

Chptr #	Chptr Name	Goal #	Goal Name	Act #	Action description	Completed	In-process	Incomplete	Applicable
1	Natural Systems	1	Improve air quality.	1	Promote land use patterns, such as residential densities and infill development to reduce reliance on single occupancy vehicle use and increase use of alternative modes of transportation (walking, biking, transit).		X		
1	Natural Systems	1	Improve air quality.	2	Increase mass transit options, such as commuter rail, streetcars, buses, and bus rapid transit, as well as bike use and pedestrian options.		X		
1	Natural Systems	1	Improve air quality.	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.).			X	
1	Natural Systems	1	Improve air quality.	4	Create an incentive program for residents and businesses that rewards them for using alternatives to the automobile for commuting.			X	
1	Natural Systems	1	Improve air quality.	5	Reduce reliance on coal as a major source of electrical power generation (e.g., expand/ create programs and adopt policies/laws to increase energy efficiency, use cleaner fuels and increase the use of renewably generated energy).		X		
1	Natural Systems	1	Improve air quality.	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.	X			
1	Natural Systems	1	Improve air quality.	7	Develop policies and regulations to reduce dust from private and public construction sites, including road construction.	X			

1 Natural Systems	1 Improve air quality.	8 Encourage lower emission vehicle use (vehicles that use cleaner fuels, hybrids, electric, etc.) throughout the community.	X
1 Natural Systems	1 Improve air quality.	9 Develop policies and regulations to reduce the use of consumer and commercial solvents with VOCs.	X
1 Natural Systems	2 Improve groundwater/drinking water quality	1 Monitor building activities and new developments to ensure they do not degrade our groundwater.	X
1 Natural Systems	2 Improve groundwater/drinking water quality	2 Assess and address sources of contamination of shallow groundwater.	X
1 Natural Systems	2 Improve groundwater/drinking water quality	3 Complete and implement wellhead protection plans.	X
1 Natural Systems	2 Improve groundwater/drinking water quality	4 Assess the need for filters at various wells.	X
1 Natural Systems	2 Improve groundwater/drinking water quality	5 Enhance user-friendly method for notifying City staff of water quality issues.	X
1 Natural Systems	2 Improve groundwater/drinking water quality.	6 Investigate the need for testing city water for pesticides, pharmaceuticals and viruses and listing levels clearly in the Annual Drinking Water Quality Report	X
1 Natural Systems	3 Improve surface water quality.	1 Implement beach clean-up plans for all City beaches so they are removed from the Wisconsin Department of Natural Resources (WDNR) impaired waters list and we achieve zero beach closings.	X

1 Natural Systems	3 Improve surface water quality.	2 Continue in the same direction as Yahara Capital Lakes Environmental Assessment and Needs (CLEAN) Memorandum of Understanding, and subsequent MOUs, to implement strategies enumerated in the master planning effort, which will help the Clean Lakes Alliance find resources to implement projects.	X
1 Natural Systems	3 Improve surface water quality.	3 Encourage infiltration, where appropriate, through the use of pervious surfaces, the creation of rain gardens, bio-swales and other natural water purification methods.	X
1 Natural Systems	3 Improve surface water quality.	4 Continue to implement standards in Dane County Chapter 14 and City of Madison Chapter 37 that require increased infiltration for commercial developments.	X
1 Natural Systems	3 Improve surface water quality.	5 Pilot the use of “green” infrastructure techniques and incorporate them into standard street and building design, where appropriate.	X
1 Natural Systems	3 Improve surface water quality.	6 Install mechanical storm water filters where terrain provides a sufficient grade differential.	X
1 Natural Systems	3 Improve surface water quality.	7 Fund the installation of treatment devices during street construction projects. (Continue practices such as catch basins, rain gardens, screen structures and increased weekly street sweeping. Maintain devices so they function properly.)	X
1 Natural Systems	3 Improve surface water quality.	8 Investigate having the Storm Water Utility purchase agricultural lands that have significant phosphorus loading and convert land to prairie.	X

1 Natural Systems	3 Improve surface water quality.	9 Work with Madison Metropolitan Sewerage District (MMSD) and Dane County to develop 'adaptive management' practices through renewal of NR 217 and 216 permits to collaboratively reduce phosphorus by standards set forth in the Rock River TDML.	X
1 Natural Systems	3 Improve surface water quality.	10 Have City work with Madison Metropolitan Sewerage District to reduce phosphorus from Metrogro operations.	X
1 Natural Systems	3 Improve surface water quality.	11 Increase awareness of the need to reduce phosphorus through educational programming, marketing pilot projects and regulation.	X
1 Natural Systems	4 Improve storm water management.	1 Create a plan that promotes sustainable water use by calculating withdrawals from aquifer and runoff of storm water and assessing methods to replenish water table through water reuse, conservation and infiltration.	X
1 Natural Systems	4 Improve storm water management.	2 Create comprehensive watershed-based ("upstream") storm water management plan (e.g., best management practices, use of park land for creative storm water management in collaboration with private developers, diffuse infiltration).	X
1 Natural Systems	4 Improve storm water management.	3 Provide developer incentives (e.g., TIF, Federal funds, expedited permitting, trade-off, equivalencies with documentation) to increase onsite storm water retention, especially innovative watershed-based storm water management practices (e.g., green roof, best management practices, diffuse infiltration).	X

