

# Madison Sustainability Plan

## Suggestions for Possible Next Steps -- July 2016

This document lists Actions from the 2012 Madison Sustainability Plan which could be considered by the Sustainable Madison Committee for moving forward in the near future. It does not include Actions which are reflected in the recently approved Energy Work Plan, those which may be included in the Transportation Master Plan (Madison in Motion) soon to be released, and those which could be reviewed in the Economic Development Strategic Plan, although there may be MSP Actions that are not included in either which could be considered. The Update Notes are copied from the Sustainability Plan Review and Update Chart, April 2016.

NATURAL SYSTEMS - Goal 1: IMPROVE AIR QUALITY-		
Planned Action	Update Notes	Suggested Action
3. Develop and implement a comprehensive plan for reducing emissions within private and public fleets (e.g., educational efforts, county-wide anti-idling policies for all vehicles and retrofit diesel fleet, etc.).	County wide anti-idling policy for public vehicles. Some localized idling requirements established No comprehensive plan established	Study anti-idling ordinances of other cities and suggest ordinance for Madison.
4. Create an incentive program for residents and businesses that rewards them for using alternatives to the automobile for commuting.	No incentive program developed	Study incentive programs in other cities and suggest options for adoption.
6. Create a county-wide program with incentives and regulations to reduce the use of low efficiency woodburners and promote cleaner wood burning county-wide.	Outdoor wood burners banned by Madison, Middleton and Monona.	SMC suggest Common Council to promote adoption of county-wide ban.
Goal 3: IMPROVE SURFACE WATER QUALITY		
6. Install mechanical storm water filters where terrain provides a sufficient grade differential.	Not done	SMC investigate and report whether this is feasible.
10. Have City work with Madison Metropolitan Sewerage District to reduce phosphorus from Metrogro operations.	Unknown status. 99% of waste water treated and reused or put back in watershed	SMC investigate and report whether phosphorus is already minimized.
GOAL 4: IMPROVE STORM WATER MANAGEMENT		
5. Develop methods for reducing salt concentration before infiltration of storm water.	Street sweeping, beet juice application and salt reduction policy all done Water softener salt use needs addressing	Work with Water Utility to develop program to properly set and upgrade water softeners.
9. Create a rebate program for rain garden installations to encourage residential rain gardens and provide residents with an on-line calculator and other tools as needed.	On-line design considerations for private raingardens available. No rebate program. No budget other than road reconstruction	Review raingarden rebate programs in other cities, propose and promote city rebate program in next budget. Develop or find on-line calculator and tools.
11. Educate residents on stormwater issues and ways to	Some info on TMDL project on-line. No program for	Review education program for residents to mitigate runoff

mitigate runoff and process for getting stormwater credits.	resident education on issues or credits	and to get stormwater credits.
13. Increase the use of tree growth and storm water management systems, such as modular, suspended pavement systems in urban areas, as a way to store storm water and encourage large tree growth to help control storm water.	Being reviewed for terrace trees	Have Streets Dept present to SMC on how street rebuilds can better utilize stormwater for trees and promote better designs.
<b>GOAL 5: INCREASE WATER CONSERVATION</b>		
1. Promote water conservation through rebate promotions (i.e., toilet rebate) and education programs.	Some education done by WU and website to view water use after smart meters installed.	Work with WU to install more user-friendly software, educate users and promote use.
2. Encourage all commercial buildings be designed or retrofitted to maximize water use efficiency.	Not done	Review current requirements for commercial buildings to maximize water efficiency and utilize stormwater.
5. Implement various grey water practices allowed by state building code (Department of Safety and Professional Services-Safety and Building Division) at City buildings to set an example for the community.	Status unknown	Review implementation of grey water uses at City Buildings.
6. Investigate creating a large common water catchment cistern/tank at a City building that would replace deep-well drinking water for watering lawns/gardens, washing cars, cooling towers, etc. and encourage the private sector to do the same.	Not done	Ask City Engineering to investigate this possibility at one or more City buildings.
8. Work with State Safety and Buildings Division and City agencies to educate interested parties on grey water strategies allowed under building codes.	Not Done	Work with these agencies to develop educational materials on properly using grey water.
<b>GOAL 6: PREVENT SOLID WASTE FROM ENTERING LANDFILL</b>		
1. Develop programs to eliminate organics from landfill. 2. Continue to develop a waste pilot project and construction of anaerobic digesters that capture energy from food waste and other organic waste. 4. Establish municipal curbside pick-up of organic waste.	Household organics pilot started and expanded. Budget for digester start up postponed	Strongly promote budget to implement city-wide organics collection program and build more digesters. Strengthen public awareness and education about importance of proper separation.
7. Require all events that occur in public buildings or parks, or that require a street permit, to provide recycling and composting facilities.	Some events doing this through private means. No requirements determined.	Propose ordinance to require recycling and organics collection at all events, and set up an assistance program to help non-profit events comply.
10. Develop a program for City-	Not done.	Incorporate waste, recycling

