



CITY OF MADISON SUSTAINABILITY

COMMUNITY ENGAGEMENT SUMMARY | JANUARY 2024

A photograph of a paved path with yellow dashed lines, where three cyclists are riding. In the background, a tall digital sign displays '0351' and '489'. To the left, a green sign for 'Southwest Path' lists distances to 'Kahl Center', 'Capital Square', and 'Kahl Center'. The scene is set against a backdrop of trees and residential buildings under a cloudy sky.

ENGAGEMENT OVERVIEW



ENGAGEMENT GOALS

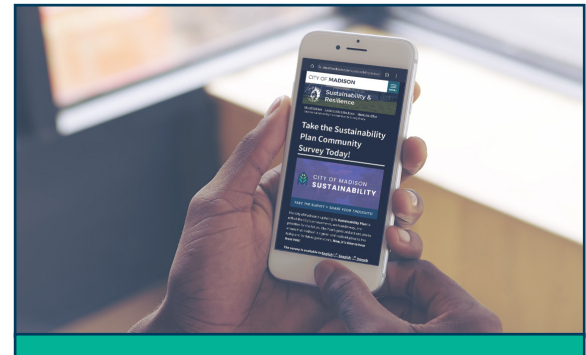
- **Build momentum and excitement** around the City-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision** for the future of Madison, as well as the top priorities for future actions/policy/initiatives centered around environmental sustainability.
- Lead an inclusive outreach process so that the **voices of all Madisonians** are reflected in the plan (communications partners, public realm prompts, sustainable swag, interactive exercises).
- Educate the community on the **importance of this initiative** and the **positive impacts sustainability-focused policy** can have for current and future residents of Madison.



ENGAGEMENT STRATEGY

- Tactile engagement at **different formats, scales, and sizes.**

STAKEHOLDER CONVERSATIONS	October - November	STAKEHOLDER-LEVEL In-person + Virtual Engagement
POP-UP EVENTS	October	NEIGHBORHOOD-LEVEL In-person + Digital Engagement
COMMUNITY SURVEY	October - November	CITY-WIDE Digital engagement





ENGAGEMENT TOOLS

- **Physical and digital marketing materials** — available in English, Chinese, Hmoob, and Spanish — were distributed throughout the greater Madison area by the City, project team, community partners, and local volunteers.

MARKETING TOOLKIT



CITY OF MADISON
SUSTAINABILITY
MARKETING TOOLKIT (SURVEY)

Please help the City of Madison, Sustainable Madison Committee (SMC), and project partners by sharing the citywide survey.

LANGUAGE ACCESS

SURVEY + MARKETING TOOLKIT MATERIALS: The Survey and Marketing Toolkit are available in these languages: **English, Spanish, Hmoob, and Chinese**. Click the language hyperlinks above in green to download the materials.

ONLINE OUTREACH OPPORTUNITIES

EMAIL BLAST: Send an email to your contacts to help share the citywide Survey and the project website: www.cityofmadison.com/sustainability. 1) Copy and paste the language provided in the Word Document into your email. You can change the text if you like. 2) Include the Email Blast Graphics. 3) Attach the Flyers so others can pass them along. 4) Send it to your email contacts.

SOCIAL MEDIA: You can use social media platforms (i.e., Facebook, Instagram, Twitter) to post the Social Media Graphics and Word Document copy. Check out this Folder for project team or City of Madison photos to include in your post.

PRINT OUTREACH OPPORTUNITIES

FLYERS: Print out Flyers (8.5x11 and 11x17) to post to boards or in storefront windows of key locations throughout the City of Madison.

POSTCARDS: Print Postcards (6x4) to share in local businesses, community organizations, and other places in Madison.

OTHER OUTREACH OPPORTUNITIES

OTHER MATERIALS: If you need another size or file type, send your request to Abigail Rose (project team member) at arose@alltogetherstudio.com. We will work with you to create custom materials. Please use the project Logo!

WWW.CITYOFMADISON.COM/SUSTAINABILITY

YARD SIGNS



CEMENT STICKERS



FLYERS



CIUDAD DE MADISON
SUSTENTABILIDAD

ESCANEE EL CÓDIGO QR O USE EL ENLACE DE ABAJO:

- CONOZCA MÁS SOBRE ACTUALIZACIONES DEL PLAN DE SUSTENTABILIDAD DE LA CIUDAD DE MADISON
- COMPARTA SUS OPINIONES Y COMENTARIOS SOBRE LOS TEMAS Y METAS PROPUESTOS
- CUÉNTENOS CUALES LA VISIÓN QUE TIENE USTED PARA EL FUTURO DE MADISON



CONTESTA NUESTRA ENCUESTA PARA GANAR UNA TARJETA DE REGALO* DE \$20 DE LA COMPAÑÍA "CHOCOLATE SHOPPE ICE CREAM!"

ESTA ENCUESTA ESTÁ DISPONIBLE EN LOS SIGUIENTES LENGUAJES: INGLÉS, ESPAÑOL, HMOOB + CHINO.

WWW.CITYOFMADISON.COM/SUSTAINABILITY

SOCIAL



麥迪遜市
永續性

您為什麼關心環境？

請填寫問卷調查，分享您的看法！

WWW.CITYOFMADISON.COM/SUSTAINABILITY



CITY OF MADISON
SUSTAINABILITY

TAKE THE SURVEY + SHARE YOUR THOUGHTS!

WWW.CITYOFMADISON.COM/SUSTAINABILITY

POSTCARDS



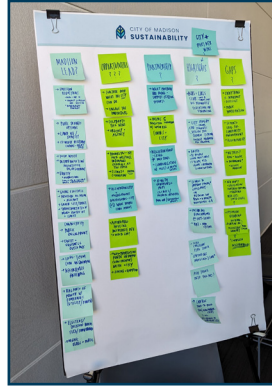
LUB ROOG MADISON
KEV RUAJ NTSEG



WWW.CITYOFMADISON.COM/SUSTAINABILITY



ENGAGEMENT BY THE NUMBERS



~60
FOCUS GROUP ATTENDEES



~1624
COMMUNITY SURVEY RESPONSES

1,608 English

2 Chinese

14 Spanish

~626
POP-UP PARTICIPANT COUNT



EQUITY:
TOP PRIORITY

SCALABILITY

Madison:
home of
everyday

"the people
were anxious
to want to
see tangible
results"

innovative
City
↓
University
companies

SHARE
CASE STUDIES
(Success Stories)

Willingness
to pilot new
technologies

solar
jobs are
hard jobs
(tough, hard
work)
need to find
ppl w/ the will

STAKEHOLDER CONVERSATIONS

energy, opportunity
beyond solar

Obstacles

opportunity for

Financing
build partnerships
across public-private

EV adoption
for rural to
urban
communities

(ex. net energy)
ex. solar permitting
getting more complicated

can we
grow
equitably?

interest in sustainability
in the state

transformation
of the power /
utility sector
(

* focus on removing
barriers + obstacles

lots of momentum
to leverage



STAKEHOLDER CONVERSATIONS

- City staff and the project team facilitated seven (7) intimate small conversations with the following stakeholder groups listed below.

