

**IGM Follow Up Meeting Agenda and Notes**  
**4.24.07**  
**Olbrich Garden's**

1. Welcome – Bryant Moroder, Frances Westley (5 minutes)
2. Reflections on Earth Day – Michael Schuler (5 minutes)
3. Presentation on Conference Summary Pamphlet – Molly Schwebach (5 minutes)
4. Facilitated update on activities by action groups – Jim Lorman (10 minutes)
5. Facilitated discussion of Common Ground Agenda Statements consensus – Anne Forbes (70 minutes)
6. Presentation on breadth of Current Efforts survey – Warren Gaskill (10 minutes)
7. Presentation of the 1 Page “Happiness in 2030” and related documents – Jim Armstrong (10 minutes)
8. Break (15 minutes) – Snacks and Drinks, Invitation to review Phil Lewis “Regional Design Process” Exhibit
9. Presentation of vehicle and structure proposal to carry collaborative effort forward – Bryant Moroder (15 minutes)
10. Facilitated discussion on effort to move collaboration forward – Frances Westley (85 minutes)
11. Closing – 15 minutes

3. The Full Conference Report is now available to download at <http://www.nelson.wisc.edu/outreach/imagine/outcomes.htm>

4. IGM Action Team Updates as of 3.20.07 are now available at [https://mywebspace.wisc.edu/groups/nelsoninstitute/imaginegreenmadison/IGM\\_Action\\_Team\\_Update3.20.07.pdf?uniq=-dijjs2](https://mywebspace.wisc.edu/groups/nelsoninstitute/imaginegreenmadison/IGM_Action_Team_Update3.20.07.pdf?uniq=-dijjs2)

5. Gradient polling and consensus discussion of Common Ground Agenda Statements

Favor = I like the statements a lot	Accept = Basically, I like them or can easily live with them	Neutral = I don't have a strong opinion either way	Disagree = I don't like one or more of them.	Strongly Disagree = I believe that one or more of them
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				threaten the integrity of our initiative and/or go against our core values
8 votes	14.5 votes	0 votes	2.5 votes	1 vote

Comments regarding the common ground statement posted at the follow-up meeting on April 27<sup>th</sup> are below. You can make your own edits by following the instructions for using the web-based Wiki tool at: [https://mywebspace.wisc.edu/groups/nelsoninstitute/imaginegreenmadison/IGM-How\\_to\\_Wiki.pdf?uniq=-dijisa](https://mywebspace.wisc.edu/groups/nelsoninstitute/imaginegreenmadison/IGM-How_to_Wiki.pdf?uniq=-dijisa) .

### **Carbon Neutrality**

“Our green capital region will neutralize our contribution to global warming and ensure healthy air, sustainable energy and transportation to strengthen our local economy and quality of life.”

- Don't know what that would mean for sure
- Is different then “neutralize our contribution to global warming...” There are other contributing factors. I suggest changing the title.

### **Open Spaces**

“We will protect from development urban and rural open spaces in the capital region. These spaces are crucial for food, fiber and fuel production; recreation; education; water recharge; biodiversity; and other aspects of our quality of life.”

- We will ensure development maintain the open spaces necessary for a diversity of species to thrive and for people to seek refuge from congestion, to use for growing food and other plants, to visit for well-being

### **Universal Health Care**

“We will have universal health care – one program for all – with flexible choice of providers and type of care, an organizational structure defined by the users, and a focus on preventive care.”

- Concerned about having ability to act on #3 at regional level

### **Sustainable Economy**

“Capital region businesses, non-profits and consumers will promote and actively participate in the green agenda.”

- Economic sustainability what is the “green agenda?” Assumes too much, potentially off putting
- Define “Green Agenda”
- Sustainable economy is too weak
- Need concept of growing/rewarding sustainable business

### **Production and Consumption of Local, Sustainable Food**

“Our community will understand and participate in the furtherance of local, sustainable food systems (markets, retailing and farming) and consumption. People will know their growers. Businesses and institutions will adopt local buying processes into their ‘toolkits.’ Growers and producers are honored for being self-sufficient and in balance with the land.”

