



Sustainable Madison Committee (SMC) Meeting #3 | NOVEMBER 2023

A photograph of a paved path with yellow dashed lines, where three cyclists are riding. In the background, a tall digital sign displays '0351' and '489'. To the left, a green sign for 'Southwest Path' lists distances to 'Kahl Center', 'Capital Square', and 'Kahl Center'. The scene is set against a backdrop of trees and residential buildings under a cloudy sky.

ENGAGEMENT OVERVIEW



ENGAGEMENT GOALS

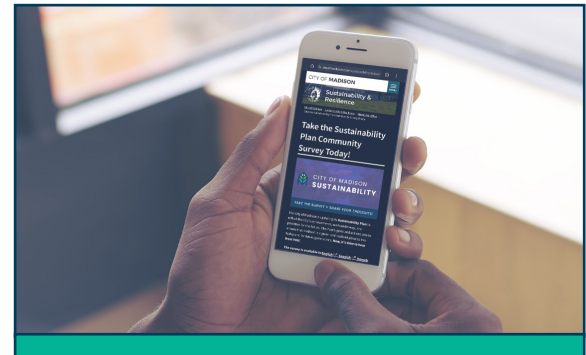
- **Build momentum and excitement** around the city-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision** 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 STRATEGY

- Tactile engagement at **different formats, scales, and sizes.**

STAKEHOLDER CONVERSATIONS	October - November	STAKEHOLDER-LEVEL In-person + Virtual Engagement
POP-UP EVENTS	October	NEIGHBORHOOD-LEVEL In-person + Digital Engagement
COMMUNITY SURVEY	October - November	CITY-WIDE Digital engagement





ENGAGEMENT TOOLS

- **Physical and digital marketing materials** — available in English, Chinese, Hmoob, and Spanish — were distributed throughout the greater Madison area by the city, project team, community partners, and local volunteers.

MARKETING TOOLKIT

**CITY OF MADISON
SUSTAINABILITY**
MARKETING TOOLKIT (SURVEY)

Please help the City of Madison, Sustainable Madison Committee (SMC), and project partners by sharing the citywide survey.

LANGUAGE ACCESS

SURVEY + MARKETING TOOLKIT MATERIALS: The Survey and Marketing Toolkit are available in these languages: **English, Spanish, Hmoob, and Chinese**. Click the language hyperlinks above in green to download the materials.

ONLINE OUTREACH OPPORTUNITIES

EMAIL BLAST: Send an email to your contacts to help share the citywide Survey and the project website: www.cityofmadison.com/sustainability.com. 1) Copy and paste the language provided in the Word Document into your email. You can change the text if you like. 2) Include the Email Blast Graphics. 3) Attach the Flyers so others can pass them along. 4) Send it to your email contacts.

SOCIAL MEDIA: You can use social media platforms (i.e., Facebook, Instagram, Twitter) to post the Social Media Graphics and Word Document copy. Check out this Folder for project team or City of Madison photos to include in your post.

PRINT OUTREACH OPPORTUNITIES

FLYERS: Print out Flyers (8.5x11 and 11x17) to post to boards or in storefront windows of key locations throughout the City of Madison.

POSTCARDS: Print Postcards (6x4) to share in local businesses, community organizations, and other places in Madison.

OTHER OUTREACH OPPORTUNITIES

OTHER MATERIALS: If you need another size or file type, send your request to Abigail Rose (project team member) at arose@alltogetherstudio.com. We will work with you to create custom materials. Please use the project Logo!

WWW.CITYOFMADISON.COM/SUSTAINABILITY

YARD SIGNS



CEMENT STICKERS



FLYERS

**CIUDAD DE MADISON
SUSTENTABILIDAD**

ESCANEE EL CÓDIGO QR O USE EL ENLACE DE ABAJO:

- CONOZCA MÁS SOBRE ACTUALIZACIONES DEL PLAN DE SUSTENTABILIDAD DE LA CIUDAD DE MADISON
- COMPARTA SUS OPINIONES Y COMENTARIOS SOBRE LOS TEMAS Y METAS PROPUESTOS
- CUÉNTENOS CUALES LA VISIÓN QUE TIENE USTED PARA EL FUTURO DE MADISON



CONTESTA NUESTRA ENCUESTA PARA GANAR UNA TARJETA DE REGALO* DE \$20 DE LA COMPAÑÍA "CHOCOLATE SHOPPE ICE CREAM!"

