



# CITY OF MADISON SUSTAINABILITY

Sustainable Madison Committee (SMC) Meeting #3 | NOVEMBER 2023



# ENGAGEMENT OVERVIEW

Southwest Path  
Kahl Center 0.9 mi  
Kahl Center 2.2 mi  
Kahl Center 3.8 mi  
Capital Square 1.7 mi  
Capital Square 4.1 mi  
Capital Square 5.8 mi

0351  
Cycling today  
489





## ENGAGEMENT GOALS

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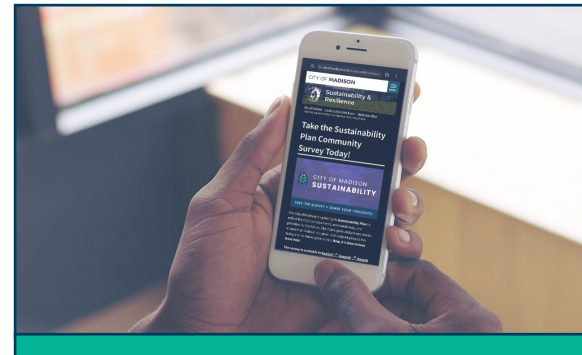
- **Build momentum and excitement** around the city-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision** for the future of Madison, as well as the top priorities for future actions/policy/initiatives centered around environmental sustainability.
- Lead an inclusive outreach process so that the **voices of all Madisonians** are reflected in the plan (communications partners, public realm prompts, sustainable swag, interactive exercises).
- Educate the community on the **importance of this initiative** and the **positive impacts sustainability-focused policy** can have for current and future residents of Madison.



# ENGAGEMENT STRATEGY

- Tactile engagement at **different formats, scales, and sizes.**

<b>STAKEHOLDER CONVERSATIONS</b>	<b>October - November</b>	<b>STAKEHOLDER-LEVEL</b> In-person + Virtual Engagement
<b>POP-UP EVENTS</b>	<b>October</b>	<b>NEIGHBORHOOD-LEVEL</b> In-person + Digital Engagement
<b>COMMUNITY SURVEY</b>	<b>October - November</b>	<b>CITY-WIDE</b> Digital engagement







# ENGAGEMENT TOOLS

- **Physical and digital marketing materials** — available in English, Chinese, Hmoob, and Spanish — were distributed throughout the greater Madison area by the city, project team, community partners, and local volunteers.

## MARKETING TOOLKIT

**CITY OF MADISON SUSTAINABILITY**  
MARKETING TOOLKIT (SURVEY)

Please help the City of Madison, Sustainable Madison Committee (SMC), and project partners by sharing the citywide survey.

**LANGUAGE ACCESS**

**SURVEY + MARKETING TOOLKIT MATERIALS:** The Survey and Marketing Toolkit are available in these languages: **English, Spanish, Hmoob, and Chinese.** Click the language hyperlinks above in green to download the materials.

**ONLINE OUTREACH OPPORTUNITIES**

**EMAIL BLAST:** Send an email to your contacts to help share the citywide Survey and the project website: [www.cityofmadison.com/sustainability.com](http://www.cityofmadison.com/sustainability.com). 1) Copy and paste the language provided in the Word Document into your email. You can change the text if you like. 2) Include the Email Blast Graphics. 3) Attach the Flyers so others can pass them along. 4) Send it to your email contacts.

**SOCIAL MEDIA:** You can use social media platforms (i.e., Facebook, Instagram, Twitter) to post the Social Media Graphics and Word Document copy. Check out this Folder for project team or City of Madison photos to include in your post.

**PRINT OUTREACH OPPORTUNITIES**

**FLYERS:** Print out Flyers (8.5x11 and 11x17) to post to boards or in storefront windows of key locations throughout the City of Madison.

**POSTCARDS:** Print Postcards (6x4) to share in local businesses, community organizations, and other places in Madison.

**OTHER OUTREACH OPPORTUNITIES**

**OTHER MATERIALS:** If you need another size or file type, send your request to Abigail Rose (project team member) at [arose@alltogetherstudio.com](mailto:arose@alltogetherstudio.com). We will work with you to create custom materials. Please use the project Logo!