1. **City Staff**

(IN-PERSON) Monday, October 9th @ 9-10:30AM

(VIRTUAL) Wednesday, October 18th @ 2-3:30PM

2. **Climate + Sustainability Leaders**

(IN-PERSON) Monday, October 9th @ 1-2:30PM

3. **Local Businesses + Institutions**

(IN-PERSON) Monday, October 9th @ 3:30-5PM

4. **Community-based Organizations**

(VIRTUAL) Wednesday, October 18th @ 10-11:30AM

5. **Youth**

(VIRTUAL) Wednesday, October 18th @ 6-7:30PM

6. **Alders**

(VIRTUAL) Thursday, November 9th @ 6-7:30PM



STAKEHOLDER CONVERSATIONS

CITY STAFF

DISCUSSION QUESTION #1 + 2

What do you want to see Madison lead on when it comes to sustainability?

"one water" philosophy

solid-waste management

equity-focus

renewable energy

redevelopment + densification of neighborhoods

turning food waste into energy

green housing building techniques

community understanding of climate change

regional collaboration

sustainable transportation (BRT)

stormwater management system

What [opportunities] and [barriers] do you foresee with implementing the plan's goals and actions?

equity

emphasis on 'reuse'

new technology

effective operations + accountability

conflicting + competing goals

affordability + budgets

process + regulations + approval

pushback + fear of change



STAKEHOLDER CONVERSATIONS

CITY STAFF

DISCUSSION QUESTION #3 + 4

How can we make the sustainability plan more useful and usable to you?



What constraints to your work we should be aware of?

- *affordability + maintenance of existing / new infrastructure*
- *staff capacity + resources*
- *everything can not be a priority - need to identify priorities*
- *different processes / regulations at the state + federal level*



STAKEHOLDER CONVERSATIONS

CITY STAFF

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 SHORT-TERM

Goal 6. Increase resilience to climate change impacts including heat waves, storms, and flooding.

#2 SHORT-TERM

Goal 1. Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.

#3 SHORT-TERM

Goal 14. Ensure our surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from developing.



STAKEHOLDER CONVERSATIONS

CITY STAFF

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 MEDIUM-TERM

Goal 5. *Facilitate compact, transit oriented development that supports walking, biking, and transit use; reduces traffic and greenhouse gas emissions; enhances livability; and improves environmental quality and public health.*

#2 MEDIUM-TERM

Goal 7. *Reduce greenhouse gas emissions from City facilities and buildings 55% by 2030 from 2018 baseline.*

#3 MEDIUM-TERM

Goal 19. *Equitably expand urban tree canopy coverage from the current 23% to 40% by 2030.*



STAKEHOLDER CONVERSATIONS

CITY STAFF

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 LONG-TERM

Goal 1. Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.

#2 LONG-TERM

Goal 10. Reduce greenhouse gas emissions from vehicles community-wide to achieve the City's goal of reaching net zero emissions communitywide by 2050.

#3 LONG-TERM

Goal 15. Expand water conservation efforts...

Goal 16. Reduce the amount of waste going to landfill...

Goal 19. Equitably expand urban tree canopy coverage...



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

DISCUSSION QUESTION #1 + 2

What do you want to see Madison lead on when it comes to sustainability?

decarbonization

diverse sustainable transit options

waste systems

equity + equitable outcomes

green employment opportunities

healthy food access + urban forests

extreme weather resiliency

creative ways incorporate renewables

emission reductions

community-wide solar

enhanced relationship – land use + density

What [opportunities] do you foresee with implementing the plan?

increase transparency + communications

new + lasting partnerships

track impactful metrics + savings

support + lift up existing efforts

City as the climate champion

recognize funding sources + incentives

find meaningful ways to engage residents

leading the Midwest



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

DISCUSSION QUESTION #3 + 4

What is a sustainability win from that could be highlighted in the final plan?

energy efficient
clinics in Madison

large savings in utilities
with renewable energy

building
benchmarks

zero
emission
firetruck

quarterly (virtual) sustainability
meetings for community building

future BRT
initiatives

Anything missing from the draft goals and actions?

- *public participation / engagement as a big header in the plan*
- *potential metrics + ways track progress*
- *urban ag goal - accessible grocery stores + equity for resources across neighborhoods*



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 SHORT-TERM

Goal 1. *Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.*

#2 SHORT-TERM

Goal 2. *Create and expand City policies and programs to support energy efficiency, sustainability, and removal of environmental toxins in new and existing affordable rental housing.*

#3 SHORT-TERM

Goal 11. *Meet 100% of electricity demand for City operations with renewable...*
Goal 24. *Develop a green workforce and create equitable access to green jobs...*



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 MEDIUM-TERM

Goal 5. *Facilitate compact, transit oriented development that supports walking, biking, and transit use; reduces traffic and greenhouse gas emissions; enhances livability; and improves environmental quality and public health.*

#2 MEDIUM-TERM

Goal 12. *Improve access to low-cost, low-carbon transportation City-wide.*

#3 MEDIUM-TERM

Goal 7. *Reduce greenhouse gas emissions...*

Goal 11. *Meet 100% of electricity demand for City operations...*

Goal 13. *Reduce vehicle miles traveled (VMT) by 15%...*

Goal 19. *Equitably expand urban tree canopy coverage...*

Goal 23. *Work with partners to attract and support the development...*



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 LONG-TERM

Goal 8. *Reduce greenhouse gas emissions from private facilities and buildings to achieve the City's goal of reaching net zero emissions community-wide by 2050.*

#1 LONG-TERM

Goal 17. *Preserve and restore urban natural areas, with a focus on providing equitable access for residents.*

#2 LONG-TERM

Goal 10. *Reduce greenhouse gas emissions from vehicles community-wide to achieve the City's goal of reaching net zero emissions communitywide by 2050.*



