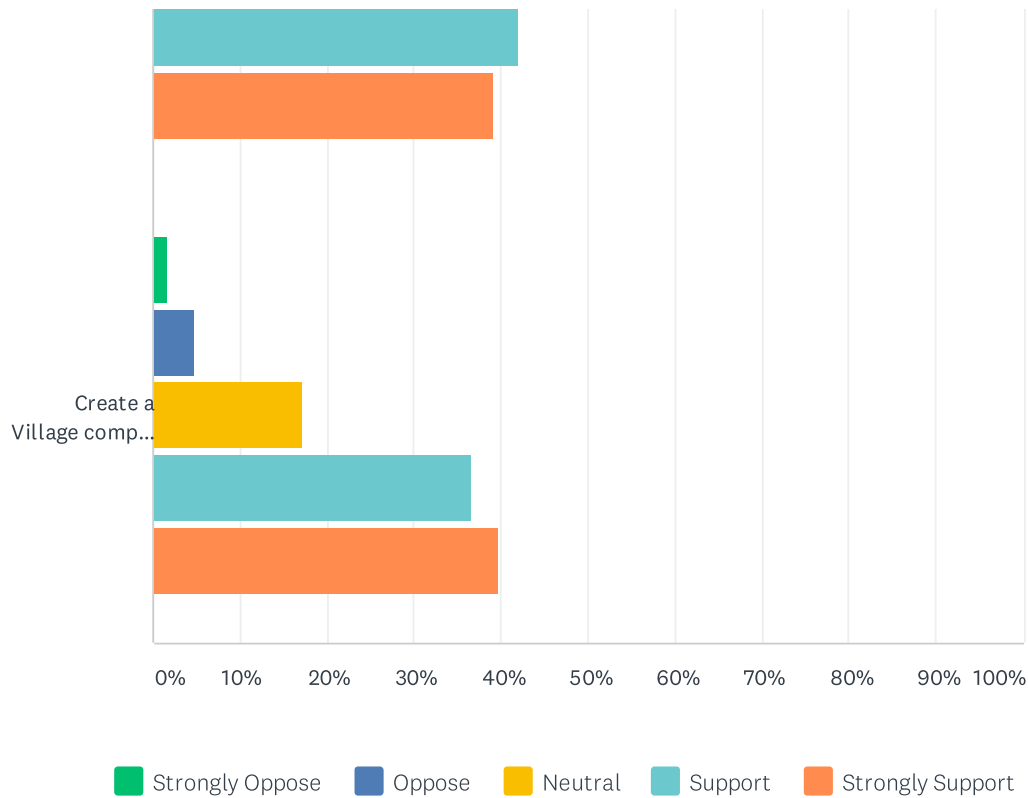
**VISION STATEMENT**

*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.*

Q13 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251    Skipped: 93





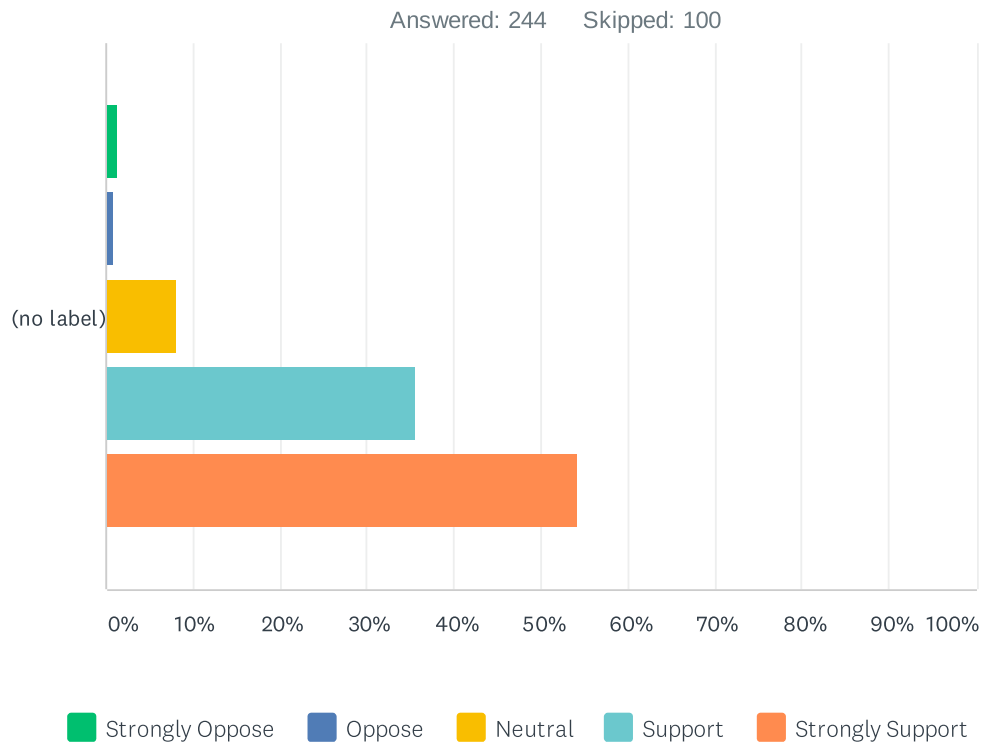
|                                                                                                                                                  | STRONGLY OPPOSE | OPPOSE      | NEUTRAL      | SUPPORT       | STRONGLY SUPPORT | TOTAL | WEIGHTED AVERAGE |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|--------------|---------------|------------------|-------|------------------|
| Work to achieve zero landfill waste in municipal operations by 2040.                                                                             | 1.99%<br>5      | 3.19%<br>8  | 16.33%<br>41 | 42.23%<br>106 | 36.25%<br>91     | 251   | 4.08             |
| Offer compost bins for Village residents.                                                                                                        | 1.20%<br>3      | 1.20%<br>3  | 12.45%<br>31 | 40.96%<br>102 | 44.18%<br>110    | 249   | 4.26             |
| Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials. | 2.39%<br>6      | 6.77%<br>17 | 22.71%<br>57 | 35.46%<br>89  | 32.67%<br>82     | 251   | 3.89             |
| Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.                      | 0.80%<br>2      | 2.00%<br>5  | 16.00%<br>40 | 42.00%<br>105 | 39.20%<br>98     | 250   | 4.17             |
| Create a Village compost site for food waste.                                                                                                    | 1.59%<br>4      | 4.78%<br>12 | 17.13%<br>43 | 36.65%<br>92  | 39.84%<br>100    | 251   | 4.08             |

| # | COMMENTS                                                                                                                                                                                                                                                                                            | DATE               |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1 | There is no consideration of cost in any of these proposals.                                                                                                                                                                                                                                        | 5/28/2021 4:12 AM  |
| 2 | Zero landfill waste seems grandiose, lots of educating and buy in work to be done. Educate more or have places available to residents to recycle small electronics, household batteries and lightbulbs easy access drop boxes to recycle batteries similar to medicine drop boxes would be helpful. | 5/26/2021 9:01 PM  |
| 3 | I am very eco, but I am not going to compost. Rotting food on properties is not a good thing for varmints and other wildlife.                                                                                                                                                                       | 5/26/2021 12:12 PM |
| 4 | need any initiatives to have clear, easy guidelines-- challenging when recycling and other rules differ from city to village- different in Madison than McFarland...                                                                                                                                | 5/20/2021 9:30 AM  |
| 5 | We currently belong to a local composting group who provides a bucket and biodegradable                                                                                                                                                                                                             | 5/17/2021 9:32 PM  |

bags and picks up once a week. If the village provided this for all residents that would be great.