1 Natural Systems	4 Improve storm water management.	4 Promote projects that increase infiltration and aquifer replenishment, where appropriate.	X
1 Natural Systems	4 Improve storm water management.	5 Develop methods for reducing salt concentration before infiltration of storm water.	X
1 Natural Systems	4 Improve storm water management.	6 Increase support for rain gardens and review and revise curb and gutter engineering specifications to provide for a higher number of locations for terrace rain gardens.	X
1 Natural Systems	4 Improve storm water management.	7 Review and revise parking lot requirements to ensure bio-retention (e.g., no gutters, depressions for water storage, space to allow for mature trees).	X
1 Natural Systems	4 Improve storm water management.	8 Incorporate permeable pavement systems, where appropriate, in a variety of locations, both public and private (e.g., mid-block areas of residential streets, basketball courts, alley ways).	X
1 Natural Systems	4 Improve storm water management.	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.	X
1 Natural Systems	4 Improve storm water management.	10 Educate the community about state codes regarding grey water reuse, which allows for flexibility but also provides standards for protecting public health.	X
1 Natural Systems	4 Improve storm water management.	11 Educate residents on stormwater issues and ways to mitigate runoff and process for getting stormwater credits.	X
1 Natural Systems	4 Improve storm water management.	12 Pilot various methods for storing, using and infiltrating storm water on site at City facilities to achieve higher than 40% reduction of total suspended solids.	X

1 Natural Systems	4 Improve storm water management.	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.	X
1 Natural Systems	4 Improve storm water management.	14 Require all developments (new and reconstruction) to seed any top soil moved and stored on development site to reduce runoff.	X
1 Natural Systems	5 Increase water conservation.	1 Promote water conservation through rebate promotions (i.e., toilet rebate) and education programs.	X
1 Natural Systems	5 Increase water conservation.	2 Encourage all commercial buildings be designed or retrofitted to maximize water use efficiency.	X
1 Natural Systems	5 Increase water conservation.	3 Work with major industrial customers to develop water conservation plans for their facilities.	X
1 Natural Systems	5 Increase water conservation.	4 Enact water-saving programs at all City buildings and agencies.	X
1 Natural Systems	5 Increase water conservation.	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.	X
1 Natural Systems	5 Increase water conservation.	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	X

1 Natural Systems	5 Increase water conservation.	7 The City should work with Sewer District and Dane County on developing strategies to use clean effluent to reduce water consumption (i.e., irrigation), which could also increase recharge of the Yahara watershed	X
1 Natural Systems	5 Increase water conservation.	8 Work with State Safety and Buildings Division and City agencies to educate interested parties on grey water strategies allowed under building codes.	X
1 Natural Systems	5 Increase water conservation.	9 Consider modifying the present water fee rate structure to motivate water use reductions (i.e., higher rates for higher users).	X
1 Natural Systems	6 Prevent solid waste from entering landfill.	1 Develop programs to eliminate organics from landfill.	X
1 Natural Systems	6 Prevent solid waste from entering landfill.	2 Continue to develop a waste pilot project and construction of anaerobic digesters that capture energy from food waste and other organic waste.	X
1 Natural Systems	6 Prevent solid waste from entering landfill.	3 Continue to support Dane County in the construction of anaerobic digesters for animal waste.	X
1 Natural Systems	6 Prevent solid waste from entering landfill.	4 Establish municipal curbside pick-up of organic waste.	X
1 Natural Systems	6 Prevent solid waste from entering landfill.	5 Create markets for recycled materials (e.g., recycle fairs, green vendor expos).	X
1 Natural Systems	6 Prevent solid waste from entering landfill.	6 Promote guidelines to permit well-managed home composting in subdivisions and condominium plats.	X

1 Natural Systems	6 Prevent solid waste from entering landfill.	7 Require all events that occur in public buildings or parks, or that require a street permit, to provide recycling and composting facilities.		X
1 Natural Systems	6 Prevent solid waste from entering landfill.	8 Educate citizens, businesses, landlords, tenants and youth about recycling.	X	
1 Natural Systems	6 Prevent solid waste from entering landfill.	9 Enforce recycling ordinance.	X	
1 Natural Systems	6 Prevent solid waste from entering landfill.	10 Develop a program for City-owned or managed buildings to ensure proper waste sorting.		X
1 Natural Systems	6 Prevent solid waste from entering landfill.	11 Form a partnership with UW, Dane County, the State, other large employers and surrounding municipalities to create and use a coherent visual system for identifying waste containers (so that recycling bins look the same everywhere).		X
1 Natural Systems	6 Prevent solid waste from entering landfill.	12 Develop and implement a Zero Waste plan for the City.		X
1 Natural Systems	6 Prevent solid waste from entering landfill.	13 Develop and implement strategies that convert more waste to compostable material.	X	
1 Natural Systems	6 Prevent solid waste from entering landfill.	14 Develop a marketing plan to increase waste diversion and provide increased funds (private and public) for marketing activities.		X
1 Natural Systems	7 Restore and maintain natural habitat.	1 Use linking parks, bike trail system, and storm water management systems to expand trail recreation, physical activity, and nature study opportunities. Link all parks and open spaces to the maximum extent possible.	X	

