

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.

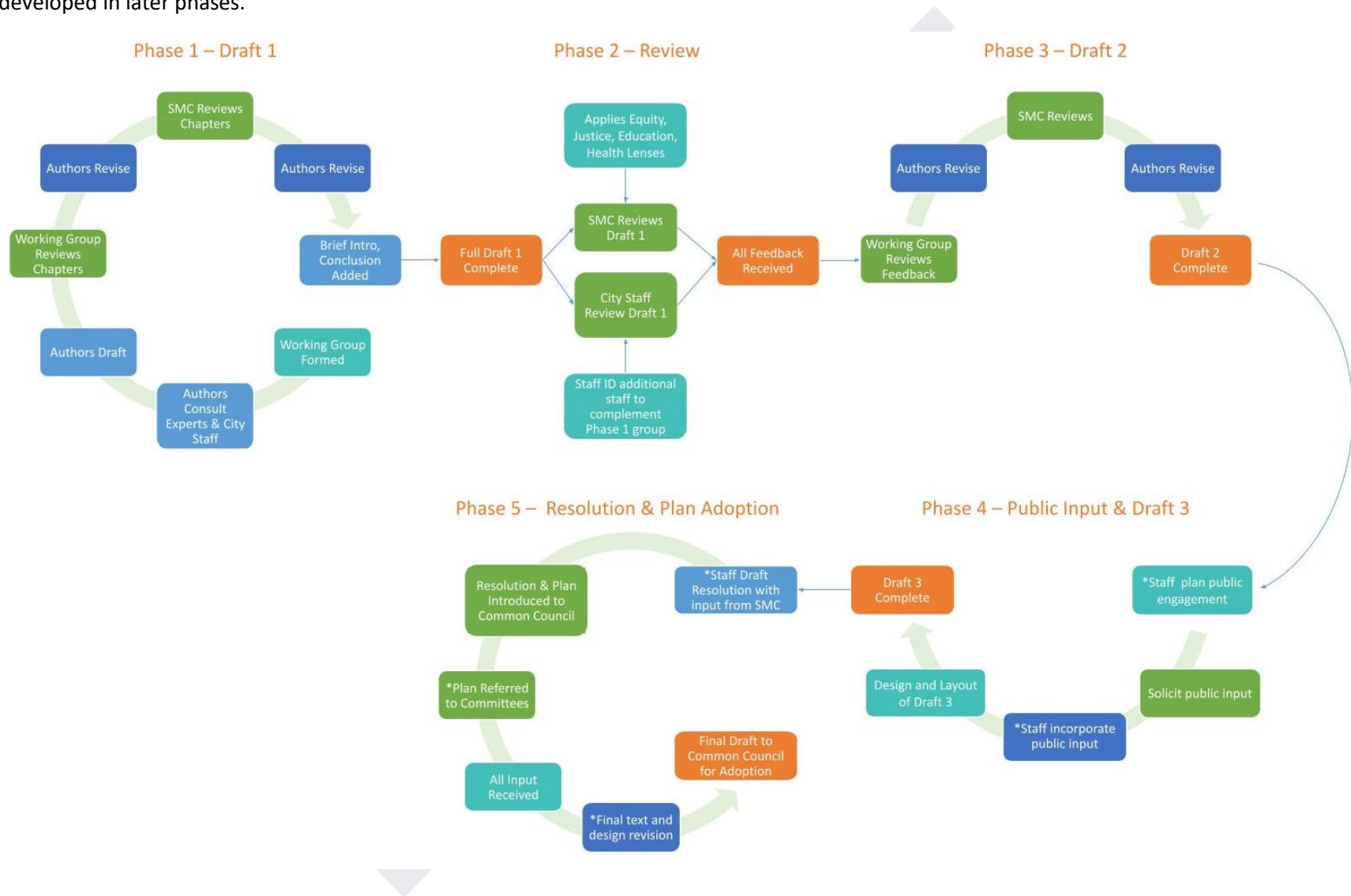
The Working Group Process

In 2020 the Sustainable Madison Committee (SMC) was tasked with creating a 10-year update to the [2011 Madison Sustainability Plan](#). The SMC formed a working group to meet on a regular basis outside of regular SMC meetings. The 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 and equitable 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, one to two working group members reviewed the 2011 goals and actions in each chapter of the 2011 Plan, to make a determination if the goal or action was still relevant 10 years later. Along with feedback from city staff, we reviewed other related city plans, reports, and recommendations, including the [100% Renewable Madison Report](#), [Imagine Madison Comprehensive Plan](#), [Park and Open Space Plan](#), other City plans, and work from other Boards, Commissions, and Committees (BCCs). Some actions had been completed, and other actions were deemed lower priority based on input from city staff, subject matter experts, and SMC members. Each chapter was redrafted, presented and discussed as a working group. Edits were incorporated with feedback from working group members and added to this current draft.

