

# Madison Sustainability Plan Update

## Purpose

- The Sustainability Plan serves as a cohesive document that articulates the goals and actions that are critical to the City of Madison’s mission of sustainability, drawing from commitments in other city plans, such as the Comprehensive Plan, and making explicit goals that are not captured elsewhere.
- Guides the work that City of Madison staff undertake *as the city* (internal operations) and *for the city* (to support sustainability community-wide).
- Goals and actions are focused on what is in the City of Madison’s sphere of control.

## Audience

- City of Madison staff are the primary audience. The sustainability plan is intended to guide the work of City of Madison staff.
- The Sustainability Plan is also a public-facing document that informs the public about the City of Madison’s sustainability goals and actions.

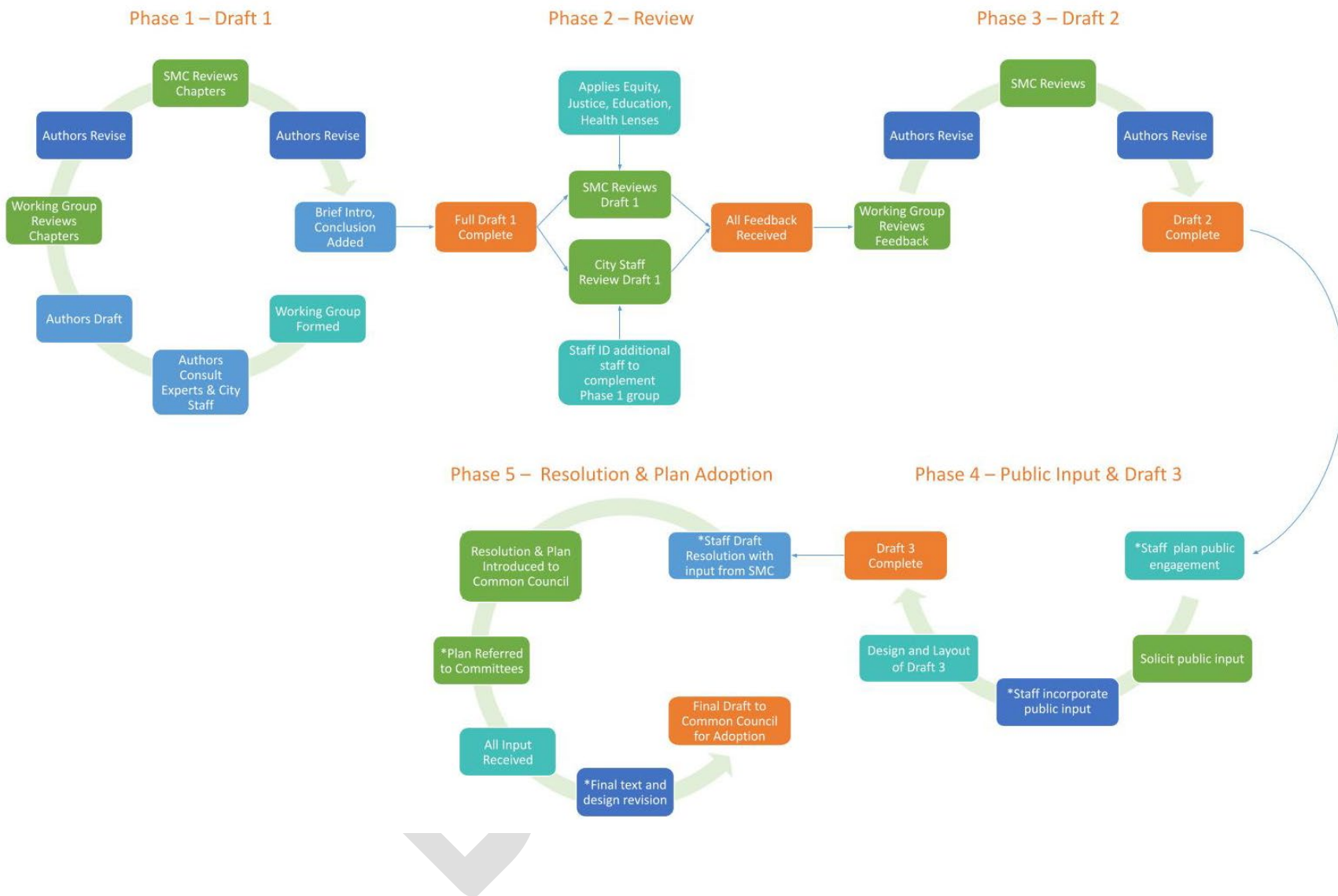
## The Working Group Process

The City of Madison first published a Sustainability Plan in 2011. In 2020, the Sustainable Madison Committee (SMC) was tasked with updating the plan and created a working group of dedicated volunteers to complete the work. The working group is coordinated and supported by City staff in the [Sustainability and Resilience Program](#). Their goal was to update the Plan to reflect new and relevant sustainability priorities of the City, to leverage actions the City has taken, and to move the City towards reaching the vision of a sustainable, equitable, just city by narrowing in on a priority set of attainable, trackable goals and actions.

The diagram below captures the process for completing the update. In Phase 1, working group members reviewed the 2011 goals and actions, gathered feedback from city staff, and reviewed other related city plans, reports, and recommendations, including the [100% Renewable Madison Report](#), [Imagine Madison Comprehensive Plan](#), [Park and Open Space Plan](#), [Vision Zero Action Plan](#), other City plans, and work from other Boards, Commissions, and Committees (BCCs). Goals and actions were revised and updated, presented and discussed by the working group to create DRAFT 1.

In Phases 2 and 3, the DRAFT 1 was reviewed by full SMC and City staff across multiple agencies, and their comments and suggestions were incorporated to create DRAFT 2, the document that you see today. DRAFT 2 is composed of 24 goals organized into eight topical sections – 1) Quality Affordable Housing; 2) Resilient City Design and Infrastructure; 3) Renewable Energy and Decarbonization; 4) Sustainable Transportation; 5) Clean Abundant Water; 6) Zero Waste; 7) Healthy Ecosystems, and 8) Vibrant Green Economy.

