

D R A F T

Building a Green Capital City, Second edition. ***The plan to make this update a reality***

In October 2003, Mayor Dave Cieslewicz articulated a vision:
*Make Madison a green capital city, a national leader in energy efficiency
and renewable energy that also supports the city's economic vitality*

To assist in implementing this vision, the mayor created an Energy Task Force with the goal of making this vision a reality. The recommendations of this group are summarized in the 2004 report "*Building a Green Capital City: A Blueprint for Madison's Sustainable Design and Energy Future.*"

http://www.cityofmadison.com/mayor/documents/GreenCapitalReport_1.pdf

The City Council voted unanimously to accept the recommendations in the Plan and created the Sustainable Design and Energy Committee (SDE) to advise them, the Mayor and city staff on implementing it. Now, five years later, the SDE finds that much of the original plan, especially with regard to the City leading by example, has been implemented. Other projects, such as climate change and solar initiatives, have been developed by the City, but are not delineated in the Blueprint.

<http://www.cityofmadison.com/Sustainability/City/documents/BuildingaGreenCapitalCityStatusReport.pdf>

SDE sees the need to update the original *Blueprint* by creating a new challenging set of goals and recommendations to help chart the City's future over the next 5-10 years.

This document outlines the process to be used to make this updated *Blueprint* a reality.

Basic structure of the work

The SDE will actively participate in creating the new *Blueprint*.

SDE has also created two sub-committees to help make this work more effective:

- Public (government and infrastructure) subcommittee
- Private (business and residents) subcommittee

SDE members will constitute roughly half the membership of each committee, with the rest of the members selectively chosen to provide additional expertise and/or stakeholders to complement the SDE members.

In addition, a University of Wisconsin class in Urban and Regional Planning (URPL) and UW-Extension are assisting the City with three public input sessions and researching sustainability practices in other communities to inform this work.

SDE will be responsible for the overall vision and for integrating the work of the two sub-committees and the URPL class.

The Public sub-committee will have primary responsibility for developing goals and recommendations for action by the City, other governments, the school district, and local utilities. This includes issues like transportation and land use planning as well as other issues.

The Private sub-committee will be responsible for developing goals and recommendations that apply to businesses, non-profits and residents of the city. It will also have primary responsibility during the planning process for input, feedback and education to and from the community at large.

The URPL students will provide their findings to SDE and the two sub-committees.

The Process

The goal is to have the updated *Blueprint* completed in time for Earth Day April 22, 2010. The two sub-committees will meet twice each month. One of those meetings will coincide with the SDE meetings starting at 5pm:

October 19

November 16

December 21

January 18

February 15

March 15

April 19

Each sub-committee will also choose another date to meet each month. Subcommittees' may choose to invite other experts and stakeholders to help them in their work. All meetings will need to be publicly noticed and have a quorum present before any discussion can start. (City staff will assist in helping get this done.)

Each subcommittee will, at its second or third meeting, select a Chair and Vice-Chair. Sherrie Gruder, SDE Chair, will attend all Private subcommittee meetings and Jeanne Hoffman, Madison Facilities and Sustainability Manager will attend all of the Public subcommittee meetings. Both will serve as a primary link to SDE. Karl van Lith, City of Madison Organization Development and Training, will facilitate the meetings of the Public subcommittee, Janet Pien will take notes. Brian Joiner, of Sustain Dane, will facilitate the Private subcommittee meetings, and Teresa Coffman, will take notes.

The Final Report

The core of the final report will be the goals and recommendations.

Exhibit A provides the list of *Sustainability Categories* to be used in the update

Exhibit B provides an example of the desired *format* for recommendations. This example is adapted from the Original *Blueprint*, p. 60-61. We are not recommending any changes in the basic structure, but we are recommending two changes in the content. We have tweaked this example to reflect those changes, in particular we have:

- Used the *Sustainability Categories* in Exhibit A
- Included a more specific statement as to how one or more of the 4 *System Conditions* of The Natural Step (TNS) will be impacted by the particular recommendation. Exhibit C provides a brief summary of the 4 *System Conditions*.

It may be helpful to scan all of the *Recommendations* in the original *Blueprint* (p. 55-73) to give you a feel for what type of information will be useful in your documentation.

http://www.cityofmadison.com/mayor/documents/GreenCapitalReport_1.pdf

Since the work of both subcommittees will likely lead to recommendations in most if not all of the *Sustainability Categories*, SDE will work to keep the two subcommittees linked during the development process. For example, if one subcommittee makes a *Recommendation* that we do XX in Sustainability Category YY and the other subcommittee makes a similar or related *Recommendation*, SDE will seek to see that the suggestions are integrated to the satisfaction of both subcommittees.

Each *Recommendation* should be listed in one *Sustainability Category* even though it may have useful impact in one or more other *Sustainability Categories*. In such cases, we ask that you list these other *Categories* as well. In the final report a matrix will be included that shows these additional effects. This will help to drive home the lesson that anything we do is interdependent with multiple effects and that, indeed, everything is connected with everything else. Exhibit D provides a mock up of what this matrix might look like.

The full outline of the final report is shown in Exhibit E. The final report will be created by the SDE, with the two sub-committees having a chance to make suggestions on it before it is finalized.