1 Natural Systems	7 Restore and maintain natural habitat.	2 Develop cooperative relationships with neighboring communities, Dane County and regional planning bodies for joint planning for permanent preservation of open spaces and woodlands.		X
1 Natural Systems	7 Restore and maintain natural habitat.	3 Prevent additional invasive species from arriving, and control those already present.	X	
1 Natural Systems	7 Restore and maintain natural habitat.	4 Identify and create a plan to restore degraded wetlands.		X
1 Natural Systems	7 Restore and maintain natural habitat.	5 Create a comprehensive tree program, with tree maintenance, tree preservation ordinance and species variation.		X
1 Natural Systems	7 Restore and maintain natural habitat.	6 Promote tree planting by residents to complement municipal planting through a well-planned and systematic program that includes education.		X
1 Natural Systems	7 Restore and maintain natural habitat.	7 Redesign streetscapes and other built areas to incorporate non-traditional green space (pocket parks, rain gardens, etc.) to create more open space.		X
1 Natural Systems	7 Restore and maintain natural habitat.	8 Minimize loss of tree cover and green space in public rights of way.		X
1 Natural Systems	7 Restore and maintain natural habitat.	9 Promote, expand and replace tree canopy trees whenever possible and encourage landowner collaboration on strengthening tree canopy and woodlands.	X	
1 Natural Systems	7 Restore and maintain natural habitat.	10 Create a policy to facilitate underground placement of power lines and overhead wires.		X

1 Natural Systems	7 Restore and maintain natural habitat.	11 Promote usage of public rights-of- way (public land) and parks as edible landscapes, sculpture gardens, community gardens, prairie, etc.	X		
1 Natural Systems	7 Restore and maintain natural habitat.	12 Develop a centrally located urban regional park (i.e., Central Park plan).	X		
1 Natural Systems	7 Restore and maintain natural habitat.	13 Follow established IPM (Integrated Pest Management) guides for responsible use of pesticides and continue to look for ways to reduce use.			X
1 Natural Systems	7 Restore and maintain natural habitat.	14 Where appropriate, replace fertilizers from petrochemicals with natural soil amendments, such as compost, fish meal and composted manure.			X
1 Natural Systems	7 Restore and maintain natural habitat.	15 Review and update the policy regarding pest management every five years.			X
1 Natural Systems	7 Restore and maintain natural habitat.	16 Post information on annual pesticide use and relevant policies on Parks and Public Health websites.			X

TOTAL: 79			11	33	35
PERCENTAGES OF TOTALS			14	42	44

2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	1 Create benchmark measurements on transportation issues (i.e., usage).	X		
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2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	2 Develop a staff team that includes Planning, Engineering, Traffic Engineering, Metro Transit, the MPO and any future regional planning organizations to ensure coordination of transportation planning and land use.	X	
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	3 Hire more transportation planners in Planning group to focus on transportation needs in neighborhood plans, etc. and hire more Planners in Engineering and Traffic Engineering.	X	
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	4 Implement further planning efforts to create efficient regional transit hubs, including developing an express bus/Bus Rapid Transit program to decrease commute times and improve customer service.		X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	5 Foster corridor planning, transit oriented development and high density, mixed use development along corridors.	X	
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	6 Provide additional bus trip planning resources.	X	

2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	7 Identify transit-oriented developments (TOD) and Mixed Use Districts within the Comprehensive Plan and implement regulatory changes (i.e., such as overlay districts) to ensure zoning and surrounding land use supports creation of these TODs and Mixed Use projects.	X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	8 Develop plan and implement the next generation of bicycle facilities, including bike stations, bike boxes, bike cages, bike streets, bike lanes, bike traffic lights, lighted bike trails with segregated lanes for bikes, pedestrians and runners, and B-Cycle stations.	X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	9 Plan for, map and implement major pedestrian and bicycle facilities in new developments and within the city and region to ensure a well-integrated pedestrian/ bicycle corridor network. Emphasize closing gaps and overcoming physical barriers and challenging intersections.	X
2 Planning and Design	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 or reconstructed to give priority to pedestrians, human-powered and electric-assisted devices, and electric-powered chairs for the disabled.	X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	11 Strengthen current "Complete Streets" policy.	X

2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	12 Enhance traffic design practices and standards to ensure livability and safety of all residential streets.	X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	13 Identify and create a mapped database of a network of commuter sidewalks that the City will plow in the winter.	X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	14 Create plan to address gaps in the sidewalk network and fix them.	X
2 Planning and Design	1 Improve transportation planning and systems to provide better access for community's needs.	15 Allow developers to build narrow residential streets similar to those of older neighborhoods	X
2 Planning and Design	2 Foster holistic land use.	1 Plan and create walkable neighborhood opportunities for Madison's increasing population. Upgrade walkability in already built out neighborhoods.	X
2 Planning and Design	2 Foster holistic land use.	2 Maintain, utilize and re-invest in existing public and private infrastructure (e.g., schools, libraries, businesses, and utilities).	X
2 Planning and Design	2 Foster holistic land use.	3 Publicize/educate the public on the inventory of underdeveloped land parcels (e.g., large surface parking lots, brownfield sites and corridor sites) and encourage development.	X

