



# CITY OF MADISON SUSTAINABILITY

COMMUNITY ENGAGEMENT SUMMARY | JANUARY 2024

# 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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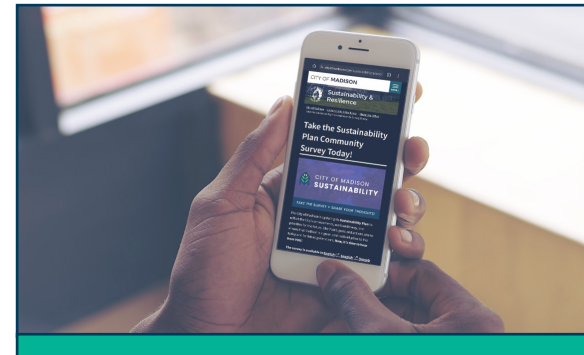
- **Build momentum and excitement** around the City-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision** 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)

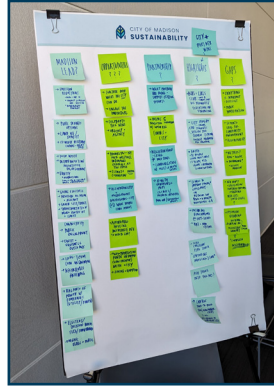
**CITY OF MADISON SUSTAINABILITY**

TAKE THE SURVEY + SHARE YOUR THOUGHTS!

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



# ENGAGEMENT BY THE NUMBERS



**~60**  
FOCUS GROUP ATTENDEES



**~1624**  
COMMUNITY SURVEY RESPONSES

1,608 English

2 Chinese

14 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  
ppt 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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## CITY STAFF

DISCUSSION QUESTION #1 + 2

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

“one water” philosophy

solid-waste management

equity-focus

renewable energy

redevelopment + densification of neighborhoods

turning food waste into energy

green housing building techniques

community understanding of climate change

regional collaboration

sustainable transportation (BRT)

stormwater management system

What [opportunities] and [barriers] do you foresee with implementing the plan’s goals and actions?

*equity*

*emphasis on ‘reuse’*

*new technology*

*effective operations + accountability*

*conflicting + competing goals*

*affordability + budgets*

*process + regulations + approval*

*pushback + fear of change*



# STAKEHOLDER CONVERSATIONS

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## CITY STAFF

DISCUSSION QUESTION #3 + 4

**How can we make the sustainability plan more useful and usable to you?**



**What constraints to your work we should be aware of?**

- *affordability + maintenance of existing / new infrastructure*
- *staff capacity + resources*
- *everything can not be a priority - need to identify priorities*
- *different processes / regulations at the state + federal level*



# STAKEHOLDER CONVERSATIONS

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## CITY STAFF

PRIORITY VOTING EXERCISE

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

Top-rated goals:

### #1 SHORT-TERM

**Goal 6.** *Increase resilience to climate change impacts including heat waves, storms, and flooding.*

### #2 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.*

### #3 SHORT-TERM

**Goal 14.** *Ensure our surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from developing.*



# STAKEHOLDER CONVERSATIONS

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## CITY STAFF

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 7.** *Reduce greenhouse gas emissions from City facilities and buildings 55% by 2030 from 2018 baseline.*

### #3 MEDIUM-TERM

**Goal 19.** *Equitably expand urban tree canopy coverage from the current 23% to 40% by 2030.*



# STAKEHOLDER CONVERSATIONS

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## CITY STAFF

PRIORITY VOTING EXERCISE

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

Top-rated goals:

### #1 LONG-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 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.

### #3 LONG-TERM

**Goal 15.** Expand water conservation efforts...

**Goal 16.** Reduce the amount of waste going to landfill...

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



# 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?**



**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.*



# STAKEHOLDER CONVERSATIONS

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## LOCAL BUSINESSES + INSTITUTIONS

### DISCUSSION QUESTION #1

What is the biggest opportunity for Madison to lead on sustainability + climate action, on a statewide or national level?

home of Earth Day – legacy of environmental stewardship

faster policy

highest level of interest in climate action + momentum in Wisconsin

active + passionate youth

better bike infrastructure connectivity

willingness to pilot ideas + scale them up

trained + well-paid workforce

carbon neutral environment

more LMI households able to join programs

more ways for non-profits to get involved

extreme weather resiliency

expansion of renewable energy

local companies + university-led initiatives

more affordable housing, transit, + responsible growth

hear more voices

equitable distribution of access to renewable energy

visionary ideas

solving issues in rural, suburban, + urban communities



# STAKEHOLDER CONVERSATIONS

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## LOCAL BUSINESSES + INSTITUTIONS

DISCUSSION QUESTION #2 + 3

**What are your sustainability priorities as a business community and how can the City further your goals?**

- *tell the story together + work collaboratively to make these goals happen*
- *share case studies + stories about people/places who are leading the way*
- *measure + present tangible metrics to the public - priority is results*
- *make things accessible + easy for people - help with scaling challenges*

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

**increased  
energy efficiency**

**labs use ½ the energy  
that standard labs use**

**long-term  
savings**

**carbon  
neutral  
by 2030**

**both solar+ geothermal  
infrastructure for campuses**

**net zero by 2050, gas +  
electric 80% carbon reduction**



# STAKEHOLDER CONVERSATIONS

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## LOCAL BUSINESSES + INSTITUTIONS

