



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft SUSTAINABLE MADISON COMMITTEE

Thursday, September 20, 2012

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 300

CALL TO ORDER / ROLL CALL

Others present: Steve Steinhoff and Karl van Lith.

Present: 10 -

Lucas K. Dailey; Jill Johnson; John M. Robinson; Lance E. Green; Sam J. Breidenbach; Patrick Eagan; Garrick R. Maine; Jeannette E. LeZaks; Selamawit Z. Wondaferew and Lou W. Host-Jablonski

Excused: 5 -

Satya V. Rhodes-Conway; Natasha S. Sattin; Richard J. Pearson; Jesse J. Shields and Richard A. Heinemann

APPROVAL OF MINUTES

Johnson moved to approve the September minutes - motion was seconded by Maine. Motion to approve the minutes was unanimously approved.

PUBLIC COMMENT

Student from MATC was present to observe City committees.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

[27736](#)

Capital Region Sustainable Communities Presentation - by Steve Steinhoff

Attachments: [About CRSC 1-Page.pdf](#)
[CRSC Update 08-12 visual.pdf](#)

Steve gave presentation

Lou - Who represents Madison?

Steve - Brad Murphy, Brian Grady, David Trowbridge, but involvement needs to go beyond staff. MOU was signed by mayor through resolution.

Jill - Does Thrive participate?

Steve - Thrive did not participate. They wanted to look at broader area and economic development.

John - How are other orgs involved?

Steve - promote in their organization and participate in work groups etc.

Lance - What about indicators?

Steve - 3 long-term outcomes - then we are looking at three levels on indicators - system level, performance/policy, rapid-fire.

Examples...Transportation – system level – shifting mode share away from SOV or Clean Lakes...Performance – level of transit, walk-ability of neighborhood.. Rapid-fire – beach closing. Steps/Pre-Condition – what needs to be in place for us to achieve? Interventions – what needs to happen in order to achieve this?- might be to put BRT in-place. Assumption – be up-front about what are the assumptions. That is what this workshop is going to go through. – The Nov. 14th Conference. Where are outcomes – that achieve progress across more than one category. Then start to work on implementation.

Lou – Madison only has limited influence outside the City. How can this effort help Madison lead sustainability?

Steve – Outreach Plan – one thing is to have enough support – to keep this going beyond the grant. Maybe this committee can help with that. There is a need for greater regional collaboration. These discussions are happening through this grant and through CARPC. Political leadership is needed to really make this work. Comprehensive Plans were used...

Lou – BRT – Monona and SE is missing. What is with that?

Steve – Transportation Planners – looking for a level of density and employment – and also looking for a level of transit ridership.

Satya – Monona has not wanted Metro so why would they want BRT?

Steve – BRT – has elements – lanes, signal prioritization – you can go from more BRT – to express bus and back to BRT... depending on density or ridership, etc. BRT can increase redevelopment in the area.

Lou – does BRT increase development – how does that compare to rail.

Steve – BRT is newer – so there is not a lot of information. Implementation is not full BRT. International systems – to rate them. There is some evidence that there is some development. BRT does simulate demand – transit investment alone – will not do it – must also have planning/redevelopment/zoning – which will allow the development is also a must.

Satya – this is true for all types of transit...

Steve – if there is a corridor that you want density – there is a threshold - if it is car-only. If you have another transit option you can perhaps increase density.

Lance – East side is looking at redoing our neighborhood plans. Can you tell me more about the grants?

Steve – \$70K-\$75K level – hopefully matching grants increase neighborhood capacity. Implement projects – transportation, housing, food – broaden participation – low-income and community of colors. Start talking with your groups about what aligns the most with these areas – and how can you reach out to broaden participation – all grantees will be asked to participate in the equity conference.

Lou – indicators – Jim LaGro – what is his deliverable?

Steve – Set of indicators – forming a technical team – to make sure we can measure these indicators – tracking and recording system and reported as a tool for measuring progress. CARPC would use these in our annual report.

Lou – would SMC work be helpful to Jim?

Steve – yes and also participate in the process. Someone from the City will be working on the technical team.

Garrick – How do we have a City – to effect water quality, air quality etc. CARPC – is coordinating this – does this exist beyond the grant?

Steve – that question needs to be answered... funding from partners has not happened – there are issues with funding CARPC.

Jill – Money is from?

Steve – RPC some level of levy authority – collected by the county. CARPC – has other work – approval of sewer expansions.

Lou – no more questions.

Lou – SMC should think about what do we do with this effort?

Satya – Have it on our agenda and have Brad Murphy come and talk with us.

DISCUSSION ITEMS

26793

Madison Sustainability Plan - Sustainability Indicators

Continue discussion of metrics (20-30 minutes): Discussion on the goals in the Sustainability Plan, what data that the City of measuring, collecting and analyzing, and what is available now - e.g., Neighborhood Indicators, Madison Measures,) and what other cities use for sustainability indicators.

Attachments: [Sustainability Indicators Santa Monica and Mpls.pdf](#)
[sustainability IndicatorDatabase dubuque IA.XLSX](#)
[SMC Sustainability Measures docx.docx](#)
[MadisonDraftIndicators 11-2012.xls](#)

Lou – what Jim LaGro is working on could be really helpful to our process. Perhaps Jim LaGro can come to a meeting.

Satya – I was hoping that we could have snap shot of things that we already measure that we can quickly start reporting. Then we decide what we are going to work on and did the policy work?

Lance – The goal of indicators – is a public awareness of sustainability. That is important because it keeps the topic alive. Parts of the reports – collect them and put them into a sustainability report. Second part what are going to improve and how do we show that we are improving. We could learn by going to the workshop. – Sustainability is regional.

Jill – pick 5 or 6. ED-net new construction... measurement – there is something concrete - water quality – what can we tell a good story.

Garrick – need to find the right number 5 may be too small. All areas impact others. Indicators should also impact either other.

Lou – what does the dashboard get us?

Satya – raise awareness in community? Monitor it. Time to keep information good.

Selamawit – 7-8 categories – I see this as a baseline – with an algorithm.

Jill – There are committees that the common council that listens to and committees that they don't.

Lou – what should we do?

Lance – How can we do this?

Jill – you can have sub committees?

Satya – We could all do homework – people send information to Jeanne.

Lucas – get a full list – is good – we need more than 5-10 indicators.

Sam – Agree with Lucas – lets use data that we have. We need to sell this to public/common council.

Jeannette – If we do the homework – then have a priority – helps to tell the stories. Then we have a few goals – then get to work.

John – where did the measure come from?

Jeanne – we used Madison Measure and the Environmental Health Report Card and then we added.

26794

Development of 2012-2013 - Work Plan

ANNOUNCEMENTS

None.

ADJOURNMENT

**Maine motioned to adjourn the meeting - motion was seconded by
Breidenbach. Motion to adjourn passed unanimously.**