STAKEHOLDER CONVERSATIONS

LOCAL BUSINESSES + INSTITUTIONS

DISCUSSION QUESTION #1

What is the biggest opportunity for Madison to lead on sustainability + climate action, on a statewide or national level?

home of Earth Day – legacy of environmental stewardship **faster policy**

highest level of interest in climate action + momentum in Wisconsin

active + passionate youth **better bike infrastructure connectivity**

willingness to pilot ideas + scale them up **trained + well-paid workforce**

carbon neutral environment **more LMI households able to join programs**

more ways for non-profits to get involved **extreme weather resiliency**

expansion of renewable energy **local companies + university-led initiatives**

more affordable housing, transit, + responsible growth **hear more voices**

equitable distribution of access to renewable energy **visionary ideas**

solving issues in rural, suburban, + urban communities



STAKEHOLDER CONVERSATIONS

LOCAL BUSINESSES + INSTITUTIONS

DISCUSSION QUESTION #2 + 3

What are your sustainability priorities as a business community and how can the City further your goals?

- *tell the story together + work collaboratively to make these goals happen*
- *share case studies + stories about people/places who are leading the way*
- *measure + present tangible metrics to the public - priority is results*
- *make things accessible + easy for people - help with scaling challenges*

What is a sustainability win from that could be highlighted in the final plan?

**increased
energy efficiency**

**labs use ½ the energy
that standard labs use**

**long-term
savings**

**carbon
neutral
by 2030**

**both solar+ geothermal
infrastructure for campuses**

**net zero by 2050, gas +
electric 80% carbon reduction**



STAKEHOLDER CONVERSATIONS

LOCAL BUSINESSES + INSTITUTIONS

PRIORITY VOTING EXERCISE

What are your priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 PRIORITY

Goal 5. *Facilitate compact, transit oriented development that supports walking, biking, and transit use; reduces traffic and greenhouse gas emissions; enhances livability; and improves environmental quality and public health.*

#2 PRIORITY

Goal 2. *Create and expand City policies and programs to support energy efficiency, sustainability, and removal of environmental toxins in new and existing affordable rental housing.*

Goal 13. *Reduce vehicle miles traveled (VMT) by 15% community-wide from 2020 levels by 2050 by switching miles traveled in single occupancy vehicles to miles traveled via public transit, biking, and other low-carbon forms of transportation.*

Goal 21. *Support environmentally-sustainable private business growth, operations, and practices.*



STAKEHOLDER CONVERSATIONS

COMMUNITY-BASED ORGANIZATIONS

DISCUSSION QUESTION #1 + 2

What do you want to see Madison lead on when it comes to sustainability?

reliable, affordable public transit

green spaces + land restoration

water quality, including lakes + streams

affordable, efficient housing

think global, act local – support communities affected by climate disasters

smart land use – stop urban sprawl + segregated neighborhoods

resiliency – living with extreme weather, air quality, higher food costs, etc.

What are the [top priorities] when it comes to sustainability that you hear from the communities you serve or represent?

access to drinking water

affordable, comfortable + efficient housing

more diverse voices at the table

reduce cost of energy bills

resource assistance + best practices

holding polluters accountable

reliable + accessible transit

support of projects + initiatives (all scales)



STAKEHOLDER CONVERSATIONS

COMMUNITY-BASED ORGANIZATIONS

DISCUSSION QUESTION #3 + 4

Are there opportunities for partnership between your organizations and the City when it comes to implementing the plan's goals and actions?

**partner with non-profits
to use/rent a community car**

**non-profits are trusted
partners to amplify + connect**

**for guidance - where green
infrastructure, renewable energy
projects are most needed**

**partnerships that prioritize needs
of low-income, people of color,
+ other marginalized groups**

How can we draft goals that would better meet the needs of our community?

- *link sustainability with the other needs of the community*
- *don't be afraid to name climate change*
- *reach out + engage all the diverse communities of Madison*
- *continue listening to nonprofits that partner with marginalized groups*



STAKEHOLDER CONVERSATIONS

COMMUNITY-BASED ORGANIZATIONS

PRIORITY VOTING EXERCISE

What are your priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 PRIORITY

Goal 1. Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.

Goal 14. Ensure our surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from developing.



STAKEHOLDER CONVERSATIONS

YOUTH

DISCUSSION QUESTION #1 + 2

What do you want to see Madison lead on when it comes to sustainability?

sustainable building practices

phasing out fossil fuels

food justice

equitably implementing renewable energy

accessible transportation

increase protections for environmental corridors

youth advocacy

bringing Amtrak or other regional public transit to Madison

maintaining a bikeable City

improving walkability

food systems

What do you wish older generations understood about your perspective and priorities when it comes to sustainability and climate change?

we are the problem + the solution

acting is a necessity + not a choice

give us the space to share thoughts

global health concerns

economic incentives to renewable energies

solutions are possible



STAKEHOLDER CONVERSATIONS

YOUTH

DISCUSSION QUESTION #3 + 4

Think ahead to 2040—what do you hope the City of Madison has accomplished by then when it comes to sustainability and adapting to climate change?

robust environmental
corridor network

Selling renewable energy
to other communities

flooding
alleviation

near zero
waste recycling
stream

100% electrification of
buildings + transportation

communal spaces that
emphasize environmental
+ food justice

What are effective ways to connect and partner with young people looking to make positive change in our community?

- *reach out to sustainability classes on campus*
- *offer support for professional projects and assistantships roles*
- *share regular progress + let youth know about ways to get involved*



STAKEHOLDER CONVERSATIONS

YOUTH

PRIORITY VOTING EXERCISE

What are your priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 PRIORITY

Goal 5. *Facilitate compact, transit oriented development that supports walking, biking, and transit use; reduces traffic and greenhouse gas emissions; enhances livability; and improves environmental quality and public health.*

Goal 8. *Reduce greenhouse gas emissions from private facilities and buildings to achieve the City's goal of reaching net zero emissions community-wide by 2050.*

#2 PRIORITY

Goal 1. *Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.*

Goal 11. *Meet 100% of electricity demand for City operations with renewable energy by 2030.*



STAKEHOLDER CONVERSATIONS

ALDERS

DISCUSSION QUESTION #1 + 2

Think ahead to 2040—what do you hope the City of Madison has accomplished by then when it comes to sustainability and adapting to climate change?

citywide geothermal
heating + cooling

focus on nature-based
stormwater management

more green
roofs

home energy
costs are
reduced by 20%

single occupancy car trips
are reduced by 50%

landfill/sustainability
campus is up + running

What do you think is the biggest opportunity today for Madison to grow our sustainability?

