

# SUSTAINABILITY PLAN

## 2025 IMPLEMENTATION REPORT



**Sustainable Madison Committee**

**Jessica Price, PhD**

**March 23, 2026**

# Sustainability Plan

The Sustainability Plan was adopted in August 2024.

Includes 24 goals across eight categories

- Quality, Affordable Housing
- Resilient City Design & Infrastructure
- Renewable Energy & Decarbonization
- Sustainable Transportation
- Clean, Abundant Water
- Zero Waste
- Healthy Ecosystems
- Vibrant, Green Economy

## City of Madison Sustainability Plan



# Community Engagement

May – November 2023

- 1 Community Survey
- 2 Pop-up Events
- 7 Focus Groups



**~60**  
FOCUS GROUP ATTENDEES



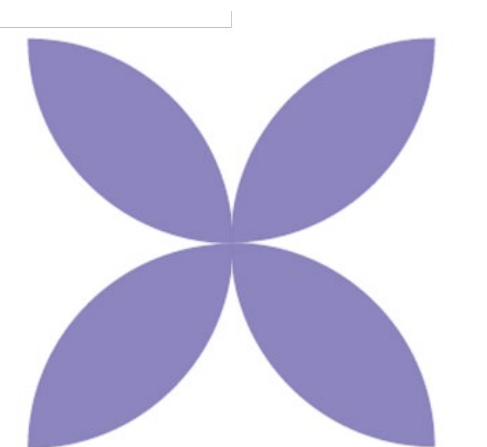
**~1638**  
COMMUNITY SURVEY RESPONSES

1,608 English

17 Chinese

13 Spanish

**~626**  
POP-UP PARTICIPANT COUNT





# Goals and Actions

**Goals** are ambitious and attainable achievements that will make Madison a more green and resilient place to live and work today and tomorrow.

Each goal is accompanied by a set of actions.

**Actions** are policies, programs, or projects that, together, help accomplish a goal.

As new opportunities, technologies, and circumstances arise, we may adapt and pursue additional actions in service of reaching our goals.

# Implementation

- Outreach and collaboration with City agencies
- Form Sustainability Champions Team and begin meeting
- Issue year 1 progress report



Milestones	Date
<b>Phase 1 - Department Outreach</b>	
Present Plan to Mayor	January 2025
Recruit Sustainability Champions	February 2025
Schedule Individual Department Meetings	March 2025
Complete Department Meetings	May 2025
<b>Phase 2 - Meeting with Champions</b>	
Schedule Quarterly or Bi-Annual Meetings	May 2025
First Bi-Annual Meeting	July 2025
Second Bi-Annual Meeting	December 2025
<b>Phase 3 - Reporting, Celebrating Achievements, Improving Process</b>	
Begin Gathering Data for Annual Memo	January 2026
Release First Annual Report	March 2026
----- Continue Regular Meetings -----	-----
Third Bi-Annual Meeting	June 2026

# Sustainability Champions

## Community Development

Dominic Davis, Hugh Wing, Julie Spears, Linette Rhodes, Yolanda Shelton-Morris

## Economic Development

George Reigstad, Saran Ouk

## Facilities

Bryan Cooper, Jon Evans, William McMahon

## Engineering

Alaina Baker, Joanna O'Brien, Madeline Dumas, Phil Gaebler, Sarah Lerner

## Finance

Christine Koh, Mary Richards

## Fire & Emergency Management

Colton Ritchie, Jennifer Behnke

## Fleet

Brett Rosenau, Ilknur Uludag, Rachel Darken

## Mayor's Office

Jessica Price, Gregg May, Alice Duncan-Graves

## Metro Transit

Mick Rusch

## Parks

Chad Hughes, Samantha Peckham, David Vetovec, Tanya Zastrow

## Planning

Breana Collins, Heather Bailey, Jessica Vaughn, Colin Punt, Chris Wells

## Streets

Bryan Johnson

## Traffic Engineering

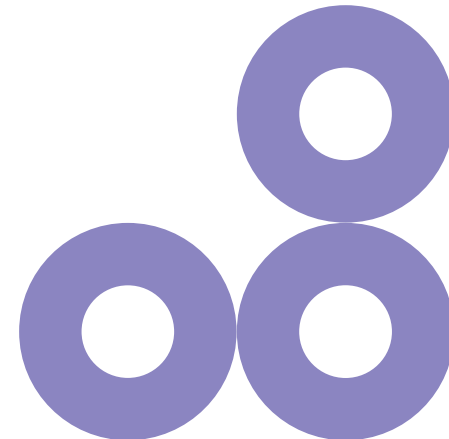
David Hansen

## Urban Forestry

Craig Klinke

## Water Utility

Joseph Grande





# Champion Roles

- Dedicated to driving progress on one or more of the Plan's goals within their agency
- Track progress for annual reporting
- Present at Sustainable Madison Committee (SMC) about their affiliated goals
- Join biannual and one-on-one meetings
- Serve as a resource and expert for community questions





# 2025 Implementation Report

- Shares successes and qualitative updates on progress toward each goal.
- Each goal's 2025 status is scored on a scale of one to five.

1

Little to no measurable advancement recorded.

2

Early-stage planning or minimal activity

3

Foundational work underway; some outcomes achieved but key actions remain.

4

Significant activities completed with measurable outcomes.

5

Major milestones achieved; goal is on track or has been met.

# Annual Report

## Renewable Energy & Decarbonization

#	Goal	2025 Status
7	Reduce greenhouse gas emissions from City facilities and buildings 55% by 2030 from 2018 baseline	
8	Reduce greenhouse gas emissions from private facilities and buildings to achieve the City's goal of reaching net zero emissions community-wide by 2050 from a 2018 baseline.	
9	Reduce greenhouse gas emissions from City vehicles and <u>equipment</u> 90% by 2030 from 2018 baseline.	
10	Reduce greenhouse gas emissions from vehicles community-wide to achieve the City's goal of reaching net zero emissions community-wide by 2050.	
11	Meet 100% of electricity demand for City operations with renewable energy by 2030.	



# Implementation Next Steps

## Summer

- Work with Champions to gather baseline data for metrics reporting
- Meet in small groups to identify and pursue opportunities for collaboration and coordination
- Continue work to align priorities, capacity, and funding to implement the plan





**Thank you!**

Jessica Price, PhD  
Sustainability and Resilience Manager  
[jprice2@cityofmadison.com](mailto:jprice2@cityofmadison.com)