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 6  | I think having individually owned compost sites makes more sense                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/17/2021 11:30 AM |
| 7  | The 2040 target might be too far away; we could be doing much of these things now. My partner is a zero waste sustainability analyst at AmFam and has much insight and resources on the subject. Please reach out for more info.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/17/2021 5:54 AM  |
| 8  | Instead of have a purchase policy that allows over spending on items just to be political correct, how about spending more money in a way that would save the village taxpayer money instead of cost more.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5/6/2021 9:58 PM   |
| 9  | This is the single most feasible and supportable area for sustainable development. We are lacking in support for diverting biomass from landfills where it contributes to climate degradation in the form of CH4 emissions. .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5/6/2021 9:32 PM   |
| 10 | These all sound like expensive endeavors with little value.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5/6/2021 5:03 PM   |
| 11 | Other communities have had problems with a community compost site                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5/6/2021 4:07 PM   |
| 12 | This is a hard one for me. It's one thing to 'plan on' or 'work toward', it's an entirely different thing to achieve it. I'm all for zero landfill waste as a goal, but question whether the effort and energy are as worthwhile as increasing housing density and overall energy efficiency.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5/6/2021 3:13 PM   |
| 13 | To keep my kitchen scraps out of the landfill I have an arrangement with a friend across town who lets me put my scraps in her compost bin. Of course I drive there which negates some of the positive impact of this arrangement. The village should have curbside food scrap pickup.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5/6/2021 3:01 PM   |
| 14 | Yes to community composting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 2:53 PM   |
| 15 | I would like to see our Village adopt free vacuum leaf pickup in the fall like other communities have. Given our property tax rate, we shouldn't have to pay for plastic bags and put the leaves in them to have them picked up. Raking them to the edge of the yard to be vacuumed up by Village makes the most sense and would be a service that would help residents FAR MORE than spending our tax money on things such as additional amenities at a dog park. That was an obscene waste of our tax money that only benefits a small segment of our population. Be better! Also, it would be helpful to have a free annual large-item trash pickup to encourage residents to get rid of objects they may be stashing in their back yards or filling their houses with because they can't afford to move them or don't have a truck to be able to transport them to the landfill. Make this investment that will allow people a fresh start towards a sustainability focused lifestyle by giving them a cost-free way to rid themselves of these unwanted items. | 5/6/2021 2:52 PM   |
| 16 | Incorporate food waste pick up into garbage pick up. City of Dubuque, IA has a good program you could check out! Not sure if folks would haul food scraps to a site.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/6/2021 2:43 PM   |
| 17 | I would support further incentivizing residents switching to the small garbage cans. Provide TerraCycle drop off at municipal buildings. Offer financial assistance to help families afford CSA memberships.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 11:02 AM  |

## Q14 Please indicate your level of support for the Community Health vision statement.



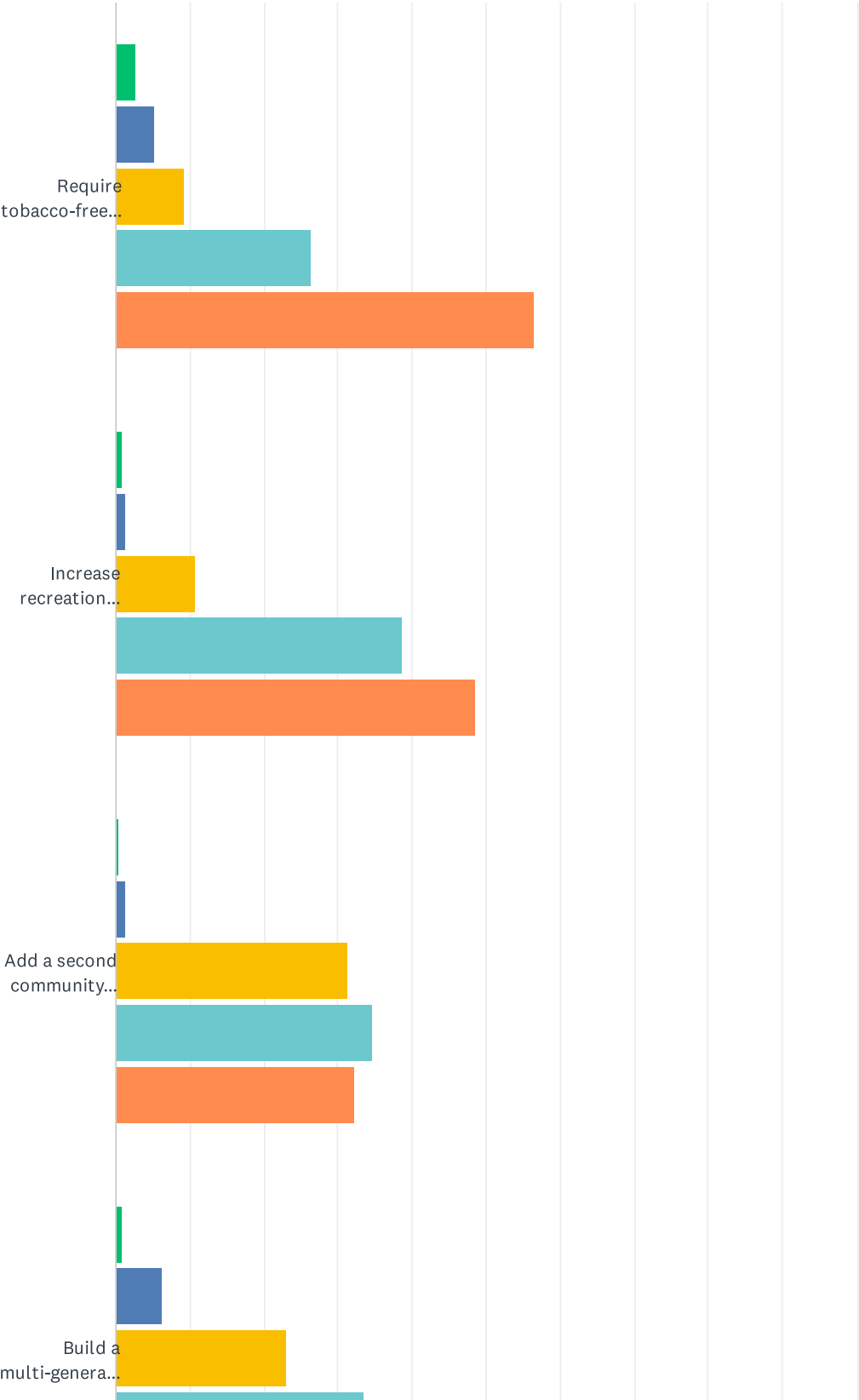
|               | STRONGLY<br>OPPOSE | OPPOSE     | NEUTRAL     | SUPPORT      | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------|--------------------|------------|-------------|--------------|---------------------|-------|---------------------|
| (no<br>label) | 1.23%<br>3         | 0.82%<br>2 | 8.20%<br>20 | 35.66%<br>87 | 54.10%<br>132       | 244   | 4.41                |