[WWW.CITYOFMADISON.COM/SUSTAINABILITY](http://WWW.CITYOFMADISON.COM/SUSTAINABILITY)

## YARD SIGNS



## CEMENT STICKERS



## FLYERS

**CIUDAD DE MADISON SUSTENTABILIDAD**

**ESCANEE EL CÓDIGO QR O USE EL ENLACE DE ABAJO:**

- CONOZCA MÁS SOBRE ACTUALIZACIONES DEL PLAN DE SUSTENTABILIDAD DE LA CIUDAD DE MADISON
- COMPARTA SUS OPINIONES Y COMENTARIOS SOBRE LOS TEMAS Y METAS PROPUESTOS
- CUÉNTENOS CUAL ES LA VISIÓN QUE TIENE USTED PARA EL FUTURO DE MADISON

CONTESTA NUESTRA ENCUESTA PARA GANAR UNA TARJETA DE REGALO DE \$20 DE LA COMPAÑÍA "CHOCOLATE SHOPPE ICE CREAM!"

ESTA ENCUESTA ESTÁ DISPONIBLE EN LOS SIGUIENTES LENGUAJES: INGLÉS, ESPAÑOL, HMOOB + CHINO.

[WWW.CITYOFMADISON.COM/SUSTAINABILITY](http://WWW.CITYOFMADISON.COM/SUSTAINABILITY)

## POSTCARDS

**LUB ROOG MADISON KEV RUAJ NTSEG**

[WWW.CITYOFMADISON.COM/SUSTAINABILITY](http://WWW.CITYOFMADISON.COM/SUSTAINABILITY)

## SOCIAL

**麥迪遜市 永續性**

您為什麼關心環境？

請填寫問卷調查，分享您的看法！

[WWW.CITYOFMADISON.COM/SUSTAINABILITY](http://WWW.CITYOFMADISON.COM/SUSTAINABILITY)

**CITY OF MADISON SUSTAINABILITY**

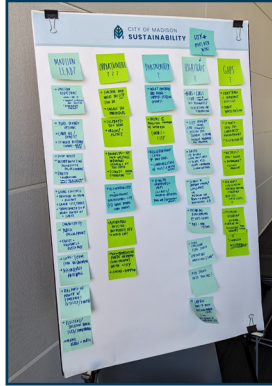
TAKE THE SURVEY + SHARE YOUR THOUGHTS!

[WWW.CITYOFMADISON.COM/SUSTAINABILITY](http://WWW.CITYOFMADISON.COM/SUSTAINABILITY)





# ENGAGEMENT BY THE NUMBERS



**~60**  
FOCUS GROUP ATTENDEES



**~1638**  
COMMUNITY SURVEY RESPONSES

1,608 English

17 Chinese

13 Spanish

**~626**  
POP-UP PARTICIPANT COUNT





EQUITY:  
TOP PRIORITY

SCALABILITY

Madison:  
home of  
everyday

"the people  
were anxious  
to want to  
see tangible  
results"

Innovative  
City  
↓  
University  
companies

SHARE  
CASE Studies  
(Success Stories)

Willingness  
to pilot new  
technologies

solar  
jobs are  
hard jobs  
(tough, hard  
work)  
need to find  
ppl w/ the will

# STAKEHOLDER CONVERSATIONS

energy opportunity  
beyond solar

Obstacles

Opportunity for

Financing  
build partnerships  
across public-private

EV adoption  
for rural to  
urban  
communities

(ex. net energy)  
ex. solar permitting  
getting more complicated

Can we  
grow  
equitably?

interest in sustainability  
in the state

transformation  
of the power /  
utility sector

\* focus on removing  
barriers + obstacles

lots of momentum  
to leverage





# STAKEHOLDER CONVERSATIONS

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- City staff and the project team facilitated seven (7) intimate small conversations with the following stakeholder groups listed below.

1. **City Staff**

(IN-PERSON) Monday, October 9th @ 9-10:30AM

(VIRTUAL) Wednesday, October 18th @ 2-3:30PM

2. **Climate + Sustainability Leaders**

(IN-PERSON) Monday, October 9th @ 1-2:30PM

3. **Local Businesses + Institutions**

(IN-PERSON) Monday, October 9th @ 3:30-5PM

4. **Community-based Organizations**

(VIRTUAL) Wednesday, October 18th @ 10-11:30AM

5. **Youth**

(VIRTUAL) Wednesday, October 18th @ 6-7:30PM

6. **Alders**

(VIRTUAL) Thursday, November 9th @ 6-7:30PM





# STAKEHOLDER CONVERSATIONS

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## CLIMATE + SUSTAINABILITY LEADERS

DISCUSSION QUESTION #1 + 2

What do you want to see Madison lead on when it comes to sustainability?

decarbonization

diverse sustainable transit options

waste systems

equity + equitable outcomes

green employment opportunities

healthy food access + urban forests

extreme weather resiliency

creative ways incorporate renewables

emission reductions

community-wide solar

enhanced relationship - land use + density

What [opportunities] do you foresee with implementing the plan?