- *greater investments in solar + geothermal energy*
- *providing incentives for home-based upgrades for energy efficiency*
- *education/awareness around sustainable practices + positive impacts*
- *complete green streets policy - make it an explicit goal*



STAKEHOLDER CONVERSATIONS

ALDERS

DISCUSSION QUESTION #3 + 4

What are the top priorities when it comes to sustainability that you hear from your constituents?

local food system resilience

bike path expansion

water + air quality

replace grass with native + sustainable alternatives – help drainage

protecting habitats

safe + walkable neighborhoods

protect our lakes

climate resilience

amenities + resources that are accessible on foot

tree canopy protection + expansion

geothermal opportunities + grants

What local businesses or organizations do you think are key partners in implementing the plan?

*Center for Black Excellence • Clean Lakes Alliance • Epic • Ho-Chunk Nation
Hmong Chamber of Commerce • Downtown Madison Inc • Urban League
Latino Chamber of Commerce • Clean Wisconsin • Exact Sciences • Spectrum*



STAKEHOLDER CONVERSATIONS

ALDERS

PRIORITY VOTING EXERCISE

What are your priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 PRIORITY

Goal 1. Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.

#2 PRIORITY

Goal 5. Facilitate compact, transit oriented development that supports walking...

Goal 11. Meet 100% of electricity demand for City operations with renewable energy...

Goal 16. Reduce the amount of waste going to landfill...

Goal 17. Preserve and restore urban natural areas, with a focus on...

Goal 19. Equitably expand urban tree canopy coverage...

Goal 20. Leverage City purchasing power to support products and services...

Goal 22. Leverage City financing tools to advance environmentally sustainable...

A photograph of a pop-up event in a park. In the background, there is a large white tent and a white building with many windows. A statue of a person in a long coat stands on a pedestal to the left. Several people are gathered around the tent, some looking at informational displays. In the foreground, a woman in a black coat and sunglasses is looking at a small card, and another woman in a pink sweater is holding a green card. A man in a red hoodie is standing in the middle ground. The text "POP-UP EVENTS" is overlaid in the center of the image.

POP-UP EVENTS



POP-UP EVENTS

- City staff and the project team facilitated two (2) community pop-up events at well-attended happenings in Madison.

SATURDAY ON THE SQUARE FARMERS' MARKET

POP-UP EVENT #1

DATE: **Saturday, October 7th (7AM - 2PM)**

LOCATION: **Wisconsin State Capital**

ATTENDANCE: **~418 pom voting participants**



WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED

POP-UP EVENT #2

DATE: **Thursday, October 19th (5PM - 9PM)**

LOCATION: **State Street Corridor**

ATTENDANCE: **~208 pom voting participants**





POP-UP EVENTS

JAR PRIORITY EXERCISE:

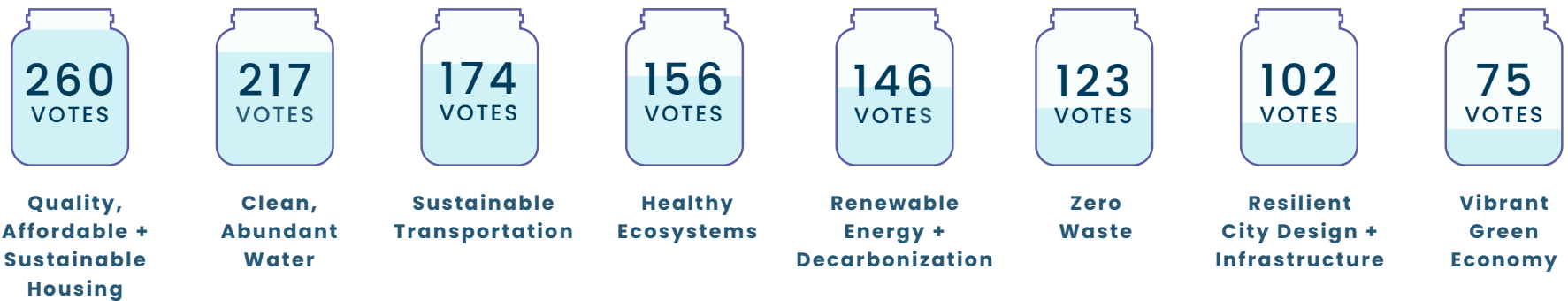
What are your top three priorities for the Madison Sustainability Plan?

#1 - QUALITY, AFFORDABLE + SUSTAINABLE HOUSING

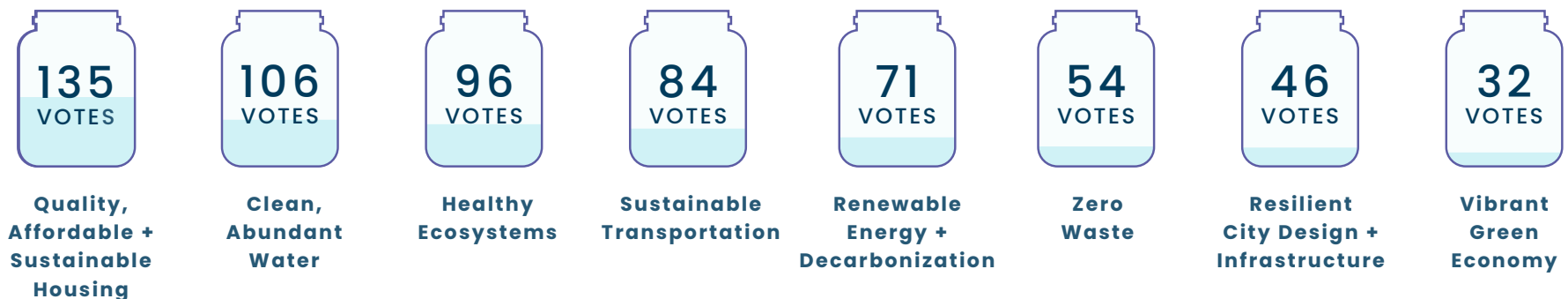
#2 - CLEAN, ABUNDANT WATER

#3 - SUSTAINABLE TRANSPORTATION

SATURDAY ON THE SQUARE FARMERS' MARKET (~418 pom voting participants)



WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED (~208 pom voting participants)





City of Madison Sustainability Plan - Community Survey

Survey Purpose

The survey is available in English, [Spanish](#), [Hmong](#), and [Chinese](#). It should take about 10 minutes to complete.

