

# Sustainability Baselines and Resources 2010

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## Table of contents:

### ENVIRONMENT

Sustainability Category: Natural Systems

Sustainability Category: Energy and Climate

Sustainability Category: Planning and Design

### ECOMONIC PROSPERITY

Sustainability Category: Economic Development

Sustainability Category: Employment and Workforce Training

### SOCIAL CAPITAL AND COMMUNITY HEALTH

Sustainability Category: Education, Arts and Community

Sustainability Category: Affordability and Social Equity

Sustainability Category: Children, Health and Safety

# ENVIRONMENT:

## *Sustainability Category: Natural Systems*

### **Goal 1 – Improve Air Quality**

#### **Potential sub goals**

- Maintain Attainment Status for Ozone per federal EPA clean air standards
- Maintain Attainment Status for fine particle (PM 2.5) per federal EPA clean air standards
- Reduce toxic air emissions (of Ozone and PM 2.5 or other pollutants) to 25% of 1993 levels

#### **Recommendations:**

#### **Resource(s):**

EPA average air quality index

WI DNR Air Management Program's Air Quality Monitoring site -

<http://dnrmaps.wisconsin.gov/imf/imf.jsp?site=wisards>

Incidence of Clean Air Action days for Ozone and PM 2.5 in Dane County

Dane County Clean Air Coalition - <http://www.healthyairedane.org/>

Madison and Dane County Public Health – Environmental Report Card -

<http://www.publichealthmdc.com/publications/documents/2006RptCard.pdf>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

Environmental Report Card: <http://www.publichealthmdc.com/publications/envReportCard.cfm>

### **Goal 2 – Improve Ground Water Quality**

#### **Potential Sub-goals:**

- Maintain compliance with the EPA National Primary Drinking Water Standards -
- Madison Water Utility continues to meet or exceed all federal and state drinking water standards

#### **Recommendations:**

#### **Resources:**

<http://www.epa.gov/safewater/contaminants/index.html>

<http://www.cityofmadison.com/water/Documents/WaterQuality09.final.pdf>

Madison Water Utility's Water Quality and Treatment Policies for Iron and Manganese -

<http://legistar.cityofmadison.com/detailreport/?key=16884>

Madison Water Utility's Policy on Testing for Pharmaceuticals and Endocrine Disrupting Compounds - <http://legistar.cityofmadison.com/detailreport/?key=16906>

Chloride Levels in Select Madison Wells -  
<http://www.publichealthmdc.com/publications/documents/2006RptCard.pdf>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

Environmental Report Card: <http://www.publichealthmdc.com/publications/envReportCard.cfm>

## **Goal 2 – Improve Lake Water Quality**

### **Potential Sub-goals:**

- Reduce phosphorus loading to Lake Mendota by 50% overall. (What Baseline Level??)
- Reduce total suspended solids by 40% compared to no controls by 2013
- Assist with completion of Yahara Capital Lakes Environmental Assessment and Needs (CLEAN) Memorandum of Understanding -  
Develop a Vision; Model Existing Nutrient and Sediment Loadings; Assess Causes of Bacterial Outbreaks at Beaches; Develop Achievable Goals; Identify Needs to Meet Sediment Loading and Bacterial Reductions Goals; Advise and Communicate Progress to Madison Community Foundation on efforts to protect and improve Yahara lakes and identify future actions and costs; and finalize framework for long-term Yahara lakes “umbrella” group
- Reduce the likelihood of algal blooms on any given summer day from 50% to 20%.

### **Recommendations:**

### **Resources:**

<http://www.danewaters.com/YaharaLakesLegacyPartnership.aspx>

[http://danedocs.countyofdane.com/webdocs/pdf/lwrld/lakes/Commitment\\_Status.pdf](http://danedocs.countyofdane.com/webdocs/pdf/lwrld/lakes/Commitment_Status.pdf)

City of Madison Policy for Stormwater and Improvement of Water Quality in Lakes Mendota, Monona and Wingra - <http://legistar.cityofmadison.com/detailreport/?key=16536>

Final Report Clean Lakes & Beaches: A Water Quality Plan – 2005 –  
<http://legistar.cityofmadison.com/detailreport/?key=2022>

Madison Beach Closures for Water Quality Problems -  
<http://www.publichealthmdc.com/publications/documents/2006RptCard.pdf>

Average Summer Phosphorus Levels in Madison Lakes -  
<http://www.publichealthmdc.com/publications/documents/2006RptCard.pdf>

Mercury and PCB levels in fish –  
<http://www.publichealthmdc.com/publications/documents/2006RptCard.pdf>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

### **Goal 3 – Maintain or Improve Water Conservation Efficiency**

#### **Potential Sub-goals:**

- Maintain the current annual rate of groundwater pumping, based on an average of five years (2002-2006), while reducing residential per capita water use by 20% below current levels by the year 2020.

