

COMMUNITY
DEVELOPMENT
DIVISION
Department of Planning and
Community and Economic
Development
City of Madison Wisconsin

TO: Jeanne Hoffman, Facilities and Sustainability Manager
FROM: Hickory R. Hurie, interim Community Development Division Director
DATE: October 30, 2012 revised
SUBJECT: Update on Sustainability Plan

Here is an update on Community Development Division progress on the goals articulated in the adopted Sustainability Plan:

TABLE OF GOALS RELATED TO CDDAND THEIR CURRENT STATUS			
Re-ference	Summary objective	Current status	Proposed Future Action
Goal 2: land use	#9. Mechanism for community gardens..	CDD through CDBG funds Community Action Coalition to coordinate and support community gardens. There are currently 10 such City-funded gardens. The City has also established a gardens policy committee that reviews city actions and supports the development of new gardens.	CDD has proposed funding for the CAC program for two more years as part of the 2013 budget. CDBG staff will continue to participate in staffing the City garden committee, the CDBG Committee has a member on the garden committee, and helps monitor opportunities for new garden sites.
Goal 3: sustainable ...buildings	#6. Encourage mixed income buildings	The CDBG Committee continues to review proposals from non-profits and generally supports the mixing of incomes within a building as one way to encourage longer range viability.	Continue to solicit such proposals

		One of the currently funded building is the proposed new Access Community Health Center on Park Street.	
	#7. Create incentive programs to encourage rehab...	The CED office manages several rehab programs that provide loans for improvement of private buildings. In addition to the deferred rehab loan program through CED, the CDBG program itself funds rehab or construction of buildings operated by non-profits that often include energy improvement measures. (See also the Green Madison program listed below.)	The proposed 2013 CDD budget continues funding for this activity.
	#11. Provide financing for energy upgrades	The CDD Green Madison program provides incentives to residences and commercial projects for energy efficiency measures. During 2012, the commercial program has approved over 35 such projects while the residential program has approved over 50 such projects.	The proposed 2013 CDD budget continues funding for this activity.
	#15. Create a website ..info...	The CDD Green Madison program has developed a website that describes many resources and opportunities for energy improvements, including links to the State Focus on energy and the MGE programs.	Continue to improve the website
Goal 4: local food systems	1., 5., unbuildable properties, garden plots	CDD continues to support such community gardens as those found along the former railroad along St. Paul Avenue, and maintains a working relationship with the only CSA operating within the City (CDD assisted in the purchase of the land and holds the underlying mortgage on the farm.	Continue support for CAC
	2. develop strategies to help underserved areas 10,11 Help connect farmers and producers	CDD is working with the FEED kitchen incubator to help them purchase and construct a building on the north-side to serve as a processing and small batch kitchen for farmers and food producers. Another such funded project includes the Madison Urban Ministry bakery project which will train released prisoners in baking, and second project to help Mentoring	Help complete financing for the project.

		Positives develop a business plan for their salsa operation.	
	13. nutrition standards	CDD continues to monitor day care centers and family day care for adherence to nutritional standards established in the State day care licensing standards. The City program requires state licensing for City accreditation.	Continue to monitor centers for compliance.

I would be happy to provide additional information as needed.

Good morning, Jeanne. The plan appears quite comprehensive. DCR has no additional recommendations/revisions at this time.

Specifically:

- 1) DCR has reviewed the plan and notes no corrections or errors regarding the color-codes.
- 2) There are no additional actions that DCR is working on not listed in the plan.
- 3) We are unable to prioritize any actions due to little, if any, DCR applicability.

I am happy to discuss further if you like.

Norman

ECONOMIC DEVELOPMENT DIVISION PRIORITIES FOR SUSTAINABILITY

Color-Coding

Generally the color-coding looks okay. Some of the initiatives are almost underway and could probably be changed to “blue” if desired. These include:

1. **TIF Policy** rewrite (could impact any of the mentions of use of TIF funding, job creation, development/redevelopment incentive, numerous pages-13#3, page 14 bottom Funding section, page 17 bottom Funding section, page 22, #3 &4 & 13, page 26 #9 yellow coded, page 49 #1 blue coded, page50 #3 yellow coded)
2. **Madison Sustainability Commerce Center** -continued development (page 52? Blue coded)
3. **Public Market** – Local Food Committee is working on Vendor Survey analysis, possible market location, and possible hiring of a consultant (page 46 # 3, #4 yellow coded, page 23 #10, blue coded)
4. Continuation of business referrals to the MPower and Green Madison and energy programs from OBR business contacts (page 35, # 10 yellow coded)
5. Hire a consultant for update of ED Plan (page 44 #1 yellow coded)

EDD Priorities

Priority 1: Revise TIF Policy

Currently the EDC is reviewing TIF Policy and a second committee is expected to engage in reviewing TIF Policy in 2013. These committees provide an excellent vehicle for raising and discussing the policy topics that link sustainability goals with Madison’s use of TIF. These include the following actions from the sustainability plan:

Natural Systems - Goal 4; Action 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).

Planning & Design – Goal 3; Action 7

Create incentive programs to encourage rehabilitation of existing buildings and new infill development.

Planning & Design – Goal 3; Action 13

Investigate rewriting current City TIF policies to allow consideration of TIF subsidy increase above 50% based on the degree of sustainability in a project.

Planning & Design – Goal 3; Action 3

Encourage sustainable private development.

Economic Development – Goal 1; Action 3

Assess incentives for the redevelopment or development of sustainable buildings, businesses and industries. Encourage a marketplace of users who rank sustainability as an essential decision point when locating a business or household.

Priority 2: Create a new Economic Development Strategy

Madison's current economic development strategy and plan is now five years old. The 2013 capital budget includes funding to update the plan. This strategic review provides a vehicle for accomplishing the following sustainability plan action:

Economic Development – Goal 4; Action 1

Review the City of Madison's existing strategic economic development plan to improve alignment with global, national and local market trends and community and local economic assets.