### **Higher-Education Institutions Enable a Sustainable Vision**

“The University of Wisconsin-Madison and other universities and colleges are models of sustainability. An Institute for Sustainability provides teaching, research and outreach activities. Faculty has renewed engagement in sustainability issues with all levels of government and community.”

- Are we committing to an “Institute for Sustainability”? (if so, when and how?)

### **Metrics and Outcomes Reporting**

“We are committed to setting goals and objectively measuring progress in a whole community context so that all measured outcomes are clear and easy to understand, are used to motivate public commitment to sustainability and drive public policy decision making and accountability.”

### **Civic Engagement and Leadership**

“An aware, educated public chooses among leaders who place green and sustainable policies and practices as the top priority on all levels: government, business, non-profit, and community. Candidates running for office and applying for leadership positions are all ‘green’ and educated on sustainability issues and consequences.”

- Gov’t has not been identified strongly enough to indicate its important role in achieving regional sustainability at all levels
- Second sentence can it be “soften” a bit all “green”

### **Education**

“We will have a system of education that engages each young person in learning and assists them in realizing their best potential in each stage of life. Curricula will enable people to understand and practice as members of a sustainable community. Teachers and educators will be trained and

renewed in interdisciplinary perspectives that integrate sustainability and regeneration.”

### **Clean Water and Sustainable Water Use**

“Regional lakes, streams and rivers will be healthy for swimming and fishing and inviting for a wide range of recreational activities. Groundwater will be safe for drinking. Water use and withdrawal will be lower than its recharge within the region.”

### **Building a Culture and Values of Sustainability**

“The Capital Region of Wisconsin – its residents, governments, schools, economy and culture – will embody the benefits of a culture of sustainable values in actions that hold a respect for the needs of the generations to come. Through the deployment of these values in a broad and deep range of contexts, the Capital Region will proactively recognize the current and future moral, economic and social benefits for sustained life on Earth.”

- Gov’t has not been identified strongly enough to indicate its important role in achieving regional sustainability at all levels
- Build a culture (strike “and values”) of sustainability. Culture of valuing sustainability (vs. sustainable values)
- Don’t like the military word deployment
- Change all “will be/have language to reflect having reached the desired state.”

### **Development of Regional Structures**

“The Capital Region will provide affordable and readily available resources, amenities and structures for a sustainable lifestyle and options. Everyone in our communities can read about, talk about, understand and make personal and community decisions about living sustainably. The benefits of these activities accrue through a coordinated network of sharing, learning and cooperation among our governments, schools, religious organizations, businesses, media and non-profits. The combined efforts support: an ongoing, strong, cost-effective regional economy; many vibrant communities; and a healthy environment that supports the rich diversity of all life. The public understands sustainability, actively approves its positive implications and is motivated to embrace its principles and adopt new and responsible practices.”

- Loses desire to reduce competition fighting among regional entities/municipalities
- Needs to be shortened
- Regional structures – word smith to shorten to combine sentence 2 and last sentence possibly
- A more succinct statement needed to capture the essence of what is meant for #12

- Too long and wordy

### **Happiness and Quality of Life**

“We now realize that happiness is not determined by what we have or own, but who we are: loving, relating, reflecting, contributing, learning, creating...”

- We realize that happiness is about more than what we have or own. It reflects what we are...
- Not “but”
- “Now realize”

### **Integrated, Whole Neighborhoods**

“We have accessible sources of food, health and other living needs within our neighborhoods. We work within neighborhood distances. We have neighboring communal places for recreation and nature. All neighborhoods include people of mixed income and diverse ethnicity.”

**Green Building and Development** “We have accessible sources of food, health and other living needs within our neighborhoods. We work within neighborhood distances. We have neighboring communal places for recreation and nature. All neighborhoods include people of mixed income and diverse ethnicity.”