#### **Recommendations:**

#### **Resources:**

Madison Water Utility - <http://www.cityofmadison.com/water/sustainability/>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

### **Goal 4 – Increase Solid Waste Diversion From Landfill**

#### **Potential Sub-goals:**

- City of Madison – 65% landfill diversion by the year 2010 with continued progress towards the goal of Zero Waste
- 70% recycling of construction, demolition, remodeling debris on construction projects (States construction recycling requirement impact???)
- Follow Clean Sweep guidelines

#### **Recommendations:**

#### **Resources:**

<http://legistar.cityofmadison.com/detailreport/?key=10829><http://legistar.cityofmadison.com/detailreport/?key=13638>

<http://www.danecountycleansweep.com/>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

## ***Sustainability Category: Energy and Climate***

### **Goal 1 – Reduce Energy Use & Greenhouse Gas Emissions**

#### **Potential Sub-goals**

- Reduce Community GHG Emissions 7% from 1990 levels by 2012
- Reduce Community and City Operations GHG Emissions by 100,000 tons and 15,000 tons respectively by 2011
- Complete 25x25 plan –
  - 25% of electricity and transportation fuels from renewable sources by 2025
  - 20% of electrical usage from renewable sources by 2011

- 20% use of renewable fuels by 2010 and 50% by 2015
- Complete *Building A Green Capital City Plan*
  - 20% of electrical usage from renewable sources by 2010
  - 5% of residents buy renewable power
- EPA Green Power Partner with 2% of the entire community's electricity purchased from renewable sources
- City Energy Challenge to city departments to reduce energy use by 10% by 2010
- Mayor challenges other units of government to reduce energy

**Recommendations:**

**Resources:**

US Conference of Mayors Climate Protection - [www.seattle.gov/Mayor/Climate/](http://www.seattle.gov/Mayor/Climate/)

Mpowering Madison - [www.mpoweringmadison.com/](http://www.mpoweringmadison.com/)

Energy Independent Communities - <http://energyindependence.wi.gov/>

*Building A Green Capital City plan*- [www.cityofmadison.com/Sustainability/](http://www.cityofmadison.com/Sustainability/)

## *Sustainability Category: Planning and Design*

### **Goal 1 – Improve Transportation Planning**

**Potential Sub-goals:**

- Reduce VMT by 25%
- Increase Transit ridership by 10%
- Develop Rapid Bus program to decrease commute times and improve customer service
- Increase business and organizational use of Ride Share programs
- Create new mixed-use, transit oriented developments at strategic locations identified in Comprehensive Plan
- Develop and maintain a coordinated and balanced transportation system that provides accessible, multi-modal travel opportunities

**Recommendations:**

**Resources:**

VMT formula and measures

Transit Ridership

See link to Metro Transit Annual Report 2008: <http://www.cityofmadison.com/metro/>

Mode Share

<http://www.madisonareampo.org/Rideshare.htm>

Transit Access: See Metro Transit 2008 Annual Report: <http://www.cityofmadison.com/metro/>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

Transportation Planning:

[http://www.madisonareampo.org/regional\\_comprehensive\\_plan\\_2030.htm](http://www.madisonareampo.org/regional_comprehensive_plan_2030.htm)

Transportation trends: <http://www.madisonareampo.org/transportationtrends.htm>

## **Goal 2 - Land Use**

### **Potential Sub-goals:**

- Create a development pattern and service infrastructure that supports and encourages energy-efficient life styles and promotes long-term conservation of natural resources and the health of the environment.
- Improve open space, parkland and recreational opportunities.
- Maintain and enhance downtown Madison as the predominant community and regional center for government, employment, health care, educational and entertainment activities, and as a vibrant urban residential community characterized by diverse and engaging neighborhoods
- Preserve and enhance Madison's unique beauty and character by implementing architectural, urban design and natural resource policies that promote and protect a sustainable, high-quality built environment and preserve the area's important natural resources and open spaces

### **Recommendations:**

### **Resources:**

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

Residential Density -

<http://www.cityofmadison.com/mayor/projects/documents/MadisonMeasures-2009.pdf>

Sustainability Aspects of the 2009 draft zoning code .pdf (see link at website below)

<http://www.cityofmadison.com/neighborhoods/zoningRewrite/meetings.cfm>

City of Madison Zoning Code

<http://www.cityofmadison.com/BI/zoning.html>

# ECONOMIC PROSPERITY

## *Sustainability Category: Economic Development*

### **Goal 1 – Improve and Support Economic Viability**

#### **Potential Sub-Goals:**

- Madison is a place where businesses want to locate, start, innovate, grow and prosper.
  - Develop five new businesses in targeted industry sector areas in 2010
  - Make the City Economic Development Toolkit more strategic (*meaning???*)
  - Develop stronger private-public business partnerships to enhance economic development.
- Residents have a wide variety of choice in jobs, education, training and opportunities to prosper.
  - Reduce unemployment levels to half national average
  - Maintain Adjusted Gross Income at 10% higher level than state average
- The natural and built environment is supported as an asset of future economic development
  - East Washington Capital Gateway is a major place of basic sector employment
  - Promote industrial and applied technology development in the Southeast Industrial Area, including the Bio-Ag Gateway
  - Continue to work with existing employment centers to expand, upgrade and construct state-of-the-art facilities