Priority 3: Advance the Madison Sustainability and Commerce Center

The Economic Development Division is currently utilizing a HUD grant provided through CARPC to study the feasibility of a green business center in the Capital East District. We expect to continue this work in 2013 and hopefully move from studying toward implementation if the results bear out. As we work to identify and cultivate potential tenants, we will also be interacting with many of Madison's energy, sustainability, and clean tech companies. This work will help implement the following goals from the sustainability plan:

Employment & Workforce – Goal 4; Action 1

Develop Sustainable Business Incubator site within City limits to promote new sustainable businesses start ups and to promote clustering of sustainable businesses. (Note: This could be updated to as the Madison Sustainability and Commerce Center).

Economic Development – Goal 4; Action 2

Build on Madison's already demonstrates leadership in the following areas: the Renewable Energy and Energy Efficiency industries, Smart and Clean Technology industries, Eco-tourism, Alternative Transportation industries and Sustainable Agriculture industries.

Priority 4: Advance the Public Market

The Mayor has made the establishment of a Madison Public Market a high priority goal for the Economic Development Division. We expect to continue this effort in 2013 to plan a public market, identify potential site(s), build partnerships, and move toward creating one or more public markets. This will help advance the following sustainability goal:

Economic Development – Goal 6; Action 4

Increase support for ongoing Public Market and Packaging facility efforts.

Priority 5: Develop stronger local food systems

The Economic Development Division recognizes the strategic importance of a stronger local food system that builds stronger local economic systems regionally and creates

new pathways for entrepreneurs. In addition to the Public Market, EDD will work to support other local food system initiatives including:

Planning & Design – Goal 4; Action 10

Work with local farmers and other stakeholders to create processing and distribution systems for their goods, and connect institutional buyers to these systems.

Planning & Design – Goal 4; Action 11

Foster better connections between businesses/organizations in Madison with local farmers in south-central Wisconsin.

Economic Development – Goal 6; Action 3

Define 'local' food for this study and work with Dane County Institutional Food Market Coalition to increase local food production, processing, distribution and consumption.

Other EDD-related initiatives:

Support technology entrepreneurship including co-working and open source data

Transportation – Goal 2; Action 4

Continue to encourage phone/hand held device applications and other technologies to make transit easier for customers.

Prioritize redevelopment of infill sites and adaptive reuse, especially when city-owned

Planning & Design – Goal 2; Action 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.

Additional Overall Comments

EDD generally prefers to avoid creating regulatory policy islands. Whenever possible, we favor encouraging rather than requiring compliance.

Also we recognize many private sector businesses and developers are on the leading edge of sustainable business practices and we encourage the continual work with the private sector businesses and developers to learn from them what best practices are working and most appropriate for their industries.

8,9 and 11 on page 19

5 on page 25

5 on page 26

Jeanne:

Based on a review of the document by City Purchasing, the following five action steps were identified:

- Create a sustainable purchasing consortium
- Develop green cooperative contracts for use by multiple purchasing entities
- Create a database of sustainable products and sources
- Develop model sustainable purchasing policies and practices
- Identify opportunities to partner with and incorporate local suppliers in our sourcing activities.

Please let me know if you have any questions.

Thanks.

Dave Schmiedicke

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Fire Updates to the City Sustainability Plan

Planning and Design – Goal 1

Continue to build LEED's certified Fire Stations and Fire Administration and improve current fire stations making them more "green"

Action #1 – initiated/started – Follow the benchmarks established by Planning, Engineering, Traffic Engineering, Metro Transit and the MPO as it may apply to the Fire Department (i.e., usage)

Fire Department's 3 Priorities for 2013:

- Educate employees on the goals of the city to maintain their work environment based on the city's goals and policies.
- Educate employees on how today's emergency vehicles run at near-zero emission levels, demonstrating a commitment to the environment while keeping our community safe by protecting people and property.
- Promote current and actively pursue new technology for our buildings and motor vehicles.

Action # 10: The word mandate is very strong and will come at a significant cost to the City. I would suggest that this action be deleted as action #12 would allow for transition to low or no-carbon options that might be funded through grants.

You have requested five actions that the Division will be working on in 2013.

- 1) Monitor fuel use to determine carbon footprint and make recommendations to agencies for reduction in fuel use.
- 2) Modify preventive maintenance procedures to extend oil drain intervals, reducing the amount of petroleum products used in the process.
- 3) Monitor building HVAC systems and adjust temperature setbacks as appropriate.
- 4) Continue to monitor vehicles with GPS to reduce unnecessary engine idling.
- 5) Purchase alternate fuel vehicles as budget allows.

I am back in the office Friday for a brief time. If more is required/needed please let me know what you are looking for.

Bill

Information Technology--Planned Sustainability Activities for 2013

1. Implement approximately 33 additional surveillance cameras for Police and Traffic Engineering. One of the primary uses is to monitor traffic flows and volumes to enable traffic signal adjustments resulting in reduced traffic congestion, vehicle idling, carbon emissions and pollution.
2. Implement power management software on all new PC's to reduce electrical consumption when not in use.
3. Implement the next annual phase of multi-function devices. This program consolidates separate printer, fax, scanner and copy machine devices into combined multi-function devices. The default configuration results in two sided printing. Benefits include reduced electrical usage through fewer devices, reduced paper usage, reduced floor space requirements, and reduced waste heat/AC needs.
4. Additional on-line Licensing and Permit Implementations—Through the use of the Accela platform we will be implementing a number of additional on-line Citizen Access applications including:
 - Building Inspection permits
 - Pet Licensing
 - Contractor Inspection Reports for Fire
 - Fire System Testing Notices

Benefits include improved customer service, reduce paper usage and mailing costs, and reduced vehicle usage for in-person visits to city offices.