owned or managed buildings to ensure proper waste sorting.		and organics collection systems in all city owned or managed buildings ASAP!
12. Develop and implement a Zero Waste plan for the City.	Not done	Review Zero Waste plans in other cities. Consider timeline.
<b>GOAL 7: RESTORE AND MAINTAIN NATURAL HABITAT</b>		
3. Prevent additional invasive species from arriving, and control those already present.	EAB Plan in place and helping to mitigate impacts. EAB Plan evaluates plans and ease impacts. On-going	Strengthen efforts to control invasive plants, especially in wetlands and forests.
4. Identify and create a plan to restore degraded wetlands.	Some items in the Parks and Open Space plan. Needs attention.	Identify wetlands now that can be restored. Plan for others over time.
5. Create a comprehensive tree program, with tree maintenance, tree preservation ordinance and species variation.	Forestry Impact Fee created to assist in addressing issues EAB Plan and Adopt-a-Tree program. On-going for Parks.	Work with Parks and Street Dept to create long-timeframe tree planting and preservation program.(DNR Grants available)
6. Promote tree planting by residents to complement municipal planting through a well-planned and systematic program that includes education.	Needs attention. On-going for Parks Foundation.	Work with Parks Foundation, suppliers and others to develop a residential tree planting and education program.
8. Minimize loss of tree cover and green space in public rights of way. 10. Create a policy to facilitate underground placement of power lines and overhead wires.	Part of Forestry and PCED planning efforts. Needs support in PWI. Can be included in Street reconstruction project budgets-done on Williamson. Needs budget support	SMC should press for stronger policy and budget support to preserve trees and underground lines whenever streets are rebuilt, as well as push to preserve more Ash trees.
13. Follow established IPM (Integrated Pest Management) guides for responsible use of pesticides and continue to look for ways to reduce use. 14. Where appropriate, replace fertilizers from petro-chemicals with natural soil amendments, such as compost, fish meal and composted manure. 15. Review and update the policy regarding pest management every five years. 16. Post information on annual pesticide use and relevant policies on Parks and Public Health websites.	IPM utilized in EAB Plan Needs monitoring On-going.  Status Unknown  Not done  Not done	The EAB program uses a harmful pesticide that threatens other life. Natural alternatives are available and being used elsewhere. The SMC should push for using these safer alternatives.
<b>PLANNING AND DESIGN</b>		
Goal 1: Improve transportation planning and systems to provide better access for community's needs.		
10. Plan and implement concepts such as "woonerf" and "spiegelstrasse" when residential streets are designed	Needs review Part of existing complete streets planning	Push for one pilot project.

or reconstructed to give priority to pedestrians, human-powered and electric-assisted devices, and electric-powered chairs for the disabled.		
Goal 2: Foster holistic land use.		
9. Develop a mechanism for creating community gardens and for returning properties that have been used as community gardens, including those used conditionally as derelict and vacant, to development.	Community Garden Committee developed siting guidelines Need to review on return of gardens to development	Push for developing more community gardens, as there is a great demand and need. (Also see Goal 4 Action 5 below)
Goal 3: Support sustainable infrastructure and buildings.		
4. Investigate requiring minimum LEED silver or equivalent third-party certification for all construction supported by public funds (e.g., Tax Incremental Financing).	Green building allowed in TIF projects, but no requirement for LEED. Review - TIF guided by State statutes	Revisit this by investigating statutes and push for LEED-equivalent on all City-funded projects.
8. Create a Mayor's honor roll and award program for exemplary projects that show sustainability benefits and how those benefits were achieved. 12. Create a list of measurable and verifiable examples of case studies that show clear environmental, financial and social stewardship.	Not done  Fiscal Impact / Urban Footprint tool being implemented. On-going	Create strong public recognition mechanism for exemplary projects with website explaining project and benefits.
13. Investigate rewriting current City TIF policies to allow consideration of TIF subsidy increase above 50% based on the degree of measurable sustainability in a project.	Needs review-TIF governed by state statute	Review statutes and develop policy for TIF support based on relative levels of project sustainability. (see 4 above)
Goal 4: Promote and foster local food systems.		
5. Encourage use of community garden plots and increase the number of plots as needed to meet demand. 6. Develop process to identify and prioritize use of public open space for community gardens. 7. Indemnify private landowners who voluntarily allow private property to be used for community gardens and also protect their ownership rights to terminate gardens if necessary.	Done. On-going  Policy for placement of community gardens in parks done. Implementation.  Private owners are covered by their own policies (Several churches have community gardens)	Assure that efforts to offer community garden spaces are adequate to meet demands. (also see Goal 2, Action 9 above)
TRANSPORTATION – Not included because of current Master Transportation Plan process.		
CARBON & ENERGY – Not included because of current Energy Plan implementation		
ECONOMIC DEVELOPMENT		
Goal 1. Encourage sustainable business practices.		