ESTA ENCUESTA ESTÁ DISPONIBLE EN LOS SIGUIENTES LENGUAJES: INGLÉS, ESPAÑOL, HMOOB + CHINO.

WWW.CITYOFMADISON.COM/SUSTAINABILITY

SOCIAL

**麥迪遜市
永續性**

您為什麼關心環境？

請填寫問卷調查，分享您的看法！

WWW.CITYOFMADISON.COM/SUSTAINABILITY

POSTCARDS

**LUB ROOG MADISON
KEV RUAJ NTSEG**



WWW.CITYOFMADISON.COM/SUSTAINABILITY

**CITY OF MADISON
SUSTAINABILITY**

TAKE THE SURVEY + SHARE YOUR THOUGHTS!

WWW.CITYOFMADISON.COM/SUSTAINABILITY



ENGAGEMENT BY THE NUMBERS



~60
FOCUS GROUP ATTENDEES



~1638
COMMUNITY SURVEY RESPONSES

1,608 English

17 Chinese

13 Spanish

~626
POP-UP PARTICIPANT COUNT



EQUITY:
TOP PRIORITY

SCALABILITY

Madison:
home of
everyday

"the people
were anxious
to want to
see tangible
results"

innovative
City
↓
University
companies

SHARE
CASE STUDIES
(Success Stories)

Willingness
to pilot new
technologies

solar
jobs are
hard jobs
(tough, hard
work)
need to find
ppl w/ the will

STAKEHOLDER CONVERSATIONS

energy, opportunity
beyond solar

Obstacles

opportunity for

Financing
build partnerships
across public-private

EV adoption
for rural to
urban
communities

(ex. net energy)
ex. solar permitting
getting more complicated

can we
grow
equitably?

interest in sustainability
in the state

↓
lots of momentum
to leverage

transformation
of the power /
utility sector
(

* focus on removing
barriers + obstacles



STAKEHOLDER CONVERSATIONS

- City staff and the project team facilitated seven (7) intimate small conversations with the following stakeholder groups listed below.

1. **City Staff**

(IN-PERSON) Monday, October 9th @ 9-10:30AM

(VIRTUAL) Wednesday, October 18th @ 2-3:30PM

2. **Climate + Sustainability Leaders**

(IN-PERSON) Monday, October 9th @ 1-2:30PM

3. **Local Businesses + Institutions**

(IN-PERSON) Monday, October 9th @ 3:30-5PM

4. **Community-based Organizations**

(VIRTUAL) Wednesday, October 18th @ 10-11:30AM

5. **Youth**

(VIRTUAL) Wednesday, October 18th @ 6-7:30PM

6. **Alders**

(VIRTUAL) Thursday, November 9th @ 6-7:30PM



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

DISCUSSION QUESTION #1 + 2

What do you want to see Madison lead on when it comes to sustainability?

decarbonization

diverse sustainable transit options

waste systems

equity + equitable outcomes

green employment opportunities

healthy food access + urban forests

extreme weather resiliency

creative ways incorporate renewables

emission reductions

community-wide solar

enhanced relationship – land use + density

What **[opportunities]** do you foresee with implementing the plan?

increase transparency + communications

new + lasting partnerships

track impactful metrics + savings

support + lift up existing efforts

city as the climate champion

recognize funding sources + incentives

find meaningful ways to engage residents

leading the Midwest



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

DISCUSSION QUESTION #3 + 4

What is a sustainability win from that could be highlighted in the final plan?

**energy efficient
clinics in Madison**

**large savings in utilities
with renewable energy**

**building
benchmarks**

**zero
emission
firetruck**

**quarterly (virtual) sustainability
meetings for community building**

**future BRT
initiatives**

Anything missing from the draft goals and actions?