2 Planning and Design	2 Foster holistic land use.	4 Encourage higher density of single family housing (e.g., additional dwelling units, row houses and small single-family lots near parkland).	X
2 Planning and Design	2 Foster holistic land use.	5 Advocate for enhancing the jurisdiction and authority of a regional planning agency that helps implement county-wide planning and communication on land use.	X
2 Planning and Design	2 Foster holistic land use.	6 Within parameters of the Zoning Code establish a preferred maximum number of parking places and an actual maximum parking threshold.	X
2 Planning and Design	2 Foster holistic land use.	7 Change requirements for all surface parking, where appropriate, to increase storm water infiltration, reduce heat island effects and other strategies to reduce environmental impacts (e.g., install parking lot islands that allow rain gardens, create incentives for structured parking).	X
2 Planning and Design	2 Foster holistic land use.	8 Develop guidelines for developers and committees to follow when creating and reviewing plans to re-invent old big box, strip malls and other commercial developments with similar low density uses to better use the land and surrounding parking D2lots.	X
2 Planning and Design	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.	X
2 Planning and Design	2 Foster holistic land use.	10 Expand and report on annually the various data collected to track sprawl growth.	X
2 Planning and Design	2 Foster holistic land use.	11 Review land use plans on the edge of the city to ensure compliance with sustainability principles through open and transparent process with all stakeholders.	X
2 Planning and Design	2 Foster holistic land use.	12 Create a Redevelopment Plan for the city which includes eliminating blight in all neighborhoods. Prioritize infill development to maximize use of existing infrastructure and facilities.	X

2 Planning and Design	2 Foster holistic land use.	13 Involve Planners in transportation improvement project selection process.	X	
2 Planning and Design	3 Support sustainable infrastructure and buildings.	1 Encourage sustainable private development.		X
2 Planning and Design	3 Support sustainable infrastructure and buildings.	2 Demonstrate sustainability on all public projects.	X	
2 Planning and Design	3 Support sustainable infrastructure and buildings.	3 Create LEED or equivalent third-party certified construction with tiered incentives based on level of certification (e.g., Living Building challenge, Building America Challenge, International Green construction Code, 2030 challenge, Energy Star).		X
2 Planning and Design	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).	X	
2 Planning and Design	3 Support sustainable infrastructure and buildings.	5 Create project management teams within City agencies to support and encourage developers and builders to work toward environmentally-friendly outcomes. Project Management Teams should be very knowledgeable about City regulations and approval processes, plus know about sustainable design, building and development practices (e.g., LEED-AP, eco-districts and smart blocks that utilize the sustainability principles of the Green Zone).	X	
2 Planning and Design	3 Support sustainable infrastructure and buildings.	6 Encourage mixed-income buildings.	X	
2 Planning and Design	3 Support sustainable infrastructure and buildings.	7 Create incentive programs to encourage rehabilitation of existing buildings and new infill development.		X
2 Planning and Design	3 Support sustainable infrastructure and buildings.	8 Create a Mayor's honor roll and award program for exemplary projects that show sustainability benefits and how those benefits were achieved.	X	

2 Planning and Design	3 Support sustainable infrastructure and buildings.	9 Promote 'pocket parks' within a development that are within easy walking distance. Design the parks to provide rain catchment and provide solar spacing between buildings. Pocket parks with adjacent row houses can provide increased density that is also family-friendly.		X
2 Planning and Design	3 Support sustainable infrastructure and buildings.	10 .Use high-volume cement replacements (i.e., cement with indigenous or industrial waste components) in all public building and infrastructure projects.		X
2 Planning and Design	3 Support sustainable infrastructure and buildings.	11 . Provide financing for energy efficiency upgrades to private buildings.		X
2 Planning and Design	3 Support sustainable infrastructure and buildings.	12 . Create a list of measurable and verifiable examples of case studies that show clear environmental, financial and social stewardship.		
2 Planning and Design	3 Support sustainable infrastructure and buildings.	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.		X
2 Planning and Design	3 Support sustainable infrastructure and buildings.	14 . Improve opportunities for physical activities through sidewalk, signage, safe routes, lighting and bike paths.	X	
2 Planning and Design	3 Support sustainable infrastructure and buildings.	15 . Create a website that provides information on ways to improve household, workplace and community sustainability.	X	
2 Planning and Design	4 Promote and foster local food systems.	1 Identify and support the use of naturally unbuildable properties adjacent to parkland, greenways, railroad right-of-way, former landfills, etc., for agricultural use.	X	
2 Planning and Design	4 Promote and foster local food systems.	2 Identify and develop strategies to eliminate "food deserts" (i.e., areas of the city that are distant from food stores).	X	
2 Planning and Design	4 Promote and foster local food systems.	3 Plant low-maintenance fruit and nut trees in public areas.	X	
2 Planning and Design	4 Promote and foster local food systems.	4 Continue allowing chickens, honey bees and other species within city limits.	X	

