

# MADISON SUSTAINABILITY PLAN

Presentation to Economic Development Committee  
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July 17, 2024



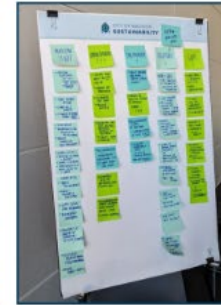




# Community Engagement

May – November 2023

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



**~60**  
FOCUS GROUP ATTENDEES



**~1624**  
COMMUNITY SURVEY RESPONSES

1,608 English

2 Chinese

14 Spanish

**~626**  
POP-UP PARTICIPANT COUNT



# 8 Elements

- Introduction
- Goals
- Actions
- Highlights

## Greenways and Prairie Plantings

The City of Madison [Stormwater Utility](#) is responsible for designing, building, operating and maintaining the City's stormwater system. One part of this system is greenways. A greenway is a corridor of protected open space that is maintained for stormwater management. Greenways are planted with native seeds to provide habitat for pollinators and other animals, improve water quality, and minimize the potential for flooding.

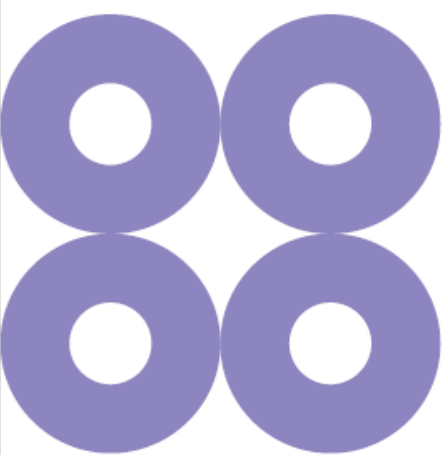




# 8 Elements

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





# 8 Elements

- Quality, Affordable Housing
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- Healthy Ecosystems
- **Vibrant, Green Economy**

The background is a vibrant teal color. It features a faint, large-scale pattern of green leaves and branches. In the upper right corner, there is a prominent white icon of a plant with four leaves. At the bottom of the teal area, there are several horizontal, wavy bands of varying shades of teal, creating a layered effect.

# **Vibrant, Green Economy**





<b>GOAL 20</b>	<b>Leverage City purchasing power to support products and services that reduce the City's impact on the environment and support a circular economy.</b>
<b>METRICS</b>	New standards and practices developed
<b>ACTION 20.1</b>	Develop and implement new green contracting, procurement, and purchasing standards and practices.