This plan is still under development. This document includes only draft goals and actions, and other content for the full report will be developed in later phases, including metrics for tracking progress toward each goal.



## Quality Affordable Housing

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**Goal 1.** Increase availability of affordable rental housing, especially units affordable to households with incomes at or below 30% of area median income and ensures long-term affordability and sustainability.

- 1.1. Use City programs and policies to create or preserve affordable rental housing, with a priority for locations identified in the [Affordable Housing Target Area Map](#). These target areas are near transit, employment hubs, access to fresh foods, schools, and supportive services as described in the City’s land banking strategy.
- 1.2. Review and update the City’s land banking fund policy and practices every five years to assess and mitigate housing gentrification and displacement.
- 1.3. Use [Transit-Oriented Development \(TOD\) Zoning](#) to help prioritize development of affordable rental housing near transit.

**Goal 2.** Create and expand City policies and programs to support energy efficiency, sustainability, and removal of environmental toxins in new and existing affordable rental housing.

- 2.1. Evaluate and update City affordable housing policy for energy impacts, including both new construction and existing buildings in collaboration with representatives from affordable housing development organizations, cooperatives and community land trusts, energy efficiency and green technology experts, Focus on Energy (FOE), low income residents and local utilities.
- 2.2. Expand the City’s [Rehabilitation Program](#), which provides financial and technical assistance to the owners of owner-occupied and rental properties, to include energy audits and retrofits that improve energy efficiency, sustainability, and the health, safety, accessibility, and comfort of building residents.
- 2.3. Improve coordination with [Focus on Energy](#)’s programs that provide financial and technical assistance to owners and tenants of affordable rental housing to increase the reach of these programs in Madison.
- 2.4. Require all new affordable rental housing funded by the City through the Community Development Division to meet high performance building standards to ensure energy efficiency and minimize energy burden for residents.
- 2.5. Create an inspection program for identifying and eliminating lead, mold, and other indoor air pollutants in naturally occurring affordable rental housing, with no penalty for noncompliance provided upgrades are accomplished within a reasonable timeframe.