*increase transparency + communications*

*new + lasting partnerships*

*track impactful metrics + savings*

*support + lift up existing efforts*

*city as the climate champion*

*recognize funding sources + incentives*

*find meaningful ways to engage residents*

*leading the Midwest*





# STAKEHOLDER CONVERSATIONS

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## CLIMATE + SUSTAINABILITY LEADERS

DISCUSSION QUESTION #3 + 4

**What is a sustainability win from that could be highlighted in the final plan?**

**energy efficient  
clinics in Madison**

**large savings in utilities  
with renewable energy**

**building  
benchmarks**

**zero  
emission  
firetruck**

**quarterly (virtual) sustainability  
meetings for community building**

**future BRT  
initiatives**

**Anything missing from the draft goals and actions?**

- *public participation / engagement as a big header in the plan*
- *potential metrics + ways track progress*
- *urban ag goal - accessible grocery stores + equity for resources across neighborhoods*



# STAKEHOLDER CONVERSATIONS

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## CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

### #1 SHORT-TERM

**Goal 1.** Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.

### #2 SHORT-TERM

**Goal 2.** Create and expand City policies and programs to support energy efficiency, sustainability, and removal of environmental toxins in new and existing affordable rental housing.

### #3 SHORT-TERM

**Goal 11.** Meet 100% of electricity demand for City operations with renewable...  
**Goal 24.** Develop a green workforce and create equitable access to green jobs...





# STAKEHOLDER CONVERSATIONS

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## CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

### #1 MEDIUM-TERM

**Goal 5.** *Facilitate compact, transit oriented development that supports walking, biking, and transit use; reduces traffic and greenhouse gas emissions; enhances livability; and improves environmental quality and public health.*

### #2 MEDIUM-TERM

**Goal 12.** *Improve access to low-cost, low-carbon transportation city-wide.*

### #3 MEDIUM-TERM

**Goal 7.** *Reduce greenhouse gas emissions...*

**Goal 11.** *Meet 100% of electricity demand for City operations...*

**Goal 13.** *Reduce vehicle miles traveled (VMT) by 15%...*

**Goal 19.** *Equitably expand urban tree canopy coverage...*

**Goal 23.** *Work with partners to attract and support the development...*



# STAKEHOLDER CONVERSATIONS

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## CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

### #1 LONG-TERM

**Goal 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.*

### #1 LONG-TERM

**Goal 17.** *Preserve and restore urban natural areas, with a focus on providing equitable access for residents.*

### #2 LONG-TERM

**Goal 10.** *Reduce greenhouse gas emissions from vehicles community-wide to achieve the City's goal of reaching net zero emissions communitywide by 2050.*





**POP-UP  
EVENTS**





# POP-UP EVENTS

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- City staff and the project team facilitated two (2) community pop-up events at well-attended happenings in Madison.

## SATURDAY ON THE SQUARE FARMERS' MARKET

POP-UP EVENT #1

DATE: **Saturday, October 7th (7AM - 2PM)**

LOCATION: **Wisconsin State Capital**

ATTENDANCE: **~418 pom voting participants**



## WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED

POP-UP EVENT #2

DATE: **Thursday, October 19th (5PM - 9PM)**

LOCATION: **State Street Corridor**

ATTENDANCE: **~208 pom voting participants**







# POP-UP EVENTS

JAR PRIORITY EXERCISE:

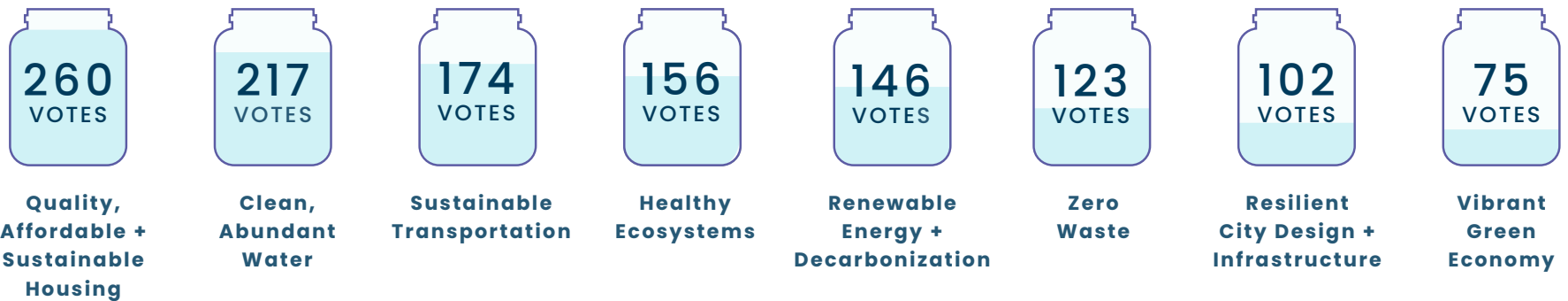
## What are your top three priorities for the Madison Sustainability Plan?

**#1 - QUALITY, AFFORDABLE + SUSTAINABLE HOUSING**

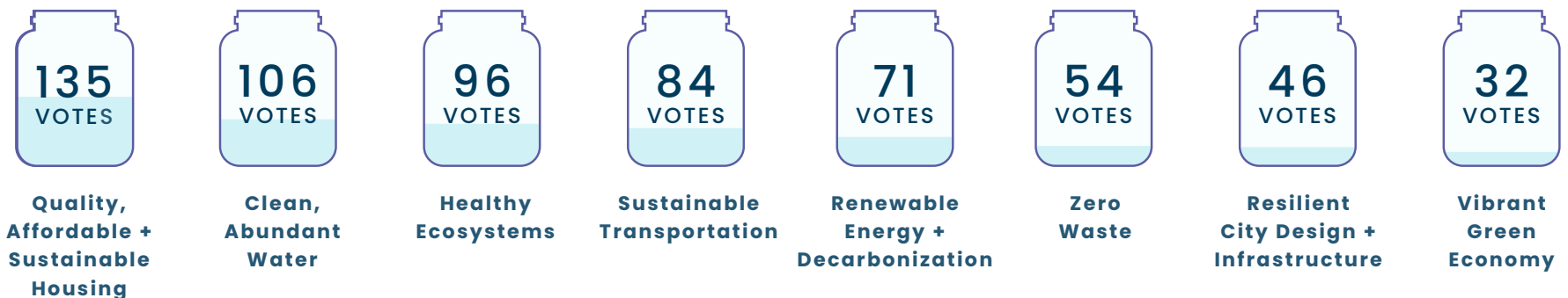
**#2 - CLEAN, ABUNDANT WATER**

**#3 - SUSTAINABLE TRANSPORTATION**

### SATURDAY ON THE SQUARE FARMERS' MARKET (~418 pom voting participants)



### WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED (~208 pom voting participants)





### City of Madison Sustainability Plan - Community Survey

#### Survey Purpose

The survey is available in English, [Spanish](#), [Hmong](#), and [Chinese](#). It should take about 10 minutes to complete.

The City of Madison is updating its Sustainability Plan to reflect the City's achievements, work underway, and priorities for the future. The Plan's goals and actions aim to ensure that Madison is a green and resilient place to live today and for future generations.

...to hear from YOU! By taking this survey, you are helping ensure these goals reflect the vision for a green and resilient Madison. Choose your own adventure - you will be asked to choose a priority for a gift certificate away for 1 of 10 \$20 Chocolate Shoppe Ice Cream gift certificates.

1. Describe your vision for a green and resilient Madison.

How important is the following issue to your life?	Very important	Important	Not important
Extreme heat and heat waves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean lakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drinking water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health of natural habitats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to parks, green space, shade trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to walking and biking options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# COMMUNITY SURVEY





# COMMUNITY SURVEY

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- The community survey was available from Friday, October 6th to Sunday, November 19th, 2023. The short and accessible survey allowed participants to 'choose their own adventure' and respond to themes of interest. Goals for high-level feedback included:
  - **Vision for the future**
  - **Top goals + priorities for the initiative (ranking)**
  - **Supported mechanisms for implementation**
  - **Feasible action / steps in personal lives**
  - **Any missing goals + priorities**