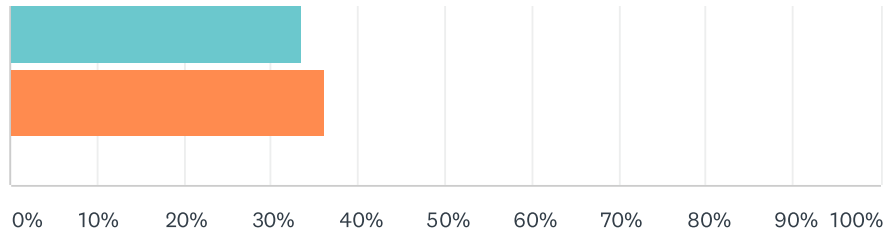
### VISION STATEMENT

*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.*

Q15 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251    Skipped: 93





■ Strongly Oppose 
 ■ Oppose 
 ■ Neutral 
 ■ Support 
 ■ Strongly Support

|                                                                                                                                             | STRONGLY<br>OPPOSE | OPPOSE      | NEUTRAL      | SUPPORT      | STRONGLY<br>SUPPORT | TOTAL | WEIGHTED<br>AVERAGE |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------|--------------|--------------|---------------------|-------|---------------------|
| Require tobacco-free and e-cigarette free apartments in all new multi-family developments and on all municipal properties, including parks. | 2.79%<br>7         | 5.18%<br>13 | 9.16%<br>23  | 26.29%<br>66 | 56.57%<br>142       | 251   | 4.29                |
| Increase recreation programs through the Village.                                                                                           | 0.80%<br>2         | 1.20%<br>3  | 10.76%<br>27 | 38.65%<br>97 | 48.61%<br>122       | 251   | 4.33                |
| Add a second community service day.                                                                                                         | 0.40%<br>1         | 1.20%<br>3  | 31.47%<br>79 | 34.66%<br>87 | 32.27%<br>81        | 251   | 3.97                |
| Build a multi-generational community center.                                                                                                | 0.80%<br>2         | 6.37%<br>16 | 23.11%<br>58 | 33.47%<br>84 | 36.25%<br>91        | 251   | 3.98                |

| #  | COMMENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | DATE               |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | There are plenty of non-smoking areas and recreational programs!                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/26/2021 11:49 PM |
| 2  | All of the above can lead to a healthy living environment BUT many of the identified items throughout the above survey will be beyond the means and ability of many folks who will then feel judged and/or excluded. I would encourage incentives rather than requirements that may not be enforceable. Create an environment where we want to help each other.                                                                                                                                                  | 5/26/2021 9:01 PM  |
| 3  | In addition to a community center, our village is in desperate need of an outdoor pool or splash pad.                                                                                                                                                                                                                                                                                                                                                                                                            | 5/26/2021 11:03 AM |
| 4  | This Community needs to increase its recreational opportunities. Please take Fund 80 from the district and utilize the monies for the entire community, not just school aged kids. Our family is forced to travel outside McFarland for these, especially outdoor swimming!                                                                                                                                                                                                                                      | 5/26/2021 10:49 AM |
| 5  | Well done!!! 🙌🙌🙌🙌🙌                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5/26/2021 7:47 AM  |
| 6  | Rather than adding a community service day, regularly share how people can be involved in the community. Connect those who need help and those who want to give it. You've not proposed anything about ensuring equity and inclusivity for marginalized populations who live in the Village. Consider what opportunities you have their for people to share about their cultures and raise awareness and find solutions for concerns people may have about how well they feel included in the village community. | 5/25/2021 7:57 PM  |
| 7  | DEI is essential to environmentalism.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/17/2021 5:54 AM  |
| 8  | You left out anything do to with actual inclusivity and diversity as well as providing for the physical and mental health of residents. What's the use of them being in the vision statement if there are no action goals to work toward them?                                                                                                                                                                                                                                                                   | 5/15/2021 11:11 AM |
| 9  | The community center concept which includes activities for senior citizens has long been bandied about. I think its time has come!                                                                                                                                                                                                                                                                                                                                                                               | 5/14/2021 1:41 PM  |
| 10 | Building a community center and having tobacco free areas are nice, but it's a bandaid to a bigger problem. Housing prices in mcfarland are out of control and it is not an affordable place to live unless you're rich                                                                                                                                                                                                                                                                                          | 5/14/2021 11:44 AM |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 11 | We have lobbied for a senior/community center for 14 years. It's time!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 5/7/2021 8:26 AM  |
| 12 | Parks how much money was spent on Parkland out by the interstate, For What? Don't we have enough parks that at this point are probably underused.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 9:58 PM  |
| 13 | Our problem isn't smoking and natural trends toward healthy lifestyle will eliminate the need for investment in this area. Facilitate healthy lifestyle through opportunity not regulation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5/6/2021 9:32 PM  |
| 14 | Set up a village wide tour of homes with "alternative" lawns; offer native plants to residents to install in their yards, make a contest out of reducing lawn and going native for the pollinators, install native plants at all municipal and public buildings. Replace grass with native plants in areas around town and draw attention to it with signage such a "bee-friendly" or pollinator friendly or bird friendly signs.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 7:11 PM  |
| 15 | Don't mandate personal choices.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/6/2021 5:03 PM  |
| 16 | A multi-generational center should be built instead of a new police/fire building.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5/6/2021 4:07 PM  |
| 17 | It's a shame that we consider ourselves a lake community but do not have any beach access (McDaniel Park is NOT a beach) or an outdoor community pool. We have given away our valuable lakefront property to private developers and wealthy individuals. Instead of spending our tax money on narrowly targeted projects like dog park amenity expansion (do we <i>*really*</i> need a party facility there?!?), we should be investing in community amenities such as an OUTDOOR public pool that would benefit the constant influx of residents with school-age children as well as our retired or soon-to-be-retired residents who have been investing in the Village by paying property taxes for years. Saying we have a public pool at the high school is not sufficient. That's not a summertime or family friendly amenity. Nobody wants to be inside a hot pool area in the summer and the high school pool is built for lap swimming and competition, not for relaxation and family enjoyment with zero-entry areas and areas for small children. Having such a facility would encourage community health and camaraderie and residents of all ages would benefit from it. Based on past comments on our community Facebook groups, it seems that there is significant community support for such a project. Our trustees should make it happen. It's more important than adding another 4- or 5-story apartment complex with a bar/retail that can't even be filled on Farwell Street. Also, until such a facility could be built, McFarland should consider entering into an agreement with Monona to allow for a reduced rate for McFarland residents to use their community pool. There are A LOT of our community members who are forced to go there because there is no option here. | 5/6/2021 2:52 PM  |
| 18 | Why not have monthly community service days? Or weekly for that matter.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5/6/2021 2:44 PM  |
| 19 | Would love to see a community group form to exchange ideas about how to live environmentally friendly lives.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5/6/2021 11:02 AM |