- *public participation / engagement as a big header in the plan*
- *potential metrics + ways track progress*
- *urban ag goal - accessible grocery stores + equity for resources across neighborhoods*



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 SHORT-TERM

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.*

#2 SHORT-TERM

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.*

#3 SHORT-TERM

Goal 11. *Meet 100% of electricity demand for City operations with renewable...*
Goal 24. *Develop a green workforce and create equitable access to green jobs...*



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 MEDIUM-TERM

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.*

#2 MEDIUM-TERM

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

#3 MEDIUM-TERM

Goal 7. *Reduce greenhouse gas emissions...*

Goal 11. *Meet 100% of electricity demand for City operations...*

Goal 13. *Reduce vehicle miles traveled (VMT) by 15%...*

Goal 19. *Equitably expand urban tree canopy coverage...*

Goal 23. *Work with partners to attract and support the development...*



STAKEHOLDER CONVERSATIONS

CLIMATE + SUSTAINABILITY LEADERS

PRIORITY VOTING EXERCISE

What are your [short], [medium], and [long-term] priorities for the Madison Sustainability Plan?

Top-rated goals:

#1 LONG-TERM

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.*

#1 LONG-TERM

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

#2 LONG-TERM

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

A photograph of a pop-up event in a park. In the background, there is a large white tent and a white building with many windows. A statue of a person in a long coat stands on a pedestal to the left. Several people are gathered around the tent, some looking at informational displays. In the foreground, a woman in a black coat and sunglasses is looking at a small card, and another woman in a pink sweater is holding a green card. A man in a red hoodie is standing in the middle ground. The text "POP-UP EVENTS" is overlaid in the center of the image.

POP-UP EVENTS



POP-UP EVENTS

- City staff and the project team facilitated two (2) community pop-up events at well-attended happenings in Madison.

SATURDAY ON THE SQUARE FARMERS' MARKET

POP-UP EVENT #1

DATE: **Saturday, October 7th (7AM - 2PM)**

LOCATION: **Wisconsin State Capital**

ATTENDANCE: **~418 pom voting participants**



WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED

POP-UP EVENT #2

DATE: **Thursday, October 19th (5PM - 9PM)**

LOCATION: **State Street Corridor**

ATTENDANCE: **~208 pom voting participants**





POP-UP EVENTS

JAR PRIORITY EXERCISE:

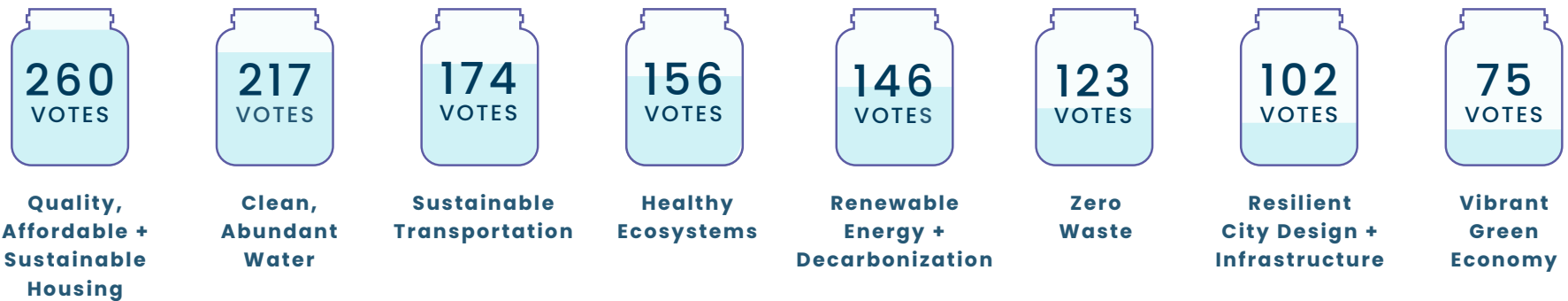
What are your top three priorities for the Madison Sustainability Plan?