### *Other Comments*

- Imaging Green (strike Madison) for our Region
- We should have language somewhere that says we are committed to promoting waste prevention and saying conservation as a state of mind, not just a method.
- I suggest stating that we are committed to #1, #2, #3...#15 and structure all statements. Language accordingly.
- Question title “Imagine Green Madison”

### *Noted Disagreement*

- Universal healthcare = healthcare for all
- What does that mean. If you just got it the mail, it’s packaged in a way that people who didn’t attend can’t understand or interpret; If preamble by Joann...OK
- “Carbon neutrality” – unclear about what it means; it implies quantitative, not qualitative; “Climate Stewardship”

### *Noted Agreement*

- Format –state of affairs 23 yrs from now – value for informing what we will do
- Nature of process we put in place is possible
- Describes a world I’d like to live in

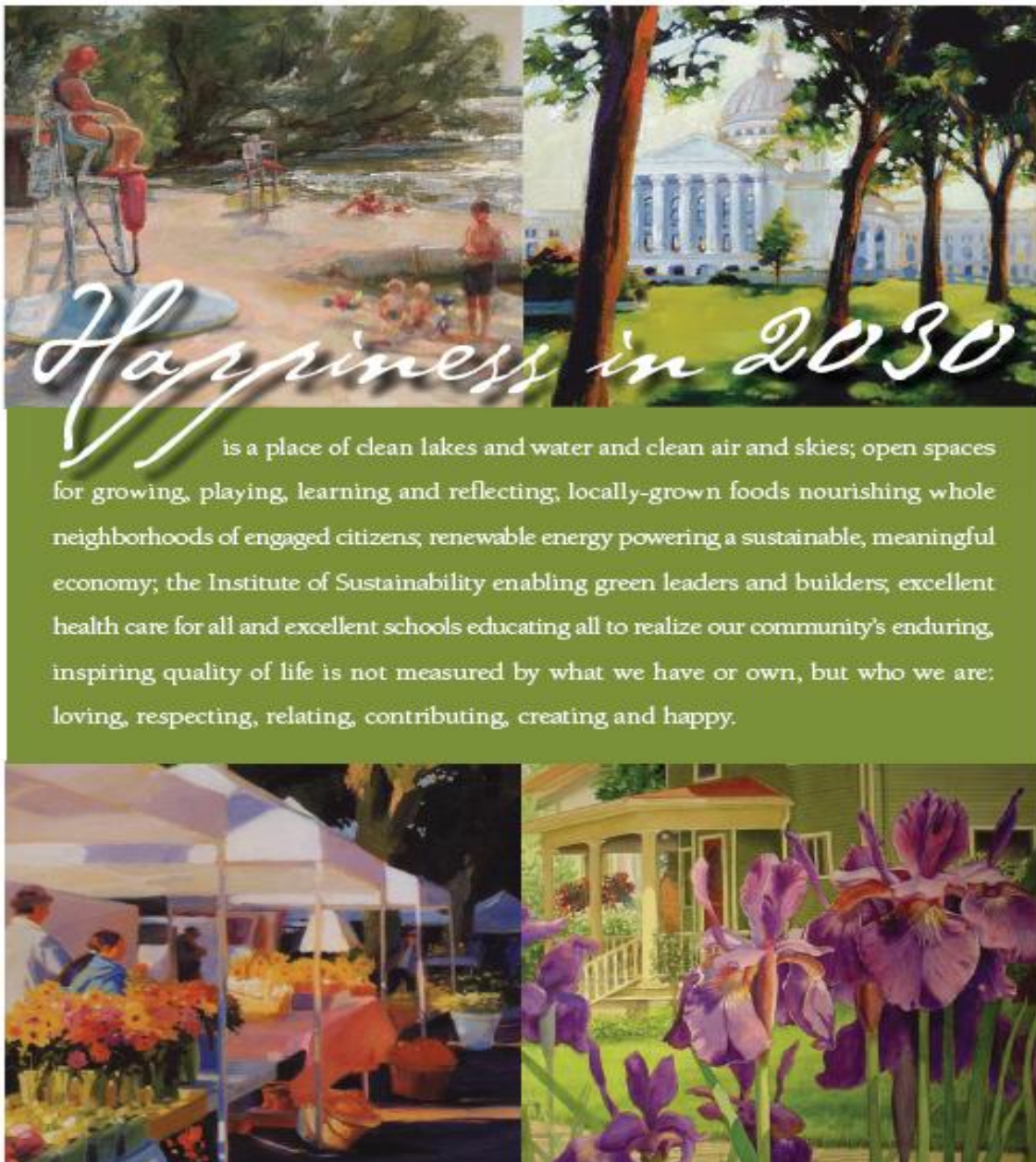
- Comprehensive
- Come from diverse stakeholders in a short period of time
- Affirmative (ex. #13)