## Q16 Is there anything else you would like us to know?

Answered: 50 Skipped: 294

| #  | RESPONSES                                                                                                                                                                                                                                                                                                                                                                    | DATE               |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | All items need to be considered in terms of cost.                                                                                                                                                                                                                                                                                                                            | 5/28/2021 4:12 AM  |
| 2  | I would like to see McFarland invest in more amenities for Village residents with families such as a splash pad or pool similar to all the other Madison suburbs. I would also like to see better businesses in McFarland such as better restaurants, bars and other commercial spaces.                                                                                      | 5/26/2021 9:47 PM  |
| 3  | Encourage revitalization of the downtown as a place residents want to/enjoy being as well as more enjoyable public access to the lake. We have been severed into "lake people" and "the other side".                                                                                                                                                                         | 5/26/2021 9:01 PM  |
| 4  | make it easier to walk without fear of being killed by a vehicle. There are several dangerous ped intersections including Taylor/Paulson, trying to cross Hwy 51 on the south end of town, (how about a bridge or tunnel) and traffic calming techniques like roundabouts, bump outs and speed bumps (Valley, for instance is dangerous sometimes!)                          | 5/26/2021 12:12 PM |
| 5  | All new apartment buildings should be required to offer commercial space. There are many people that would love to open businesses here, but there are few options for them. More businesses in the community will lead to less traveling for residents.                                                                                                                     | 5/26/2021 10:49 AM |
| 6  | Build a Splash pad!                                                                                                                                                                                                                                                                                                                                                          | 5/26/2021 1:28 AM  |
| 7  | Pool                                                                                                                                                                                                                                                                                                                                                                         | 5/25/2021 9:32 PM  |
| 8  | Build a splash pad                                                                                                                                                                                                                                                                                                                                                           | 5/25/2021 8:43 PM  |
| 9  | I wish that this survey had included questions about job creation in the village. It would really be great to see some effort put into economic support for the area that doesn't come from property taxes from homeowners.                                                                                                                                                  | 5/25/2021 8:09 PM  |
| 10 | Provide sites or information on the proper disposal of old gasoline, and other hazardous materials. A site at the Public Works building would be good, even if it had limited hours and had to be overseen by staff. Right now all that is offered is used oil disposal.                                                                                                     | 5/25/2021 12:16 PM |
| 11 | This survey obviously took some thought to put together, nice job team!                                                                                                                                                                                                                                                                                                      | 5/24/2021 7:37 AM  |
| 12 | So glad to see this coming! Thank you for this very thoughtful survey and vision!!                                                                                                                                                                                                                                                                                           | 5/20/2021 6:44 PM  |
| 13 | quit wasting money on projects that benefit no one; over priced contracts and insane subcontracting that leads to poor work on projects                                                                                                                                                                                                                                      | 5/20/2021 9:30 AM  |
| 14 | I'm glad the village is asking these questions and look forward to hearing about the general interest from the rest of the community.                                                                                                                                                                                                                                        | 5/17/2021 9:32 PM  |
| 15 | We need to create more of a shopping area that will bring people in rather than send them to Madison. Is there a plan to create a 'downtown' area similar to what some of the other villages have done (Waunakee or what Oregon has)?                                                                                                                                        | 5/17/2021 6:56 AM  |
| 16 | I am also a sustainability expert within the built environment (commercial green building). If you need any more info along those lines, please let me know. Thank you for considering these topics. ~Matthew Duffy, 608.354.2988                                                                                                                                            | 5/17/2021 5:54 AM  |
| 17 | Great ideas!!!                                                                                                                                                                                                                                                                                                                                                               | 5/16/2021 4:49 PM  |
| 18 | Leave us alone and stop passing regulations that make you feel good but do nothing other than increase fines                                                                                                                                                                                                                                                                 | 5/15/2021 5:15 PM  |
| 19 | Any program that requires creating new restrictions to the homeowners should be considered very carefully. We pay for food stewardship of our tax dollars and only need protection by the police and fire depts. We don't need every nes thing that comes along as an amenity. Our churches and service orgs along with small businesses in McF offer so much already and it | 5/15/2021 4:51 PM  |

keeps people working together as families and neighborhoods. We dont need the village to provide it all for us.

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                    |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 20 | I was with you until the last 'Community Health statement. The action goals to actually help ALL residents have access to physical and mental health as well as ANYTHING about actual inclusivity and diversity were completely non-existent. Very, very disappointed. These need to be addressed badly in McFarland.                                                                                                                                                                                                  | 5/15/2021 11:11 AM |
| 21 | My number one personal wish is that we will get public transit connectivity to Madison.                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/15/2021 8:22 AM  |
| 22 | Yes, Where does all the TAX money come from to support some of your "utopia" ideas?                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/14/2021 7:04 PM  |
| 23 | Just remember you can't be diverse with the townie cliques and nepotism in the village departments and schools. We all see it.                                                                                                                                                                                                                                                                                                                                                                                         | 5/14/2021 6:50 PM  |
| 24 | Do the schools currently have a gardening class or program? School gardens can be a great place to learn to garden, but can also incorporate shop/building projects such as raised beds, trellises, fencing, etc. and art - growing plants and fruiting vines are quite artistic, and cooking classes about how to prepare and consume healthy foods. Plus, students who grow food could be allowed to take food home and thus educate and feed their families. Thank you for all your work and this excellent survey. | 5/14/2021 1:41 PM  |
| 25 | With the substantial influx of residential properties, the Village should also consider what it will take to draw more business to the area, particularly a more substantial supermarket than the one currently in town.                                                                                                                                                                                                                                                                                               | 5/14/2021 12:42 PM |
| 26 | Invest in sewer upgrades to prevent excessive runoff, causing premature erosion and black ice formation.                                                                                                                                                                                                                                                                                                                                                                                                               | 5/14/2021 11:08 AM |
| 27 | INCREASE RESIDENT ACCESS TO LAKES!!!! PUBLIC PIERS, KAYAKING, TRAILS, CLEAN BEACH. THAT WAS IN THE COMPREHENSIVE PLAN WHEN WE MOVED HERE AND IS NOT MENTIONED AT ALL HERE.                                                                                                                                                                                                                                                                                                                                             | 5/7/2021 9:31 PM   |
| 28 | We need to somehow find and punish all of those who are littering!!! There is so much litter within the Village and country areas. It is totally sickening!!!                                                                                                                                                                                                                                                                                                                                                          | 5/7/2021 3:09 PM   |
| 29 | Property tax sre forcing the elderly to choose between rising health care costs or saving to pay their taxes.                                                                                                                                                                                                                                                                                                                                                                                                          | 5/7/2021 2:10 PM   |
| 30 | Why is there not McFarland Village Plan and Vision to try to quit spending Tax money like there is no end to it. Quit using the excuse it is Grant money, Where does Grant money come from our taxes? Over the years how many improvements have done for citizen want, only for that citizen to move out of town 5 to 10 years later and leave the peole that have lived herefor many years to pay for.                                                                                                                | 5/6/2021 9:58 PM   |
| 31 | We just moved here last July, so haven't really had the opportunity to see it at it's best. Looking forward to our future here. Love it so far.                                                                                                                                                                                                                                                                                                                                                                        | 5/6/2021 8:21 PM   |
| 32 | Limited government                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 7:39 PM   |
| 33 | Public swimming pool?!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5/6/2021 7:15 PM   |
| 34 | — build REAL affordable housing! — accepted ALL people and make McFarland a model of diversity thru racial equity, diverse sexuality and turn into the kindest community around!!!!                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 7:14 PM   |
| 35 | I am not much help. Some of these programs are very well intended but end up costing taxpayers more in property taxes. We can just jam everything on the property taxes as this will decrease property values. I really like these ideas but we need to find a way to do it at a reasonable and realistic cost to the property owners.                                                                                                                                                                                 | 5/6/2021 7:13 PM   |
| 36 | Both of my kids go to McFarland schools and we plan to move there one day.                                                                                                                                                                                                                                                                                                                                                                                                                                             | 5/6/2021 7:08 PM   |
| 37 | McFarland is so beautiful and our Village has so much potential for growth. It is so important to me that we carefully consider the impact that each decision has on our natural environment and sustainability AND inclusion (racially, socio-economically, accessibility, etc). Thank you for providing us this opportunity to give feedback about this issue!                                                                                                                                                       | 5/6/2021 7:07 PM   |
| 38 | traffic flow at major 4-way intersections is a mess as everyone politely waits for the right-hand driver to go. It may be time to install traffic lights.                                                                                                                                                                                                                                                                                                                                                              | 5/6/2021 6:36 PM   |
| 39 | I would love some sustainable type classes through the rec program: building bee habitats,                                                                                                                                                                                                                                                                                                                                                                                                                             | 5/6/2021 5:07 PM   |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
|    | natural landscaping, keeping chickens, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| 40 | Please be good stewards of the taxpayer's money and do not simply add fees to municipal fees that are already too high such as water because you see it as the environmentally correct future. Village residents cannot afford such measures. Also, imposing new requirements on private residences is not a good way to get environmental progress. Carrot is better than the stick.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5/6/2021 4:07 PM  |
| 41 | Minimize development of current green space. I hate seeing so many new houses, condos, apartments etc being built further and further into what was once green space or countryside. People talk about seeing more deer, foxes and coyotes in the village - its because the more we build and develop land, the more we force them out of their homes. Time to really look at that when new developments are proposed.                                                                                                                                                                                                                                                                                                                                                                                                                                             | 5/6/2021 4:00 PM  |
| 42 | Anything that aims to keep people in McFarland rather than go elsewhere for business and pleasure should be a top priority. Make McFarland a destination; it is currently not.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 2:53 PM  |
| 43 | We are longtime (White) residents who believe that Black Lives Matter. Our Village Board should insist that our new police chief and his department are providing reports each year (if not quarterly) on their efforts to train officers in de-escalation practices and eliminate racial profiling. There are too many troubling reports shared on our community social media of our Black residents being followed by police. That must stop and a clear message needs to be shared with our police department that it is not acceptable. Our tax money is being used to build a new facility for them. After all, they report to US and are supposed to serve and protect. It should not be a revenue-based service focused on making traffic stops and arrests. Our community should be a leader in the national effort to reform police policy and practices. | 5/6/2021 2:52 PM  |
| 44 | A lot of these programs will cost more than they save. So how will you convince people to want to participate?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 2:45 PM  |
| 45 | In addition to the natural resources...how are the plentiful cultural resources in McFarland ... native american mounds... are being cared for and preserved. A local expert is willing to help advise on this...608-718-9324                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5/6/2021 2:43 PM  |
| 46 | We want a splash pad!!!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5/6/2021 1:22 PM  |
| 47 | Review & change the conditional use permits for land, enforce the green space on the land... don't let developers buy their way out of it, keep up with the actual plan of the village... stop with the randomness!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 5/6/2021 1:13 PM  |
| 48 | Increase the number of things that can be recycled and dropped off in the Village such as cardboard, plastic bags, Styrofoam, batteries and small electronics.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5/6/2021 11:18 AM |
| 49 | Would love to join this group or at least attend their meetings! It looks like there might be room for more, but why is there a maximum of 9 residents allowed?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5/6/2021 11:02 AM |
| 50 | Please prohibit the natural gas sub station next to Grandview Trail. Please keep our natural areas natural and beautiful for our village.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5/6/2021 10:37 AM |