With review of the full draft by the full SMC, the working group is nearing the end of Phase 1. After this current and first review by the full SMC, an updated version will be sent to City staff as the start of Phase 2. In Phase 3, an updated draft will be reviewed by the full SMC once again. Public input will occur in Phase 4. And finally, the plan will be shared with the Common Council and other BCCs in phase 5 for feedback and adoption. We expect phases 2 through 5 to take several months.

This plan is still very much under development. This document includes only draft goals and actions. Other content for the full report will be developed in later phases.



Goals and Actions

Affordable Housing	
Goal 1. Increase availability of affordable housing near transit, employment hubs, access to fresh foods, schools, and supportive services.	Metrics: <ul style="list-style-type: none"> Net number of affordable housing units available each year
1.1. Use the City's land banking fund to create or preserve affordable housing, with a priority for locations near transit, employment hubs, access to fresh foods, schools, and supportive services as described in the City's land banking strategy.	**Crossover with 5.1 in Planning and Design.
1.2. Annually review and update the City's land banking fund policy and practices to assess and mitigate housing gentrification and displacement.	
1.3. Prioritize development of affordable housing within one-quarter mile of Bus Rapid Transit (BRT) and high frequency Metro routes via ordinance and zoning overlay changes.	
1.4. Encourage developers and builders of City-funded affordable housing projects to employ residents from nearby neighborhoods and to connect residents to local trades and apprenticeships.	
1.5. Incorporate the cost of transportation while evaluating affordable housing and overall cost of living for Madison residents.	Will readers know what this action aims to accomplish? Specify that affordable housing metrics should include cost of transportation.

<p>Goal 2. Create or expand policies and programs to support energy efficiency, sustainability, and removal of environmental toxins in new and existing affordable housing.</p>	<p>Metrics:</p> <ul style="list-style-type: none"> • Net number of affordable housing units with improved energy efficiency as a result of City actions • Net number of affordable housing units with environmental toxin remediation as a result of City actions • Participation in the tenant maintenance training program <p>**Crossover with carbon and energy</p>
<p>2.1. Create a Task Force to evaluate city affordable housing policy for energy impacts, including both new construction and existing buildings. The Task Force should include representatives from affordable housing developers, cooperatives and community land trusts, energy efficiency/green technology experts, Focus on Energy (FOE), and local utilities.</p>	
<p>2.2. Develop a program that provides financial and technical assistance to the owners of small to medium-sized naturally occurring affordable housing (NOAH) to conduct energy audits and install retrofits for energy and water efficiency, electrification, and health.</p>	
<p>2.3. Expand the list of eligible activities covered by the Madison Affordable Housing Trust Fund to include retrofits to NOAH that improve efficiency, sustainability, and the health, safety and comfort of building residents.</p>	
<p>2.4. Require all new City-funded affordable housing (through the Affordable Housing Trust Fund or TIF) to meet high performance building standards to ensure energy efficiency and minimize energy burden for residents.</p>	<p>**Crossover with Goal 8 in Carbon and Energy.</p>

2.5. Develop a training program in collaboration with construction companies/trade schools for tenants of income-restricted housing; develop a program for trained tenants to do paid maintenance work on their buildings	**Crossover with economic development.
2.6. Create an inspection program for identifying and eliminating lead and mold in affordable housing, with no penalty for noncompliance provided upgrades are accomplished within a reasonable timeframe.	
Planning and Design (Natural areas/Green Space and Resilient Infrastructure)	
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.	Metrics: <ul style="list-style-type: none"> ● Demographics of people accessing parkland and lakes OR spatial distribution of public access to parkland and lakes ● Number of visitors to parks/natural areas, number of/attendance at programs ● Number and type of upgrades to park facilities and natural areas to improve mobility and language access ● Number and area of parkland, natural areas, and protected shoreline added or restored
3.1. Upgrade facilities, infrastructure, signage and maps at 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, with a focus on increasing availability of these spaces in neighborhoods that currently have limited access.	**Crossover with Natural Systems Goal 17.