2 Planning and Design	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.	X		
2 Planning and Design	4 Promote and foster local food systems.	6 Develop process to identify and prioritize use of public open space for community gardens.	X		
2 Planning and Design	4 Promote and foster local food systems.	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.	X		
2 Planning and Design	4 Promote and foster local food systems.	8 Assure that zoning regulations allow urban agricultural uses in all districts, as appropriate, including roof top greenhouses. The zoning should not count roof top greenhouses		X	
2 Planning and Design	4 Promote and foster local food systems.	9 Offer incentives to owners who offer space for urban agriculture.		X	
2 Planning and Design	4 Promote and foster local food systems.	10 Work with local famers and other stakeholders to create processing and distribution systems for their goods, and connect institutional buyers to these systems.	X		
2 Planning and Design	4 Promote and foster local food systems.	11 Foster better connections between businesses/organizations in Madison with local farmers in south-central Wisconsin.	X		
2 Planning and Design	4 Promote and foster local food systems.	12 Promote community-based education on nutrition and nutritious food preparation.	X		
2 Planning and Design	4 Promote and foster local food systems.	13 Promote nutrition standard guidelines for food provided through communal meal sites (senior centers, low income meal sites, child care centers and healthy school food policie	X		

TOTAL: 56	6	39	11
PERCENTAGES OF TOTALS	11	70	20

3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	1 Identify "owners" of current transportation plans.	X		
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3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	2 Create a realistic timeline, overall funding strategy, needs assessment, and process for implementation of each transportation plan.	X
3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	3 Implement a transportation plan progress reporting process to appropriate City committees.	X
3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	4 Implement the Platinum Bike Plan.	X
3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	5 Collaborate with other agencies (County, MPO, DNR, etc.) regarding bike plans and implementation.	X
3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	6 Measure and report transportation mode share objectively through exploring technology options and other innovative measuring techniques.	X
3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	7 Support implementation of the Transportation Master Plan, the MPO transportation plan and include Transportation goals of the Sustainability Plan into those plans.	X
3 Transportation	1 Implement existing City, MPO, and Regional Alternative Transportation plans.	8 Update the Pedestrian Plan.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	1 Assess need for expanding Madison Metro service: to unserved or underserved areas; to offer 24-hour / 7 days a week service on core routes and expanded service along specific corridors.	X

3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	2 Implement simplified bus route numbering system to allow consistent planning.		X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	3 Establish Bus Rapid Transit (BRT) and Metro express service.		X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	4 Continue to encourage phone/hand-held device applications and other technologies to make transit easier for customers.	X	
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	5 Allocate more Traffic Engineering, Engineering, and Planning staff time to bicycle infrastructure.		X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	6 Work with the Bicycle Federation of Wisconsin to implement the "2020 Madison Bike Map."	X	

3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	7 Create transportation management policies and procedures, including a checklist of transportation options for all new developments, that encourages all transportation modes.	X	
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	8 Require events that are granted either a park use or street use permit, and that anticipate attendance over 200 people, have a TDM plan.		X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	9 Build sustainable transportation funding options into the beginning stages of new development plans (e.g., TIF for transit, sales tax).		X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	10 Create a comfortable and convenient downtown center for sustainable travel and multi-modal transit throughout the city and region.		X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	11 Explore the feasibility of a downtown bicycle commuter station.	X	

3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	12 Offer bike station pods for parking and repair at a variety of locations City-wide.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	13 Provide a reasonable number of free parking spaces to car sharing program vehicles in parking ramps.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	14 Provide better security and enhance the bus riding experience by creating kiosks/ commercial space at transit transfer points or relocate transfer points following Transit Oriented Development (TOD) guidelines.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	15 When building or retrofitting a public or private parking facility, include charging stations for electric cars.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	16 Elevate to a top tier priority clearing snow from curbs, sidewalks and bus stops.	X

3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	17 Integrate modes to allow seamless switching between modes—bikes on buses— downtown multi-modal station—park and ride—pedestrian and bicycle links to bus routes.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	18 Adopt a “fix it first” policy for road construction and maintenance. Maintain existing road infrastructure before adding lane miles or creating new roads.	X
3 Transportation	2 Expand the number of neighborhoods and commercial centers where sustainable transportation choices enable mobility without a car.	19 Consider “road diets” (e.g., narrower streets, bike lanes, island, etc.) to calm traffic and provide a better environment for human powered transportation and decreased road costs.	X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	1 Influence Federal and State decisions to reallocate highway and road spending to support alternative transportation.	X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	2 Dedicate more staff time and resources across the City to support alternative forms of transportation.	X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	3 Increase Engineering staff dedicated to bicycle projects. Assess feasibility and functionality of adding at a minimum 1 full- time position.	X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	4 Study other cities and regions across the nation and the world to learn how other communities fund their transportation systems.	X

3 Transportation	3 Establish a dedicated funding source for alternative transportation.	5 Create incentive programs for businesses and City agencies that encourage employee parking use reduction.		X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	6 Increase funding for programs that discourage single occupancy vehicles (e.g., Rideshare, discounted and/or pretax bus passes through Madison Metro).		X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	7 Promote a "Smart Park" policy that lets drivers know where available parking is or is not available, so that unnecessary miles (with associated pollution and congestion) aren't driven looking for a parking spot.		X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	8 Work with Rideshare to develop a more proactive approach to getting information on alternative transportation to businesses, committees and neighborhoods. (Similar to Smart Trips program in Portland, OR.)		X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	9 Consider strategies that place a greater portion of road costs on users and properties that generate trips (i.e., Transportation Utility).		X
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	10 Maximize the capacity of bike racks on the front of Metro buses.	X	
3 Transportation	3 Establish a dedicated funding source for alternative transportation.	11 Develop plan to provide bus pass and commuter card programs to large employers, especially State of Wisconsin employees.		X
3 Transportation	4 Establish uniform, consistent evaluation methods for understanding sustainable transportation usage and goal achievement.	1 Create a City-wide transportation evaluation plan (survey) that establishes methodology and standards for tracking mode-share		X