## Resilient City Design & Infrastructure

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**Goal 3.** Provide equitable access to parkland, lakes, and other natural areas as well as nature-based recreation, education, and wellness programming offered by the City and its partners.

- 3.1. Upgrade facilities, infrastructure, signage and maps at City parks and natural areas to provide greater mobility and language access and enable enjoyment for residents of all cultures, age groups, and abilities.
- 3.2. Expand parkland, natural areas, and protected shoreline through the purchase of property or easements to improve public access, in alignment with the [Parks and Open Space Plan](#).
- 3.3. Enhance City Parks programs and partnerships (e.g., with schools, non-profit organizations, other governmental units, businesses, neighborhood associations) to provide public nature-based educational, recreational and wellness activities that include people across cultures, age groups, and abilities.

**Goal 4.** Protect and increase the access to infill, neighborhood-scale sustainable farming and community gardening.

- 4.1. Develop and implement a mechanism for creating community gardens in partnership with community organizations following recommendations from the Madison Food Policy Council.
- 4.2. Create guidelines to inform both community and City decision-makers regarding planning and permitting for the remaining farmland in our community and ensure community members, especially renters, have access to garden space.

**Goal 5.** Facilitate compact, transit oriented development that supports walking, biking, and transit use; reduces traffic and greenhouse gas emissions; enhances livability; and improves environmental quality and public health.

- 5.1. Plan and facilitate mixed-use activity centers featuring shops, services, employment, green space, and a mix of housing types as identified in the [Growth Priority Areas Map of Imagine Madison](#).
- 5.2. Implement [Transit-Oriented Development \(TOD\) Zoning](#) along BRT and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use.
- 5.3. Adopt and implement an updated [Transportation Demand Management \(TDM\) Ordinance](#) for all development projects.
- 5.4. Encourage formation of Transportation Management Associations to coordinate TDM efforts on large projects.

**Goal 6.** Increase resilience to climate change impacts including heat waves, storms, and flooding.

- 6.1. Develop and implement a climate resilience plan that incorporates updated findings from the [Wisconsin Institute on Climate Change Impacts 2021 Climate Assessment Report](#).
- 6.2. Assess the location and characteristics of urban heat islands and populations sensitive to extreme heat in the City of Madison, and collaboratively develop and implement equitable heat resilience strategies to reduce the magnitude of urban heat islands and improve community adaptive capacity to extreme heat events.
- 6.3. Complete the [Comprehensive Watershed Study program](#) to determine the causes of flooding across Madison’s watersheds and implement recommended projects to reduce flood risk.
- 6.4. Integrate nature-based solutions, including green infrastructure, into City projects to improve climate resilience and provide ecosystem services, such as stormwater management, urban cooling, water and air quality improvements, and carbon sequestration.

## Renewable Energy & Decarbonization

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**Goal 7.** Reduce greenhouse gas emissions from City facilities and buildings 55% by 2030 from 2018 baseline.

- 7.1. Establish a net-zero greenhouse gas emission buildings standard (based on carbon emissions of the energy consumed) for all new City facilities and retrofits that prioritizes energy efficiency and phasing out fossil fuels. The standard should be flexible to allow a combination of, in order of prioritization, on-site renewable energy generation, procurement off-site renewable energy, and purchase of Renewable Energy Credits (RECs) or carbon credits.
- 7.2. Conduct deep energy retrofits of existing City facilities (starting with least efficient) with an emphasis on energy efficiency, electrification, and decarbonization.

**Goal 8.** Reduce greenhouse gas emissions from private facilities and buildings to achieve the City’s goal of reaching net zero emissions community-wide by 2050.

- 8.1. Develop a strategic pathway by 2024 for reducing greenhouse gas emissions from private facilities and buildings that sets aggressive, interim goals.
- 8.2. Develop voluntary stretch energy code to encourage energy efficiency in new buildings and facilities at such a time as allowed by state statute.
- 8.3. Create a program to provide financial, structural, or process-based incentives to equitably implement energy efficiency upgrades and retrofits of existing buildings.

8.4. Partner to share information with private building owners to show the value of energy efficiency upgrades, including energy cost savings, tenant satisfaction and retention, and real estate value.