PRIORITY VOTING EXERCISE

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

Top-rated goals:

#### #1 PRIORITY

**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 PRIORITY

**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.*

**Goal 13.** *Reduce vehicle miles traveled (VMT) by 15% community-wide from 2020 levels by 2050 by switching miles traveled in single occupancy vehicles to miles traveled via public transit, biking, and other low-carbon forms of transportation.*

**Goal 21.** *Support environmentally-sustainable private business growth, operations, and practices.*



# STAKEHOLDER CONVERSATIONS

## COMMUNITY-BASED ORGANIZATIONS

DISCUSSION QUESTION #1 + 2

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

reliable, affordable public transit

green spaces + land restoration

water quality, including lakes + streams

affordable, efficient housing

think global, act local – support communities affected by climate disasters

smart land use – stop urban sprawl + segregated neighborhoods

resiliency – living with extreme weather, air quality, higher food costs, etc.

What are the [top priorities] when it comes to sustainability that you hear from the communities you serve or represent?

*access to drinking water*

*affordable, comfortable + efficient housing*

*more diverse voices at the table*

*reduce cost of energy bills*

*resource assistance + best practices*

*holding polluters accountable*

*reliable + accessible transit*

*support of projects + initiatives (all scales)*



# STAKEHOLDER CONVERSATIONS

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## COMMUNITY-BASED ORGANIZATIONS

DISCUSSION QUESTION #3 + 4

Are there opportunities for partnership between your organizations and the City when it comes to implementing the plan's goals and actions?

partner with non-profits  
to use/rent a community car

non-profits are trusted  
partners to amplify + connect

for guidance - where green  
infrastructure, renewable energy  
projects are most needed

partnerships that prioritize needs  
of low-income, people of color,  
+ other marginalized groups

How can we draft goals that would better meet the needs of our community?

- *link sustainability with the other needs of the community*
- *don't be afraid to name climate change*
- *reach out + engage all the diverse communities of Madison*
- *continue listening to nonprofits that partner with marginalized groups*



# STAKEHOLDER CONVERSATIONS

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## COMMUNITY-BASED ORGANIZATIONS

PRIORITY VOTING EXERCISE

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

Top-rated goals:

#### #1 PRIORITY

**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.*

**Goal 14.** *Ensure our surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from developing.*





# STAKEHOLDER CONVERSATIONS

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## YOUTH

DISCUSSION QUESTION #1 + 2

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

sustainable building practices

phasing out fossil fuels

food justice

equitably implementing renewable energy

accessible transportation

increase protections for environmental corridors

youth advocacy

bringing Amtrak or other regional public transit to Madison

maintaining a bikeable City

improving walkability

food systems

What do you wish older generations understood about your perspective and priorities when it comes to sustainability and climate change?

*we are the problem + the solution*

*acting is a necessity + not a choice*

*give us the space to share thoughts*

*global health concerns*

*economic incentives to renewable energies*

*solutions are possible*



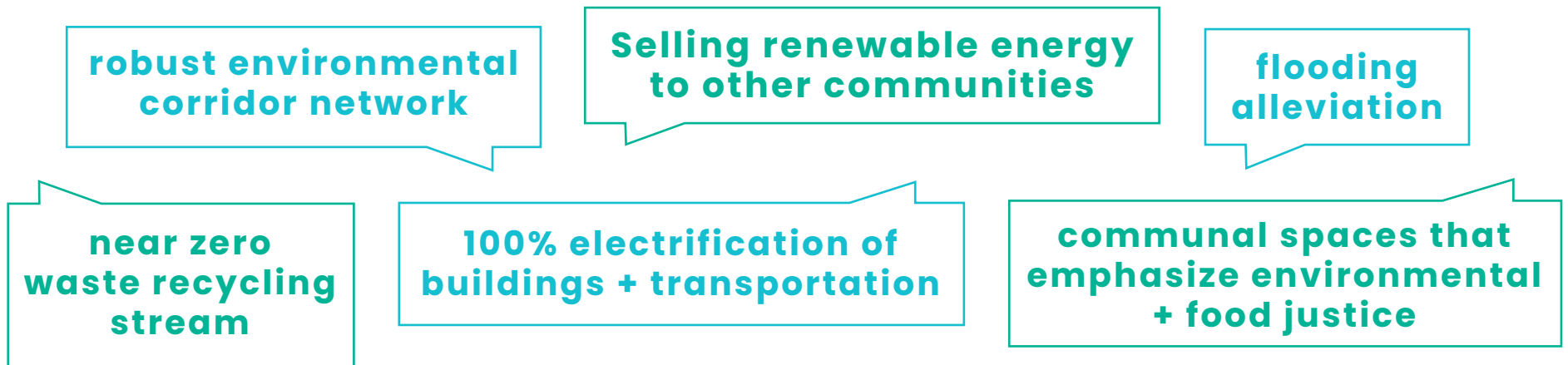
# STAKEHOLDER CONVERSATIONS

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## YOUTH

DISCUSSION QUESTION #3 + 4

Think ahead to 2040—what do you hope the City of Madison has accomplished by then when it comes to sustainability and adapting to climate change?



