



City of Madison

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

Meeting Minutes - Draft SUSTAINABLE CITY AD HOC SUBCOMMITTEE FOR THE PRIVATE SECTOR

Monday, March 15, 2010

4:00 PM

215 Martin Luther King, Jr. Blvd.
Room 300 - Madison Municipal Building

CALL TO ORDER / ROLL CALL

The Meeting was called to order at 4:08 PM.

Others present: karl van lith, Jeanne Hoffman Brian Joiner and Teresa Coffman

Present: 12 -

Sam J. Breidenbach; Joann K. Kelley; James G. Lorman; Bryant Moroder; Michael E. Whaley; James R. Bradley; Trudi Jenny; Lou W. Host-Jablonski; Leslie C. Schroeder; Richard A. Heinemann; Sherrie Gruder and Daniel J. Bertler

Absent: 1 -

Joseph M. Alexander

Excused: 2 -

Judy Compton and Marc B. Kornblatt

PUBLIC COMMENT

None

DISCUSSION ITEMS

[13906](#)

Update of Building a Green Capital City Plan

Attachments: [Building a Green Capital City Status Report.pdf](#)
[GreenCapitalReport_1.pdf](#)

[16331](#)

Review Planning Process Documents

Attachments: [SDE Update Exhibit A Sustainability Categories.pdf](#)
[SDE Update Exhibit B Recommended terminology.pdf](#)
[SDE Update Exhibit C Natural Step Four System Conditions \(3\).pdf](#)
[SDE Update Exhibit D Matrix of Impact.pdf](#)
[SDE Update Exhibit E Outline for final report.pdf](#)
[SDE Building a Green Capital City Plan for Update.pdf](#)
[Sustainability Baselines and Resources 2010.pdf](#)
[SDEC sub committee timeline.pdf](#)
[TNS Planning Process ABCD \(3\).pdf](#)
[My Top Five Ideas \(2\).pdf](#)
[Madison Sustainability Plan update-communication plan.pdf](#)
[IGM Follow Up Meeting Notes.doc](#)
[IMAGINE GREEN MADISON VISION STATEMENTS.doc](#)

Brian explained the plan for the meeting. Ten minutes for each presentation. After each presentation, ten minutes for clarification and then ten minutes for questions. No discussion, please.

Satya asked when we would be able to have a discussion about the merits of the presentations, and the response was that there will be another meeting, after we've all had time to digest. Satya suggested a separate meeting just to discuss public input. Brian and Karl agreed.

Workforce Development – Satya

Public and Private equivalent groups have not yet talked.

Goals: Develop green businesses. Government can help businesses identify local suppliers and clustering of supply chains.

Promote “greening” of existing businesses

“Green jobs” training. Multiple levels of entry. Portable credentials. Map what is available in the Madison market and look for gaps. Have employers at the table to tell you what they're looking for.

Policies that promote job creation. Help existing businesses to “retool” into green jobs.

Questions: “Retooling” does that include helping businesses growing? Yes. Grow in a green way.

Comments: “Mapping” the word should be in there. This should cross-flow.

Energy and Climate Change

Transportation – Sam B

40% energy reduction by 2030. Assess asthma rates as a metric for air quality.

Market public transportation like buses to the public.

Buildings Public – Paul

See the City as an enterprise. Upgrade capital assets as well as buildings.

Accelerate replacement of capital assets. Trade notes with the private sector for feedback about what works.

Buildings Private – Sherrie

Upgrade existing building stock- commercial and residential. New buildings meet zero net energy by 2030. LEED, energy star. Rebates. TIF funded projects. Green roof requirements for all new construction. 50% of roofs covered. Promote infill development. Conditional use permit for gardening.

Public Engagement – Joanne

We need public support for these things. Goal: 20% actively involved. 60 % aware.

Carbon and Energy – Michael

Produce 25% of electricity, heating and transportation from low-carbon energy sources. The City can help by using the power of the purse. Buy them. Localize the supplies. May require statutory amendments to align utilities, City, and public.

Climate Action Plan – Peter

Reduce emissions 80% from the 1990 levels by 2050. Hire a consultant. Develop benchmarks. Incorporate plan into everything we do. We're already 20% higher than 1990 levels.

Questions:

Needs to be combined with Transportation group, 20% reduction by when? Engagement is target for 2030.

For Sam, "kiosks" for transfer points, opportunity to buy stuff? Answer: Anything to make it a more enjoyable experience. Private retail opportunities? Both. Incentivizing – what kind? Answer: We don't have details, but businesses and City can work together on that. More overlap with Transportation group.

For Peter, is there a stand on other energy sources beyond coal? Answer: Emphasis on local renewable energy. State is the decision maker on the use of things like nuclear.