**Goal 9.** Reduce greenhouse gas emissions from City vehicles and equipment 90% by 2030 from 2018 baseline.

9.1. Build the necessary electric vehicle charging infrastructure at City facilities to support electrification of the City’s fleet.

9.2. Purchase only electric light and medium duty fleet vehicles by 2025.

9.3. Transition the heavy duty fleet to B100 (100% biodiesel) or electric by 2030, with funding assistance from public and private sector grants.

**Goal 10.** Reduce greenhouse gas emissions from vehicles community-wide to achieve the City’s goal of reaching net zero emissions community-wide by 2050.

10.1. Continue to encourage and promote the use of electrical vehicles and installation of charging infrastructure community-wide.

10.2. Implement a 20 mph speed limit on all local streets and review all HIN streets to determine appropriate speed limits as described in the [Vision Zero Action Plan](#).

10.3. Increase the number of EV charging stations available to the public to meet projected future needs, informed by market analysis, and ensure that charging is available in all neighborhoods.

**Goal 11.** Meet 100% of electricity demand for City operations with renewable energy by 2030.

11.1. Install behind-the-meter solar at all viable City facilities by 2030, adding an addition 8 MW of capacity.

11.2. Procure renewable energy produced off-site or renewable energy credits for City operations where 100% of electricity needs cannot be met by on-site renewable energy generation.

11.3. Invest in carbon credits or carbon sequestration projects to reach net-zero emissions for City operations by 2030.

## Sustainable Transportation

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**Goal 12.** Improve access to low-cost, low-carbon transportation city-wide.

12.1. Implement 2022 Metro Redesign and continue to improve Metro service frequencies and reduce travel times.

- 12.2. Improve and expand bike facilities, including “All Ages and Abilities” bike infrastructure.
- 12.3. Expand the availability of electric bike and bike rideshare stations into areas underserved by current services.
- 12.4. Address gaps in the walking network with a focus on improving accessibility for people of all age and abilities.
- 12.5. Support education and services to remove barriers for the underserved communities to use the facilities, for example providing bike safety classes, bike repairs and bus passes.
- 12.6. Increase number of low-income Metro passes available, including deeper subsidized or free youth Metro passes.

**Goal 13.** Reduce vehicle miles traveled (VMT) by 15% community-wide from 2020 levels by 2050 by switching miles traveled in single occupancy vehicles to miles traveled via public transit, biking, and other low-carbon forms of transportation.

- 13.1. Establish opportunities for multi-modal trips that include public transit, including park and ride facilities for motor vehicles where appropriate as well as bicycle parking and bicycle sharing options at or near public transit stops.
- 13.2. Expand availability of safe, secure bicycle parking and support services, such as the Madison Bicycle Center.
- 13.3. Provide safe bike and pedestrian infrastructure (or bicycle facilities) within ¼ mile of BRT/Metro stations and stops.
- 13.4. Work with major employers and promote TDM strategies to reduce single occupancy vehicle trips.

## Clean Abundant Water

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**Goal 14.** Ensure our surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from developing.

- 14.1. Reduce and eliminate the spread of [PFAS](#) contamination into our surface and groundwaters in collaboration with county, state and federal partners, eventually removing surface waters from the DNR’s impaired listings for PFAS and achieving levels of PFAS below state and federal drinking, ground and surface water standards.
- 14.2. Minimize the use of chlorides as part of winter street operations and water softeners to help reduce their movement into surface and groundwater, with the goal of eventually removing Lake Wingra from the DNR Impaired listing for chlorides, preventing additional listings on the 303D list, and achieving declining levels of chlorides in our drinking water.

- 14.3. Reduce urban non-point source pollution discharges to surface water and meet the City’s NR151 removal requirement by improving leaf collection and street sweeping and by implementing other practices to reduce phosphorus and total suspended solids in urban runoff.
- 14.4. Support increased stormwater management on private properties, such as by expanding the pilot grant program to provide partial funding for property owners to make improvements on their property that treat stormwater where it is generated.
- 14.5. Operate and maintain the City’s wastewater collection system to provide adequate capacity to convey all peak design flows, eliminate infiltration and inflow, and prevent sanitary sewer overflows to protect water quality, the environment, and public health.