What are effective ways to connect and partner with young people looking to make positive change in our community?

- *reach out to sustainability classes on campus*
- *offer support for professional projects and assistantships roles*
- *share regular progress + let youth know about ways to get involved*



# STAKEHOLDER CONVERSATIONS

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## YOUTH

### PRIORITY VOTING EXERCISE

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

Top-rated goals:

### #1 PRIORITY

**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.*

**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.*

### #2 PRIORITY

**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.*

**Goal 11.** *Meet 100% of electricity demand for City operations with renewable energy by 2030.*



# STAKEHOLDER CONVERSATIONS

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## ALDERS

DISCUSSION QUESTION #1 + 2

Think ahead to 2040—what do you hope the City of Madison has accomplished by then when it comes to sustainability and adapting to climate change?

citywide geothermal heating + cooling

focus on nature-based stormwater management

more green roofs

home energy costs are reduced by 20%

single occupancy car trips are reduced by 50%

landfill/sustainability campus is up + running

What do you think is the biggest opportunity today for Madison to grow our sustainability?

- *greater investments in solar + geothermal energy*
- *providing incentives for home-based upgrades for energy efficiency*
- *education/awareness around sustainable practices + positive impacts*
- *complete green streets policy - make it an explicit goal*



# STAKEHOLDER CONVERSATIONS

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## ALDERS

DISCUSSION QUESTION #3 + 4

What are the top priorities when it comes to sustainability that you hear from your constituents?

local food system resilience

bike path expansion

water + air quality

replace grass with native + sustainable alternatives - help drainage

protecting habitats

safe + walkable neighborhoods

protect our lakes

climate resilience

amenities + resources that are accessible on foot

tree canopy protection + expansion

geothermal opportunities + grants

What local businesses or organizations do you think are key partners in implementing the plan?

*Center for Black Excellence • Clean Lakes Alliance • Epic • Ho-Chunk Nation  
Hmong Chamber of Commerce • Downtown Madison Inc • Urban League  
Latino Chamber of Commerce • Clean Wisconsin • Exact Sciences • Spectrum*



# STAKEHOLDER CONVERSATIONS

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## ALDERS

PRIORITY VOTING EXERCISE

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

Top-rated goals:

#### #1 PRIORITY

**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 PRIORITY

**Goal 5.** Facilitate compact, transit oriented development that supports walking...

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

**Goal 16.** Reduce the amount of waste going to landfill...

**Goal 17.** Preserve and restore urban natural areas, with a focus on...

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

**Goal 20.** Leverage City purchasing power to support products and services...

**Goal 22.** Leverage City financing tools to advance environmentally sustainable...

A photograph of a pop-up event. In the center, a white pop-up tent is set up on a paved area. Several people are gathered around the tent, some looking at informational displays. In the foreground, a woman in a black coat and sunglasses is looking at a small card. Next to her, another woman in a pink sweater is also looking at a card. To the right, a man in a red hoodie is standing. In the background, a large, white, classical-style building with many windows is visible. A statue on a pedestal is also visible on the left side. The text "POP-UP EVENTS" is overlaid in large, white, bold letters in the center of the image.

# POP-UP EVENTS



# POP-UP EVENTS

- 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**



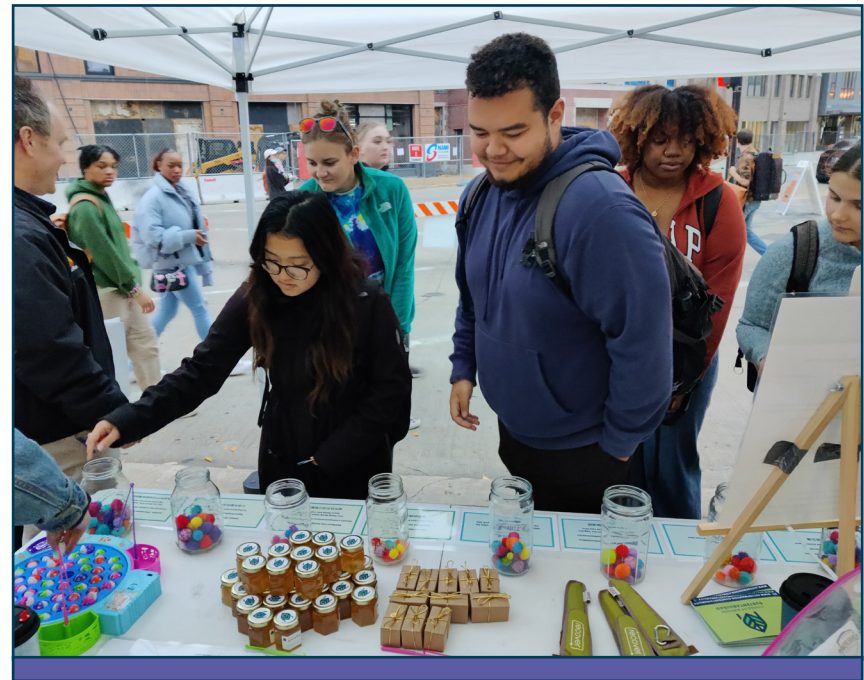
## WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED

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:

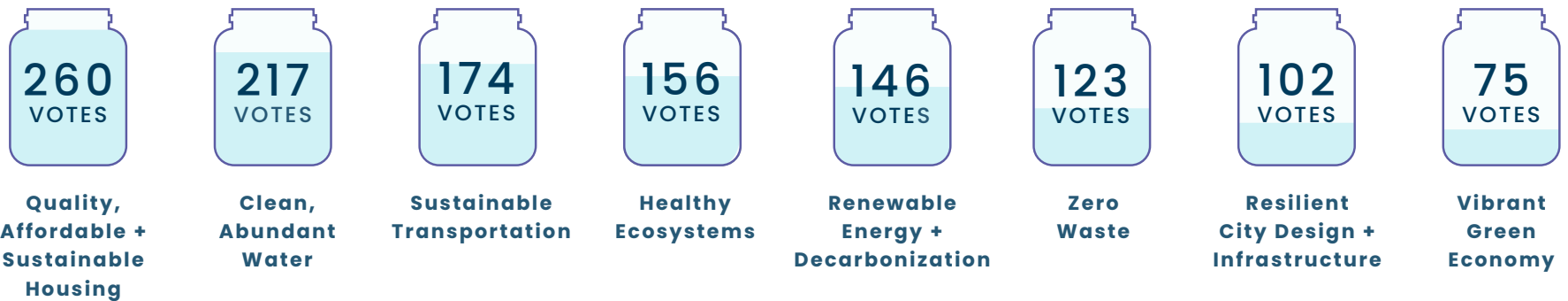
## What are your top three priorities for the Madison Sustainability Plan?

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

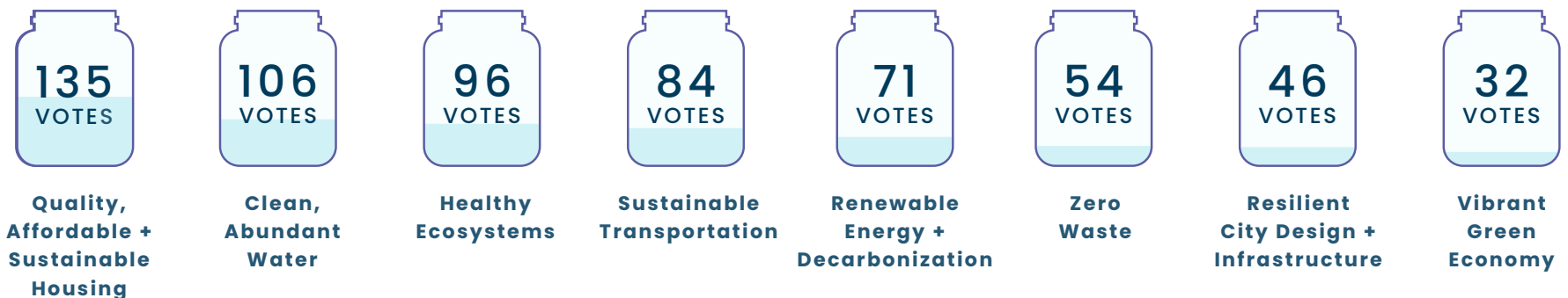
**#2 - CLEAN, ABUNDANT WATER**

**#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.

Want to hear from YOU? By taking this survey, you are helping ensure these goals reflect the City of Madison for a green and resilient Madison. Choose your own adventure - you will be asked to choose a priority for the greatest interest to you. Upon the completion of this survey, you will be given a gift card away for 1 of 10 \$20 Chocolate Shoppe Ice Cream gift cards.

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**

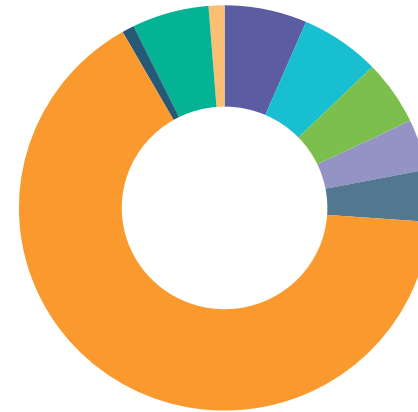
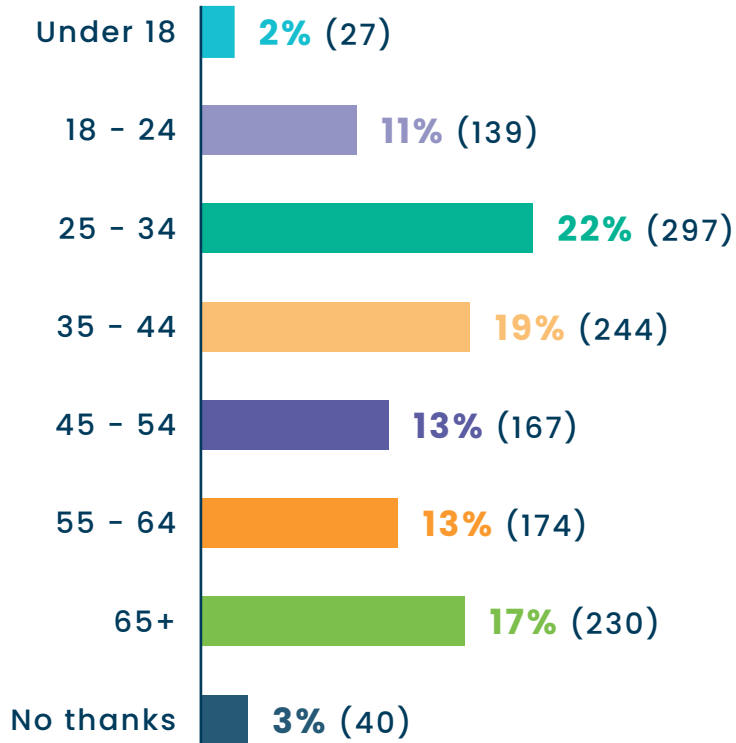
*Thanks for your support, feedback, and help spreading the word with your networks!*