The City of Madison is updating its Sustainability Plan to reflect the City's achievements, work underway, and priorities for the future. The Plan's goals and actions aim to ensure that Madison is a green and resilient place to live today and for future generations.

To hear from YOU! By taking this survey, you are helping ensure these goals reflect the vision for a green and resilient Madison. Choose your own adventure - you will be asked to select the issues of greatest interest to you. Upon the completion of this survey, you will be entered into a drawing for a gift certificate to the Chocolate Shoppe Ice Cream gift shop.

1. Describe your vision for the future of Madison.

How important is this issue to your life?	Very important	Important	Not important
Extreme heat, drought, heat waves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean lakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drinking water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health of natural habitats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to parks, green space, shade trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to walking and biking options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNITY SURVEY



COMMUNITY SURVEY

- The community survey was available from Friday, October 6th to Sunday, November 19th, 2023. The short and accessible survey allowed participants to 'choose their own adventure' and respond to themes of interest. Goals for high-level feedback included:
 - **Vision for the future**
 - **Top goals + priorities for the initiative (ranking)**
 - **Supported mechanisms for implementation**
 - **Feasible action / steps in personal lives**
 - **Any missing goals + priorities**

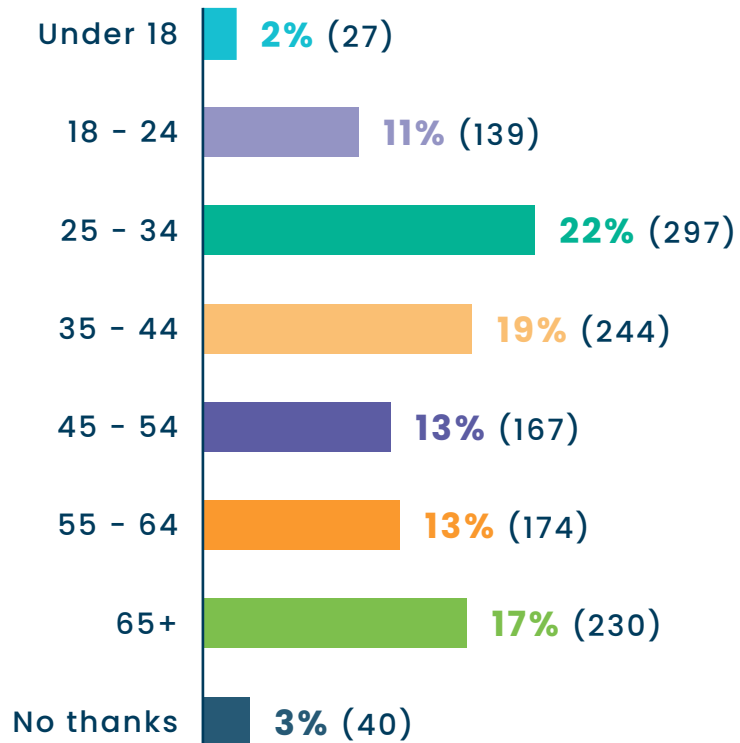
Thanks for your support, feedback, and help spreading the word with your networks!



