



CITY OF MADISON SUSTAINABILITY

An aerial photograph of a river with clear, shallow water. Numerous fish are visible swimming in the water, which is surrounded by lush green vegetation on the banks. The text 'PROJECT UPDATES' is overlaid in the center of the image.

PROJECT UPDATES

SMC KEY MEETINGS | MADISON SUSTAINABILITY PLAN

Engagement will begin mid-September in order: 1) to avoid summer vacation conflicts and 2) to gather more youth and student feedback.

SMC Meeting #1 | July 24th at 4:30-6:30PM

- Present Engagement Plan & incorporate Committee recommendations/feedback

SMC Meeting #2 | August 28th at 4:30-6:30PM

- Present Gap Analysis Summary

SMC Meeting #3 | October 23rd at 4:30-6:30PM ← **NEW DATE**

- Present Engagement Process and Feedback

SMC Meeting #4 | November 27th at 4:30-6:30PM ← **NEW DATE**

- Present content draft and preliminary document layout
(Cover page, Engagement graphics + copy, section covers, and key spread designs)

PROJECT BRAND | STAY TUNED FOR THE MARKETING TOOLKIT



LOGO



CITY OF MADISON
SUSTAINABILITY



CITY OF MADISON
SUSTAINABILITY

COLOR PALETTE



TYPE STYLES

POPPINS (BOLD)
Main Header

Poppins (Medium)
Subheader

Poppins (Regular)
Body Copy



CITY OF MADISON
SUSTAINABILITY
MARKETING TOOLKIT (SURVEY)

Please help the City of Madison, Sustainable Madison Committee (SMC), and project partners spread the word about the citywide survey with your networks and community.

LANGUAGE ACCESS

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

DIGITAL OUTREACH OPPORTUNITIES

EMAIL BLAST: Send an informative email blast to your various community networks with the email body language provided in the **Word Document** to help spread the word about the citywide **Survey**, while also directing people to the project website: www.cityofmadison/sustainability.com. Do not forget to include the **Email Blast Graphics** within the email and to attach the **Flyers** so others can pass them along. Feel free to customize the text as seen fit.

SOCIAL MEDIA: Using your own social media platforms (i.e., Facebook, Instagram, Twitter) post the numerous **Social Media Graphics** and **Word Document** copy. Check out this **Folder** and feel free to utilize any photography taken from either the project team or City of Madison for a social post.