Comment: Satya would be frustrated if we recommend further planning, since that's what this is supposed to be. Understands where Peter is coming from about wishing this was a climate action plan.

One of the goals 25% of energy from non-carbon sources. Suggest using that as a ceiling. With a date.

Sustainable Transportation – Amanda

Implement existing plans. There are many plans. Identify the "owners" of these plans. Include timeline. Have a progress reporting plan. Funding strategy.

Expand alternative transportation – Metro to 24/7, BRT and Metro express, complete negotiations for Google transit, bring passenger rail to Madison, have a plan for new developments, multi-modal transit station, offer free parking (community car)

Increase Funding

Sales tax

Reallocating highway spending

Look at how other cities are doing it

Establish uniform usage evaluation methods

Create a bike count program

Create a mode share evaluation program

Have numeric miles traveled and reduction targets

Implement marketing strategies

Fund a City TDM marketing position.

Smart Trips individualized marketing program (Portland)

Launch a campaign

Improve communication between departments and agencies

Host meetings, including regionally

Questions: existing plans, how can we catalyze getting these things implemented?

Comment: goals should address social justice aspect of pollution issues.

Pollution, dichotomy between mopeds, efficient but polluting

Plan for new developments, but transportation drives development. How do we solve that conundrum?

Are there plans for new bus routes? Grid system. Answer: transit

development plan, also long-range planning document on Metro web site.
How do we deal with huge events and the Univ, and how we can demote cars
in that process.

Social Equity

We have a high achievement gap in our schools. Poverty rate is increasing at
9 times the national average. Section 8 housing vouchers are closed. People
turned away from shelters will increase. 10% residents have no health care
Improving Schools – Marc Kornblatt

Reorganize in different models. Class size, Professional development,
Environmental education, tutoring and clubs, balanced curricula (East and
West) across the Isthmus.

Build Community

Magnet and charter schools, walking buses (N. Carolina), city health challenge,
community connections (adopt a school)

Develop New Structures

Sustainability office in the district, upgrade facilities, sustainable new
structures (Chicago has the most green roofs in country)

Affordable Housing – Trudi Jenny

Diversify Neighborhoods

Implement city-wide plan, transform underutilized space, locate on transit
lines, provide employment opportunities in the neighborhood, bring social
services to neighborhoods

Upgrade existing rental properties

Energy audits, incentives to upgrade buildings, training programs for tenants,
employ tenants to make upgrades

Build New Units

Wentworth Commons – low income, with social services and common area on
first floor, build new units meeting LEED, community gardens

Create New Funding Sources

Partner businesses with non-profits, increase mortgage assistance CDBG, give
incentives to banks for innovative rehabs.

Health Care – Cassie

Provide Accessible Affordable Health Care (smaller scale in the future)

Health Care Access pilot – United Way. Used emergency room as point of
contact, “Medical Home” primary care model throughout Dane

Improve access for Children who are uninsured

PAK program, uninsured kids , improve coordination between school nurses
and medical community.

Deliver care outside clinic “Mobil Care”

Access is so important. On-site medical services, mobile clinics, targeted
outreach

Promote Wellness

Most residents do not eat well or maintain healthy weight, or physical activity.

“Healthy Living” contest city-wide, businesses involved in fitness, community
gardening,

Questions: School lunches, poor diets, what about food systems and
educations within the city.

Amanda knows about biking plan with schools

Satya Dane Co. has a committee working on food systems. I can find it.

Answer: many plans, maybe should be consolidated.

Not ignore what’s going on in the county.

Model in Chicago of zero net energy development for low income – Sherrie
Planning and Design – Jim Bradley

Green Blueprint, need systems planning, NIMBYism, Madison sits in a larger context, compatible uses, need to protect lakes and our air. Preserve life here.

Goal: Transportation and Planning

Revisit things that have already been done.

Goal: Land Use

Transit lines will drive growth, and we should utilize underdeveloped parcels

Goal: Infrastructure and Buildings

Combine departments within City, revision existing shopping centers

Goal: Water and Watersheds

Comprehensive stormwater management and remove regulatory barriers

Goal: Food and Food Systems

Protect ag land and promote urban gardens

Some recommendations will be in large steps, others will be done incrementally. Heavy emphasis on neighborhood plans.

Questions: Segregation of compatible uses, does the zoning code rewrite address it? Answer: it begins.