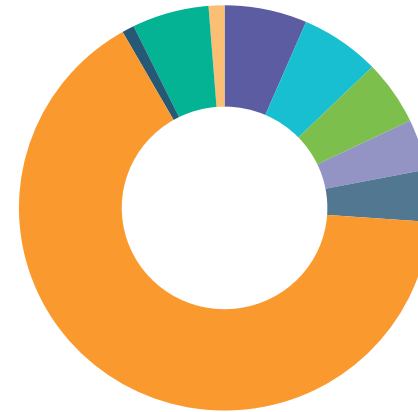
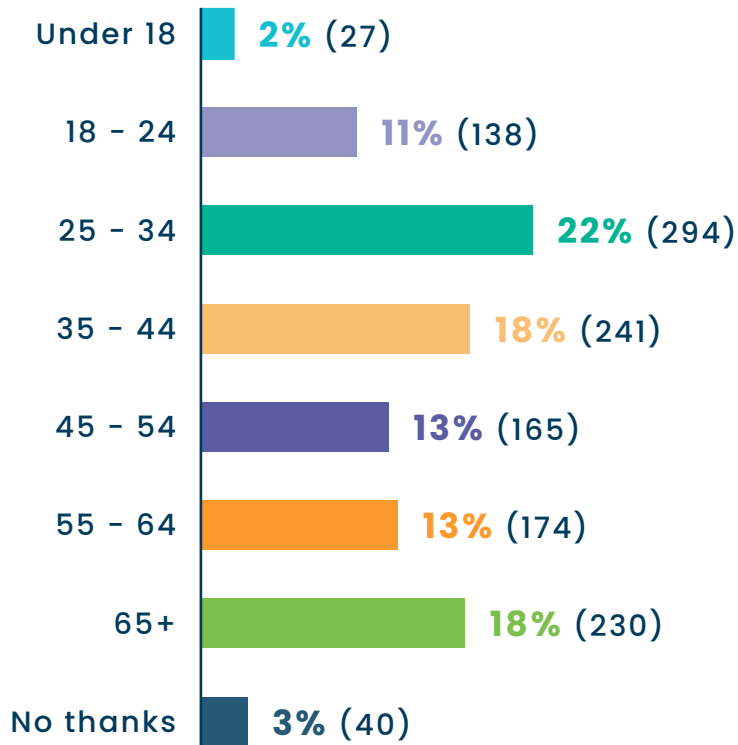
*Thanks for your support, feedback, and help spreading the word with your networks!*



# COMMUNITY SURVEY

## DEMOGRAPHICS

\*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)



### AGE

1309/1608 RESPONDENTS

### IDENTITY

1303/1608 RESPONDENTS





# COMMUNITY SURVEY

## DEMOGRAPHICS

\*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)



- 2% (26) ■ Current elementary / middle school student
- 2% (25) ■ Some elementary / middle school
- 5% (59) ■ Current high school student
- 3% (42) ■ Some high school
- 4% (48) ■ High school graduate
- 5% (71) ■ Current college student
- 8% (107) ■ Some college
- 34% (445) ■ College graduate
- 36% (471) ■ Advanced degree
- <1% (8) ■ Other

### EDUCATION

1302/1608 RESPONDENTS

## TOP 15 ZIP CODES

- Madison + Maple Bluff** **53704** (161)
- Madison + Fitchburg** **53711** (149)
- Madison + Shorewood Hills** **53705** (142)
- Madison** **53703** (136)
- Madison** **53714** (64)
- Madison + Monona** **53716** (58)
- Madison** **53715** (55)
- Madison** **53726** (38)
- Madison, Fitchburg + Five Points** **53719** (34)
- Madison + Middleton** **53717** (33)
- Madison + Burke** **53718** (32)
- Madison** **53713** (31)
- Madison, Fitchburg, Verona** **53593** (14)
- Mount Veron + West Middleton**
- Madison** **53701** (14)
- Madison** **53786** (10)