**Goal 15.** Expand water conservation efforts to reduce peak load and annual water use 10% from 2020 levels by 2030.

- 15.1. Increase water conservation by residential, commercial, and industrial users through, for example, expanded Water Utility appliance replacement programs, reduction of irrigation on residential and commercial properties, utilization of rain and grey water in buildings, and expanding public education efforts.

## Zero Waste

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**Goal 16.** Reduce the amount of waste going to landfill from the Madison community 50% by 2030, and 90% by 2040 (2021 baseline) in partnership with Dane County.

- 16.1. Develop and implement a comprehensive, community-wide Zero Waste Plan by 2024 that includes strategies for reducing all waste streams going to the landfill and regular progress reporting.
- 16.2. Collaborate with Dane County on the planning, design, and implementation of the new [Sustainability Campus](#) that will divert waste and create local circular economies by attracting businesses that will support reuse, repair, and recycling; by utilizing new waste management technologies; and by supporting research and education.

## Healthy Ecosystems

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**Goal 17.** Preserve and restore urban natural areas, with a focus on providing equitable access for residents.

- 17.1. Prioritize preservation and restoration of urban natural areas in City planning, zoning and management policies and practices.
- 17.2. Jointly plan for preservation of open spaces and woodlands with neighboring communities, Dane County and regional planning bodies.



17.3. Link Parks, Greenways, multi-use paths and open spaces to enhance environmental corridors and expand trail recreation, physical activity, and nature study opportunities.

17.4. Provide resources to complete and implement habitat management plans for Conservation Parks and Greenways.

17.5. Identify and restore degraded wetlands on City property to provide essential water quality and infiltration services, as well as native habitat.

**Goal 18.** Implement Integrated Pest Management practices to minimize pesticide use for all City activities.

18.1. Finalize, adopt, and implement recommendations from Madison’s Integrated Pest Management Task Force for all City activities.

**Goal 19.** Equitably expand urban tree canopy coverage from the current 23% to 40% by 2030.

19.1. Prioritize recommendations from the [2019 Urban Forestry Task Force Report](#) and implement them in phases with completion by 2025. These policies and programs should be developed in conjunction with neighborhood groups, with particular attention paid to improving canopy coverage in underserved neighborhoods.

19.2. Produce a biennial report tracking progress on the 2019 Urban Forestry Task Force recommendations, evaluating their success and prioritizing next steps.

## Vibrant Green Economy

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**Goal 20.** Leverage City purchasing power to support products and services that reduce the City’s negative impact on the environment and support a circular economy.

20.1. Develop and implement new green contracting, procurement, and purchasing standards and practices.

**Goal 21.** Support environmentally-sustainable private business growth, operations, and practices.

21.1. Continue to partner with and support local organizations that assist the business community to adoption environmentally-sustainable and climate-resilient business practices, especially the BIPOC and historically underrepresented business community.

21.2. Integrate sustainability and climate resilience information and resources into existing City programs that support local businesses.

**Goal 22.** Leverage City financing tools to advance environmentally sustainable and climate resilient buildings, business development, and investments in the community.

- 22.1. 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.
- 22.2. Explore and implement using TIF as an incentive to promote environmentally-sustainable building design and construction. For example, TIF could be used as gap financing to bridge between standard and environmentally-sustainable building components.

**Goal 23.** 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.

- 23.1. Provide support and services to grow businesses, help develop new market channels, improve access to affordable production spaces, and enhance retail and sales opportunities.
- 23.2. Support and encourage minority business ownership in trades and industries that focus on green and climate-friendly services and products.

**Goal 24.** Develop a green workforce and create equitable access to green jobs with a living wage.

- 24.1. Support training opportunities in the trades and other in-demand careers related to renewable energy and sustainability.
- 24.2. Continue to partner to promote careers in sustainability, beneficial electrification, energy efficiency, electronics recycling, waste diversion and management, climate change adaptation, natural habitat restoration, and renewable energy among local high schools, community and technical colleges, and four-year universities.
- 24.3. Identify and 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.
- 24.4. Connect youth, young adults, and others who have new or limited work experience to green, work-based job and learning opportunities.