3 Transportation	4 Establish uniform, consistent evaluation methods for understanding sustainable transportation usage and goal achievement.	2 Using the transportation evaluation plan data	X
3 Transportation	4 Establish uniform, consistent evaluation methods for understanding sustainable transportation usage and goal achievement.	3 Measure non-motorized flow/traffic numbers	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	1 Investigate hiring an outside consultant experienced in marketing transportation to create the City program and offer guidance on the staffing needs.	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	2 Create a marketing campaign to highlight the City's sustainability opportunities to individuals, businesses and organizations.	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	3 Updates on promotion and education of Rideshare Program. Development and placement of new customized marketing materials in existing outreach efforts but focused more on a personal approach aimed at solo drivers to "try it"-non-solo commuting.	X

3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	4 Coordinate employer workshops/seminars and hold employee transportation coordinator meetings to provide supporting materials which would include distribution of packages for specific areas.	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	5 . Budget for and expand incentives-create new marketing for Guaranteed Ride Home (GRH) and "perks for poolers" package with free incentives like GRH, bus tickets and parking incentive. Consider peer-to-peer implementation with existing participants to "bring in" a neighbor/colleague/friend. Budget for incentives.	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	6 Expand paid advertising-add newspaper, internet, or TV ads to radio campaign based on incentives.	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	7 Expand website services-add one-time ride module and survey module and customize webpages to create a quicker read for prospective users.	X
3 Transportation	5 Maximize the use of alternative transportation infrastructure by implementing and/or improving marketing strategies.	8 Identify and develop evaluation improvements for measuring user placement rates and marketing program.	X
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	1 Mandate quarterly transportation meetings for all department heads related to transportation, in addition to outside agencies that support sustainable transportation growth.	X

3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	2 Assess options for co-locating within one building or within close proximity to the Planning, Engineering, and Traffic Engineering offices that deal with transportation issues.		X
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	3 Investigate feasibility and functionality of creating a new overarching staff position that is a communication liaison between all three departments.		X
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	4 Include the MPO and Mayor's Office staff into collaboration process.	X	
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	5 Make Planning Division an integral part of transportation planning.	X	
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	6 Recommend a formalized system for better communication and collaboration between Long Range Transportation Planning Committee, Transit and Parking Commission, Pedestrian/Bicycle/ Motor Vehicle Commission, ADA Transit Subcommittee, SMC, Plan Commission, Parking Council for People with Disabilities and Board of Parks Commissioners.		X
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	7 Involve commissions/committees early on in process of regarding major transportation decisions, such as a TDM policy.		X
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	8 Require the Transportation Improvement Plan (TIP) be approved by the appropriate committees, commissions and Common Council before it is forwarded to the MPO.		X

3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	9 Encourage City employees to live in the city and ensure that neighborhoods, transit systems and affordability are conducive to City of Madison employees being able to live within the city.			X
3 Transportation	6 Foster better collaboration between City agencies, departments and committees.	10 Hire transportation planners in Planning group to focus on transportation needs in neighborhood plans, etc. and hire Planners in Engineering and Traffic Engineering.	X		
TOTAL: 59			14	20	25
PERCENTAGES OF TOTALS			24	34	42
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	1 Investigate imposing a moped license fee that would generate revenues for funding air clean-up.			X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	2 Encourage and promote the use of electrical vehicles and the creation of electrical vehicle infrastructure.	X		
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	3 Investigate creating incentives to replace two-cycle engines with electric motors on lawn mowers, snow blowers, landscaping and other equipment.			X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	4 Promote and provide incentives for biking, walking and public transportation use.			X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	5 Improve public transit options such as offering more service and integrating multi-modal transportation options.			X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	6 Improve and expand bike lanes and trails to accommodate walkers, rollerblading and bikes.	X		
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	7 Develop and promote incentives for alternative fuel vehicles, such as "preferred parking" and graduated parking rates based on fuel efficiency / emissions.			X

4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	8 Research various vehicle management strategies that target reducing numbers of vehicles and resulting emissions city-wide.	X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	9 Invest in infrastructure for dense development.	X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	10 Mandate the use of low carbon fuels in City operations and vehicle purchases.	X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	11 Identify City government transportation fuel use and supply a carbon footprint measurement as part of an annual carbon/ sustainability reporting on City operations. Include a measure of fuel bought and consumed locally.	X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	12 Create a City Fleet Transition Plan to incorporate low or no-carbon/efficient fuel supply options, including biogas, CNG, plug-in hybrids and electric car charging (including on- versus off-peak) and other fuels.	X
4 Carbon & Energy	1 Influence reductions in transportation related carbon impacts.	13 Promote through education, low carbon fuel use in the private sector.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	1 Public Sector: City government prioritizes and accelerates City's government building and equipment upgrade schedule.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	2 Public Sector: Reallocate a portion of all City agencies' operating budgets to the annual replacement of capital assets to improve energy efficiency and reduce carbon emissions. Oversee and ensure implementation.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	3 Public Sector: Create an incentive for City agencies to allocate operating budget resources to retool capital assets under their control.	X