# COMMUNITY SURVEY

## DEMOGRAPHICS

\*QUESTIONS WERE OPTIONAL / NOT REQUIRED



### AGE

1318/1624 RESPONDENTS\*

### IDENTITY

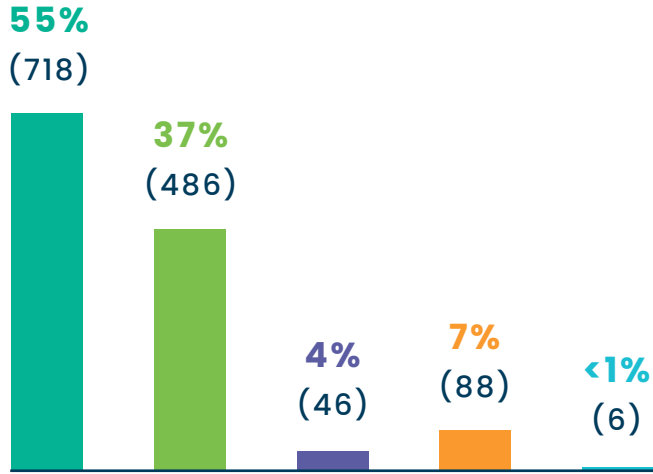
1365/1624 RESPONDENTS\*



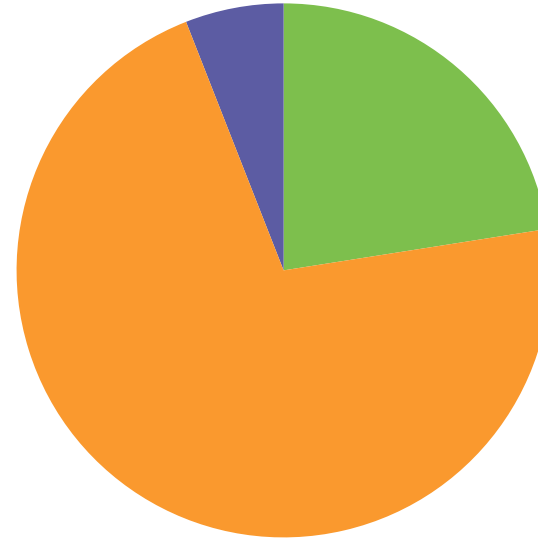
# COMMUNITY SURVEY

## DEMOGRAPHICS

\*QUESTIONS WERE OPTIONAL / NOT REQUIRED



- Woman
- Man
- Non-binary / Genderqueer
- Prefer not to say
- Prefer to self-describe



- Yes
- No
- Prefer not to say

### GENDER

1316/1624 RESPONDENTS\*

### DISABILITY OR CHRONIC HEALTH CONDITION

1310/1624 RESPONDENTS\*



# COMMUNITY SURVEY

## DEMOGRAPHICS

\*QUESTIONS WERE OPTIONAL / NOT REQUIRED



- 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% (50) ■ High school graduate
- 6% (72) ■ Current college student
- 8% (108) ■ Some college
- 34% (446) ■ College graduate
- 36% (474) ■ Advanced degree
- <1% (8) ■ Other

### EDUCATION

1310/1624 RESPONDENTS\*

## TOP 15 ZIP CODES

- Madison + Maple Bluff** **53704** (163)
- Madison + Fitchburg** **53711** (151)
- Madison + Shorewood Hills** **53705** (144)
- 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** (32)
- Madison, Fitchburg, Verona** **53593** (14)
- Mount Veron + West Middleton**
- Madison** **53701** (14)
- Madison** **53786** (10)