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6. Survey results from Current Efforts Underway are now available at [https://mywebspace.wisc.edu/groups/nelsoninstitute/imaginegreenmadison/IGM-Current\\_Efforts\\_Underway\\_Survey.pdf?uniq=-dijism](https://mywebspace.wisc.edu/groups/nelsoninstitute/imaginegreenmadison/IGM-Current_Efforts_Underway_Survey.pdf?uniq=-dijism)

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7. Communicating our vision through...“Happiness in 2030” proposal



*Happiness in 2030*

is a place of clean lakes and water and clean air and skies; open spaces for growing, playing, learning and reflecting; locally-grown foods nourishing whole neighborhoods of engaged citizens; renewable energy powering a sustainable, meaningful economy; the Institute of Sustainability enabling green leaders and builders; excellent health care for all and excellent schools educating all to realize our community's enduring, inspiring quality of life is not measured by what we have or own, but who we are: loving, respecting, relating, contributing, creating and happy.



Carbon Neutrality

Open Spaces

Universal Health Care

In 2030  
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and  
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Higher-Education  
Institutions Enable a  
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Metrics and  
Outcomes Reporting

Civic Engagement  
and Leadership

Education

Clean Water  
and Sustainable  
Water Use

Building a  
Culture and Values  
of Sustainability

Development of  
Regional Structures

Happiness  
and Quality  
of Life

Integrated,  
Whole Neighborhoods

Green Building  
and Development

*Happiness in 2030 comments*

- In light of Richard Lower's work in "Nature Deficit Disorder" (See Last Child In the Woods), perhaps the statement should explicitly mention preservation of wild or natural areas in the 4 lakes area. Can we be happy w/o that kind of periodic exposure? It is clearly in an enlightened self-interest to promote wildness and preserve viable conservation area.
  - In a place of clean and abundant water and healthy, clean air...
  - Title change? "Life in 2030" or "Imagine Life in 2030"
  - More natural setting photos fit cover
  - Use more vibrant color for word area
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9. Presentation of a vehicle/strategy draft proposal and discussion:

# DRAFT

April 24, 2007

## **Imagine Green Madison A Proposal to Develop the Capital Region in a Sustainable and Regenerative Way to assure Continued Quality of Life and Happiness**

**Scope:** Capital Region including Madison, other Dane County communities, and possibly components of surrounding counties.

This proposal outlines a DRAFT of ways for Imagine Green Madison participants to move our effort forward. This Initiative intends to build of the activities among a group of Capital Region organizations and advance sustainable development within the Capital Region.

We recognize that the group we represent makes up a complex set of activities that is focused on achieving a sustainable community as defined by a common ground for our future. (See structure graph). Also we recognize that each of us is at different places in the process (problem identification, ethics and values, facilitation, data/research, direct application) of the building of the common ground and focused on different scales (individuals & leaders, institutions and groups, communities and regions).

**The desired vehicle will help us achieve our Common Ground Agenda in a way that:**

- Help us understand better how our individual pieces all fit together to create a powerful integrated whole



- Help us find others that are engaged in the different parts of the process of building towards the common ground so we can invite them in, we can involve/collaborate with them and/or we can learn from their experiences
- Help us determine what is our impact on the common ground so that we can make changes accordingly

## **Strategy**

The communication strategy for our effort is to be simple and reflective of our intentions. The message is that we are inclusive, flexible and measurable and that our hope for others is that:

1. You can help build the common ground agenda
2. You can be part of the stewardship of the common ground agenda
3. You can determine with us whether or not we are making progress towards the common ground agenda

### **1. To help us build the common ground agenda we will likely need to have initiatives in the following areas:**

- Leadership – It will likely be helpful to identify, assemble and engage an interdisciplinary leadership team of experts representing key constituencies such as education, government, business, etc. to provide council and direction for developing strategies to help us meet our common ground
- Capacity – We will need to identify and secure the resources and competencies necessary to achieve our goals.