PRINT OUTREACH OPPORTUNITIES

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

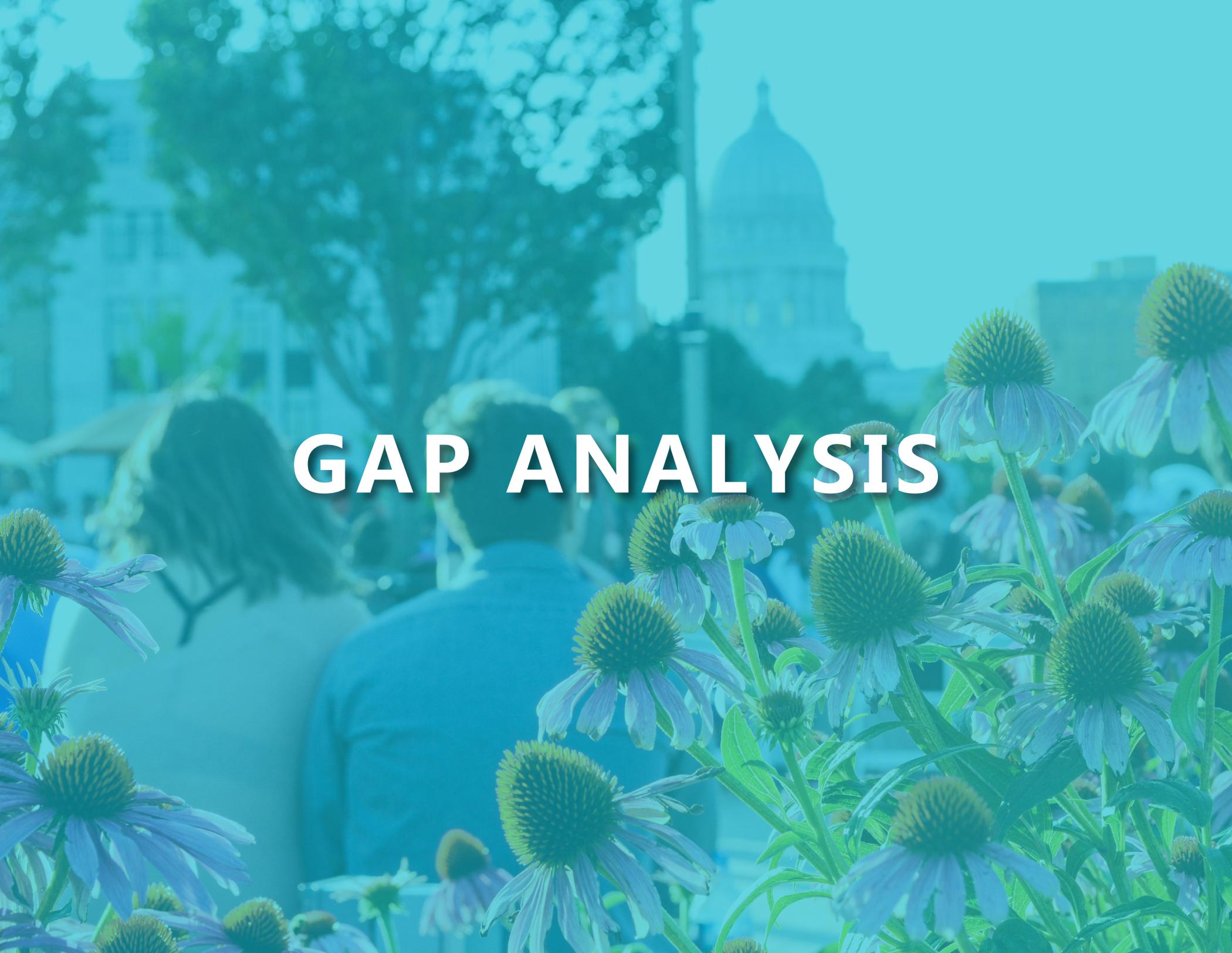
POSTCARDS: Print **Postcards** (6x4) to distribute in local businesses, community organizations, and institutions throughout Madison.

OTHER OUTREACH OPPORTUNITIES

MISC REQUESTED MATERIALS: Need specific dimensions or file types for your local e-newsletter, kiosks, billboards, etc.? No worries! Send your request to arose@alltogetherstudio.com and we will work with your team to create custom materials for your use. Feel free to use the project **Logo!**

WWW.CITYOFMADISON.COM/SUSTAINABILITY

Help spread the word about the citywide survey with your connections!

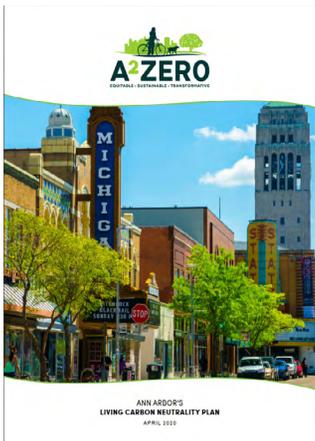


GAP ANALYSIS

PLAN REVIEW | METHODOLOGY

Purpose: Review similar plans adopted by peer cities and best practices for city sustainability and climate planning, identify gaps in Madison's current draft plan, and provide recommendations to address those gaps