### RESIDENCE

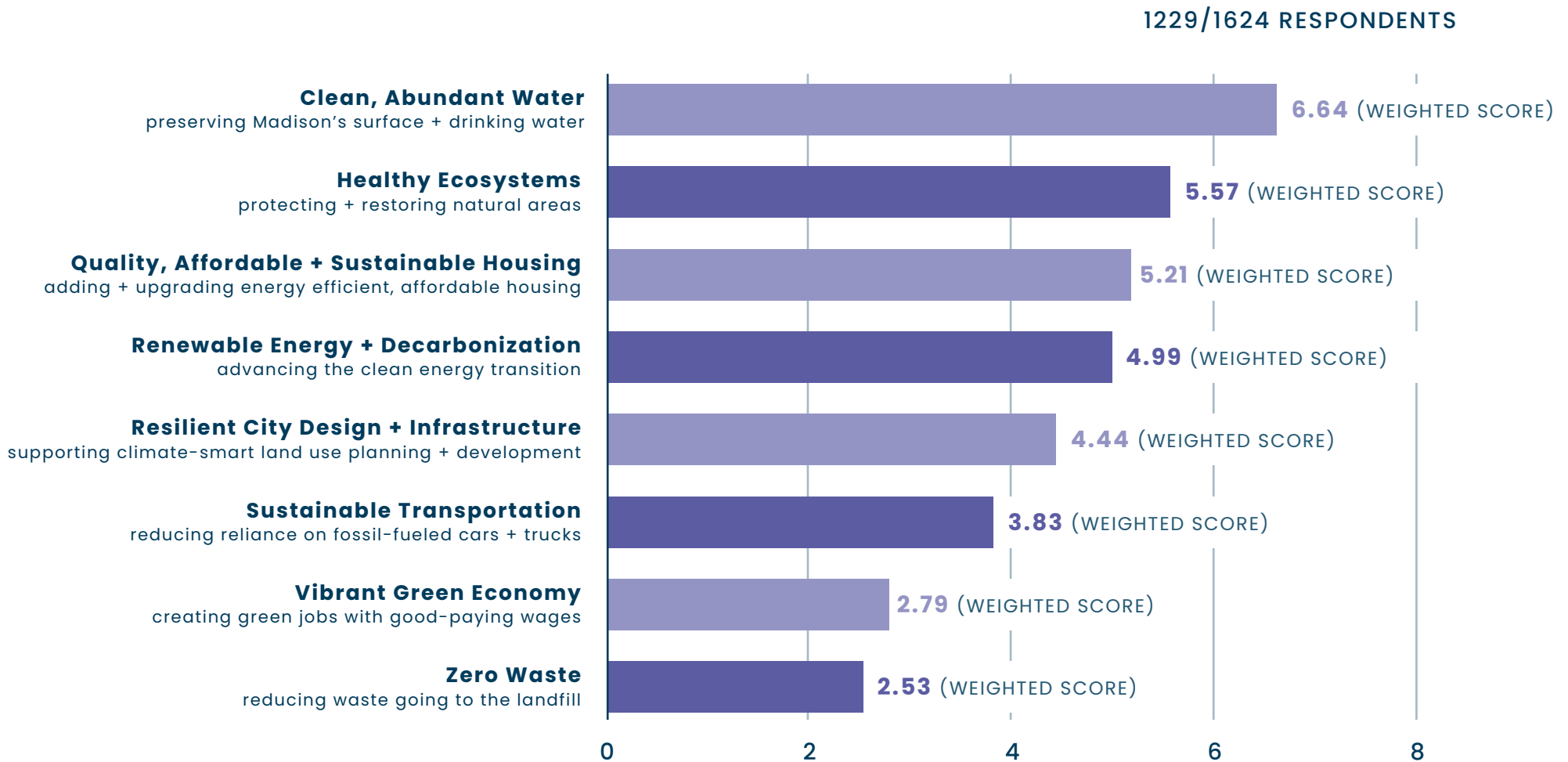
1269/1624 RESPONDENTS\*



# COMMUNITY SURVEY

## SURVEY FEEDBACK

Rank these elements in terms of how important they are to YOUR vision of a green and resilient community.