5. Implementation of on-line citizen access Park Shelter Reservation System—benefits include enhanced customer service, reduced paper usage and reduced vehicle usage.

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Madison Public Library Sustainability Initiatives 2013

Report prepared by Mark E. Benno
Madison Public Library Administrative Services Manager

- 1) Obtain LEED Gold certification for renovated Central Library Project
(For Planning & Design section, Goal #3: “Support Sustainable Infrastructure and Buildings)

- 2) Pursue and install a community accessible kitchen in the proposed renovation of Meadowridge Branch; this initiative ties into the Library’s general support of mobile fresh food and vegetable carts that operate near some of our branches.
(For Planning & Design section, Goal #4: “Promote and Foster Local Food Systems. This also applies to the Carbon & Energy section, Goal #2: “Systematically Upgrade Existing Buildings, Equipment, and Infrastructure.)

- 3) Continue the Library’s participation in the City’s Long Range Facility Planning Process. As Library Site Selection and Planning moves forward, opportunities will present themselves for the Library to promote overall City economic growth by announcing future locations that maximize both Library service delivery models and private land development. **(For Economic Development section, Goal #2: “Share Resources, Goal #4: “Foster Initiatives that Promote Sustainable Economic Development and Transportation section, Goal # 6: “Foster Better Collaboration Between City Agencies, Departments, and Committees.”)**

- 4) Build on the success of the Library’s 2012 “Bookless” event by creating maker spaces that bring together youth and local artisans under the direction of Library staff. Art creation will re-direct at risk youth to positive, collaborative enterprises, and the art itself will at times be featured in Library facilities, either permanently or as a moving show.
(For Arts Design & Culture section, Goal #2: “Include Sustainable Art in City Infrastructure Projects.”)

- 5) Continue to explore ways the Library’s resources can benefit students and faculty of MMSD, including the specific collection at our Pinney Branch that focuses on sustainability. In broader educational terms, the Library will continue to engage in programs like the Odyssey Project and other educational outreach opportunities. **(For Education section, Goal #1: “Support and Collaborate With Educational Institutions in their Sustainability Efforts and Initiatives.”)**

Metro Transit Updates to the City Sustainability Plan

Planning and Design – Goal 1

Improve Transportation Planning and Systems to Provide Better Access for Community's Needs

Action #1 – initiated/started – Create benchmark measurements on transportation issues (i.e., usage)

At the Mayor's request, Metro has begun developing benchmarks for Metro Transit service with an inter-agency group.

Action #2 - initiated/started – Develop a staff team that includes Planning, Engineering, Traffic Engineering, Metro Transit and the MPO and any future regional planning organizations to ensure coordination of transportation planning and land use.

All of these entities are represented when working on the Transportation Master Plan that focuses on both transportation planning and land use.

Action #4 - initiated/started – 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.

This is currently in process with the Bus Rapid Transit study.

Action #5 - initiated/started – Foster corridor planning, transit oriented development and high density, mixed use development along corridors.

This is currently in process being spearheaded by the Capitol Area Regional Planning Commission (CARPC).

Action #6 – completed/on-going – Provide additional bus trip planning resources.

Metro has successfully implemented Google Maps using our data as well as android (Bus Radar) and iPhone (Mobile UW) based smart phone applications that use our real time data in order to help customers with trip planning. Printed media usage (Ride Guides and maps) has decreased dramatically. For those without smart phones, paper schedules have been installed at all Metro shelters and 100 bus stops. An additional 100 stops will be added this year.

Staff is also experimenting with adding QR (quick response) bar code information with links to live arrival estimates via Mobile UW at various bus stops throughout the city. A first phase goal is to add codes to all bus shelters, and bus stops with schedule displays. The second phase would be to affix QR code stickers to all stops throughout the Metro system.

Transportation – Goal 1

Implement Existing City, MPO, and Regional Alternative Transportation Plans

Action Updates:

Action #1 - **completed/on-going** – Identify “owners” of current transportation plans.

The Transportation Master Plan lists all transportation plans and the city department taking the lead of that plan.

Transportation – Goal 2

Expand the Number of Neighborhoods and Commercial Centers Where Sustainable Transportation Choices Enable Mobility without a Car

Action Updates:

Action #1 - **completed/on-going** – Assess need for expanding Madison Metro services: to un-served or underserved areas; to offer 24-hour / 7 days a week service on core routes and expanded service along specific corridors.

The Metro Transit Service Development Committee (SDC), consisting of senior managers, planning, IT, operations and marketing staff, meets every two weeks in an on-going effort to maximize Metro Transit service, assess emerging needs, improve existing service and respond to requests for service to un-served or underserved areas. In addition, Metro regularly provides a variety of service scenarios to partners who want to expand service as well as to committees exploring opportunities to add service such as the Dane County Regional Transit Authority (RTA) board (now defunct) and the current Bus Rapid Transit corridor study.

Action #4 - **completed/on-going** – Continue to encourage phone/hand held device applications and other technologies to make transit easier for customers.

Metro widely advertises the currently available real time bus information phone applications and Google Maps to help customers use transit. We regularly meet with app developers in order to help improve the current apps and explore and other technology experts in order to explore other ways Metro can use technology to improve our service. We are piloting a QR code program at our shelters and some bus stops.

Action #7 - **initiated/started** – Create transportation management policies and procedures, including a checklist of transportation options for all new developments, that encourages all modes of transportation.

Google Maps has a feature that allows users to get travel information (directions, times, schedules) for multiple modes of transportation including transit, walking, driving and biking.

Transportation – Goal 3

Establish a dedicated funding source for alternative transportation.

Action Updates:

Action #2 - initiated/started – Dedicate more staff time and resources across the City to support alternative forms of transportation.