Ann Arbor, MI



Milwaukee, WI



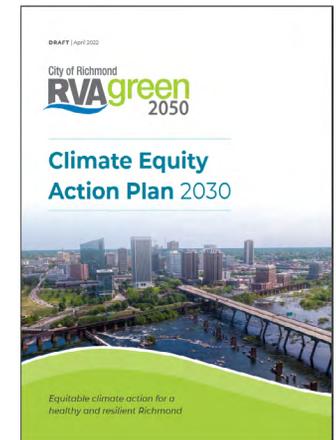
Austin, TX



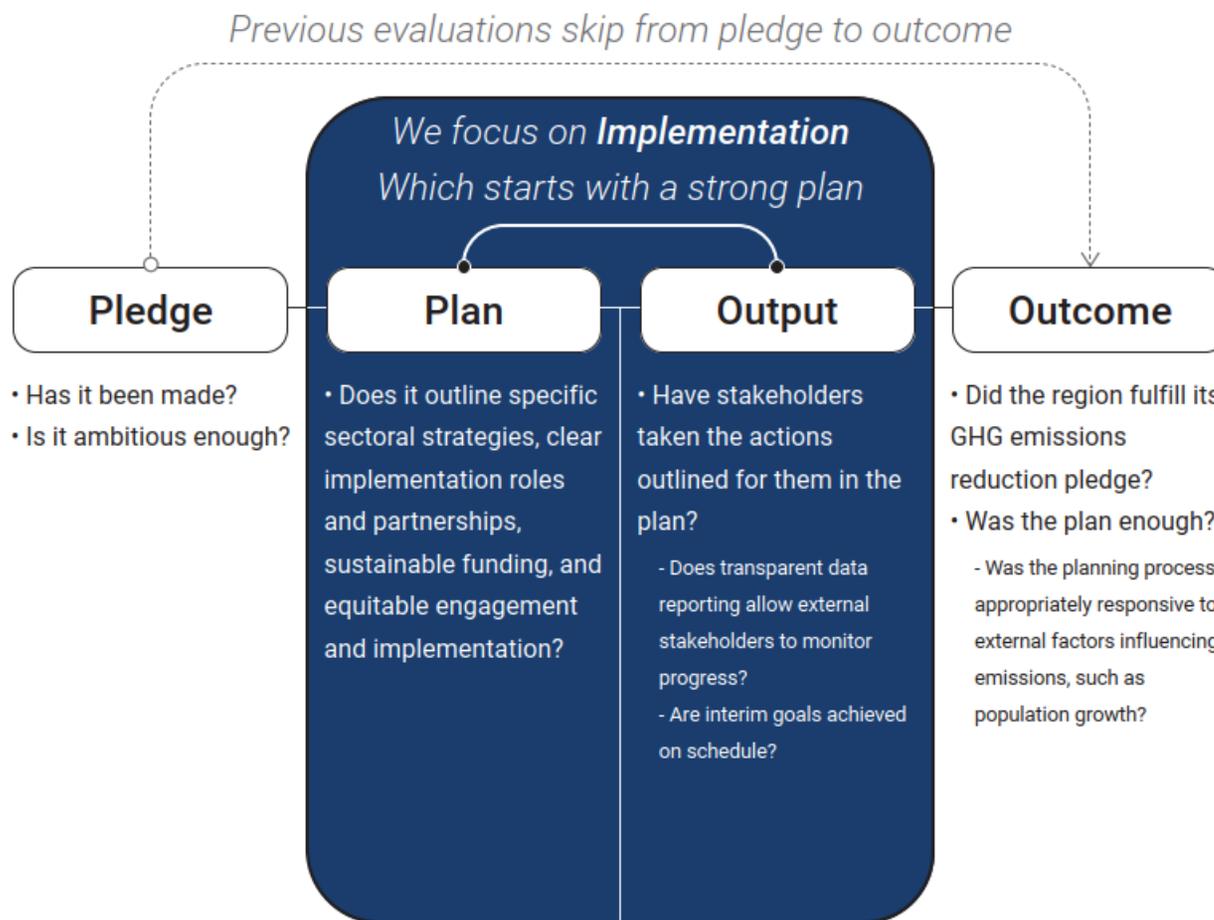
Los Angeles, CA



Richmond, VA



PLAN REVIEW | NATIONAL GAP ANALYSIS



- **50 plans** reviewed, including 2011 Madison Sustainability Plan
- Most plans have long-term decarbonization goals, but only **32% have detailed benchmarks** and reporting
- Only **28% of plans include detailed, sector-specific strategies** for electricity, buildings, and transportation decarbonization.
- Only **16% of plans identify detailed funding sources** or financing approaches.
- While almost all decarbonization plans **identify equity** as a goal, nearly **three-quarters lack details on how to achieve it**

Not According to Plan: Exploring Gaps in City Climate Planning and the Need for Regional Action, Brookings Institute Report

Milwaukee Climate & Equity Plan (2023)