3.3. Enhance City Parks programs and partnerships (e.g., with schools, non-profit organizations, other governmental units, businesses) for public nature-based educational, recreational and wellness activities.	
3.4. Develop and implement programs to reach and include residents in underserved neighborhoods in nature-based activities by including those residents and neighborhood associations in this process.	
Goal 4. Protect and increase the availability of space for sustainable farming and community gardening.	
4.1. Develop and implement a mechanism for creating community gardens following recommendations from the Madison Food Policy Council.	
4.2. Ensure future proposals for zoning or replatting provide renters with access to garden space, improve access to existing and planned food businesses, and meet the demand for market gardens.	
4.3. Create a Farmland Preservation Task force to guide both the development community and City decision-makers whenever the remaining farmland in our community is changing hands.	
Goal 5. Incorporate low-carbon development patterns (and land preservation) that meet the current and future needs of a thriving city	Metrics: <ul style="list-style-type: none"> Proportion of mixed-use vs single-use properties built each year
5.1. Plan and facilitate mixed-use neighborhood centers featuring shops, services, employment, and a mix of housing types within and near single-use neighborhoods as identified in the Growth Priority Areas Map of Imagine Madison.	**Crossover with 1.1 in Affordable Housing

Goal 6. Increase resilience to climate change impacts, such as heat waves, storms, and flooding.	Metrics: <ul style="list-style-type: none"> • Completion of plans defined in the strategy • Completion of assessment, strategy, and actions for addressing urban heat island impacts • Reduction in the magnitude of urban heat islands • Completion of actions and magnitude in reduction of stormwater
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 equitable heat resilience strategies.	
6.3. Implement strategies to reduce the magnitude of urban heat islands and improve community adaptive capacity to extreme heat events.	
6.4. Reduce flooding through the continued improvement of stormwater design to address peak flows of growing intensity of storms and reduce nonpoint source pollution.	
6.5. Assess the potential for green infrastructure to improve resilience and provide ecosystem services, such as stormwater management, urban cooling, air quality improvements, and carbon sequestration.	

Carbon and Energy

**** Note.** We'll eventually need to get to net-zero emissions, which means we'll likely need carbon sequestration and carbon credits, which are not addressed here.

Goal 7. Reduce greenhouse gas emissions from City facilities and buildings by 55% by 2030 (from 2018 baseline).	Metrics: <ul style="list-style-type: none">Greenhouse gas emissions from city buildings
7.1. Establish a net-zero emission buildings standard for all new city facilities and retrofits that prioritizes energy efficiency and phasing out fossil fuels.	
7.2. Implement behind-the-meter solar installations at all viable City facilities.	
7.3. Conduct deep energy retrofits of existing City facilities (starting with least efficient) with an emphasis on 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.	Metric: Greenhouse gas emissions from buildings community-wide Note: The Sustainability and Resilience team is currently working on a policy proposal that aims to improve the energy efficiency of existing commercial buildings. We will check back and update these actions once that has progressed a little further.
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. Encourage energy efficiency retrofits of existing facilities and buildings by creating a voluntary stretch energy code for new facilities.	
8.3. Create a program to provide financial, structural, or process-based incentives to improve energy efficiency of existing buildings.	
8.4. 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 by 60% from 2018 levels.	Metrics: <ul style="list-style-type: none"> ● GHG emissions from city vehicles and equipment
9.1. Create and implement a City Vehicle Decarbonization Plan for transitioning City buses and fleet vehicles to low or no-carbon fuels, including biodiesel, CNG, hybrids, plug-in hybrids (PHEV) and electric vehicles (EV), and building out the necessary charging infrastructure.	
9.2. Convert fuels from heavy-duty City vehicles to low-carbon sources.	
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.	Metrics: <ul style="list-style-type: none"> ● GHG emissions from vehicles community-wide. **Crossover with Goal 12 in Transportation.
10.1. Continue to encourage and promote the use of electrical vehicles and electric vehicle charging infrastructure community-wide.	