COMMUNITY SURVEY

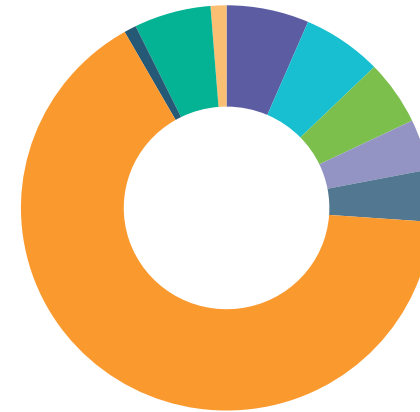
DEMOGRAPHICS

*QUESTIONS WERE OPTIONAL / NOT REQUIRED



AGE

1318/1624 RESPONDENTS*



IDENTITY

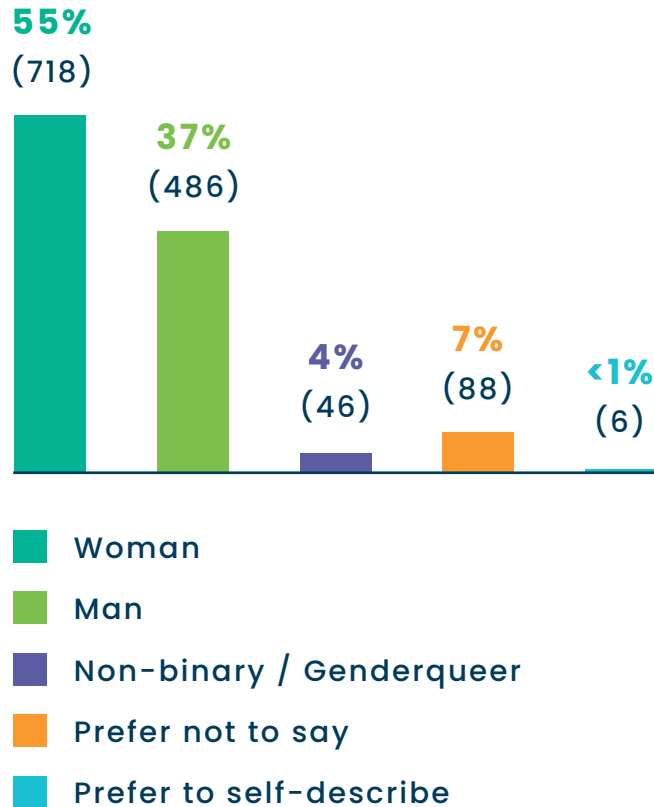
1365/1624 RESPONDENTS*



COMMUNITY SURVEY

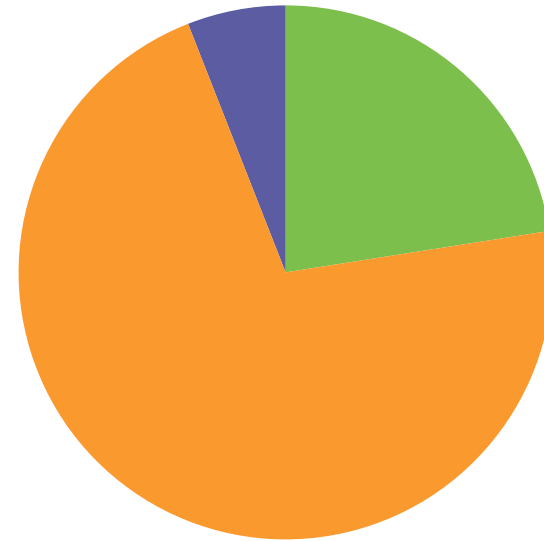
DEMOGRAPHICS

*QUESTIONS WERE OPTIONAL / NOT REQUIRED



GENDER

1316/1624 RESPONDENTS*



22% (295) **Yes**

72% (937) **No**

6% (78) **Prefer not to say**

DISABILITY OR CHRONIC HEALTH CONDITION

1310/1624 RESPONDENTS*



COMMUNITY SURVEY

DEMOGRAPHICS

*QUESTIONS WERE OPTIONAL / NOT REQUIRED



2% (26) Current elementary / middle school student

2% (25) Some elementary / middle school

5% (59) Current high school student

3% (42) Some high school

4% (50) High school graduate

6% (72) Current college student

8% (108) Some college

34% (446) College graduate

36% (474) Advanced degree

<1% (8) Other

EDUCATION

1310/1624 RESPONDENTS*

TOP 15 ZIP CODES

Madison + Maple Bluff 53704 (163)

Madison + Fitchburg 53711 (151)

Madison + Shorewood Hills 53705 (144)

Madison 53703 (136)

Madison 53714 (64)

Madison + Monona 53716 (58)

Madison 53715 (55)

Madison 53726 (38)

Madison, Fitchburg + Five Points 53719 (34)

Madison + Middleton 53717 (33)

Madison + Burke 53718 (32)

Madison 53713 (32)

Madison, Fitchburg, Verona 53593 (14)

Mount Veron + West Middleton

Madison 53701 (14)

Madison 53786 (10)

RESIDENCE

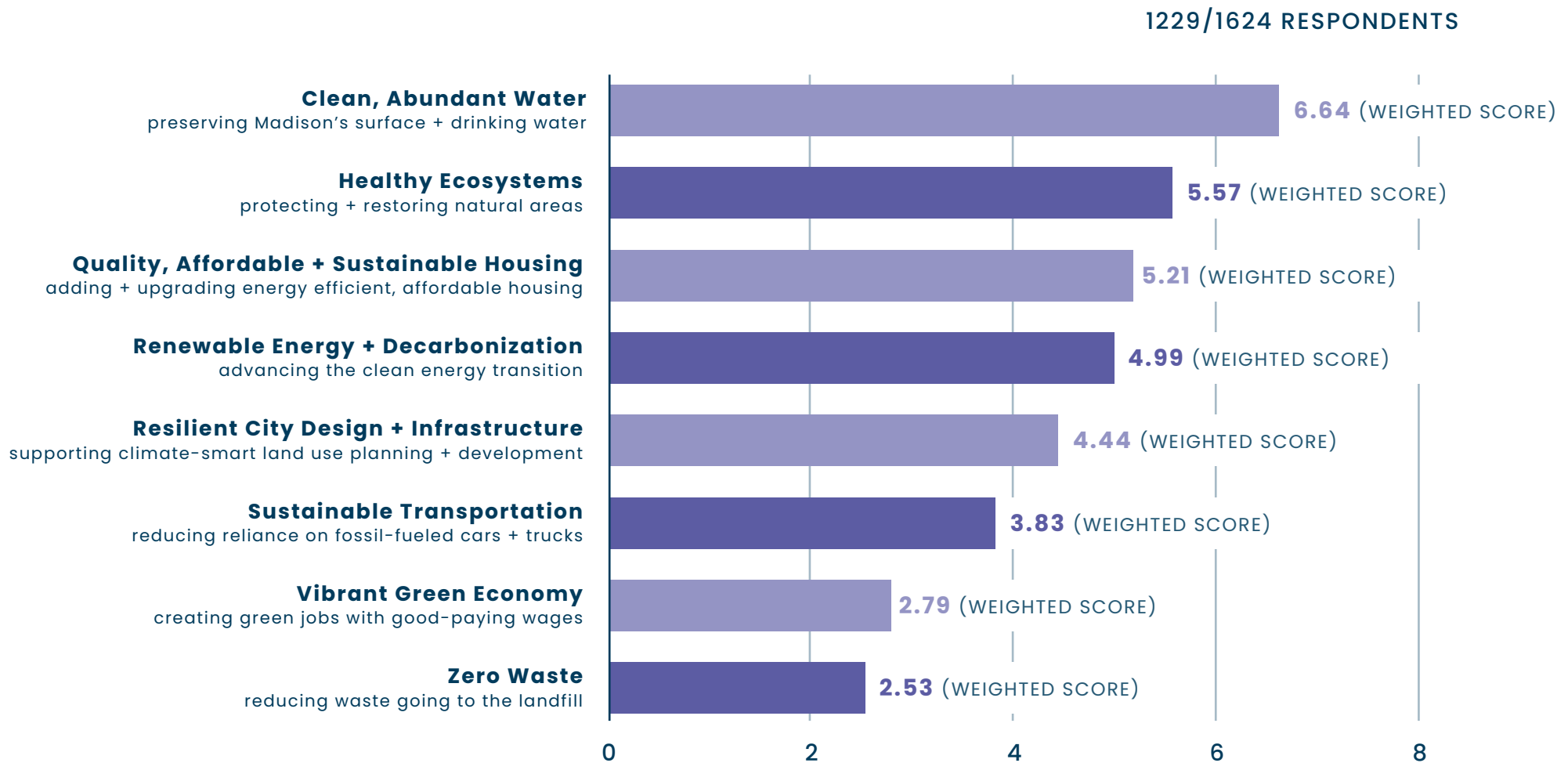
1269/1624 RESPONDENTS*



COMMUNITY SURVEY

SURVEY FEEDBACK

Rank these elements in terms of how important they are to YOUR vision of a green and resilient community.