| Base Year(s) | Energy Indicators                                                                     |                       |                                            | Source                         |
|--------------|---------------------------------------------------------------------------------------|-----------------------|--------------------------------------------|--------------------------------|
| 2017-2019    | Total Municipal Electricity Consumption per Year (kWh/yr)                             | Current: 538,533      | Goal / Goal Year: Decrease by 20% by 2030  | MG&E and Alliant Energy        |
| 2017-2019    | Public Works (kWh/yr/sq. ft.)                                                         | Current: 2.4          | Goal / Goal Year: Decrease                 | MG&E and Alliant Energy        |
| 2017-2019    | Library (kWh/yr/sq. ft.)                                                              | Current: 10.0         | Goal / Goal Year: Decrease                 | MG&E and Alliant Energy        |
| 2017-2019    | Municipal Center (kWh/yr/sq. ft.)                                                     | Current: 8.6          | Goal / Goal Year: Decrease                 | MG&E and Alliant Energy        |
| 2015-2019    | Municipal Electricity Consumption for Streetlights per Year (kWh/yr)                  | Current: 46,289       | Goal / Goal Year: Decrease by 50% by 2030  | MG&E and Alliant Energy        |
| 2017-2019    | Total Municipal Natural Gas Consumption per Year (Therms/yr)                          | Current: 25,858       | Goal / Goal Year: Decrease by 20% by 2030  | MG&E and Alliant Energy        |
| 2017-2019    | Public Works (Therms/yr/sq. ft.)                                                      | Current: 0.2          | Goal / Goal Year: Decrease                 | MG&E and Alliant Energy        |
| 2017-2019    | Library (Therms/yr/sq. ft.)                                                           | Current: 0.6          | Goal / Goal Year: Decrease                 | MG&E and Alliant Energy        |
| 2017-2019    | Municipal Center (Therms/yr/sq. ft.)                                                  | Current: 0.3          | Goal / Goal Year: Decrease                 | MG&E and Alliant Energy        |
| 2015-2019    | Total Residential Electricity Consumption per Capita per Year (kWh/yr)                | Current: 26,653       | Goal / Goal Year: Decrease by 10% by 2030  | MG&E and Alliant Energy        |
| 2015-2019    | Total Commercial/Industrial Electricity Consumption per Year (kWh/yr)                 | Current: 71,222,724   | Goal / Goal Year: Decrease by 10% by 2030  | MG&E and Alliant Energy        |
| 2015-2019    | Total Residential Natural Gas Consumption per Capita per Year (Therms/yr)             | Current: 288          | Goal / Goal Year: Decrease by 10% by 2030  | MG&E and Alliant Energy        |
| 2015-2019    | Total Commercial/Industrial Natural Gas Consumption per Year (Therms/yr)              | Current: 1,101,335    | Goal / Goal Year: Decrease by 10% by 2030  | MG&E and Alliant Energy        |
| 2019         | Total Properties with Solar & kW Production per Year                                  | Current: Unknown      | Goal / Goal Year: Increase                 | Village Permit Data            |
| 2015-2019    | Community-Wide Percentage of Total Energy Consumed Generated from Renewables per Year | Current: 13.5% (MG&E) | Goal / Goal Year: Increase to 100% by 2050 | MG&E                           |
| 2019         | Municipal Percentage of Total Energy Consumed Generated from Renewables per Year      | Current: 0.0%         | Goal / Goal Year: Increase to 100% by 2040 | MG&E, Alliant and Village Data |