#### **Recommendations:**

#### **Resources:**

Economic Development annual report

Economic dashboard

<http://legistar.cityofmadison.com/detailreport/matter.aspx?key=17631>

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

Unemployment Rate – Madison’s unemployment rate for 2006 was 3.5%. The statewide rate was 4.9%. The national average was 4.6%. -

<http://www.cityofmadison.com/mayor/projects/documents/MadisonMeasures-2009.pdf>

Adjusted Gross Income - Madison \$49,697 and Statewide \$48,107 -

<http://www.cityofmadison.com/mayor/projects/documents/MadisonMeasures-2009.pdf>

## **Goal 2 – Support Local Food Supply**

- Develop year round Public Market
- Develop plan to support infrastructure for local food processing, aggregation and distribution

### **Recommendations:**

### **Resources:**

Institutional Food Market Coalition website: <http://www.ifmwi.org/default.aspx>

Number of Farmers

Number of pounds/tons of local food bought by retailers

Number of Community Gardens

[http://www.cacscw.org/food\\_gardens/index.htm](http://www.cacscw.org/food_gardens/index.htm)

Number of Farmers' Markets

<http://www.dcfm.org/>

Number of Groceries offering nutritious food

See Local Grocery report: <http://www.cityofmadison.com/planning/index.html>

## ***Sustainability Category: Employment and Workforce Training***

## **Goal 1 - Green Business Development**

### **Potential Sub-goals:**

- Develop Sustainable Business Incubator site within city limits

### **Recommendations:**

### **Resources:**

Economic Development Plan

Economic dashboard

<http://legistar.cityofmadison.com/detailreport/matter.aspx?key=17631>

# **SOCIAL CAPITAL&COMMUNITY HEALTH**

## *Sustainability Category: Education, Arts and Community*

### **Goal 1 – Enriching Community Life**

#### **Potential Sub-goals:**

- Support Arts and Entertainment District development projects within Downtown BID
- Increase voter turnout and government participation
- Develop and implement a Youth Opportunity Index
- Support and improve neighborhood centers and associations capacities

#### **Recommendations:**

#### **Resources:**

Voter Turnout - Neighborhood Indicators Project

<http://madison.apl.wisc.edu>

Youth Opportunity Index – Neighborhood Indicators Project

<http://madison.apl.wisc.edu>

City Boards and Commissions fully staffed.

### **Goal 2 – Improve Educational Opportunity for all:**

#### **Potential Sub-goals:**

- Develop and support programs to improve Kindergarten preparedness in city of Madison

#### **Recommendations:**

#### **Resources:**

Kindergarten preparedness – Neighborhood Indicators

<http://madison.apl.wisc.edu>

Parents Education Level: No HS diploma/GED - Neighborhood Indicators

<http://madison.apl.wisc.edu>

Parents Education Level: College Graduate Households - Neighborhood Indicators

<http://madison.apl.wisc.edu>

Student Mobility – MM (MMSD) - Neighborhood Indicators

<http://madison.apl.wisc.edu>

Socio-economic data—MMSD and Neighborhood Indicators

<http://madison.apl.wisc.edu>

## *Sustainability category: Affordability and Social Equity*

### **Goal 1 - Housing Affordability**

#### **Potential Sub-goals:**

- Develop affordable housing and other support facilities and programs necessary to ensure opportunities for individuals and families with a variety of income and personal resources
- Develop programs that ensure housing employment, transportation, recreation and entertainment are accessible to persons with disabilities
- Develop family assistance programs

#### **Recommendations:**

#### **Resources:**

City of Madison Comprehensive Plan: <http://www.cityofmadison.com/planning/comp/plan.html>

Families in Poverty - <http://madison.apl.wisc.edu>  
Neighborhood Indicators

Students receiving free/reduced lunch - Neighborhood Indicators  
<http://madison.apl.wisc.edu>

Families who received medical assistance, food stamps, or W-2 - Neighborhood Indicators  
<http://madison.apl.wisc.edu>

Economic dashboard  
<http://legistar.cityofmadison.com/detailreport/matter.aspx?key=17631>

<http://www.publichealthmdc.com/publications/envReportCard.cfm>

## *Sustainability category: Children, Health and Safety*

### **Goal 1-Public Health**

#### **Potential Sub-goals:**

- Increase Immunization Rates in Madison Infants
- Reduce the Incidence of Chlamydia in Madison Residents
- Reduce rates of Asthma by supporting community efforts
- Develop and support programs to reduce childhood obesity and diabetes
- Support wellness programming and infrastructure

#### **Recommendations:**

#### **Resources:**

Environmental Report card  
<http://www.publichealthmdc.com/publications/envReportCard.cfm>

Infant Health - Neighborhood Indicators Project

Maternal Health - Neighborhood Indicators Project

<http://www.cityofmadison.com/mayor/projects/documents/MadisonMeasures-2009.pdf>

Asthma rates: <http://www.publichealthmdc.com/publications/documents/2006RptCard.pdf>

Childhood Obesity and Diabetes