Metro Transit created a Ridership Improvement Specialist position three years ago in order to market the new Commute Card. This person interacts with businesses, organization and members of the public to market Metro Transit services. She also works closely with the Rideshare Coordinator and others who encourage alternative transportation.

In addition, the Mayor has expressed interest in working toward doubling Metro's ridership. Staff is currently looking at what it will take to work toward this goal.

Action #4 - initiated/started – Study other cities and regions across the nation and the world to learn how other communities fund their transportation systems.

This started in earnest while the RTA board was in effect. Metro staff and others also visit and communicate with U.S. and European communities to look at their funding models.

Action #5 completed/on-going – Create incentive programs for businesses and City agencies that encourage employee parking use reduction.

Metro has had great success with unlimited ride pass programs for large organizations such as UW, Madison College, Edgewood College, Meriter Hospital and St. Mary's Hospital. We also have a pass purchasing agreement with a Dane County department and dozens of agreements for smaller businesses and organizations to provide their employees/members with Commute Cards.

Action #6 - initiated/started – Increase funding for programs that discourage single occupancy vehicles (e.g., Rideshare, discounted and/or pretax bus passes through Madison Metro).

Metro Transit hired a Ridership Improvement Specialist in order to market our Commute Card. We continue to work with larger employers (State of Wisconsin, Dane County, etc.) in order to encourage use of our unlimited ride pass program.

Action #8 - initiated/started – 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.)

Metro Transit's Ridership Improvement Specialist regularly meets with businesses and other groups to promote transit ridership and the Commute Card. She works closely with the Rideshare Coordinator and has develop an information packet with information not various alternative transportation methods to be used by Metro, Rideshare, etc. In addition, Metro staff regularly has a booth at events in order to promote Metro ridership.

Action #11 - initiated/started – Develop plan to provide bus pass and commuter card programs to large employers, especially state of Wisconsin Employees.

Metro Transit staff has met with Dane County and state of Wisconsin (Department of Administration) staff to discuss pass programs available to their employees. One Dane County Department and the VA Hospital have entered into pass purchasing agreements with Metro. Work to expand this pool is on-going.

Metro Transit's 5 Priorities for 2013:

- Complete the Bus Rapid Transit Study
- Complete the Bus Size Study
- Implement the 2013 operating budget service improvements
- Promote current and actively pursue new technology for customer convenience, including smart card fare technology
- Continue advocating for a Regional Transit Authority

Jeanne,

In 2013 Monona Terrace will be working on the following action items from the City Sustainability Plan:

Natural Systems, goal 5, action 4

Monona Terrace will decrease water usage by at least 10%. We will upgrade toilet flush valves to 1.6 gallons/flush and urinals to 1.0 gallons/flush.

Natural Systems, goal 6, action 1

Monona Terrace will continue to expand our composting efforts in 2013. We will increase the amount of waste diverted by 25%.

Natural Systems, goal 7, action 13

Monona Terrace will continue to implement IPM policies. Our goal is zero pesticide use.

Carbon & Energy, goal 2, action 1

Monona Terrace will accelerate our conversion to LED lighting. In 2013 we will convert our Exhibit Hall high bays and our rooftop planter/ fountain lights.

Carbon & Energy, goal 5, action 1

Monona Terrace will continue to purchase REC's to offset 100% of our electrical purchases. In 2013 we will explore opportunities to offset other portions of our energy use.

In addition, Monona Terrace will be recertified under LEED O&M in 2013.

Jeff Griffith
Building Maintenance and Technical Supervisor
Monona Terrace

Madison Sustainability Plan

Natural Systems

Goal 1: Improve Air Quality

Page 9

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.).

Reducing emissions in Parks fleet. Anti-idling, purchasing fuel efficient vehicles, hybrid or non-petroleum powered vehicles. Initiated

7. Develop policies and regulations to reduce dust from private and public construction sites, including road construction.

How to reduce/limit this on Parks projects to improve air quality. Initiated

Natural Systems

Goal 3: Improve Surface Water Quality

Page 11

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.

Initiated. (Engineering)

We currently have the lifeguards at the supervised beaches providing beach cleanup and weed removal. We will continue this protocol in 2013.

Will continue to work cooperatively with Park Operations to provide additional cleanup of beaches in need of extra help or the use of machinery.

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 sources to implement projects.

Clean Lakes Alliance – assist in helping them find resources to implement improvements. Complete/ongoing.

3. Encourage infiltration, where appropriate, through the use of pervious surfaces, the creation of rain gardens, bio-swales and other natural water purification methods.

Use of pervious surfacing. Creation of rain gardens/swales... We should point out our work in Cherokee for sure here. Complete/ongoing

5. Pilot the use of “green” infrastructure techniques and incorporate them into standard street and building design, where appropriate.

Initiated (Goodman Maintenance Facility is silver LEED)

Natural Systems

Goal 4: Improve Storm Water Management

Page 13

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).

Use of park land for creative stormwater mgmt? Possibly on a case-by-case basis, with Park Commission approval.

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).

Pervious basketball courts? Not initiated.

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.

Help large tree growth, which will help with stormwater. Forestry is generally supportive, may not be suitable for all areas. Not initiated.

Natural Systems

Goal 5: Increase Water Conservation

Page 14

4. **Enact water-saving programs at all City buildings and agencies.**

City agency water saving --- ice rinks (fewer floating rinks, more land-based rinks), golf courses, etc. Initiated.

Parks is installing low flow toilets and auto shut off sinks in park facilities. Initiated.

Natural Systems

Goal 6: Prevent Solid Waste From Entering Landfill

Page 15

5. Create markets for recycled materials (e.g., recycle fairs, green vendor expos).

Our PG surfacing effort (processing wood mulch to make it suitable for playground surfacing).
Sawmill grant for 2013 for turning cut down trees into lumber. Initiated.

7. Require all events that occur in public buildings or parks, or that require a street permit, to provide recycling and composting facilities.