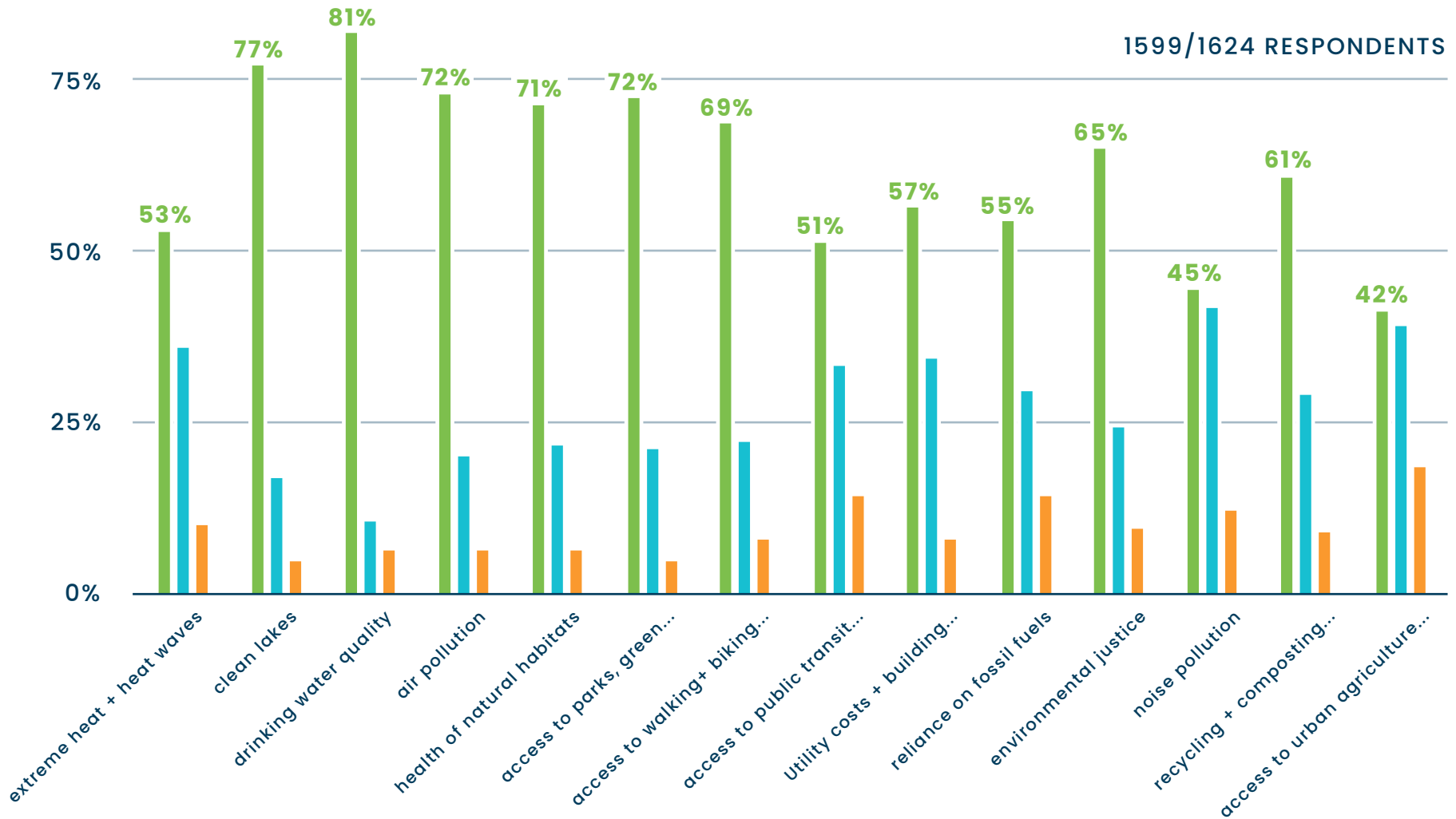


# COMMUNITY SURVEY

## SURVEY FEEDBACK

How important are the following issues to your life?

- Very important
- Somewhat important
- Not important









# COMMUNITY SURVEY

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## SURVEY FEEDBACK

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

1268/1624 RESPONDENTS



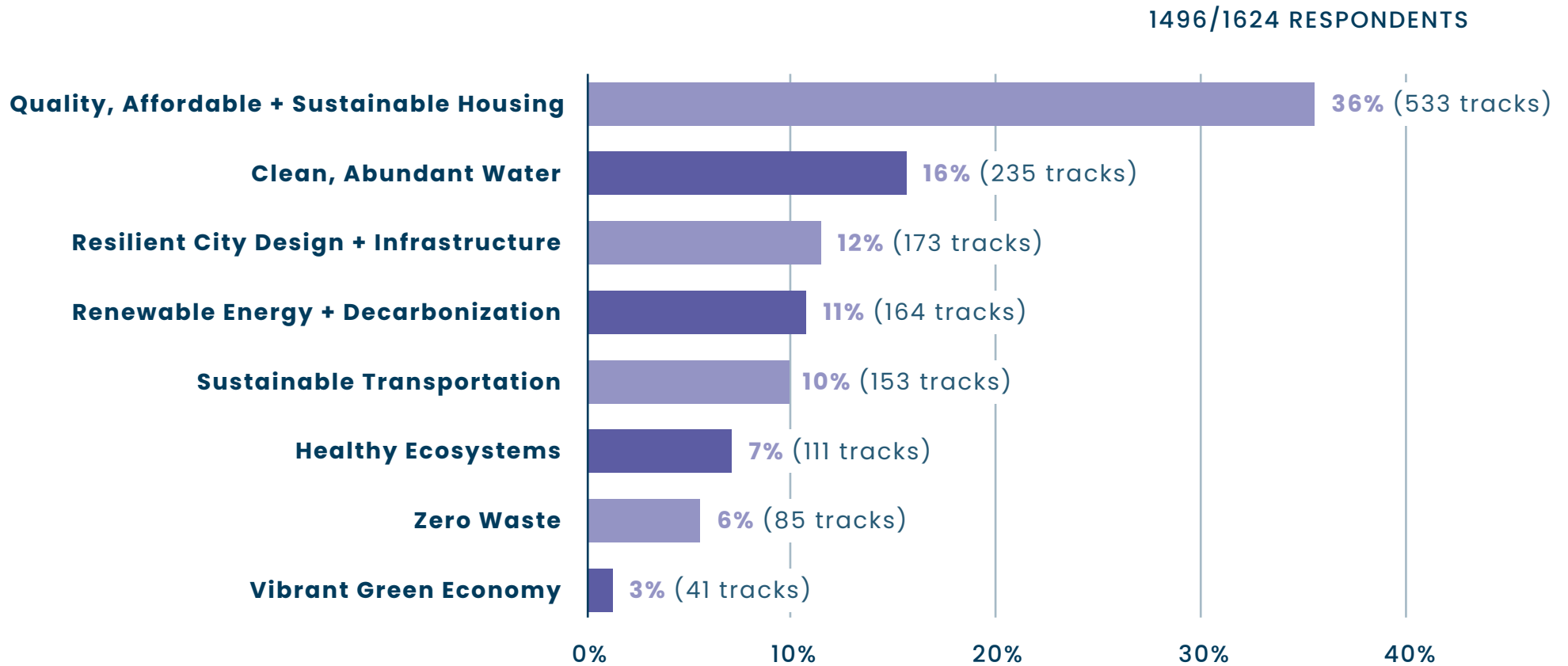


# COMMUNITY SURVEY

## SURVEY FEEDBACK

Choose your own adventure! Select one or more specific element to provide feedback.