4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	4 Public Sector: Establish audit program through Facilities and Sustainability Office and Finance Department to ensure that budgeted upgrades are spent on the approved items.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	5 Public Sector: Investigate creation of a Long Term Capital Budget (more than five-years) and "Citizens' Budget Commission" to better oversee the City's stewardship of capital assets that affect sustainability and energy use.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	6 Public Sector: Create an upgrade schedule for existing buildings with energy performance targets to upgrade: The bottom performing 30% by 2020 to 69% ENERGY STAR level. The middle performing 30% by 2022 to 75% ENERGY STAR level.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	7 Public Sector: Create a policy of retro-commissioning existing City buildings for energy efficiency and operation.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	8 Public Sector: Upgrade at least one City building per year and certify to LEED-EB: OPERATIONS AND MAINTENANCE or equivalent certification program.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	9 Public Sector: Hire an energy manager for the City to measure and track efficiencies, savings and carbon reduction.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	10 Public Sector: Implement low cost behavior-based operational programs that minimize energy use in operations.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	11 Public Sector: Give preference to LEED certified or equivalent certificated buildings in acquiring leased space for City government use.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	12 Public Sector: Direct City purchasing and procurement to give preference to vendors whose buildings, equipment, products and services meet achievable sustainability targets.	X

4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	1 Private Sector: Promote and incentivize upgrading existing commercial and residential building stock to improve energy efficiency, indoor air and building environment quality.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	2 Private Sector: Gather benchmark information on private buildings related to energy use and its impact on property sales, rental and occupancy rates to show value of upgrading systems.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	3 Private Sector: City and community partners participate in EPA's Better Building Competition or institute an award program for building owners who: a) measurably reduce energy consumption over a 12 month period, and b) provide an educational report about how they did it.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	4 Private Sector: Analyze current housing stock: square footage, demographic data, age, etc., to determine target areas for energy retrofitting.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	5 Private Sector: Educate the private business owner about the value of disclosing information on lower energy use to commercial and residential buyers or leasees. Residential: at time of sale, or when major additions are added or by 2015 Multifamily: same as above Commercial buildings: Greater than 50,000 square foot benchmark by 2014 Less than 50,000 square foot benchmark by 2016 Greater than 200,000 square foot benchmark using ENERGY STAR Portfolio Manager by 2013 Greater than 50,000 square foot benchmark by 2014 Less than 50,000 square foot benchmark by 2016	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	6 Private Sector: Track energy retrofit for low-income housing EECBG (Energy Efficiency and Conservation Block Grant) program. Collect pre- and post-tests and statistical data.	X

4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	7 Private Sector: Investigate developing an energy performance level requirement for new construction or renovation of 50% or more of the gross square footage of a commercial building that could be activated at the time of plan review. (Current LEED ENERGYSTAR level is prescribed in LEED- EB: OPERATIONS & MAINTENANCE or an equivalent third party measure could be used.)	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	8 Private Sector: Create policy with incentives and energy performance targets to foster upgrades of existing buildings. Target the bottom performing 30% by 2020 to a specific performance level Target the middle performing 30% by 2022 to a specific performance level For historic buildings, use the Historical Society Energy Manual and state historical tax credit.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	9 Private Sector: Investigate impact of promoting a 30% reduction in energy use below code for existing buildings that receive TIF funding	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	10 Private Sector: Encourage businesses to participate in the MPower champions program.	X
4 Carbon & Energy	2 Systematically upgrade existing buildings, equipment and infrastructure.	11 Private Sector: Encourage incentives for the private sector to convert to low carbon or alternative fuel vehicles.	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	1 Create incentives (e.g., expedited permitting, decreased permit fees, etc.) for new residential construction / remodels that meet Home Performance with ENERGY STAR at the top 20% level. Assess fee for additions to new buildings, a percentage of which will be rebated if addition meets ENERGY STAR	X

4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	2 Develop a green building (energy efficiency, water conservation, construction materials, landscaping, etc.) program that help City staff guide new commercial and public construction.	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	3 Create commercial LEED or other third party certification program. Charge reasonable fee and provide rebates at different percentages based on LEED or certification level achieved.	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	4 Develop by 2015, with the support of key Zero Net Energy stakeholders, a Zero Net Energy program and incentives for new and retrofitted residential/commercial buildings and development.	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	5 Design all buildings to incrementally improve their energy efficiency to achieve Zero Net Energy (ZNE) by 2030, to standards set by the ZNE stakeholders group.	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	6 Incorporate zero net renewable energy infrastructure into neighborhood plans where applicable.	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	7 Create and adopt strategies and requirements to minimize urban heat islands, optimize carbon sequestration and promote water retention (e.g., green roof, bio swales, urban tree canopy, vegetative parking).	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	8 Allow on-site energy generation (e.g., ground source heat pumps or other district clean energy source, or on-site solar generation).	X
4 Carbon & Energy	3 Create a target for new buildings and developments to meet zero net energy standards by 2030.	9 Have Common Council adopt Zero Net Energy (ZNE) by 2030 and create ZNE stakeholders group to implement plans.	X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

1 Establish feedback and information systems.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

2 Publish and post City Government agencies' utility bills for public to view.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

3 Help building owners compare their energy usage with other comparable buildings.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

4 Create and implement an energy consumption feedback system (secure database) between local utilities and the City of Madison Assessor's Office to allow consumers to compare their energy consumption with other consumers in Madison based on building data (size, age, construction materials, etc.).