Parks does recycle - requiring events could be done (will check to see if recycling is required for a street use permit).

9. Enforce recycling ordinance.

Enforce recycling ordinance in parks? Perhaps as an educational tool with our Rangers, not as enforcement.

10. Develop a program for city-owned or managed buildings to ensure proper waste sorting.

Develop a program for city owned buildings to ensure proper waste sorting – not sure whether this could be applied to park shelters.

Natural Systems

Goal 7: Restore and Maintain Natural Habitat

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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.

Increase linkages between parks to the maximum extent possible (already part of master planning effort).

We will continue to provide opportunities for programming in the parks that will encourage physical activity. Examples like the Walk with a Doc, and Learn to Series. We will explore new opportunities for programming in the future.

2. Develop cooperative relationships with neighboring communities, Dane County and regional planning bodies for joint planning for permanent preservation of open spaces and woodlands.

Regionalized planning for long term conservation and preservation goals (already done)

We will continue to work with Dane County Parks and City of Fitchburg on reciprocity agreements and explore the possibility of other joint programming and development.

3. Prevent additional invasive species from arriving, and control those already present.

Prevent invasive species to the extent possible, controlling those already present with the resources available. Initiated.

4. Identify and create a plan to restore degraded wetlands.

Engineering would be the lead, with Parks Planning and Parks Conservation part of the team.

5. Create a comprehensive tree program, with tree maintenance, tree preservation ordinance, and species variation.

This is ongoing with Forestry.

6. Promote tree planting by residents to complement municipal planting through a well-planned and systematic program, including education.

Would require a team effort (Engineering, CDA, Parks Forestry, Planning, etc.)

7. Redesign streetscapes and other built areas to incorporate non-traditional green space (pocket parks, rain gardens, etc.) to create more open space.

Park and Open Space Plan supports neighborhood and community parks and recommends that pocket parks are not a sustainable model due to maintenance cost.

8. Minimize loss of tree cover and green space in public rights of way.

Parks/Forestry, typically we try to replace trees when trees are lost. Ongoing.

9. Promote, expand and replace tree canopy trees whenever possible and encourage landowner collaboration on strengthening tree canopy and woodlands.

Parks Forestry, tree planting in parks and terrace trees, ongoing.

Natural Systems

Goal 7: Restore and Maintain Natural Habitat (continued)

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11. Promote usage of public rights-of-way (public land) and Parks as edible landscapes, sculpture gardens, community gardens, prairie, etc.

Edible landscapes in parks, this is underway

12. Develop a centrally located urban regional park (i.e., Central Park plan).

Underway.

13. Follow established IPM (Integrated Pest Management) guides for responsible use of pesticides and continue to look for ways to reduce use.

Follow IPM guides for use of pesticides and attempt to reduce use.

14. Where appropriate, replace fertilizers from petro-chemicals with natural soil amendments, such as, compost, fish meal and composted manure.

15. Review and update the policy regarding pest management every five years.

16. Post information on annual pesticide use and relevant policies on Parks and Public Health websites.

Already public information.

Planning & Design

Goal 1: Improve Transportation Planning and Systems to Provide Better Access for Community's Needs

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5. Foster corridor planning, transit oriented development and high density, mixed use development along corridors.

Continue to look for opportunities to expand and promote the B-Cycle program. Initiated.

Continue to work on opportunities to grow and connect the bicycle and commuter paths throughout the city. Initiated.

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.

Parks would be a partner.

13. Identify and create a mapped database of a network of commuter sidewalks that the City will plow in the winter.

Shared and searchable database in regard to sidewalks to be plowed by the City in the winter. Engineering maintains database.

Planning & Design

Goal 2: Foster Holistic Land Use

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2. Maintain, utilize and re-invest in existing public and private infrastructure (e.g., schools, libraries, businesses, and utilities).

Parks is making changes in lighting, occupancy sensors, etc., to improve energy efficiency. Initiated.

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, incentives for structured parking).

Parks is incorporating stormwater management with parking lot improvements. Initiated.

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.

private property focus ?

2. Demonstrate sustainability on all public projects.

Improve existing park facilities to utilize higher efficiency utilities, ex. Lights at pool, athletic fields, shelter, ice rinks. Utilize higher efficiency water fixtures in park facilities, ex. Bathrooms at shelters, pool, showers at pool (installing low flow toilets, auto shut off sinks).
Initiated.

4. Investigate requiring minimum LEED silver or equivalent third-party certification or all construction supported by public funds (e.g., Tax Incremental Financing).

LEED requirements for publically funded projects (Goodman Maintenance)

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.

Promote pocket parks within development if private. Design parks to provide rain catchment and provide solar spacing.

Park and Open Space Plan supports neighborhood and community parks and recommends that pocket parks are not a sustainable model due to maintenance cost.

10. Use high-volume cement replacements (i.e., cement with indigenous or industrial waste components) in all public building and infrastructure projects.

14. Improve opportunities for physical activities through sidewalk, signage, safe routes, lighting and bike paths.

Continued growth of the Park Ranger program to help promote safe parks, public areas, and trail systems for commuters and park users.

Planning & Design

Goal 4: Promote and Foster Local Food Systems

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1. Identify and support the use of naturally unbuildable properties adjacent to parkland, greenways, railroad right-of-way, former landfills, etc., for agricultural use.

support vacant land adjacent to parks being used for agricultural use.

3. Plant low-maintenance fruit and nut trees in public areas.

Fruit and nut trees, creating edible landscapes in parks is underway (not applicable to terrace trees).

5. Encourage use of community garden plots and increase the number of plots as needed to meet demand.

Underway.

6. Develop process to identify and prioritize use of public open space for community gardens.

Continue to look at Community Gardens in the planning, usage, and programming of parks.

