



# MADISON SUSTAINABILITY PLAN



An aerial photograph of a pond or lake. The water is a deep blue-green color. Numerous small, dark fish are visible swimming throughout the water. The edges of the pond are lined with dense, bright green vegetation, including trees and shrubs. The overall scene is a natural, outdoor environment.

# INTRODUCTIONS



# PROJECT PARTNERS | MADISON SUSTAINABILITY PLAN

**CITY STAFF +  
DEPARTMENTS**

**SUSTAINABLE MADISON  
COMMITTEE (SMC)**

**LOCAL  
LIBRARIES**

**COMMUNITY  
STAKEHOLDERS + ORGS**

**ENVIRONMENTAL ORGS**

**PROJECT TEAM  
(MSA + ALL TOGETHER)**

**DANE COUNTY OFFICE OF  
ENERGY + CLIMATE CHANGE**

**MADISONIANS**

**MADISON  
ALDERS**

**NEIGHBORHOOD  
ASSOCIATIONS**

**LOCAL  
BUSINESSES**

**To name a few!**

# SMC RESPONSIBILITIES | MADISON SUSTAINABILITY PLAN

- **Support both City staff and the project team** throughout the entire planning process.
- **Spread the word** about the engagement opportunities with your own networks / connections.
- **Attend SMC meetings** throughout the planning process to learn about key project updates and milestones.
- **Provide feedback and guidance** during the four SMC meetings to inform / strengthen the final plan.
- **Be the local champions** to support implementation after the adoption of the final plan.



# SMC KEY MEETINGS | MADISON SUSTAINABILITY PLAN

## SMC Meeting #1 | July 24th at 4:30–6:30PM

- Present Engagement Plan & incorporate Committee recommendations/feedback

## SMC Meeting #2 | August 28th at 4:30–6:30PM

- Present Gap Analysis Summary

## SMC Meeting #3 | September 25th at 4:30–6:30PM

- Present Engagement Process and Feedback

## SMC Meeting #4 | October 23rd at 4:30–6:30

- Present content draft and preliminary document layout  
(Cover page, Engagement graphics + copy, section covers,  
and key spread designs)



# WORKING SCHEDULE | MADISON SUSTAINABILITY PLAN

JULY 2023	SMC #1 (07.24)	<b>PHASE 1</b> Project Management
AUGUST 2023	SMC #2 (08.28)	<b>PHASE 2</b> Public Engagement + Gap Analysis
SEPTEMBER 2023	SMC #3 (09.25)	
OCTOBER 2023	SMC #4 (10.23)	<b>PHASE 3</b> Final Report Preparation
NOVEMBER 2023		
DECEMBER 2023		
JANUARY 2024		<b>ADD-ON / AMENDMENT</b> Additional Edits and Revisions



A background image with a teal color overlay. It shows a crowd of people at an outdoor event, with purple coneflowers in the foreground and a large domed building in the background.

# COMMUNITY ENGAGEMENT



# ENGAGEMENT GOALS | MADISON SUSTAINABILITY PLAN

- **Build momentum and excitement** around the city-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision** for the future of Madison, as well as the top priorities for future actions/policy/initiatives centered around environmental sustainability.
- Lead an inclusive outreach process so that the **voices of all Madisonians** are reflected in the plan (communications partners, public realm prompts, sustainable swag, interactive exercises).
- Educate the community on the **importance of this initiative** and the **positive impacts sustainability-focused policy** can have for current and future residents of Madison.

# ENGAGEMENT FORMATS | MADISON SUSTAINABILITY PLAN

- Engagement at different scales and sizes:

<b>STAKEHOLDER CONVERSATIONS</b>	<b>End of August</b>	<b>STAKEHOLDER-LEVEL</b> In-person Engagement
<b>POP-UP EVENTS</b>	<b>Mid-August to Mid-September</b>	<b>NEIGHBORHOOD-LEVEL</b> In-person + Digital Engagement
<b>COMMUNITY SURVEY</b>	<b>Early August to Mid-September</b>	<b>CITY-WIDE</b> Digital engagement





# STAKEHOLDER CONVERSATIONS | MADISON SUSTAINABILITY PLAN

The project team will schedule and facilitate intimate small conversations with the following stakeholder groups listed below. Working with City staff, the project team will craft questions most appropriate for the respective groups' experience, local knowledge, impact/networks, etc. Tentative stakeholder groups include:

- **City/County Sustainability Leaders**
- **Community-based Organizations**
- **Local Businesses**
- **City Staff**
- **Alders, Elected Officials, Plan Commission**
- **Youth**

# POP-UP EVENTS | MADISON SUSTAINABILITY PLAN

Pop-up engagement goals:

- **Spread the word** about the project and ways to get involved
- **Educate the community** around sustainability
- **Engage the community** with interactive exercises to learn about the vision for Madison

Working list of Pop-up events:

***Parks Alive***

***Dane Dances***

***Africa-fest***

***Saturdays on the Square***

***Outreach Magic LGBTQ+***

***Eken Park Fest***

***Wednesday Market***

***Orton Park Festival***

***Memorial Union Terrace***

***Concerts on the Rooftop***



# COMMUNITY SURVEY | MADISON SUSTAINABILITY PLAN

The community survey will be available from Thursday, August 10th to Monday, September 18th. The short / accessible survey will allow participants to 'choose their own adventure' and respond to themes of interest. Goals for high-level feedback include:

- **Vision for the future**
- **Top goals + priorities for this initiative (ranking)**
- **Supported mechanisms for implementation**
- **Feasible action / steps in personal lives**
- **Any missing goals + priorities**



# NEXT STEPS





## NEXT STEPS | MADISON SUSTAINABILITY PLAN

- Finalize project brand aesthetic  
(End of July)
- Install Public Realm Prompts  
(Mid-August)
- Community Survey  
(Early August to Mid-September)
- Pop-up Events  
(Mid-August to Mid-September)
- Stakeholder Conversations  
(End of August)
- Community Engagement Summary + Recommendations Presentation  
(End of September)



A photograph of a garden scene. In the foreground, several bright yellow lilies are in bloom, some with dark spots on their petals. A bicycle with a red frame and black handlebars is parked in the middle ground. The background features a wooden fence and dense green foliage. The text "THANK YOU! QUESTIONS? FEEDBACK?" is overlaid in white, bold, sans-serif font in the center of the image.

**THANK YOU!**  
**QUESTIONS?**  
**FEEDBACK?**