| <u>Energy Actions</u>                                                                                                                                                                                                                                                                                         | <u>Impact</u> | <u>Cost</u> | <u>Staff Effort</u> | <u>Begin</u> | <u>Duration</u> | <u>Status</u> | <u>Responsible Person/Department</u>              | <u>Responsible Committee/Commission</u>              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|---------------------|--------------|-----------------|---------------|---------------------------------------------------|------------------------------------------------------|
| Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.                                                                                                                                                                                                       | Medium        | \$          | High                | Near-Term    | 3-6 Months      | Not Begun     | Public Works                                      | Public Works Committee                               |
| Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.                                                                                                                                                                  | Medium        | \$          | Low                 | Near-Term    | 1-2 Months      | Not Begun     | Administration/Public Works                       | Village Board/Public Works Committee                 |
| Replace stoplights with LEDs                                                                                                                                                                                                                                                                                  | Medium        | \$          | Low                 | Near-Term    | Ongoing         | In Progress   | Public Works                                      | Public Works Committee                               |
| Replace streetlights with LEDs                                                                                                                                                                                                                                                                                | Medium        | \$          | Low                 | Near-Term    | Ongoing         | In Progress   | Public Works                                      | Public Works Committee                               |
| Create a welcome packet for new residents with information on rebates and tax incentives for renewable energy and energy efficiency.                                                                                                                                                                          | Low           | \$          | Low                 | Near-Term    | Month           | Not Begun     | Community Development                             | Sustainability Committee                             |
| Utilize the the EPA's Greenhouse Gas Equivalencies Calculator to measure and track greenhouse gas emissions from municipal facilities and operations ( <a href="https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator">https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator</a> ). | Low           | \$          | Medium              | Mid-Term     | Recurring       | Not Begun     | Community Development/Public Works                | Public Works Committee                               |
| Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use ( <a href="https://www.energystar.gov/buildings/benchmark">https://www.energystar.gov/buildings/benchmark</a> ).                                                                                                             | Low           | \$          | Medium              | Mid-Term     | 1-2 Months      | Not Begun     | Community Development/Public Works                | Public Works Committee                               |
| Utilize the the EPA's Greenhouse Gas Equivalencies Calculator to measure and track greenhouse gas emissions community-wide ( <a href="https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator">https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator</a> ).                           | Low           | \$          | High                | Mid-Term     | Recurring       | Not Begun     | Community Development/Public Works                | Public Works Committee                               |
| Develop a financial assistance program to help private property owners with renewable energy improvements.                                                                                                                                                                                                    | High          | \$\$        | High                | Mid-Term     | 1-2 Months      | Not Begun     | Administration                                    | Village Board/Finance Committee                      |
| Retrofit streetlights with solar power                                                                                                                                                                                                                                                                        | Medium        | \$\$\$      | High                | Long-Term    | Ongoing         | Not Begun     | Public Works                                      | Public Works Committee                               |
| Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).                                                                                                                                                                                                                    | Low           | \$          | Low                 | Long-Term    | Month           | Not Begun     | Community Development                             | Village Board                                        |
| Work with energy providers to develop a community-scale solar energy installation.                                                                                                                                                                                                                            | High          | \$\$\$      | High                | Long-Term    | 2 Years         | Not Begun     | Community Development/Public Works/Administration | Village Board/Public Works Committee/Plan Commission |
| Hold a sustainability fair to bring in renewable energy companies to demonstrate and provide education on their products.                                                                                                                                                                                     | Low           | \$          | Medium              | Long-Term    | Recurring       | Not Begun     | Community Development                             | Sustainability Committee                             |

Green text = From Green Tier

"Begin" Column

Near-Term = in 1-2 months  
Mid-Term = in 6 months to 1 year  
Long-Term = in 1-2 years

| Base Year(s)                   | Transportation Indicators                                                  |                                                    |                                                  | Source                                             |
|--------------------------------|----------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------|----------------------------------------------------|
| 2019                           | Number of Public EV Charging Stations                                      | Current: 0                                         | Goal / Goal Year: Increase                       | Village Data                                       |
| 2019                           | Percentage of Collector and Minor Arterial Roadways with Marked Bike Lanes | Current: 33.6%                                     | Goal / Goal Year: Increase to 80% by 2030        | Village GIS Data                                   |
| 2019                           | Percentage of Roadways with Sidewalks on At Least One Side                 | Current: 42.7%                                     | Goal / Goal Year: Increase                       | Village GIS Data                                   |
| 2019                           | Ratio of Off-Street Multi-Use Path Miles to Total Street Length            | Current: 7:55<br>1 mi. to every 7.7 mi. of streets | Goal / Goal Year: Increase                       | Village GIS Data                                   |
| ACS 5-yr 2014-2018             | Percentage of People who take Public Transportation to Work                | Current: 0.4%                                      | Goal / Goal Year: Increase to 5% by 2030         | US Census American Community Survey 5-yr estimates |
| ACS 5-yr 2014-2018             | Percentage of People who Carpool to Work                                   | Current: 6.2%                                      | Goal / Goal Year: Increase                       | US Census American Community Survey 5-yr estimates |
| Municipal Transportation Fleet |                                                                            |                                                    |                                                  |                                                    |
| 2019                           | Number of Hybrids                                                          | Current: 0                                         | Goal / Goal Year: Increase # as replace vehicles | Village Data                                       |
| 2019                           | Number of Electric Vehicles                                                | Current: 0                                         | Goal / Goal Year: Increase # as replace vehicles | Village Data                                       |
| 2019                           | Gasoline Used (gallons/yr)                                                 | Current: 14,237.81                                 | Goal / Goal Year: Decrease                       | Village Data                                       |
| 2019                           | Diesel Used (gallons/yr)                                                   | Current: 7,473.76                                  | Goal / Goal Year: Decrease                       | Village Data                                       |
| 2019                           | Alternative Fuels Used (CNG, biodiesel, propane, etc.)                     | Current: 0                                         | Goal / Goal Year: Increase                       | Village Data                                       |

| <u>Transportation Actions</u>                                                                                                                       | <u>Impact</u> | <u>Cost</u> | <u>Staff Effort</u> | <u>Begin</u> | <u>Duration</u> | <u>Status</u> | <u>Responsible Person/Department</u> | <u>Responsible Committee/Commission</u> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|---------------------|--------------|-----------------|---------------|--------------------------------------|-----------------------------------------|
| Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.                                               | Low           | \$          | Medium              | Near-Term    | 1-2 Months      | Not Begun     | Community Development                | Plan Commission                         |
| Amend the parking ordinance to set parking maximums for new commercial developments to limit excess pavement.                                       | Medium        | \$          | Medium              | Near-Term    | 1-2 Months      | Not Begun     | Community Development                | Plan Commission                         |
| 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.     | High          | \$\$\$      | Medium              | Near-Term    | Ongoing         | Not Begun     | Public Works                         | Public Works Committee                  |
| As municipal vehicles need replacement, purchase hybrid, electric or alternative fuel vehicles.                                                     | Medium        | \$\$        | Low                 | Near-Term    | Ongoing         | Not Begun     | Public Works                         | Public Works Committee                  |
| Work with Madison Metro to connect the Village to Metro transit services.                                                                           | Medium        | \$\$        | Medium              | Mid-Term     | 3-6 Months      | Not Begun     | Community Development/Administration | Village Board                           |
| Require electric vehicle charging stations in new multi-family developments.                                                                        | Medium        | \$          | Low                 | Mid-Term     | 1-2 Months      | Not Begun     | Community Development                | Plan Commission                         |
| Provide electric vehicle charging stations at municipal facilities.                                                                                 | Medium        | \$\$        | Medium              | Mid-Term     | 3-6 Months      | Not Begun     | Public Works                         | Public Works Committee                  |
| Ban idling for more than 5 minutes with municipal vehicles except for police vehicles.                                                              | Low           | \$          | Low                 | Mid-Term     | 1-2 Months      | Not Begun     | Public Works                         | Public Works Committee                  |
| Market MPO program that enables ridesharing by helping residents connect with others who are traveling to and from similar locations for work.      | Low           | \$          | Low                 | Mid-Term     | Ongoing         | Not Begun     | Community Development                | Sustainability Committee                |
| Achieve Bicycle Friendly Community status with the League of American Bicyclists.                                                                   | Low           | \$          | Medium              | Long-Term    | 3-6 Months      | Not Begun     | Community Development/Public Works   | Sustainability Committee                |
| Conduct annual survey of students' mode of transport to school.                                                                                     | Low           | \$          | Medium              | Long-Term    | Recurring       | Not Begun     | Community Development                | Sustainability Committee                |
| Add sidewalks within existing neighborhoods where none currently exist.                                                                             | Medium        | \$\$\$      | High                | Long-Term    | 5-10 Years      | Not Begun     | Public Works                         | Public Works Committee                  |
| Develop more on- and off-road bike trails.                                                                                                          | High          | \$\$\$      | High                | Long-Term    | 5-10 Years      | In Progress   | Public Works                         | Public Works Committee                  |
| 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. | High          | \$\$\$      | High                | Long-Term    | 5-10 Years      | Not Begun     | Public Works                         | Public Works Committee                  |
| Calculate lane-miles per capita for arterials and collectors, and show reductions.                                                                  | Low           | \$          | Medium              | Long-Term    | 1-2 Months      | Not Begun     | Community Development/Public Works   | Public Works Committee                  |