Transportation

Goal 2: Expand the Number of Neighborhoods and Commercial Centers where Sustainable Transportation Choices Enable Mobility Without a Car

Page 26

15. When building or retrofitting a public or private parking facility, include charging stations for electric cars.

Electric cars in public/private parking facilities, already included at Vilas. Initiated.

16. Elevate to a top tier priority clearing snow from curb cuts, sidewalks and bus stops.

Snow removal on sidewalks and bus stops a top priority.

Carbon & Energy

Goal 1: Influence Reductions in Transportation Related Carbon Impacts

Page 33

3. Investigate creating incentives to replace two-cycle engines with electric motors on lawn mowers, snow blowers, landscaping and other equipment.

Dependent on funding availability.

6. Improve and expand bike lanes and trails to accommodate walkers, rollerblading and bikes.

Park Planning as part of master planning process for parks. Initiated.

10. Mandate the use of low carbon fuels in City operations and vehicle purchases.

Dependent on funding availability.

Carbon & Energy

Goal 2: Systematically Upgrade Existing Buildings, Equipment and Infrastructure

Page 34

1. City government prioritizes and accelerates City's government building and equipment upgrade schedule.

City government prioritizes and accelerates City's government building and equipment upgrade schedule.

2. 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.

3. Create an incentive for City agencies to allocate operating budget resources to retool capital assets under their control.

Agreed.

5. 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.

Parks receives public input on capital improvement projects.

Carbon & Energy

Goal 4: Engage the Public in Energy Efficiency and Climate Change Programs

Page 37

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

Open to discussion on this in concert with other agencies.

Health

Goal 1: Promote and Create Healthy Neighborhoods

Page 69

1. (Public Health Madison & Dane County (PHMDC) will engage with the greater healthcare system, residents, elected officials, policymakers, public safety official and community leaders including business, community-based organizations, faith-based organizations and others in order to learn about and address factors contributing to health inequalities.

New Playground program, our routine parks maint, sprayparks, walk w/ Doc, free nature walks. Initiated.

Health

Goal 4: Promote Wellness Activities

Page 72

1. Support creation, rehabilitation and maintenance of parks, playgrounds and recreation facilities in underserved residential areas, and creation of programming to encourage physical activities.

Ongoing. More of the programming handled by MSCR and others.

Art Design & Culture

Goal 1: Integrate Environmental Sustainability Into Madison's Arts Program and Art and Design Into the City's Sustainability Efforts

Page 77

4. Support neighborhood dance instruction for children and adults.

Continue to promote dance/music programs for the community such as the Mother/Son Dance, Father/Daughter Dance, and Family Hoedown. Initiated.

Hi Jeanne – sorry for the delay, Kevin needed to review and he's been a little busy with golf. ☺ Attached are our updates, we used your color scheme on the actions that Parks is involved with; let me know if you have any questions.

Here are the top 5 actions we'll focus on for next year:

1. Natural Systems, Goal 5, Action 4. Enact water-saving programs at all City buildings and agencies.
2. Natural Systems, Goal 7, Action 5. Create a comprehensive tree program, with tree maintenance, tree preservation ordinance, and species variation.
3. Carbon & Energy, Goal 4, Action 2. Publish and post City Government agencies' utility bills for public to view.
4. Planning & Design, Goal 4, Action 2. Plant low-maintenance fruit and nut trees in public areas.
5. Health, Goal 4, Action 1. Support creation, rehabilitation and maintenance of parks, playgrounds and recreation facilities in underserved residential areas, and creation of programming to encourage physical activities.

Let me know if you need anything else.

Kay

Jeanne, You should have my response on the document. Here are the 5 actions that Planning Division will be prioritizing in 2013:

Planning and Design

Goal 2 Action 1

Transportation

Goal 1 Action 7

Goal 2 Action 3

Goal 2 Action 10

Goal 6 Action 5

If you have any questions or need anything else let me know.

Brad

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Jeanne-

Re: the sustainability plan, PHMDC will be prioritizing the following in 2013 (most could be considered moving from the yellow status to the blue):

Natural Systems: Goal 7, action 16-post information on annual pesticide use and relevant policies on Parks and Public Health websites.

Planning and Design: Goal 4, Action 2- Identify and develop strategies to eliminate “food deserts”.

Health: Goal 1, Action 2-Support opening schools after hours and partnering with fitness centers to provide exercise space for students and neighborhood residents

 Action 4: Support neighborhood community building by sponsoring community and school gardens and other activities.

 Goal 5, Action 3: Encourage restaurants to provide healthy foods and beverages (e.g., more whole grains, fruits and vegetables, and less saturated fat, sodium and sugars) in appropriate portion sizes.

Let me know if you need more.

Best,
Janel

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Dave,

1. Here are a couple of areas in the Madison Sustainability Plan where Purchasing is cited as a stakeholder in achieving specific goals:
 - Economic Development
 - Education

ECONOMIC DEVELOPMENT

GOAL 3: INCREASE MARKET FOR GREEN PRODUCTS/SERVICES

Increase the market for green products/services through the improvement of current procurement policy.

ACTIONS

1. Develop a sustainable purchasing consortium.
2. Create a database of sustainable products/services (locally produced, ethical, environmentally friendly, fair trade, etc.) and negotiate purchasing agreements with local vendors.
3. Define the potential scope of a sustainable purchasing consortium and a plan to develop sustainability criteria as well as a plan to explore immediate and long-term consortium purchasing opportunities.

EDUCATION

GOAL 4: PROMOTE SUSTAINABLE PURCHASING INITIATIVES

Work with other government bodies, including the School District, Dane County, UW-Madison and adjacent municipalities to establish a sustainable purchasing consortium.

Encourage local businesses to follow sustainable purchasing practices.

