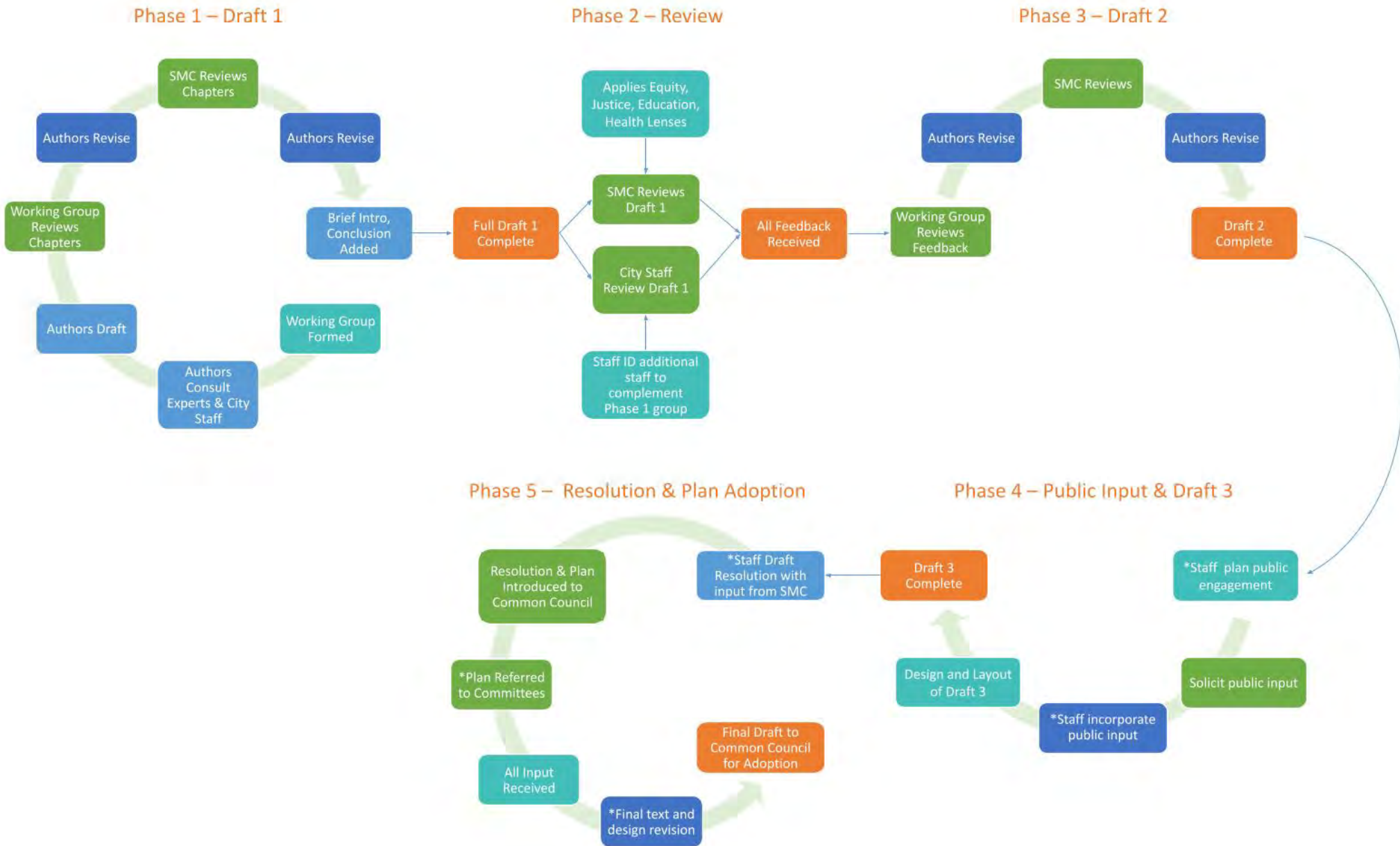




# CITY OF MADISON SUSTAINABILITY

PLAN COMMISSION | NOVEMBER 2023

# PROCESS OVERVIEW | MADISON SUSTAINABILITY PLAN

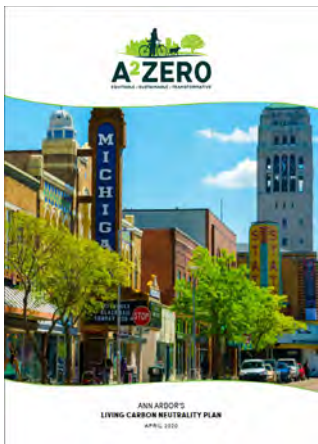


# GAP ANALYSIS

# GAP ANALYSIS | METHODOLOGY

**Purpose:** Review similar plans adopted by peer cities and best practices for city sustainability and climate planning, identify gaps in Madison's current draft plan, and provide recommendations to address those gaps

**Ann Arbor, MI**



**Milwaukee, WI**



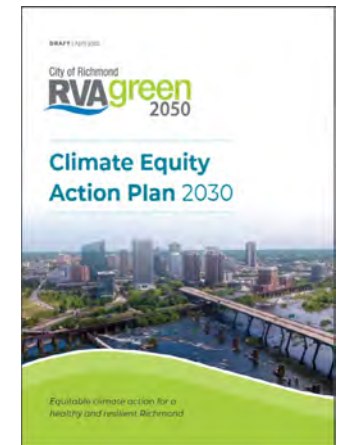
**Austin, TX**



**Los Angeles, CA**



**Richmond, VA**



A title card for 'COMMUNITY ENGAGEMENT' featuring a background of purple coneflowers in the foreground and a blurred cityscape with a prominent dome building in the background. The text is centered in a bold, white, sans-serif font.

# COMMUNITY ENGAGEMENT



## ENGAGEMENT GOALS

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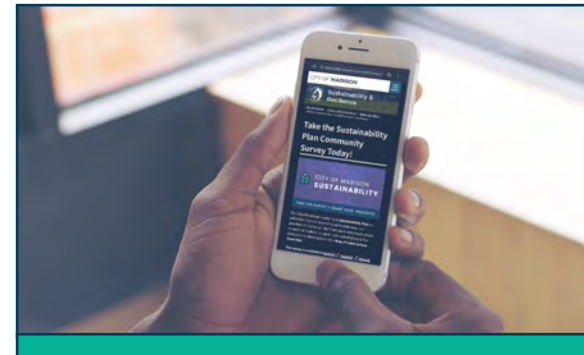
- **Build momentum and excitement** around the city-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision** 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](http://www.cityofmadison.com/sustainability). 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 ROKOG MADISON KEV RUAJ NTSEG**

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

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

## SOCIAL

**麥迪遜市 永續性**

您為什麼關心環境？

請填寫問卷調查，分享您的看法！

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

**CITY OF MADISON SUSTAINABILITY**

TAKE THE SURVEY + SHARE YOUR THOUGHTS!

