



# CITY OF MADISON SUSTAINABILITY

SUSTAINABLE MADISON COMMITTEE (SMC) | MEETING #2 - 08.28.2023

An underwater photograph showing a large school of small, dark fish swimming in clear, blue-green water. The water is filled with numerous fish, mostly concentrated in the center and lower half of the frame. On the left and right sides, there are large, dense clumps of bright green, fuzzy algae or coral-like structures. The lighting is bright, creating a clear view of the fish and the surrounding environment.

# 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



## 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](http://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](mailto: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](http://WWW.CITYOFMADISON.COM/SUSTAINABILITY)

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

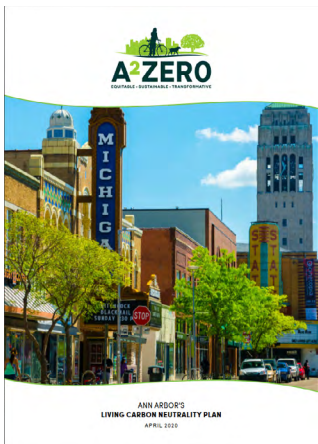
# GAP ANALYSIS

The background image is a photograph of a crowd of people, seen from behind, looking towards a large building with a prominent dome, likely a state capitol building. The entire image is overlaid with a semi-transparent blue filter. In the foreground, there are several purple coneflowers (Echinacea) in focus.