### **2. To be a part of the stewardship of the common ground agenda we will likely need to have initiatives in the following areas:**

- Education – We will need to engage citizens, media, governments and other organizations to raise awareness and understanding regarding our local and global sustainability problems and potential solutions.
- Models – It will be necessary to create and/ or highlight models of sustainability “success”. Possible examples include:
  - Green buildings.
  - Clean streams, with before and after photos and data
  - Businesses, non-profits and other organizations that have worked together to have much more sustainable practices and products
  - A Common Ground Agenda education and demonstration center

### **3. To help us determine with us whether or not we are making progress towards the common ground agenda we will likely need to have initiatives in the following areas:**

- Inventory – We will likely need to conduct regional inventories of elements such as the following:
  - Current Sustainability Activities and Plans
  - Natural and Cultural Treasures
  - Community Assets
- Measurement - We will likely need to create mechanisms for measurement which may include the following:
  - Indicators

**Processes and Plans which we commit to learning from which will inform this work**

- Imagine Green Madison Common Ground Agenda Statements – UW Nelson Institute for Environmental Studies
- The Regional Design Process: Twenty Steps to Sustainable and Regenerative Futures – Phil Lewis’s Marshall Erdman Academy of Sustainable Design
- Building A Green Capital City: A Blueprint for Madison's Sustainable Design and Energy Future – Madison’s Energy Task Force
- Madison Measures – City of Madison
- Dane County Comprehensive Plan – Dane County
- The Natural Step – Torbjorn Lahti and Karl Hedrick Robert
- Asset Based Community Development model - Asset-Based Community Development Institute
- Regional Economic Development & Stewardship Entity (REDE) Business Plan – Collaboration Council
- .....

**One way to start – We propose to “Start small with a plan for growth”**

Our goal will be to work with other members of IGM to make progress on each of the three strategies as described above. We will also organize a quarterly meeting of the full group. Others who were not at the original IGM session will be invited to participate. We ask that each action team select a leader to work with us as part of a leadership team to work with us and to help make decisions between the quarterly meetings.

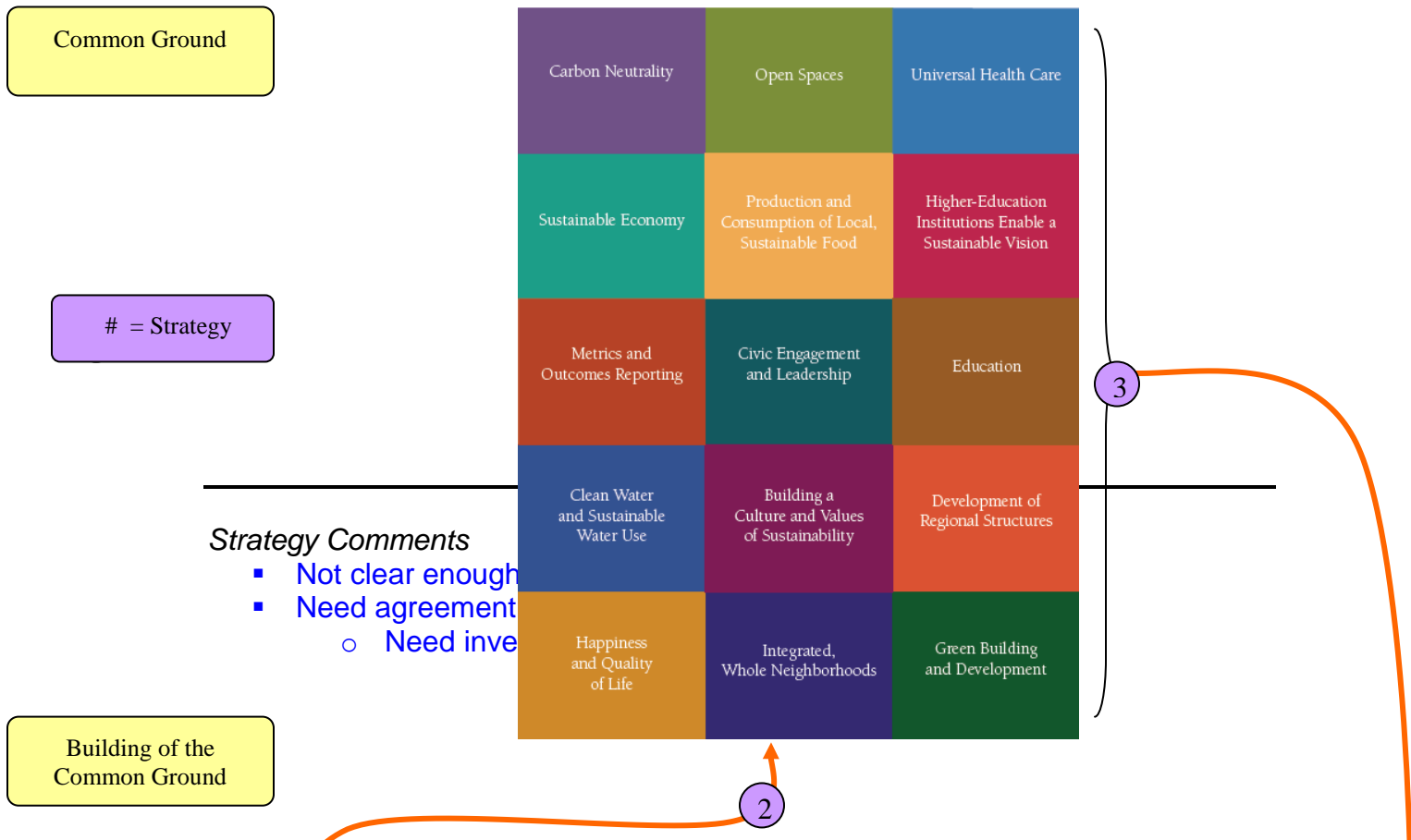
Sustain Dane and the UW Nelson Institute for Sustainability will provide staff support for one year, with a commitment of approximately one full time equivalent employee. In particular, Sustain Dane will contribute Bryant Moroder (25%), another staff person to be named (25%), Brian Joiner (25%) and the Nelson Institute will contribute staff support from the UW Gaylord Nelson Institute Outreach Coordinator and Asst. Outreach Coordinator.