ACTIONS

1. Support purchasing local/organic food for school meal program and support development of local agricultural infrastructure that incorporates local food into institutional purchasing (e.g., Participate in County Institutional Purchasing Group, support School Food Committee, etc.).
2. Support purchasing school supplies, cleaning supplies and services, and equipment without VOCs (volatile organic chemicals) and other toxic ingredients.
3. Support purchasing school supplies and equipment from local vendors.
4. Support purchasing fuel-efficient vehicles.
5. Support MMSD's Sustainable Schools Initiative.

2. Under the TNS Initiative, Purchasing worked with various agencies to develop and implement internal purchasing policies that promote sustainable practices.
 - 4- [Policy for the Purchase of Printers, Faxes, Copiers, Paper, and Toner](#) 09/07/2007
 - 5
 - 4- [Policy for a Sustainable Green Cleaning Program - Standard Operating Procedures](#) 11/09/2007
 - 6
 - 4- [Policy for the Procurement and Disposal of Electronic Products](#) 04/01/2009
 - 7
 - 4- [Policy for Annual Acquisition of Phone Books](#) 04/13/2009
 - 8

3. In addition, we also have ordinances and resolutions that promote the social equity aspects of sustainable purchasing:
 - MGO 4.25 – Sweatfree Purchasing
 - Resolution 07-00421 (file No.05943)– Local Purchasing

4. Where we are today:
 - There are other policies that were ‘on the burner’ but have not moved forward since the TNS program was in transition. These include Green Office, Maintenance, Repair and Operational Supplies, Bottle Water Free Madison, e-procurement and e-waste, etc.
 - While these are more internal policies, they provide local businesses and organizations a model for how to conduct their own purchasing activities.
 - We’ve also networked (informally) with other local organizations around the idea of a purchasing consortium, so I am excited that this specific action showed up in the Madison plan. Over the last few years, we’ve received several inquiries from communities about possible cooperative contracts and model policies that would help them in their own businesses. So, I think that this is a perfect time to get the various stakeholders together to discuss opportunities so that the City can move in a more cohesive and coordinated strategy towards a sustainable goal.
 - I spoke with Karl van Lith about the status of the areas in blue, and he told me that these have started only as ideas/conversations. I think that the yellow highlighted areas present tremendous opportunities to build on the momentum that we started a few years ago. It might be timely and appropriate to call a meeting of the various stakeholders in the City to begin the discussion:
 - Dane County Purchasing
 - UW Madison Purchasing
 - State of WI DOA Procurement
 - Mad Metro School District
 - MATC Purchasing
 - Edgewood College
 - Sustain Dane
 - We’ve identified other stakeholders whom we think would be appropriate to bring in when we have a more coordinated plan in place. These include alders, green businesses, local food sources, community organizations, other purchasing organizations, etc.

5. In summary, here are 5 action steps for 2013:
 - Create a sustainable purchasing consortium
 - Develop green cooperative contracts for piggybacking
 - Create a database of sustainable products and sources
 - Develop model sustainable business policies and practices
 - Identify opportunities to partner with and incorporate local suppliers in our sourcing activities.

I would be happy to answer any questions and discuss these ideas further.

Thank you,

Monette

Page 9 - Natural systems #7 - dust control on construction sites - we (engineering are not working on this nor is anyone else I am aware of) - there are no plans to take this on at the State, Co or City level.

Page 10 – Improve Groundwater - #1 - monitoring building activities and new developments to ensure they do not degrade our groundwater – this is a very vague statement - many people will argue that any development (including farming) harms our groundwater as it reduces recharge – as long as this is understood to mean compliance with recharge protection zones and compliance with applicable laws this is fine.

Page 11- #1) beach cleanup has nothing (or very little) to do with having the beaches listed as impaired – that has to do with quality of water in the adjacent lake – also we (engineering) do not have a cleanup plan for them – maybe Parks does.

#2 – helping the CLA find funds is not an engineering priority that I am aware of – Madison/Engineering has a TMDL regulation to comply with (there will likely be overlap and common goals) be we are not actively working toward the CLA goals we are working toward compliance with our ordered TMDL.

3) Encourage infiltration - the last statement is incorrect – these are not purification methods – we merely trade GW contamination for upper level soil contamination - these are essentially filters.

5) “green” streets policy has not been written yet (or really started) – Chris Petykowski is the PM for this policy

PAGE 12

#10 – MMSD has determined they want to remove P from their sludge on their own and took action really without input or comment by us - this was in large part to start compliance with their ordered TMDL reductions in P

PAGE 13

#5 there is no method to remove CHLORIDES from water except prevention and reverse osmosis - we are not waiting for technology here this is a physical limitation – this point should be revised or removed.

#9 we do not have any plan – in fact we have actively resisted requests to have a rebate policy in the Stormwater Utility for putting in a Rain Garden on your property – this policy is very difficult to defend at the PSC. This point should be removed.

2) Send any additional actions that the agency may be working on that is not listed in the plan to Jeanne Hoffman

WE STORM AND SANITARY ARE NOT WORKING ON ANY PROJECTS SUSTAINABILITY RELATED THAT ARE NOT COVRED OR EXCEEDED BY THE PROPOSALS IN THE CURRENT PLAN. THE STREETS SECTION HAS A GREEN STREETS PROGRAM THAT MAY

INCLUDE ELEMENTS THAT ARE NOT SPECIFICALLY COVERED IN THE PLAN - HOWEVER I AM NOT PRIVY TO HOW MUCH PROGRESS HAS BEEN MADE ON THIS PROJECT. CHRIS P IS THE PM PLEASE SEE HIM FOR DETAILS.

3) Provide a list of 5 actions that the agency will be prioritizing in 2013.