# 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**



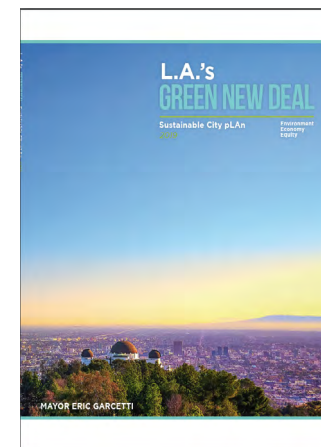
**Milwaukee, WI**



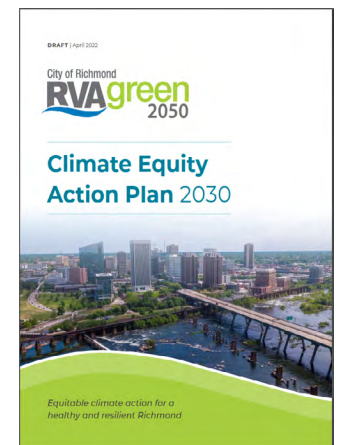
**Austin, TX**



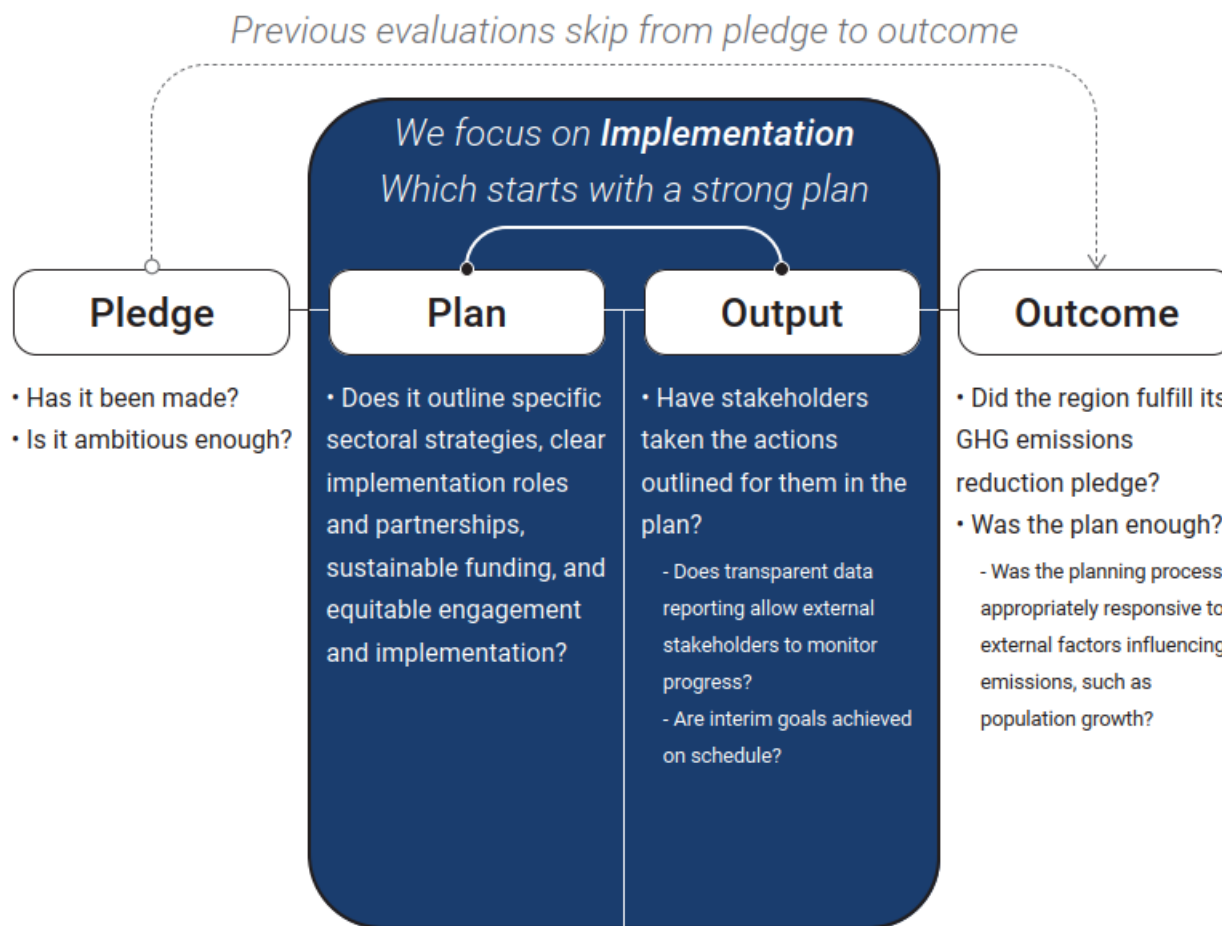
**Los Angeles, CA**



**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

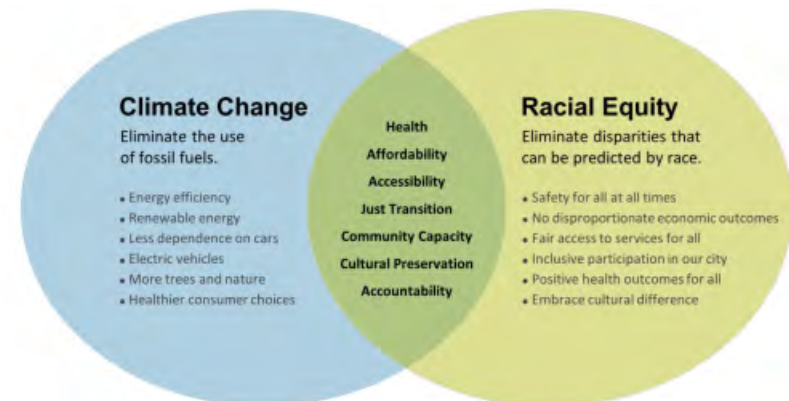
Sustainable Buildings

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

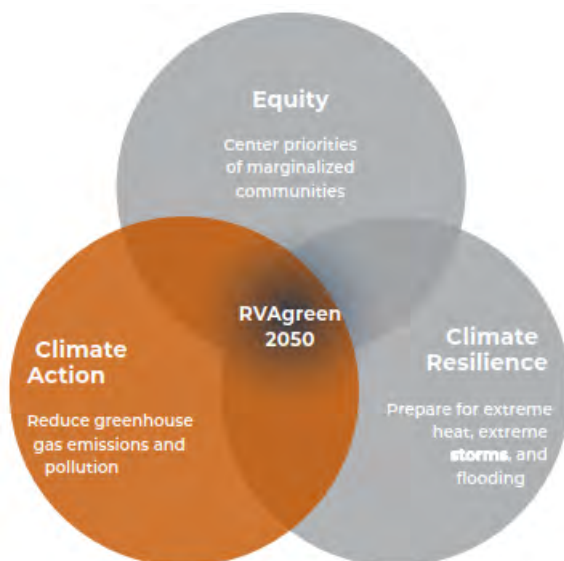
Buildings and Energy

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?**