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





# ENGAGEMENT BY THE NUMBERS



**~60**  
FOCUS GROUP ATTENDEES



**~1638**  
COMMUNITY SURVEY RESPONSES

1,608 English

17 Chinese

13 Spanish

**~626**  
POP-UP PARTICIPANT COUNT





### City of Madison Sustainability Plan - Community Survey

#### Survey Purpose

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

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

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

1. Describe your view of the following issues. How important are they to your life?

Issue	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





# 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:

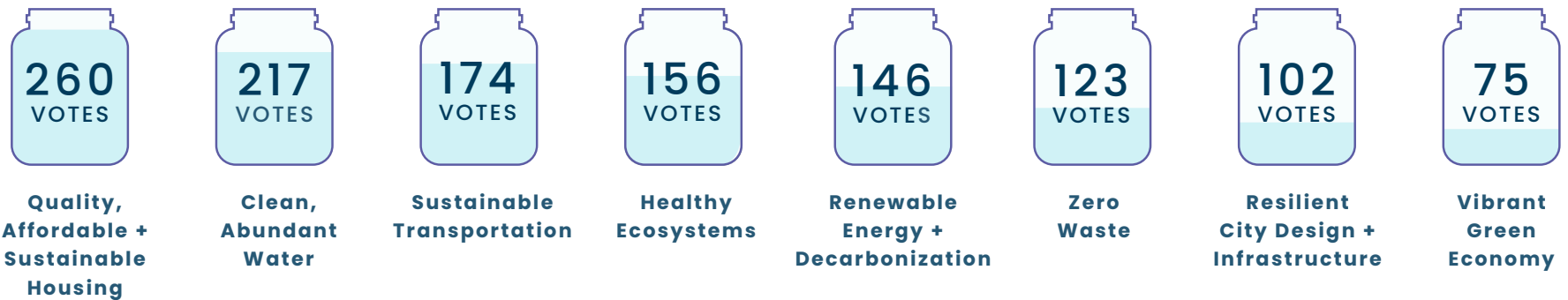
## What are your top three priorities for the Madison Sustainability Plan?

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

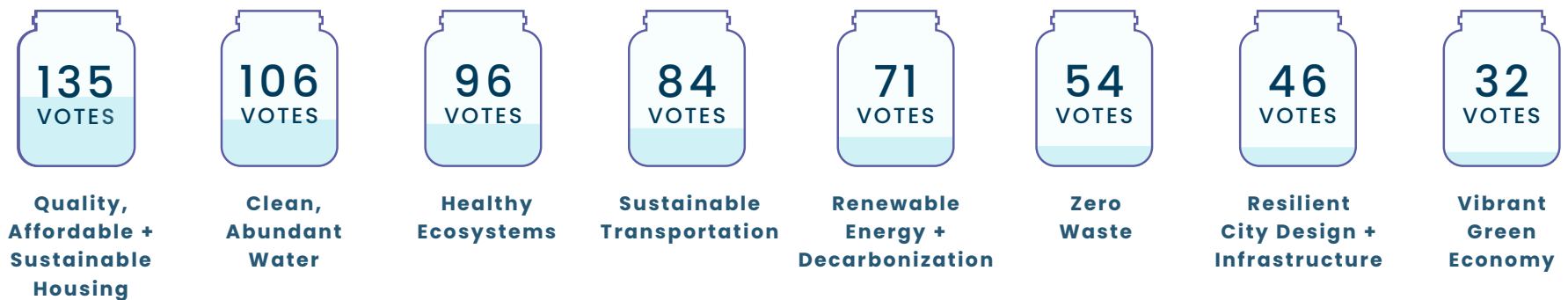
**#2 - CLEAN, ABUNDANT WATER**

**#3 - SUSTAINABLE TRANSPORTATION**

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



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



# STAKEHOLDER CONVERSATIONS

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

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





# PLAN COMMISSION INPUT

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## TODAY'S ACTIVITY

### Discussion Questions

1. What do you think is the biggest opportunity for Madison to lead on sustainability?
2. What do you see as the role of the Plan Commission (if any) in helping move the city toward accomplishing these goals?

### Prioritizing Exercise

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

# NEXT STEPS



## NEXT STEPS

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- **JANUARY**
  - Draft report design and layout
  - Draft table of contents
  - Recommended updates to goals and actions
  
- **FEBRUARY**
  - Final report design and layout
  - Draft full report copy
  
- **MARCH**
  - Refine and finalize draft
  - Complete Phase 4
  
- **APRIL**
  - Begin Phase 5 - Plan Adoption Process

A photograph of a garden scene. In the foreground, several yellow lilies are in bloom, with one purple lily on the right. In the background, a bicycle is parked against a wooden fence. The scene is lush with green foliage.

**THANK YOU!  
QUESTIONS?  
FEEDBACK?**