Reduce community GHG emissions: 45% by 2030 and achieve net zero emissions by 2050



Modular housing being transported to the build site

10 BIG IDEAS

Green Jobs Accelerator

Healthy Home Energy Upgrades

New Net-Zero Energy Homes

Commercial Building Benchmarking & Performance Standards

People-Centered Transportation and Urban Design

Electrify Transportation

Greening the Electric Grid

Nature in the City

Waste Reduction & Sustainable Consumption

Resilience Ambassadors

ANN ARBOR & AUSTIN | REVIEW

A2Zero: Ann Arbor's Living Carbon Neutrality Plan (2020)

Achieve carbon-neutrality community-wide by 2030

Strategies

Power out electrical grid with 100% renewable energy

Switch our appliances and vehicles from gasoline, diesel propane, coal, and natural gas to electric

Significantly improve the energy efficiency in our homes & buildings

Reduce the miles we travel in our vehicles by at least 50%

Change the way we use, reuse, and dispose of materials

Enhance the resilience of our people and our place

Austin Climate Equity Plan (2020-2021)

Achieve net-zero GHG emissions community-wide by 2040

Goals

Sustainable Buildings

Transportation and Land Use

Transportation Electrification

Food and Product Consumption

Natural Systems



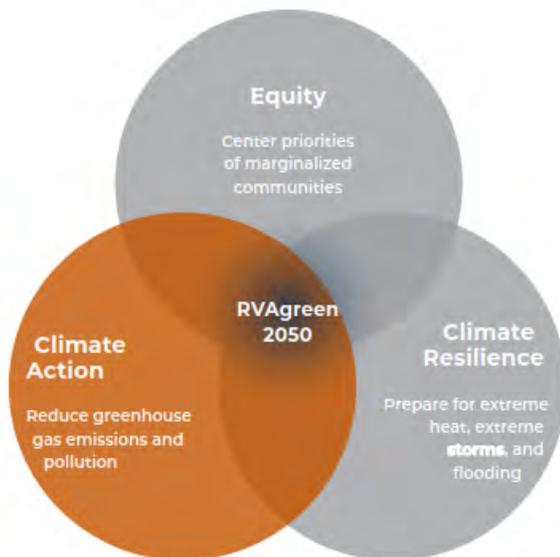
LA & RICHMOND | REVIEW

Richmond Climate Equity and Action Plan (2022)

45% reduction in GHG emissions by 2030 (2008 baseline) and reach net zero emissions by 2050

Pathways

Buildings and Energy
Community
Environment
Transportation and Mobility
Waste Reduction and Recovery



LA's Green New Deal (2019)

Supply 55% Renewable Energy by 2025; 80% by 2036; and 100% by 2045 (community-wide)

Chapters

Environmental Justice
Renewable Energy
Clean & Healthy Buildings
Local Water
Housing & Development
Mobility & Public Transit
Zero Emission Vehicles
Industrial Emissions & Air Quality Monitoring
Waste & Resource Recovery
Food Systems
Urban Ecosystems & Resilience
Prosperity & Green Jobs
Lead by Example

TAKEAWAYS FOR MADISON | RECOMMENDATIONS

- 1. Establish (or explicitly state) a community-wide carbon neutrality time frame**
- 2. Include disaster preparedness and recovery at the individual and neighborhood level into future Climate Resilience Plan**
- 3. Incorporate food recovery, anaerobic digestion, and building construction/demolition into future Zero Waste Plan**
- 4. Address emissions related to refrigerant leakage**
- 5. Participate in statewide advocacy regarding enhancing building codes and working with investor-owned utilities**
- 6. Establish energy benchmarking for buildings (city-owned first)**
- 7. Create a Climate and/or Sustainability Ambassador Program**
- 8. Quantify goals where possible**
- 9. Call out equity implications of goals and actions**

NEXT STEPS



NEXT STEPS | MADISON SUSTAINABILITY PLAN

- Install Public Realm Prompts
(Late September)
- Community Survey
(Mid-September to Mid-October)
- Pop-up Events
(Late September)
- Stakeholder Conversations
(Late September to Early October)
- Community Engagement Summary + Recommendations Presentation (End of October)



**THANK YOU!
QUESTIONS?
FEEDBACK?**