THE FOLLOWING SLIDES SUMMARIZE FEEDBACK FOR EACH OF THE EIGHT (8) ELEMENT TRACKS.





# COMMUNITY SURVEY

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## SURVEY FEEDBACK

### Quality Affordable Housing

- New affordable housing developments should be distributed throughout the City, not concentrated within certain areas.
- New multi-family buildings should be required to include green spaces within their designs and be located near transit whenever possible.
- Landlords should be incentivized or required to make energy efficiency upgrades to their rental properties.
- The City should explore both affordable co-housing and cooperative housing models.

### Clean, Abundant Water

- The City should promote and incentivize private homeowners to install rain gardens, rain barrels, cisterns, or permeable pavement to capture stormwater, and incentivize water conservation practices for all households.
- The City should prioritize minimizing winter salt application as much as feasibly possible and explore alternatives to the current leaf collection system.
- The City should work with Dane County and other regional partners to induce better agricultural runoff that leads to high phosphorus levels in the City's lakes and broader watershed.



# COMMUNITY SURVEY

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## SURVEY FEEDBACK

### Resilient City Design + Infrastructure

- The City should designate community centers or other places as safe gathering places during extreme weather events and prepare emergency evacuation plans.
- Develop disaster recovery plans and relocate people away from areas identified as high risk for disasters.
- Allow for multi-family construction throughout the entire City and promote the '15-minute city' concept to ensure all neighborhoods have easy access to everyday services.
- The City should be careful to not focus too exclusively on rental property development and should still promote pathways for homeownership.

### Renewable Energy + Decarbonization

- Develop and expand community solar programs and promote geothermal heating/cooling systems.
- Incentivize rooftop solar on new developments and ease or streamline the permitting process.
- Build out EV charging network.
- Energy efficiency is a low hanging fruit that should not be forgotten as an important decarbonization strategy.



# COMMUNITY SURVEY

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## SURVEY FEEDBACK

### Sustainable Transportation

- Promote vehicle sharing, transit use, bicycling, and park-and-rides from outlying communities as means to reduce single occupancy car trips.
- Increase the 15% VMT reduction goal to be more aggressive.
- Increase parking fees downtown to disincentivize driving.
- Ensuring the bus system is fast, convenient, and reliable is the best way to increase ridership.

### Healthy Ecosystems

- Promote the use of native and pollinator-friendly plants whenever possible.
- Lawns treated with chemical fertilizers and pesticides should either be banned or reduced to the greatest possible extent.
- City street trees should be protected, especially during major roadway construction projects.



# COMMUNITY SURVEY

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## SURVEY FEEDBACK

### Zero Waste

- Overwhelming majority of comments related to wanting a City-wide compost collection service.
- The City should ban single use plastics or at least create disincentives for businesses to use them.
- The City should ban plastic bags.

### Vibrant Green Economy

- Promote apprenticeships and green job training opportunities for individuals existing the prison system and in recovery from substance abuse.
- Major employers should encourage remote work policies (for at least a few days a week) to reduce emissions related to commuting.
- The City should build a consortium of business leaders in Madison to create and promote green businesses and job training opportunities.



# COMMUNITY SURVEY

## SURVEY FEEDBACK

Are there any additional comments and/or questions you'd like to share?

747/1624 RESPONDENTS

### POSITIVE FEEDBACK

- Appreciation for the focus on sustainability + the City's commitment.
- Emphasis on the importance of mixed neighborhoods, affordable housing, + community connections.
- Support for local initiatives + specific planning efforts.
- Optimism/excitement about the future positive impact of the Sustainable Development Plan update.

### CONCERNS/CRITIQUE

- Concerns regarding the excessive construction, especially downtown, and its impact on infrastructure + livability.
- Calls for more affordable + sustainable options, expressing worry about rising taxes on renters.
- Requests for economic adjustments to enhance local/county resilience + divestment from fossil fuel companies.
- Push the boundaries more with the goals.

### RECOMMENDATIONS

- Implement sustainable urban planning, including multi-use land + compact layouts.
- Support for sustainable transportation, including bike lanes, pedestrian-friendly streets, + public transit.
- Include bird safe regulations.
- Encouragement for green infrastructure, energy-efficient appliances, + waste reduction.
- Ban single-use plastics, like plastic bags.
- Increase recycling bins for multifamily housing.

### GENERAL THOUGHTS

- Acknowledgment of the challenges of balancing various needs and desires in Madison.
- Calls for realistic, attainable goals and prioritizing tasks effectively.
- Emphasis on public education, continuous efforts, + community involvement.



# KEY TAKEAWAYS





# KEY TAKEAWAYS

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## OCTOBER – NOVEMBER FEEDBACK

\*BASED ON STAKEHOLDER CONVOS, POP-UP EVENTS, + CITYWIDE SURVEY

- **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)**