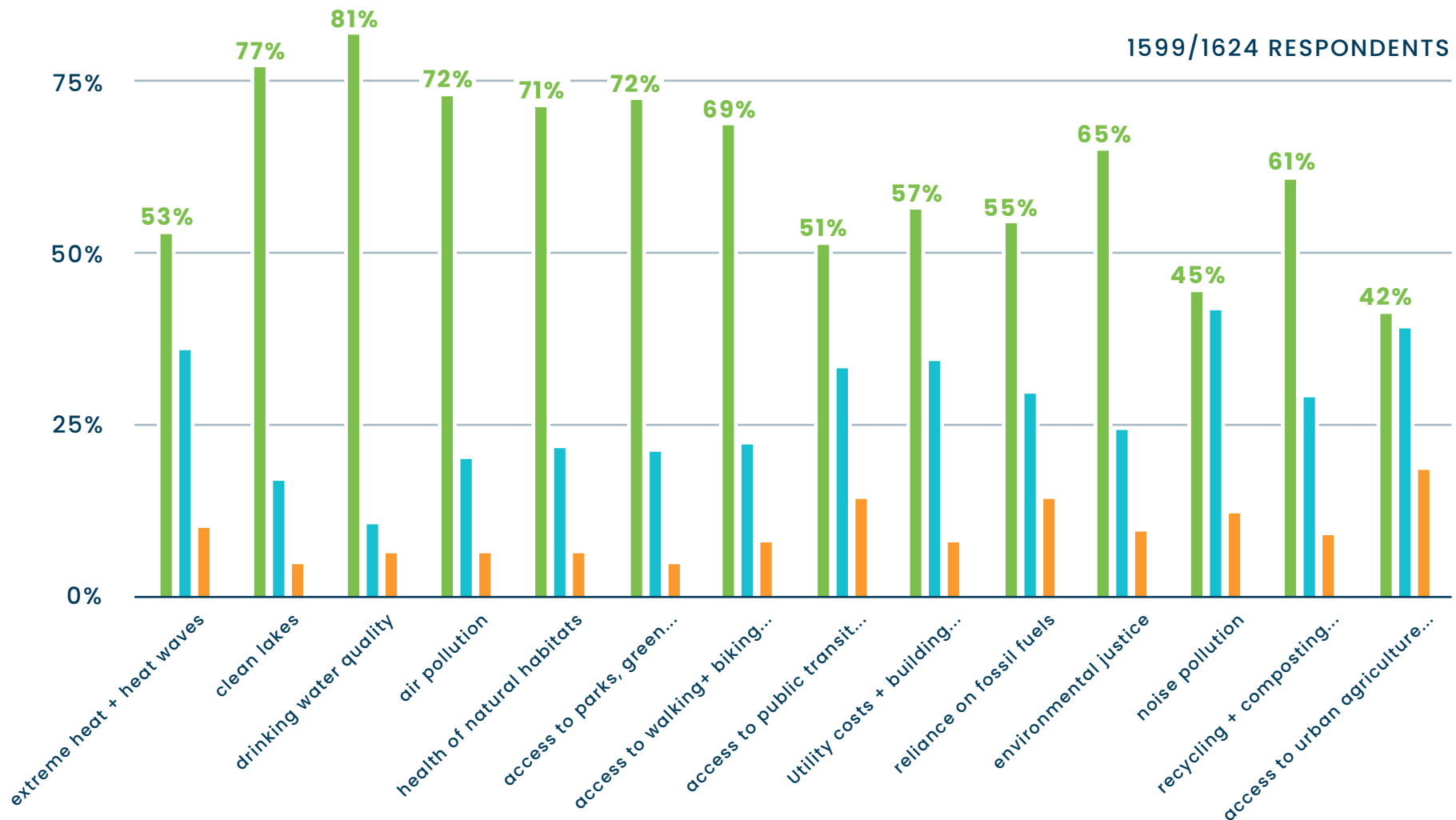


COMMUNITY SURVEY

SURVEY FEEDBACK

How important are the following issues to your life?

- Very important
- Somewhat important
- Not important





Describe your vision for a green and resilient Madison in 25 words or less.

[illegible]

COMMON WORDS



COMMUNITY SURVEY

SURVEY FEEDBACK

Describe your vision for a green and resilient Madison in 25 words or less.