10.2.Implement 20 and 25 mph speed limits in all residential areas of the City; design and redesign residential streets to incorporate these speed limits.	**Note. We might want to connect this to Vision Zero.
10.3.Develop and implement a community-wide EV charging plan by 2024.	
Goal 11. Procure renewable energy produced off-site for City operations where 100% of energy needs cannot be met by on-site renewable energy generation	Metrics: <ul style="list-style-type: none"> • Portion of city electricity from renewable sources. <p>Note: Could rephrase this goal as the existing 100% renewable electricity for city operations by 2030 goal and then use this as one action. And add a solar goal that would be a crossover with 6.2.</p>
11.1.Obtain Renewable Energy Credits where applicable.	
11.2.Create renewable energy rider (RER) projects for approximately 30-35% of the City's electricity consumption.	
Transportation	
Goal 12. Create equitable access to low-cost, low-carbon transportation	Metrics: <ul style="list-style-type: none"> • Bus and BRT ridership • Bikeshare usage • Miles of sidewalk and bike path • Measure the above by neighborhood <p>**Crossover with Goal 9 in Carbon and Energy</p>

12.1. Expand Metro service to currently underserved areas of the community and connect Metro buses with BRT lines.	
12.4. Improve and expand bike lanes and bike trails.	
12.2. Expand the availability of electric bike and bike rideshare stations into areas underserved by current services.	
12.3. Increase the amount of sidewalks and crosswalks.	
Goal 13. Reduce vehicle miles traveled (VMT) by 15% community-wide from 2020 levels by switching miles traveled in single occupancy vehicles to miles traveled via public transportation, biking, and other low-carbon forms of transportation.	Metrics: <ul style="list-style-type: none"> • Vehicle miles traveled community wide **Crossover with Goals 9 and 10 in Carbon and Energy.
13.1. Establish personal vehicle parking and bicycle parking along BRT lines.	
13.2. Create a multimodal transportation plan that details how multiple modes of low- and no-carbon transportation options can be connected to enable affordable, equitable transportation locally and regionally.	
13.3. Construct safe, secure bike parking at BRT/Metro stops.	
13.4. Provide space for bike sharing at BRT/Metro stops.	
13.5. Provide bike routes within a ¼ mile ride of BRT/Metro stations and stops.	
Natural Systems & Zero Waste	
Goal 14. Assure our surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from	Metrics:

developing.	<ul style="list-style-type: none"> Annual concentration of PFAS, chlorides, phosphorus in surface and drinking water
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. Reduce the input of chlorides into surface and groundwaters, eventually removing local waters from the DNR Impaired listing for chlorides and achieving declining levels of chlorides in our drinking water.	
14.3. Reduce phosphorus releases into surface waters by improving leaf collection and street sweeping, reducing runoff from impervious surfaces and by developing other strategies such as removing phosphorus from surface waters.	
14.4. Support increased stormwater management on private properties, such as developing a program for private property owners to get stormwater credits, reducing impervious surfaces and installing rain-gardens and rain barrels.	
Goal 15. Expand water conservation efforts to reduce peak load and annual use 10% from 2020 levels by 2030.	Metrics: <ul style="list-style-type: none"> Peak load and annual water use from the water utility <p>Note: Get Water Utility input on the numbers here. Inquire about peak load, annual use, and per capita use as focus and metrics. Think about breaking data out by sector.</p>
15.1. Increase water conservation by residential, commercial, and industrial users through 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.	
Goal 16. Reduce the amount of waste going to landfill 50% by 2030, and 90% by 2040 (2021 baseline).	Metrics: <ul style="list-style-type: none"> • Tonnage of waste going to the landfill. • Tonnage of food waste going to the landfill.
16.1. Develop a comprehensive, community-wide Zero Waste Plan by 2024 that includes strategies for reducing food waste going to the landfill.	
16.2. Work with local and regional partners to implement recommended strategies, programs, and policies defined in the Zero Waste Plan.	
16.3. Beginning in 2024, publish a yearly report documenting progress on meeting the goals outlined in the Zero Waste Plan.	
Goal 17. Maintain, restore, and increase the acreage of natural areas in Madison	Metrics: <ul style="list-style-type: none"> • Total acreage of natural areas maintained/restored/added • Add a metric to capture and recognize the spatial arrangement and who these actions are serving to improve equity.
17.1. Support and improve City planning, zoning and management policies and practices to encourage preservation and creation of urban natural areas, with a focus on providing equitable access for residents.	

