



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Draft SUSTAINABLE MADISON COMMITTEE

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Monday, October 15, 2012

4:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 300

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### CALL TO ORDER / ROLL CALL

**Present:** 9 -

Satya V. Rhodes-Conway; Lucas K. Dailey; John M. Robinson; Lance E. Green; Sam J. Breidenbach; Richard J. Pearson; Jesse J. Shields; Jeannette E. LeZaks and Lou W. Host-Jablonski

**Absent:** 6 -

Jill Johnson; Natasha S. Sattin; Patrick Eagan; Anya M. Firszt; Selamawit Z. Wondaferew and Richard A. Heinemann

**Also present:** Karl van Lith.

### APPROVAL OF MINUTES

### PUBLIC COMMENT

**DISCLOSURES AND RECUSALS - None.**

### DISCUSSION

#### 26793

Madison Sustainability Plan - Sustainability Indicators

Continue discussion of metrics (20-30 minutes): Discussion on the goals in the Sustainability Plan, what data that the City of measuring, collecting and analyzing, and what is available now - e.g., Neighborhood Indicators, Madison Measures,) and what other cities use for sustainability indicators.

**Attachments:** [Sustainability Indicators Santa Monica and Mpls.pdf](#)  
[sustainability IndicatorDatabase dubuque IA.XLSX](#)  
[SMC Sustainability Measures docx.docx](#)  
[MadisonDraftIndicators 11-2012.xls](#)

Broad discussion on number of issues related to metrics. Discussion around the best way to analyze and use data--and what is important to measure and how best to use the information in a way that supports sustainability improvements within the city and neighborhoods. Committee asked staff (Jeanne Hoffman and Karl van Lith) to review lists generated and consolidate information on a simplified chart that also includes the source of the data and how often it is collected. Committee agreed that using existing sources of data would be a good approach.

Committee thought a short list at a high level would be the best place to start. The group thought two or three measures on each sustainability category at most would be good and that measures telling them if progress is being made on sustainability are of most value. Staff to route list to committee prior to next meeting. Committee will continue to review metrics periodically as part of overall review of the effectiveness of various projects and initiatives.

[26794](#)

Development of 2012-2013 - Work Plan

Committee reviewed brainstorming ideas generated at May 2012 SMC meeting and posted general categories and on-going initiatives on the white board and voted on what members felt were the most important to them in terms of policy creation. See below:

Water Conservation - AMI, Toilet Rebate - 5 votes

Outreach/Awareness/Awards

Energy - Green Madison, MadiSun - 5 votes

Water Quality - Yahara Lakes Initiative - 3 votes

Storm Water - TMDL - 4 votes

Local Foods - Food Policy Council, Public Market, Meet & Greet, School

District Initiatives - 2 votes

Metrics

Transportation - Transportation Master Plan, BRT, Bus Fares

Bike Station - 2 votes

Land Use/Sustainable NH Plans - 7 votes

Group discussion revolved around the role that SMC could play in these broad categories and how it could influence initiatives or create policies that further sustainability within Madison.

Quorum was broken at 6:50 because a member had to leave for another meeting. SMC discussed next agenda. SMC will review above list and select two or three areas of concentration for their 2012-2013 work plan.

**ANNOUNCEMENTS - None.**

**ADJOURNMENT**

The meeting was adjourned at 6:50 p.m.