1268/1624 RESPONDENTS

COMMUNITY
WELL-BEING

SUSTAINABILITY
+ CLIMATE
RESILIENCY

EQUITY,
INCLUSIVENESS,
+ SOCIAL
JUSTICE

COMMUNITY
ENGAGEMENT

AWARENESS +
EDUCATION

SUSTAINABLE
TRANSPORTATION

CULTURAL +
RECREATIONAL
VIBRANCY

KEY THEMES

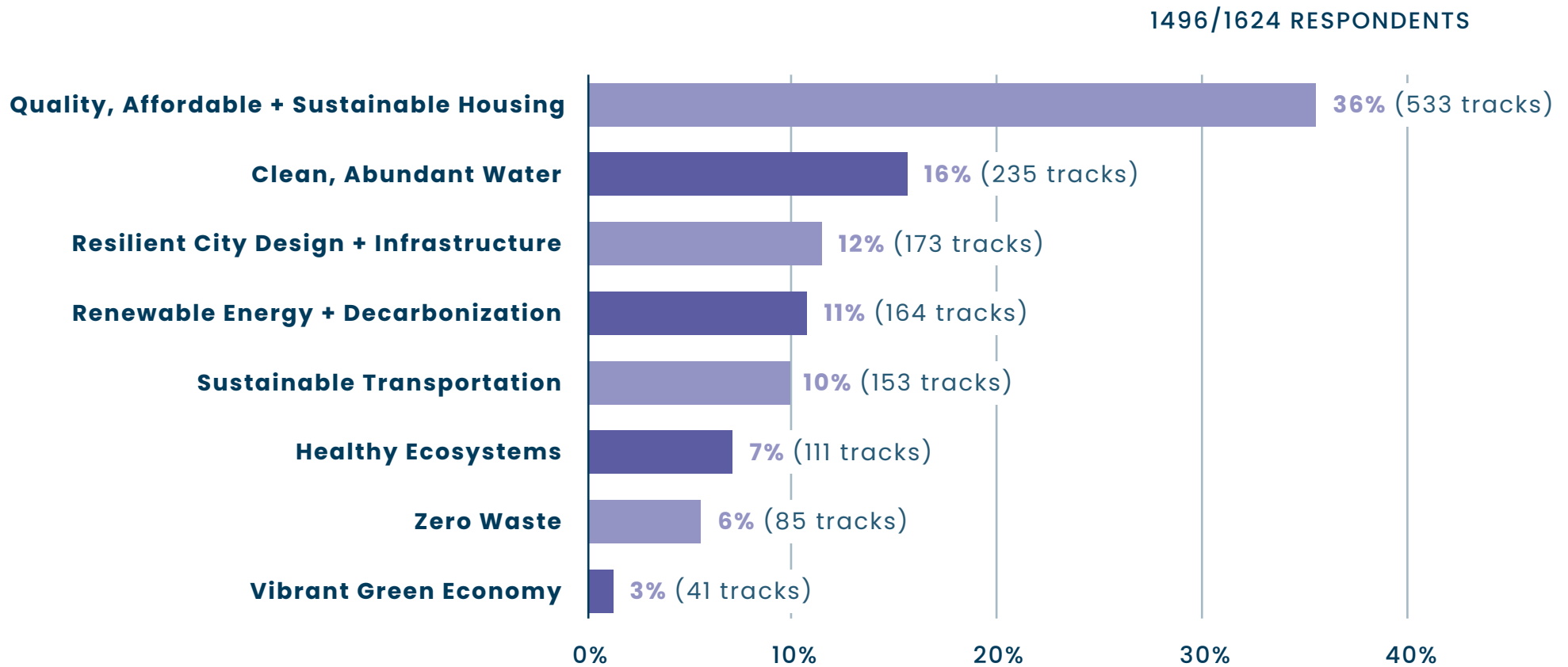


COMMUNITY SURVEY

SURVEY FEEDBACK

Choose your own adventure! Select one or more specific element to provide feedback.

THE FOLLOWING SLIDES SUMMARIZE FEEDBACK FOR EACH OF THE EIGHT (8) ELEMENT TRACKS.





COMMUNITY SURVEY

SURVEY FEEDBACK

Quality Affordable Housing

- New affordable housing developments should be distributed throughout the City, not concentrated within certain areas.
- New multi-family buildings should be required to include green spaces within their designs and be located near transit whenever possible.
- Landlords should be incentivized or required to make energy efficiency upgrades to their rental properties.
- The City should explore both affordable co-housing and cooperative housing models.

Clean, Abundant Water

- The City should promote and incentivize private homeowners to install rain gardens, rain barrels, cisterns, or permeable pavement to capture stormwater, and incentivize water conservation practices for all households.
- The City should prioritize minimizing winter salt application as much as feasibly possible and explore alternatives to the current leaf collection system.
- The City should work with Dane County and other regional partners to induce better agricultural runoff that leads to high phosphorus levels in the City's lakes and broader watershed.



COMMUNITY SURVEY

SURVEY FEEDBACK

Resilient City Design + Infrastructure

- The City should designate community centers or other places as safe gathering places during extreme weather events and prepare emergency evacuation plans.
- Develop disaster recovery plans and relocate people away from areas identified as high risk for disasters.
- Allow for multi-family construction throughout the entire City and promote the '15-minute city' concept to ensure all neighborhoods have easy access to everyday services.
- The City should be careful to not focus too exclusively on rental property development and should still promote pathways for homeownership.

Renewable Energy + Decarbonization

- Develop and expand community solar programs and promote geothermal heating/cooling systems.
- Incentivize rooftop solar on new developments and ease or streamline the permitting process.
- Build out EV charging network.
- Energy efficiency is a low hanging fruit that should not be forgotten as an important decarbonization strategy.



COMMUNITY SURVEY

SURVEY FEEDBACK

Sustainable Transportation

- Promote vehicle sharing, transit use, bicycling, and park-and-rides from outlying communities as means to reduce single occupancy car trips.
- Increase the 15% VMT reduction goal to be more aggressive.
- Increase parking fees downtown to disincentivize driving.
- Ensuring the bus system is fast, convenient, and reliable is the best way to increase ridership.

Healthy Ecosystems

- Promote the use of native and pollinator-friendly plants whenever possible.
- Lawns treated with chemical fertilizers and pesticides should either be banned or reduced to the greatest possible extent.
- City street trees should be protected, especially during major roadway construction projects.



COMMUNITY SURVEY

SURVEY FEEDBACK

Zero Waste

- Overwhelming majority of comments related to wanting a City-wide compost collection service.
- The City should ban single use plastics or at least create disincentives for businesses to use them.
- The City should ban plastic bags.

Vibrant Green Economy

- Promote apprenticeships and green job training opportunities for individuals existing the prison system and in recovery from substance abuse.
- Major employers should encourage remote work policies (for at least a few days a week) to reduce emissions related to commuting.
- The City should build a consortium of business leaders in Madison to create and promote green businesses and job training opportunities.



COMMUNITY SURVEY

SURVEY FEEDBACK

Are there any additional comments
and/or questions you'd like to share?

747/1624 RESPONDENTS

POSITIVE FEEDBACK	CONCERNS/CRITIQUE	RECOMMENDATIONS	GENERAL THOUGHTS
<ul style="list-style-type: none">• Appreciation for the focus on sustainability + the City's commitment.• Emphasis on the importance of mixed neighborhoods, affordable housing, + community connections.• Support for local initiatives + specific planning efforts.• Optimism/excitement about the future positive impact of the Sustainable Development Plan update.	<ul style="list-style-type: none">• Concerns regarding the excessive construction, especially downtown, and its impact on infrastructure + livability.• Calls for more affordable + sustainable options, expressing worry about rising taxes on renters.• Requests for economic adjustments to enhance local/county resilience + divestment from fossil fuel companies.• Push the boundaries more with the goals.	<ul style="list-style-type: none">• Implement sustainable urban planning, including multi-use land + compact layouts.• Support for sustainable transportation, including bike lanes, pedestrian-friendly streets, + public transit.• Include bird safe regulations.• Encouragement for green infrastructure, energy-efficient appliances, + waste reduction.• Ban single-use plastics, like plastic bags.• Increase recycling bins for multifamily housing.	<ul style="list-style-type: none">• Acknowledgment of the challenges of balancing various needs and desires in Madison.• Calls for realistic, attainable goals and prioritizing tasks effectively.• Emphasis on public education, continuous efforts, + community involvement.

A photograph of a modern building with large arched windows, a tree, and three cyclists on a path by a lake, with a green overlay.

KEY TAKEAWAYS



KEY TAKEAWAYS

OCTOBER – NOVEMBER FEEDBACK

*BASED ON STAKEHOLDER CONVOS, POP-UP EVENTS, + CITYWIDE SURVEY

- **Focus on intersectionality (housing, transportations, systems)**
- **Collaboration between all entities and individuals**
- **Education + transparency with the community**
- **Willingness to be leaders of the Midwest + be held accountable**
- **Greater support for existing solutions + need more for knowledge**
- **Interventions + initiatives at all scales (no act is too small)**