#1 - QUALITY, AFFORDABLE + SUSTAINABLE HOUSING

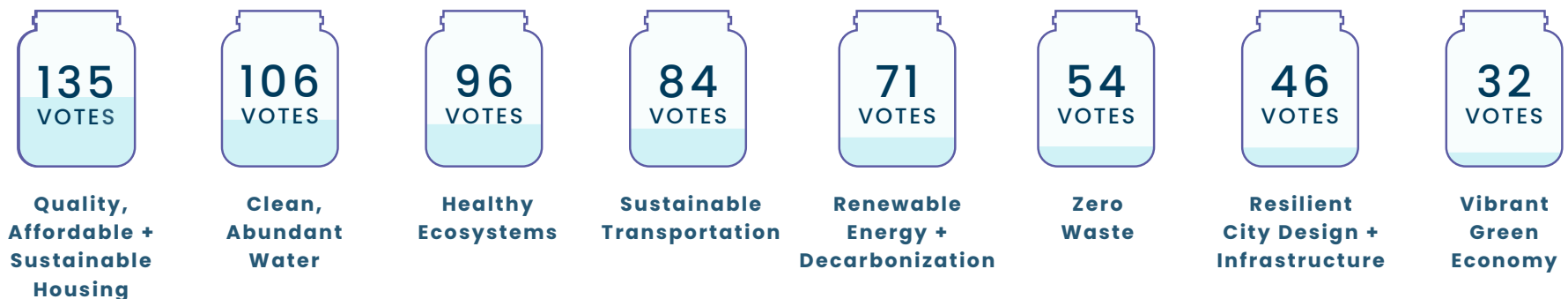
#2 - CLEAN, ABUNDANT WATER

#3 - SUSTAINABLE TRANSPORTATION

SATURDAY ON THE SQUARE FARMERS' MARKET (~418 pom voting participants)



WISCONSIN SCIENCE FESTIVAL CURIOSITY UNLEASHED (~208 pom voting participants)





City of Madison Sustainability Plan - Community Survey

Survey Purpose

The survey is available in English, [Spanish](#), [Hmong](#), and [Chinese](#). It should take about 10 minutes to complete.

The City of Madison is updating its Sustainability Plan to reflect the City's achievements, work underway, and priorities for the future. The Plan's goals and actions aim to ensure that Madison is a green and resilient place to live today and for future generations.

To hear from YOU! By taking this survey, you are helping ensure these goals reflect the vision for a green and resilient Madison. Choose your own adventure - you will be asked to select the issues of greatest interest to you. Upon the completion of this survey, you will be entered into a drawing for a gift card to a local business. The survey is available for 1 of 10 \$20 Chocolate Shoppe Ice Cream gift cards.

1. Describe your vision for the future of Madison.

Issue	Very Important	Important	Not Important
Extreme heat, drought, heat waves	☐	☐	☐
Clean lakes	☐	☐	☐
Drinking water quality	☐	☐	☐
Air pollution	☐	☐	☐
Health of natural habitats	☐	☐	☐
Access to parks, green space, shade trees	☐	☐	☐
Access to walking and biking options	☐	☐	☐

COMMUNITY SURVEY



COMMUNITY SURVEY

- The community survey was available from Friday, October 6th to Sunday, November 19th, 2023. The short and accessible survey allowed participants to 'choose their own adventure' and respond to themes of interest. Goals for high-level feedback included:
 - **Vision for the future**
 - **Top goals + priorities for the initiative (ranking)**
 - **Supported mechanisms for implementation**
 - **Feasible action / steps in personal lives**
 - **Any missing goals + priorities**