17.2. Develop cooperative relationships with neighboring communities, Dane County and regional planning bodies to jointly plan for permanent preservation of open spaces and woodlands.	
17.3. Link Parks, Greenways, bike 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.	Metrics: <ul style="list-style-type: none"> Pesticide and herbicide amounts used by all agencies in annual reporting. <p>Note: Ask City staff if this plan has been implemented.</p>
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.	Metrics: <ul style="list-style-type: none"> Annual percentage change in urban canopy coverage.
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.	
Economic Development	
Goal 20. Require environmentally-sustainable City projects and practices, including purchasing and contracting.	Metrics: <ul style="list-style-type: none"> • Research on green zones is complete and recommendations issued. • Purchasing standards and practices established, including a tracking mechanism.
20.1. Research creation of a Green Zone(s) within the City, where the City will prioritize investments to accomplish a set of sustainability priorities defined in collaboration with the community.	Flag that this one feels out of place - look for where it is a better fit.
20.2. Develop and implement new green contracting, procurement, and purchasing standards and practices that demonstrably reduce negative impact on our environment and support a circular economy.	
Goal 21. Support environmentally-sustainable private business growth, operations, and practices	Metrics: <ul style="list-style-type: none"> • Number of businesses engaged in programs under each action • Actions participating businesses have taken to create and use more environmentally sustainable

	practices, include quantitative measures of impact
21.1. Promote businesses and business plans and strategies that improve our community's resilience to the direct and indirect impacts of climate change	
21.2. Continue to partner with and support local organizations that coordinate the sharing of current information on environmentally-sustainable business practices community-wide.	
21.3. Establish a program to encourage new and existing businesses to pursue environmentally-sustainable business practices.	
21.4. 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.	**Crossover with Goal 7.
21.5. Assist businesses in climate-resilience planning and implementation, especially minority-owned businesses.	
Goal 22. Attract and support the development of new businesses focused on green- and climate-friendly services or products, especially minority-owned businesses	Metrics: <ul style="list-style-type: none"> • Number of new green businesses
22.1. Promote economic development opportunities to advance environmental justice.	
22.2. Provide support and services to grow businesses, help develop new market channels, improve access to affordable and safe production spaces, and enhance retail and sales opportunities.	

22.3. Support and encourage minority business ownership in trades and industries that focus on green and climate-friendly services and products.	
Goal 23. Develop a green workforce and create equitable access to green jobs with a living wage	Metrics: <ul style="list-style-type: none"> • Total number of people with green jobs • Number of people from under-represented groups with green jobs
23.1. Provide scholarships and/or incentives for education or training in trades and other in-demand careers related to renewable energy and sustainability.	
23.2. Promote careers in sustainability, beneficial electrification, energy efficiency, electronics recycling, waste diversion and management, climate change adaptation, and renewable energy among local high schools, community and technical colleges, and four-year universities.	
23.3. Identify and partner with private industry, local business organizations, and local trade unions to create and grow a green jobs pipeline within the community.	
23.4. Connect youth, young adults, and others who have new or limited work experience to green, work-based job and learning opportunities.	

Potential info boxes to be included in the final document

- Definition of affordable housing, including naturally occurring affordable housing (NOAH).
- Provide an explanation of the state building energy code and local authority to influence building energy efficiency.

- Definition of Zero Waste and what a Zero Waste Plan would include (i.e. different waste streams)
- Definition and examples of Green Zones - a Green Zone is an area where a city deliberately prioritizes investment in historically marginalized communities. See detail on Minneapolis Green Zones:
<https://www2.minneapolismn.gov/government/departments/coordinator/sustainability/policies/green-zones-initiative/#:~:text=What%20is%20a%20Green%20Zone,economic%20development%2C%20and%20the%20environment.>
- Definition of green procurement and the circular economy. See this resource:
https://ec.europa.eu/environment/gpp/pdf/Public_procurement_circular_economy_brochure.pdf