Green Text = From Green Tier

"Begin" Column  
Near-Term = in 1-2 months  
Mid-Term = in 6 months to 1 year  
Long-Term = in 1-2 years

| Base Year(s) | Solid Waste Indicators                                        |                   |                                           | Source                                  |
|--------------|---------------------------------------------------------------|-------------------|-------------------------------------------|-----------------------------------------|
| 2015-2019    | Percentage of Solid Waste Recycled by Weight                  | Current: 31.7%    | Goal / Goal Year: Increase to 45% by 2030 | Village contracted waste hauler records |
| 2019         | Total Solid Waste Generated Including Recycling (tons/yr)     | Current: 3,849.76 | Goal / Goal Year: Decrease by 10% by 2030 | Village contracted waste hauler records |
| 2019         | Total Solid Waste Generated by Municipal Operations (tons/yr) | Current: ?        | Goal / Goal Year: Decrease to 0 by 2040   | Moved this up from the actions list.    |

| <u>Solid Waste Actions</u>                                                                                                                       | <u>Impact</u> | <u>Cost</u> | <u>Staff Effort</u> | <u>Begin</u> | <u>Duration</u> | <u>Status</u> | <u>Responsible Person/Department</u> | <u>Responsible Committee/Commission</u> |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|---------------------|--------------|-----------------|---------------|--------------------------------------|-----------------------------------------|
| Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials. | Medium        | \$          | Low                 | Near-Term    | 1-2 Months      | Not Begun     | Administration                       | Village Board/Finance Committee         |
| Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction.                                 | Low           | \$          | Low                 | Near-Term    | Ongoing         | Not Begun     | Community Development                | Sustainability Committee                |
| Offer compost bins for Village residents.                                                                                                        | Low           | \$          | Medium              | Mid-Term     | 3-6 Months      | Not Begun     | Community Development                | Sustainability Committee                |
| Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.                      | Medium        | \$          | High                | Mid-Term     | 3-6 Months      | Not Begun     | Community Development/Public Works   | Sustainability Committee                |
| Create a Village compost site for food waste.                                                                                                    | Medium        | \$\$        | High                | Long-Term    | 1-2 Years       | Not Begun     | Public Works                         | Public Works Committee                  |
| Create a community upcycle location or event.                                                                                                    | Low           | \$          | Medium              | Long-Term    | Recurring       | Not Begun     | Community Development                | Sustainability Committee                |

Green Text = From Green Tier

"Begin" Column

- Near-Term = in 1-2 months
- Mid-Term = in 6 months to 1 year
- Long-Term = in 1-2 years

| Base Year(s) | Water Indicators                                                          |                                             |                                           | Source                        |
|--------------|---------------------------------------------------------------------------|---------------------------------------------|-------------------------------------------|-------------------------------|
| 2015-2019    | Municipal Gallons of Groundwater Used per Year                            | Current: 682,200                            | Goal / Goal Year: Decrease by 20% by 2030 | Village Water Utility records |
| 2015-2019    | Public Works (gallons/yr/sq. ft.)                                         | Current: 14.5                               | Goal / Goal Year: Decrease                | Village Water Utility records |
| 2015-2019    | Library (gallons/yr/sq. ft.)                                              | Current: 4.5                                | Goal / Goal Year: Decrease                | Village Water Utility records |
| 2015-2019    | Youth Center (gallons/yr/sq. ft.)                                         | Current: 12.0                               | Goal / Goal Year: Decrease                | Village Water Utility records |
| 2015-2019    | Municipal Center (gallons/yr/sq. ft.)                                     | Current: 7.4                                | Goal / Goal Year: Decrease                | Village Water Utility records |
| 2015-2019    | Percentage of Ground Water Lost per Year                                  | Current: 10.1%                              | Goal / Goal Year: Decrease or maintain    | Village Water Utility records |
| 2015-2019    | Residential Gallons of Groundwater Pumped per Capita per Year             | Current: 148,961,400<br>16,640 per capita   | Goal / Goal Year: Decrease by 20% by 2030 | Village Water Utility records |
| 2015-2019    | Commercial/Industrial Gallons of Groundwater Pumped per Customer per Year | Current: 23,204,400<br>104,524 per customer | Goal / Goal Year: Decrease by 10% by 2030 | Village Water Utility records |
| 2015-2019    | Wastewater Discharged per Capita per Year (gallons)                       | Current: 28,150.1                           | Goal / Goal Year: Decrease by 10% by 2030 | Village Water Utility records |

| Water Actions                                                                                                                               | Impact | Cost   | Staff Effort | Begin     | Duration   | Status    | Responsible Person/Department      | Responsible Committee/Commission                           |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------------|-----------|------------|-----------|------------------------------------|------------------------------------------------------------|
| Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.                     | High   | \$     | Medium       | Near-Term | Ongoing    | Not Begun | Community Development              | Plan Commission/Public Works Committee                     |
| Purchase rain barrel kits and hold classes through MRAP for residents to make and decorate their own rain barrels.                          | Low    | \$     | Medium       | Near-Term | Recurring  | Not Begun | Community Development              | Sustainability Committee                                   |
| Develop and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management. | Low    | \$     | Low          | Near-Term | Month      | Not Begun | Community Development              | Sustainability Committee                                   |
| Develop a program to assist residents with purchasing and installing low-flow water fixtures.                                               | High   | \$     | High         | Near-Term | 3-6 Months | Not Begun | Public Works/Administration        | Public Utilities Committee/Finance Committee/Village Board |
| Installing low-flow water fixtures in municipal facilities.                                                                                 | Medium | \$\$   | High         | Mid-Term  | 1-2 Years  | Not Begun | Public Works                       | Public Works Committee                                     |
| Incentivize water conservation by increasing water rates for higher usage.                                                                  | Medium | \$     | Medium       | Mid-Term  | 3-6 Months | Not Begun | Public Works                       | Public Utilities Committee                                 |
| Replace all toilets using > 1.6 gpf in all municipal facilities.                                                                            | Medium | \$\$   | High         | Mid-Term  | 1-2 Years  | Not Begun | Public Works                       | Public Works Committee                                     |
| Install waterless urinals in men's restrooms at all municipal facilities.                                                                   | Medium | \$\$   | High         | Mid-Term  | 1-2 Years  | Not Begun | Public Works                       | Public Works Committee                                     |
| Install rain barrels at all municipal facilities and utilize rain water for municipal watering.                                             | Low    | \$     | High         | Mid-Term  | 3-6 Months | Not Begun | Public Works                       | Public Works Committee                                     |
| Minimize the use of salt on low traffic roadways.                                                                                           | High   | \$     | Low          | Mid-Term  | Ongoing    | Not Begun | Public Works                       | Public Works Committee                                     |
| Join EPA's WaterSense Program for water utilities.                                                                                          | Low    | \$     | Medium       | Long-Term | 1-2 Months | Not Begun | Public Works                       | Public Utilities Committee                                 |
| Identify culverts that obstruct fish migration and install fish friendly culverts where needed.                                             | High   | \$\$\$ | High         | Long-Term | 2-4 Years  | Not Begun | Public Works                       | Public Works Committee                                     |
| Perform a system-wide water audit and develop a water loss control plan.                                                                    | Medium | \$     | High         | Long-Term | 3-6 Months | Not Begun | Public Works                       | Public Utilities Committee                                 |
| Develop a program for financial assistance for sewer lateral replacements.                                                                  | Medium | \$\$   | High         | Long-Term | 1-2 Months | Not Begun | Administration/Public Works        | Public Utilities Committee/Finance Committee/Village Board |
| Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction.                                                      | Low    | \$     | High         | Long-Term | 3-6 Months | Not Begun | Community Development/Public Works | Public Works Committee                                     |