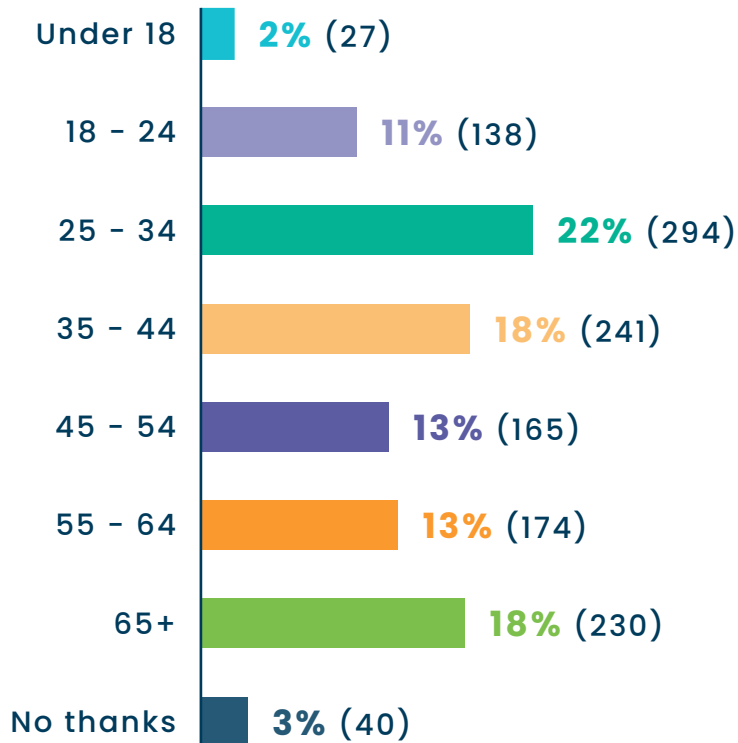
Thanks for your support, feedback, and help spreading the word with your networks!



COMMUNITY SURVEY

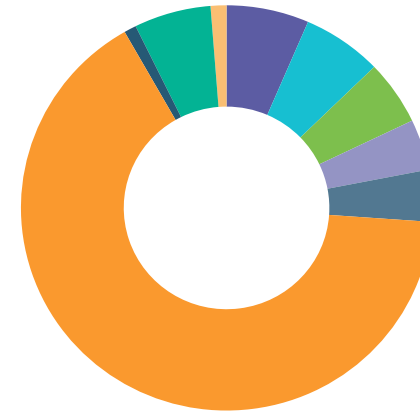
DEMOGRAPHICS

*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)



AGE

1309/1608 RESPONDENTS



IDENTITY

1303/1608 RESPONDENTS



COMMUNITY SURVEY

DEMOGRAPHICS

*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)



2% (26) Current elementary / middle school student

2% (25) Some elementary / middle school

5% (59) Current high school student

3% (42) Some high school

4% (48) High school graduate

5% (71) Current college student

8% (107) Some college

34% (445) College graduate

36% (471) Advanced degree

<1% (8) Other

EDUCATION

1302/1608 RESPONDENTS

TOP 15 ZIP CODES

Madison + Maple Bluff 53704 (161)

Madison + Fitchburg 53711 (149)

Madison + Shorewood Hills 53705 (142)

Madison 53703 (136)

Madison 53714 (64)

Madison + Monona 53716 (58)

Madison 53715 (55)

Madison 53726 (38)

Madison, Fitchburg + Five Points 53719 (34)

Madison + Middleton 53717 (33)

Madison + Burke 53718 (32)

Madison 53713 (31)

Madison, Fitchburg, Verona 53593 (14)

Mount Veron + West Middleton

Madison 53701 (14)

Madison 53786 (10)