Natural Systems

Improve Air Quality (We're in an F)

Many recommendations, some examples:

Improve Ground Water Quality

Properly abandon old drinking water wells, reduce contaminant use

Improve Surface Water Quality

Beach clean-up plans – support, Yahara Lakes Legacy Partnership – support, community education

Improve Water Conservation

Graywater, retrofits, hydrant flushing water – capture and filter, native landscaping

Increase Solid Waste Diversion

Home composting, continue to recycle, keep organics out of the landfills, increase construction waste diversion

Restore Habitat

Network of natural areas using quality native plants, urban tree program, redesign streetscapes for open space, encourage volunteer caretakers,

Improve Stormwater Management

Infiltration, volume-based stormwater controls rather than rate-based, green streets, permeable asphalt, enforcement, incentives

Water issues know no municipal boundaries, so explore relationships with other organizations.

Questions: Local ag? It's woven through.

Volunteers – I'd love to see that in all your goals. Look at all recommendations with that in mind. Community Engagement.

Existing standard for solids, should we increase the goal from existing standards.

Air quality, is there more detail on things like telecommuting?

Economic Development

Subset of recommendations: We've been talking to the business community. Review Madison's existing codes and plans looking for sustainable business practices, remove obstacles, Natural Step training for city workers, use that as a filter for review.

Our business community is thinking about sustainable practices. Utilize the interest and encourage exchange of best practices, Green Economic Symposium like the small business conference.

Database of products and services that are green and local

Review the City's economic development plan for changing markets over the last five years. Develop a sustainability Index for business to use to determine how green they are or aren't. Informational resource.

Increase the amount of local food consumed in Madison, identify how much money is spent on food as a means of evaluating and setting goals. Create new markets for locally grown food, particularly packaging.

Questions: Need a definition of "local food".

Encourage everyone to look at system condition 4 in all their presentations.

Look at Dane County Buy Local. Local doesn't mean sustainable.

Brian offered a choice between meeting in subgroups or discussing presentations in the larger group. Satya said she'd like to see all the materials sent in for us all to read, not just the summaries that are on the slides. Then I'd like to put my comments into the document and send it back. Homework or at a meeting, provide written comments. Amanda said she liked the recommendation, but who would make the decision if there are disagreements? That would flag what needs to be discussed.

March 29th – send in your recommendations, then we have two or three weeks to get "track changes" back in for everyone to see. Then a face to face two or three weeks after that for hashing out any problems. In lieu of an ad hoc meeting. Electronic copies, not hard copy. Telecommuting.

Sherrie – we could capture from here what was said and send it back to everyone, then the groups could talk about comments particular to them before we all get together.

1. Comments back to Jeanne by March 29th
2. Everyone receives everyone's comments within a week from then April 16
3. Everyone comments on ALL and send with track changes by April 19
4. Integrated document created with all track changes by May 7.
5. Integrated document sent to ALL.
6. Revise your own piece.
7. Subgroups work together at a meeting on comments, and nominate areas of conflict for further discussion. 5/17

Don't edit grammar. Substantive comments only. Content only.

Satya said we should reconvene before we start the public comment to look at the whole thing. Or come to the SDE meeting to see the presentation.

Jim Lorman brought up that there are all these plans out there, and we have made "goals" more than "implementation" plans. I'm concerned that this will sit on a shelf. Just passing by the Council won't get it implemented. There will need to be a lot of follow-up.

Karl said there is a staff team from all these areas in order to look at implementation. Who's responsible for which part.

Sherrie said the outline does include the how what where, so that's supposed to be in the plan we produce. The recommendations have to go through a committee process before it can be implemented.

Brian asked if we're responsible for the how, what, where. Jeanne said the staff team will help develop an implementation plan.

Satya suggested we work on implementation plans after the public comment, because the goals might change as a result of the public comment. Comment incorporation, then implementation plan. Put a name next to every recommendation of who (or what department) is responsible for implementation of that recommendation.

Karl said the plan to reconvene in the fall was aimed at looking at the

comments we've received. That could be when we look at implementation. Sherrie said the blueprint that went to the Council didn't come back to us with comments, they just approved it.

Marc asked if we have the time and wherewithal to offer the implementation part? Or do we give it back to City staff who have expertise in these areas?

Karl replied that the draft document we get in the fall will have staff commentary on it, and we can discuss what implementation issues are there.

Jeanne said that when we reconvene it will be a fully-fledged draft. If people with expertise on this committee want to put forward ideas, please do.

Amanda said she'd like to see the process through, and hopes that the larger group will have opportunity to continue to help.

Verbatim from the flip chart:

-Comments/ReComm from 3/15/10

March 29, updates in

Combined material to all 4/16

All comment on All (use track changes, substantial comments only) – Done by 4/19

Integrated document created with all tracked changes and sent out to all by 5/17

Work on comments (meeting 5/17)

ID items that need further discussion - Final Version

Edit committee

ANNOUNCEMENTS

None

ADJOURNMENT

A motion was made to Adjourn at 7:00 PM. The motion passed by voice vote/other.