### RESIDENCE

1261/1608 RESPONDENTS



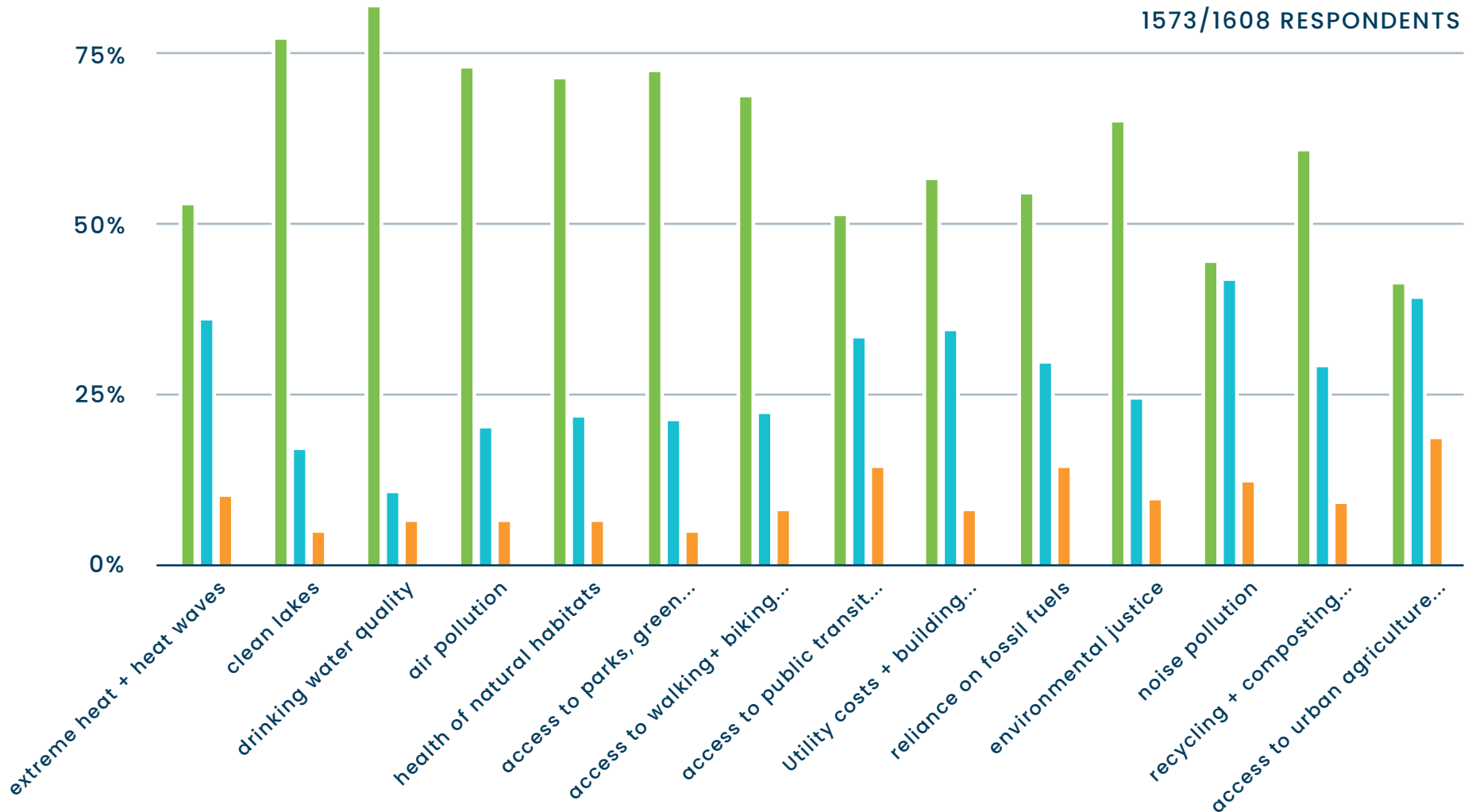
# COMMUNITY SURVEY

## SURVEY FEEDBACK

\*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)

### How important are the following issues to your life?

- Very important
- Somewhat important
- Not important





# COMMUNITY SURVEY

## SURVEY FEEDBACK

\*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)

Describe your vision for a green and resilient Madison in 25 words or less.

1317/1608 RESPONDENTS





# KEY TAKEAWAYS







# KEY TAKEAWAYS

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## OCTOBER–NOVEMBER FEEDBACK

\*BASED ON STAKEHOLDER CONVOS, POP-UP EVENTS + BRIEF SURVEY FEEDBACK ANALYSIS  
(NOT FINAL / COMPREHENSIVE / VETTED BY STAFF)

- **Focus on intersectionality (housing, transportations, systems)**
- **Collaboration between all entities and individuals**
- **Education + transparency with the community**
- **Willingness to be leaders of the midwest + be held accountable**
- **Greater support for existing solutions + need more for knowledge**
- **Interventions + initiatives at all scales (no act is too small)**