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

5 Implement public outreach between the City and utility providers to inform consumers of the availability of the new energy consumption feedback system.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

6 Continue Mpower Madison member partnership program on climate change.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

7 Create rotating 5-year marketing campaign partnerships with media groups that spread the message on energy conservation and carbon reduction.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

8 Ask businesses, institutions, trade associations, Chambers of Commerce and other organizations to actively and regularly promote energy efficiency and climate change information to their members and members' employees.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

9 Initiate an ongoing media series featuring the energy and carbon reduction actions taken by high profile community members.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

10 Encourage communities of faith to provide ongoing campaigns to change members' behaviors and raise awareness around energy conservation and carbon emissions reduction.

X

4 Carbon
&
Energy

4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.

11 Develop a series of special action days that ask people to take specific actions on energy conservation, carbon reduction and sustainability.

X

4 Carbon & Energy	4 Work to have 20% (currently 40,000 people based on 2010 population of Madison's population) actively participating in energy efficiency and climate change programs by 2030. Mobilize marketing, programs, measurement and targets through educational programs and community partnerships so that by 2030, 60% of Madison's population is aware that community members are being encouraged to engage in energy efficiency and climate change programs, such as Mpower Madison.	12 Create a City-wide recognition program for innovative energy savings initiatives that achieve measurable results.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	1 Buy energy from clean power sources (i.e., bio-fuel, wind, geothermal, bio-mass, etc.).	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	2 Expand City's renewable electrical energy purchase (now at 24%) as example to the community.	X

4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	3 Encourage private sector green power purchase (residential/commercial).	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	4 Encourage higher renewable energy content in the grid.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	5 Investigate ways to increase on-site renewable energy generation, initially with City facilities and then within the community.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	6 Create solar charging stations to recharge electric vehicles.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	7 Work with utilities, institutions and businesses to authorize, facilitate and design district-scale sustainable energy systems.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	8 Adopt a general policy preference for energy sources located as close to Madison as reasonably practical.	X

4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	9 Divert urban organic wastes into fuel sources for local bio-digester energy production.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	10 Work with MMSD, Dane County Landfill and local businesses to identify and rank various opportunities for greater biowaste-to-energy projects.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	11 Rewrite zoning codes and other regulations to permit district and decentralized energy generation and distribution systems.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	12 Permit and create incentives for decentralized renewable energy utilities (e.g., wind installations and solar canopies in mall parking lots, etc.) on public and private structures, while minimizing impact on existing architecture and historic areas and recognizing that state law currently prohibits regulatory protections.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	13 Promote solar-powered City infrastructure where feasible.	X
4 Carbon & Energy	5 Obtain 25% of electricity, heating and transportation energy from clean energy sources by 2025.	14 Encourage new above-grade parking facilities to have solar canopies or green areas on top level.	X

4 Carbon & Energy	6 Develop a comprehensive Carbon Footprint Report for the City of Madison that highlights green house gases and air pollutants emitted and provide report to the public every two years.	1 Develop a carbon footprint baseline for public, City-owned and/or controlled facilities and activities. Prepare a matrix of metrics, both measurable and value-based, to establish baselines and track progress.	X
4 Carbon & Energy	6 Develop a comprehensive Carbon Footprint Report for the City of Madison that highlights green house gases and air pollutants emitted and provide report to the public every two years.	2 Develop a carbon footprint estimate for all facilities and activities within City limits (residential, commercial, industrial sites).	X
4 Carbon & Energy	6 Develop a comprehensive Carbon Footprint Report for the City of Madison that highlights green house gases and air pollutants emitted and provide report to the public every two years.	3 Develop a baseline carbon analysis, carbon budget and outline a climate action plan with benchmarks and targets for future years (e.g., 2020, 2030, 2050).	X

4 Carbon & Energy	6 Develop a comprehensive Carbon Footprint Report for the City of Madison that highlights green house gases and air pollutants emitted and provide report to the public every two years.	4 Hire energy manager to assist in carbon analysis and coordination.	X
4 Carbon & Energy	6 Develop a comprehensive Carbon Footprint Report for the City of Madison that highlights green house gases and air pollutants emitted and provide report to the public every two years.	5 City will publicize the plan and incorporate the goals into future planning, budget and outreach activities.	X
4 Carbon & Energy	6 Develop a comprehensive Carbon Footprint Report for the City of Madison that highlights green house gases and air pollutants emitted and provide report to the public every two years.	6 Create Carbon Footprint measures and take CO2 into account when determining City Projects. Create an internal carbon pricing system for the City. Determine a price per ton of CO2. Add the cost of CO2 to project costs when assessing options. –Use internal carbon pricing when determining infrastructure improvement costs. –Research, as methodology evolves, internal carbon pricing in calculating building costs such as energy efficiency, energy sources and CO2 cost of construction material production and delivery.	X

TOTAL: 77	5	22	50
PERCENTAGES OF TOTALS	6	29	65
OVERALL TOTALS: 271	36	114	121
PERCENTAGES OF TOTALS	13	42	45