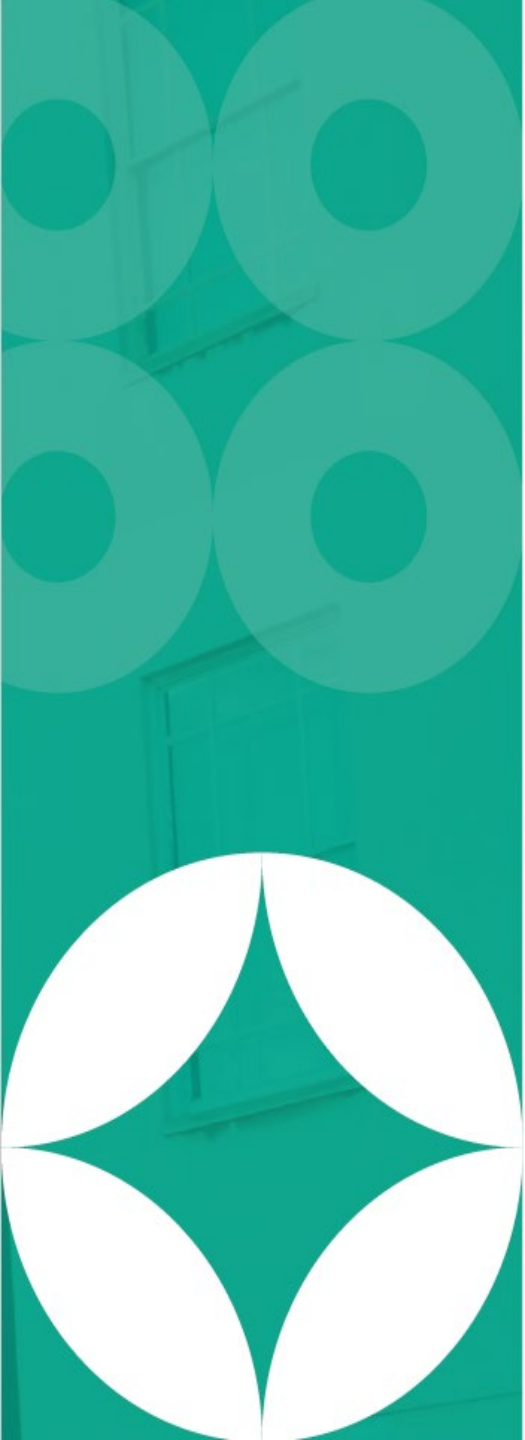


<b>GOAL 21</b>	<b>Support environmentally-sustainable private business growth, operations, and practices.</b>
<b>METRICS</b>	Number of City and partner programs Number of people served per program
<b>ACTION 21.1</b>	Continue to support local organizations that help businesses adopt environmentally-sustainable and climate-resilient business practices, especially Minority- and Women-Owned Businesses.
<b>ACTION 21.2</b>	Integrate sustainability and climate resilience information and resources into existing City programs that support local businesses.



<b>GOAL 22</b>	<b>Leverage City financing tools and structural incentives to advance environmentally-sustainable and climate-resilient buildings, business development, and investments in the community.</b>
<b>METRICS</b>	Number of projects impacted and dollars leveraged
<b>ACTION 22.1</b>	Research creation of a Green Zone(s) within the City, where the City will prioritize investments to accomplish a set of sustainability, climate, or environmental justice priorities defined in collaboration with the community.
<b>ACTION 22.2</b>	Use Tax Increment Financing (TIF) to incentivize climate-friendly development projects that include net zero buildings and natural climate solutions.





<b>GOAL 23</b>	<b>Work with partners to attract and support the development of new businesses focused on green and climate-friendly services or products, especially Minority- and Women-Owned Businesses.</b>
<b>METRICS</b>	Number of City and partner programs Number of people served per program
<b>ACTION 23.1</b>	Provide support and services to grow businesses, help develop new market channels, improve access to affordable production spaces, and enhance retail and sales opportunities.
<b>ACTION 23.2</b>	Support and encourage minority business ownership in trades and industries that focus on green and climate-friendly services and products.



<b>GOAL 24</b>	<b>Develop a green workforce and create equitable access to green jobs with a living wage.</b>
<b>METRICS</b>	Number of City and partner programs Number of people served per program
<b>ACTION 24.1</b>	Support training opportunities and apprenticeships in the trades and other in-demand careers related to renewable energy, energy efficiency, building retrofits, climate change adaptation, natural habitat management and restoration, and other sustainability-oriented careers.
<b>ACTION 24.2</b>	Continue to partner with local educational institutions and employment-focused organizations to connect individuals with green job opportunities.



<b>GOAL 24</b>	<b>Develop a green workforce and create equitable access to green jobs with a living wage.</b>
<b>METRICS</b>	Number of City and partner programs Number of people served per program
<b>ACTION 24.3</b>	Partner with private industry, local business organizations, local trade unions, and other relevant entities to create and grow a green jobs pipeline within the community.
<b>ACTION 24.4</b>	Design and implement collaborative work-study programs at Olbrich Botanical Gardens for high school students, along with internships and professional certification programs in horticulture, landscape maintenance, construction and natural resource management, ecology, and habitat restoration.



# Updates

Transportation Commission added:

- Action 12.7. Expand Safe Routes to School, multi-modal travel education and increase the number of students and families choosing to walk, bike and take transit.



# Adoption Journey

## Next Steps

- 5/21 **Common Council**
- 6/12 **Transportation Committee**
  - Unanimous support
- 7/8 **Plan Commission**
  - Unanimous support
- 7/17 **Economic Development Committee**
- 7/22 **Sustainable Madison Committee**
- 8/6 **Common Council**



# Thank you!

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