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Long-Term = in 1-2 years

| Base Year(s)                 | Land Use & Development Indicators                                                                                           |                                      |                                                  | Source       |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------|--------------------------------------------------|--------------|
| 2019                         | Residents per Square Mile within the Village Limits                                                                         | Current: 1,893                       | Goal / Goal Year: Maintain or increase           | Village Data |
| 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           | Village Data |
| 2019                         | Area (sq. ft.) of Community Gardens per 1,000 Residents                                                                     | Current: 6,812 sq. ft.               | Goal / Goal Year: Maintain or increase           | Village Data |
| 2019                         | Area (acres) of Active Parkland per 1,000 Residents                                                                         | Current: 17.9                        | Goal / Goal Year: 18.4 by 2030                   | Village Data |
| 2019                         | Percentage of Housing that is Multi-Unit                                                                                    | Current: 17.7%                       | Goal / Goal Year: Increase                       | Village Data |
| 2019                         | Percent of Land Area within the Urban Service Area Developed as Mixed Use (Residential & Commercial)                        | Current: 0.27%                       | Goal / Goal Year: Increase                       | Village Data |
| 2010 Census Data<br>(US EPA) | Walkability Index                                                                                                           | Current: 5.76-10.50<br>Below Average | Goal / Goal Year: Increase to above 10.5 by 2030 | US EPA       |

| Land Use & Development Actions                                                                                                                              | Impact | Cost | Staff Effort | Begin     | Duration   | Status    | Responsible Person/Department      | Responsible Committee/Commission         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------|--------------|-----------|------------|-----------|------------------------------------|------------------------------------------|
| Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.                                  | Medium | \$   | Low          | Near-Term | Ongoing    | Not Begun | Parks/Public Works                 | Parks Committee/Public Works Committee   |
| Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.                  | High   | \$   | Low          | Near-Term | 1-2 Months | Not Begun | Community Development              | Plan Commission                          |
| Inventory and map the Village's tree canopy.                                                                                                                | Low    | \$   | High         | Near-Term | 3-6 Months | Not Begun | Parks/Community Development        | Parks Committee/Sustainability Committee |
| Amend the zoning ordinances to allow for more housing options, including accessory dwelling units and attached unit housing.                                | Medium | \$   | Medium       | Mid-Term  | 1-2 months | Not Begun | Community Development              | Plan Commission                          |
| Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes. | Medium | \$   | Medium       | Mid-Term  | 3-6 Months | Not Begun | Community Development              | Plan Commission                          |
| Ensure no net annual loss of wetlands or purchase wetland mitigation credits where impacts to wetlands may not be avoidable.                                | High   | \$\$ | Medium       | Mid-Term  | Ongoing    | Not Begun | Community Development/Public Works | Public Works Committee                   |
| Explore the creation of a second community garden location.                                                                                                 | Low    | \$   | Medium       | Mid-Term  | 3-6 Months | Not Begun | Parks/Community Development        | Parks Committee/Sustainability Committee |
| Amend the zoning ordinances to allow beekeeping in single and two-family residence districts.                                                               | Low    | \$   | Medium       | Long-Term | 1-2 Months | Not Begun | Community Development              | Plan Commission                          |
| Adopt form-based codes or similar type design guidelines for healthy active living environments.                                                            | Medium | \$   | High         | Long-Term | 1-2 Months | Not Begun | Community Development              | Plan Commission                          |
| Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score.                                     | Low    | \$   | Medium       | Long-Term | 3-6 Months | Not Begun | Community Development              | Sustainability Committee                 |
| Identify and inventory priority areas for infill development, including those eligible for brownfields funding.                                             | Medium | \$   | High         | Long-Term | 3-6 Months | Not Begun | Community Development              | Plan Commission                          |

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Long-Term = in 1-2 years

| Base Year(s)       | Community Health Indicators                                                                |                   |                                            | Source                       |
|--------------------|--------------------------------------------------------------------------------------------|-------------------|--------------------------------------------|------------------------------|
| ACS 5-yr 2014-2018 | Households with an Internet Subscription                                                   | Current: 92.1%    | Goal / Goal Year: Increase to 100% by 2030 | ACS 2014-2018 5-yr estimates |
| ACS 5-yr 2014-2018 | Rates of Homeownership                                                                     | Current: 78.5%    | Goal / Goal Year: Increase                 | ACS 2014-2018 5-yr estimates |
| ACS 5-yr 2014-2018 | Percentage of Women Owned Businesses                                                       | Current: 40.8%    | Goal / Goal Year: Increase                 | 2019 Census Quick Facts      |
| ACS 5-yr 2014-2018 | Percentage of Minority Owned Businesses                                                    | Current: 4.7%     | Goal / Goal Year: Increase                 | 2019 Census Quick Facts      |
| 2019               | Percentage of middle school students who participate in programs at McFarland Youth Center | Current: 20.0%    | Goal / Goal Year: Increase to 50% by 2030  | McFarland Youth Center       |
| ACS 5-yr 2014-2018 | Percent of People Living in Poverty                                                        | Current: 2.6%     | Goal / Goal Year: Decrease                 | ACS 2014-2018 5-yr estimates |
| ACS 5-yr 2014-2019 | Village Median Household Income                                                            | Current: \$87,394 | Goal / Goal Year: Track                    | ACS 2014-2018 5-yr estimates |
| 2019               | Percentage of Students that Qualify for Free and Reduced Lunch                             | Current: 17.0%    | Goal / Goal Year: Track                    | McFarland Youth Center       |
| 2018               | AARP Livability Index Score                                                                | Current: 66       | Goal / Goal Year: Increase                 | AARP                         |

| Community Health Actions                                                                                                                        | Impact | Cost   | Staff Effort | Begin     | Duration       | Status    | Responsible Person/Department | Responsible Committee/Commission     |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------------|-----------|----------------|-----------|-------------------------------|--------------------------------------|
| Adopt a Health In All Policies resolution.                                                                                                      | Medium | \$     | Low          | Near-Term | Month, Ongoing | Not Begun | Community Development         | Village Board                        |
| Add a second community service day.                                                                                                             | Low    | \$     | Medium       | Near-Term | Month          | Not Begun | Community Development         | Sustainability Committee             |
| Build a multi-generational community center.                                                                                                    | Medium | \$\$\$ | High         | Near-Term | 2 Years        | Not Begun | Administration/Public Works   | Village Board/Public Works Committee |
| Incorporate community health and wellness considerations when updating existing plans.                                                          | Medium | \$     | Low          | Mid-Term  | Ongoing        | Not Begun | Community Development         | Plan Commission                      |
| Require tobacco-free and e-cigarette free on all municipal properties, including parks.                                                         | Low    | \$     | Low          | Mid-Term  | Month          | Not Begun | Community Development         | Plan Commission                      |
| Utilize Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free. | Low    | \$     | High         | Long-Term | Ongoing        | Not Begun | Parks                         | Parks Committee                      |
| Increase recreation programs through the Village.                                                                                               | Medium | \$\$   | High         | Long-Term | Year           | Not Begun | Parks                         | Parks Committee                      |
| Site schools in the Comprehensive Plan with consideration to accessibility with existing or new bicycle and pedestrian infrastructure.          | High   | \$     | Low          | Long-Term | Ongoing        | Not Begun | Community Development         | Plan Commission                      |

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