**Another way to start – We propose to “Start big with a plan for growth”**

Our goal will be to establish an entity or major formal initiative to make progress on each of the three strategies as described above. We will also organize regular meetings of the full group. Others who were not at the original IGM session will be invited to participate. We ask that each IGM participant become involve in at least one of the following strategy teams:

- A. Leadership Team – Possible deliverables include defining a values statement of ethics for sustainability and guiding principles
- B. Capacity Team – Possible deliverables include establishing long-term revenue generating mechanism
- C. Education Team – Possible deliverables include promoting and encouraging involvement in highly visible activities, targeting local media
- D. Models Team – Possible deliverables include selecting a major collaborative sustainability demonstration effort to be applied at a practical scale
- E. Inventory Team – Possible deliverables include identifying environmental and urban corridors, environmental personalities, significant rural and urban elements
- F. Measurement Team – Possible deliverables include developing a sustainability indicators report

Sustain Dane and the UW Nelson Institute for Sustainability will provide staff support for one year, with a commitment of approximately one and a half full time equivalent employees. In particular, Sustain Dane will contribute one full time employee dedicated to coordinating the efforts of the teams while the Nelson Institute will contribute additional staff support from the UW Gaylord Nelson Institute Outreach Coordinator and Asst. Outreach Coordinator.



- Do we need to have more collaboration to see whether they are meeting measures
- We do want all these things but how?
- IG Exec Dir w/measures
- Too many stakeholders being coordinated?
- Need staff members to drive this forward
- Synergies possible but need the greater vision seen – articulate common vision
- IGM must bring more diversity into planning and conversation. Establishing relationships w/ low-income and minority culture and invite into this process. Right now, sustainability is viewed as a white, affluent and well educated concern. If everyone contributes to the problem, everyone must be included in the solution.
- Are we creating a movement? Or are we trying to create a common reality. How will we collaborate?
- Getting buy in

#### *Vehicle Comments*

- Action teams and meta-group → Sets deadlines, create guidelines, pulling in action groups, working on bigger picture
- Set a time frame → decision about targeting public presence/arena...Sustain Dane or Coalition
- Connect, Collaborate, Convene, Coordinate, Inspire, Find synergies
- Sustain Dane → A sub-segment of people to pull this together to do some interim work
- “Serve”
  - Action teams and constituencies
  - Keep movement going – steering team continue but make sure there is action rep
  - How do you want to be involved