<p>1. Create an ad hoc taskforce to review planning, zoning, ordinances and code requirements.</p> <p>2. Assess whether these documents encourage sustainable development and redevelopment.</p> <p>4. Assess obstacles, such as requiring excessive amounts of parking for a business that wants to encourage mass transportation and non-car transportation for its employees.</p> <p>5. Based on the taskforce's assessment, develop recommendations that encourage sustainable economic development related to new and existing facilities.</p>	<p>Zoning code rewritten by cross-functional team and committee.</p> <p>Needs review</p> <p>On-going in development teams</p> <p>Needs review</p>	<p>Create this task force, preform review and identify obstacles to sustainable development or suggest changes to improve such development.</p>
<p>Goal 5: Create sustainability index tool. Give businesses a tool for determining their level of sustainability.</p>		
<p>1. Develop a Sustainability Index that would include a number of easily determined baselines in key sustainability categories, including energy use, transportation, human resources, public health issues and waste management, and provide that information as a web tool for people to access and use.</p>	<p>Not Done</p>	<p>Investigate existing indices for sustainable businesses for possible use in Madison.</p>
<p><b>EMPLOYMENT &amp; WORKFORCE</b></p>		
<p>Goal 1: Develop policies that promote job quality.</p>		
<p>1. Review all economic development subsidies (TIF, Capital Revolving Loan Fund, etc.) and attach job quality standards where possible.</p>	<p>Needs review</p>	<p>Perform this review and suggest job quality standards consistent with those applied in procurement and contacting policies and community development grants and programs</p>
<p>Goal 4: Support and promote Green / Cleantech business development.</p>		
<p>6. Promote the "greening" of existing businesses.</p> <ul style="list-style-type: none"> <li>-Provide education and technical assistance for purchasing sustainable products and services.</li> <li>-Provide energy efficiency and renewable energy grants and technical assistance.</li> <li>-Provide education, assistance and enforcement around recycling.</li> </ul>	<p>Not done.</p> <p>Education around recycling is on-going. GUEP education on energy efficiency training through Urban League</p>	<p>There are many Actions in this section to assist greener businesses and to train workers in sustainable job sectors. The SMC should review these and chose some next steps.</p>

-Provide education and technical assistance for water efficiency and infiltration.		
<b>EDUCATION</b>		
Goal 1: Support and collaborate with educational institutions in their sustainability efforts and initiatives.		
6. Support Superintendent in the continued development and implementation of the MMSD Sustainability Plan that helps provide guidance on how to make the district more sustainable.	On-going	Have MMSD report progress and plans to the SMC; identify any needs for assistance.
Goal 2: Ensure all youth have access to environmental stewardship programs and information.		
2. Encourage City-wide “walking school buses” and biking within neighborhoods. 5. Work with MMSD and other entities to provide safe routes to school for all students.	PHMDC supports and conducts programming On-going	Have PHMDC report status of alternate and safe student transportation to and from schools. Identify any needs for assistance.
6. Encourage the Education Committee (Board of Education-Common Council Liaison Committee) to collaborate on systems thinking and sustainability training (e.g., adding community gardens to school grounds and connecting learning to community based sustainability efforts, MMSD staff actively engaged in learning and dialogue around City sustainability efforts, etc.).	Needs review on role of committee. On-going	SMC discuss with MMSD staff and consider opportunities in consort with Goal 1 Action 6 above.
<b>ART DESIGN &amp; CULTURE</b>		
Goal 1: Integrate environmental sustainability into Madison’s arts program and art and design into the City’s sustainability efforts.		
2. Create an addendum to the Public Art Framework and Field Guide that includes guidelines for achieving sustainability in Madison’s Public Art Program (e.g., LED lighting, the use of recycled materials, and reduction of waste). Support art becoming a key part of design and infrastructure planning. 3. Research and identify best practices in sustainable art and design and encourage incorporation of such standards into public art projects.	Art is part of design planning within developments Needs review	Review the Public Art Framework and Field Guide and suggest guidelines for sustainable practices in the Public Art Program.