FOR 2013 THE STORMWATER UTILITY HAS THE FOLLOWING PROJECTS PROPOSED THAT ARE SUSTAINABILITY RELATED

1) WE ARE PARTNERING WITH THE MADISON METROPOLITAN SEWERAGE DISTRICT ON THE ADAPTIVE MANAGEMENT PROJECT AS A MEANS TO TEST THE FEASIBILITY OF USING THIS METHOD TO MEET THE REQUIRED PHOSPHOROUS AND TSS REDUCTIONS MANDATED BY THE ROCK RIVER TMDL. THIS PROJECT PROVIDES FUNDING TO FARMERS TO COMPLETE EROSION CONTROL AND WASTE/MANURE MANAGEMENT PROJECTS ON THEIR PROPERTY TO CONTROL/REDUCE THE DISCHARGE OF TSS AND P TO THE YAHARA CHAIN OF LAKES.

2) WE WILL BE WORKING WITH A CONSULTANT TO STUDY THE EFFECTIVENESS OF RETROFITTING AN ALUM DOSING SYSTEM TO AN EXISTING STORMWATER MNGT POND. INJECTION OF ALUM IS A METHOD THAT HAS BEEN USED EFFECTIVELY IN OTHER PARTS OF THE COUNTRY TO ALLOW PHOSPHOROUS TO COME OUT OF SOLUTION AND INTO SUSPENSION ALLOWING THE MATERIAL TO FLOCK OUT AND SETTLE IN THE TREATMENT POND.

3) LEAF COLLECTION STUDY WE ARE PARTNERING WITH SEVERAL OTHER AGENCIES TO STUDY THE EFFECTIVENESS OF DIFFERENT LEAF COLLECTION SYSTEMS WITH REGARD TO REDUCING THE AMOUNT OF PHOSPHOROUS DISCHARGED TO THE RECEIVING WATERS AS A RESULT OF THE LEAF COLLECTION METHOD USED.

4) BEACH TREATMENT – WE WILL CONTINUE THE USE OF THE FULL ENCLOSURE SYSTEM AT BERNIES BEACH THIS SYSTEM CREATES AN “IN-SITU SWIMMING POOL IN THE LAKE” WHILE, BB CLARK, AND WARNER PARK WILL CONTINUE TO USE THE DEFLECTORS TO KEEP ALGAE OUT OF THE SWIMMING AREAS.

FOR 2013 THE SANITARY SEWER UTILITY HAS THE FOLLOWING PROJECT PLANNED

1) WE WILL BEGIN THE FIRST PHASE OF A 3 YEAR LARGE SANITARY SEWER REPLACEMENT AND UPGRADE PROJECT FOR SEWERS LEADING TO THE JOHNS STREET LIFT STATION - THIS AREA HAS BEEN IDENTIFIED AS A SYSTEM WITH LARGE AMOUNTS OF INFILTRATION INTO THE SANITARY SEWER SYSTEM DURING TIMES OF HIGH GROUNDWATER AND/OR DURING RAIN EVENTS. THIS CAUSES MMSD TO TREAT (AT A HIGH ENERGY COST) LARGE VOLUMES OF CLEAR WATER.

Jeanne as requested TE and PU have completed review of the aforementioned plan:

Pg. 9, No.2. Recommend be made green (on-going) This is an action the City is perpetually pursuing—making improvements for ped/bike and transit.

Pg. 19, No. 9. Recommend be made green (on-going) This is an on-going program between CE, Planning and TE.

Pg. 19, No. 11 “Strengthen” complete streets policy. Not sure what this means, does it refer to the elimination of traffic lanes and the promotion of all other users over the motoring public? That would likely be something outside the scope of the Sustainability Plan.

Pg. 19, No. 15 Build Narrow Streets in residential neighborhoods, should be made green (on-going) We currently have the option for skinny streets in neighborhoods, the issue going beyond those dimensions is an MFD issue.

Pg. 20, No 1 Create walkable neighborhoods, should be made green (on-going) I believe that Planning, CE and TE already do this.

Pg. 21, No 13 Involve planners in the TIP, should be made green (on-going) Planning Staff are already involved in the TIP process. Perhaps the Committee did not know this.

Pg. 25, No 3 The TIP is the process whereby the City implements its transportation projects, the plan is reviewed and approved by the various City committees currently. Should be made green (on-going)

Pg. 25, No. 4 “Report mode share objectively”, not sure why anyone would report mode share subjectively? Should be made green (on-going) we already provide a traffic volume report which tracks the modes that are machine recordable, we are always looking for technology that will record peds consistently and at a reasonable cost. MPO is pursuing a Congestion Management System which will also report mode trends as well.

Pg. 26, No. 13 The PU cannot provide free parking to the public.

Pg. 29, No 1 Create evaluation plan, the MPO is creating a Congestion Management System which should meet this item

Pg. 29, No. 3 Measure non-motorized use on major paths. Already an action we do, should be green (on-going) and a bicycle flow report is a component of the annual volume report, additional count stations are added annually.

Pg. 31, No. 8 Committees and Commissions must approve the TIP before sent to the MPO, I believe CE already does this.

Pg. 31, No. 10 Hire more Transportation Staff. Budget process did not approve request for additional TE Staff

Items/actions that TE and PU Staff will be working on in 2013 include:

- 1) Pg. 9, No. 2 BRT and Ped/Bike Projects. We will continue to pursue, expand and improve the existing system
- 2) Pg. 15 No. 10 Proper waste sorting. TE and PU will continue salvage operations of ferrous and aluminum materials. As of 9/24 we have generated \$32,000 through scrap recycling.
- 3) Pg. 27, No. 15 When building or retrofitting a public parking facility we will consider including a charging stations for vehicles. We will continue to work with MGE on pilot charging stations.
- 4) Pg. 27, No. 19 We are working with Alder Rhodes-Conway on a Road diet for Sherman Ave. in 2013
- 5) Pg. 28, No 7 We continue to work with vendors to provide software access to parking inventory to reduce customer drive time.
- 6) Pg. 29, No 1 continue to work with the MPO on the Congestion Management System
- 7) Pg. 29, No. 3 Continue to Measure non-motorized use on major paths.