RESIDENCE

1261/1608 RESPONDENTS

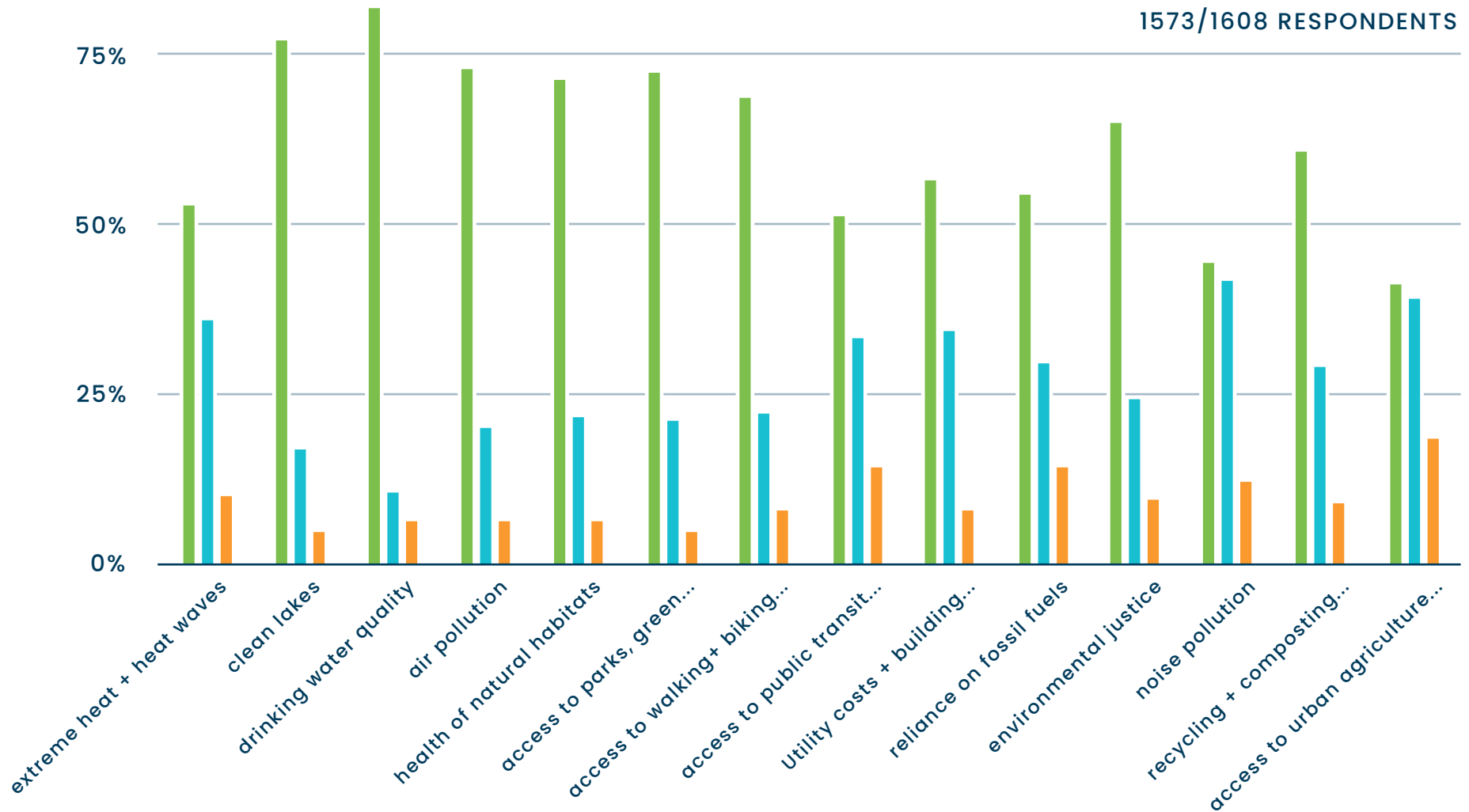
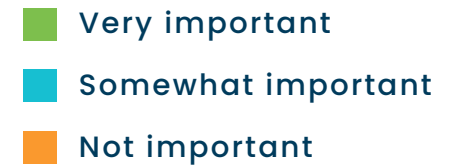


COMMUNITY SURVEY

SURVEY FEEDBACK

*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)

How important are the following issues to your life?





*ONLY INCLUDES ENGLISH SURVEY RESPONSES (-30)

1317/1608 RESPONDENTS



KEY TAKEAWAYS





KEY TAKEAWAYS

OCTOBER–NOVEMBER FEEDBACK

*BASED ON STAKEHOLDER CONVOS, POP-UP EVENTS + BRIEF SURVEY FEEDBACK ANALYSIS
(NOT FINAL / COMPREHENSIVE / VETTED BY STAFF)

- **Focus on intersectionality (housing, transportations, systems)**
- **Collaboration between all entities and individuals**
- **Education + transparency with the community**
- **Willingness to be leaders of the midwest + be held accountable**
- **Greater support for existing solutions + need more for knowledge**
- **Interventions + initiatives at all scales (no act is too small)**