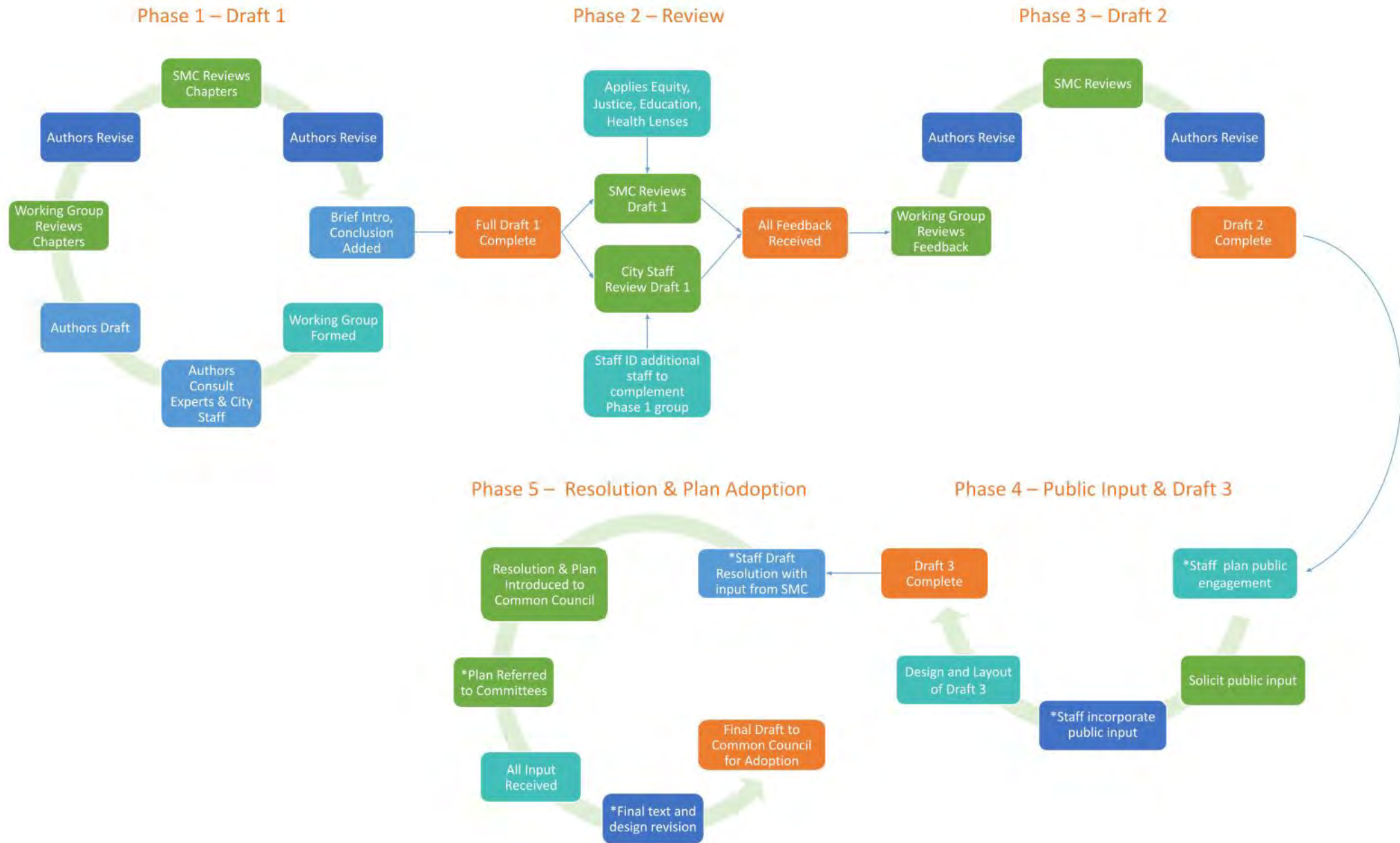




CITY OF MADISON SUSTAINABILITY

PLAN COMMISSION | NOVEMBER 2023

PROCESS OVERVIEW | MADISON SUSTAINABILITY PLAN



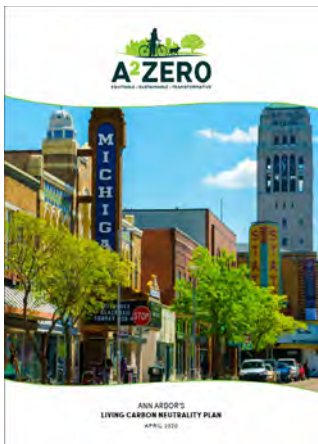
The background image is a photograph of a public gathering, possibly a festival or protest, with people seen from behind. In the distance, a large building with a prominent dome is visible. The entire image is overlaid with a semi-transparent blue filter. In the foreground, there are several purple coneflowers (Echinacea) in focus.

GAP ANALYSIS

GAP ANALYSIS | METHODOLOGY

Purpose: Review similar plans adopted by peer cities and best practices for city sustainability and climate planning, identify gaps in Madison's current draft plan, and provide recommendations to address those gaps

Ann Arbor, MI



Milwaukee, WI



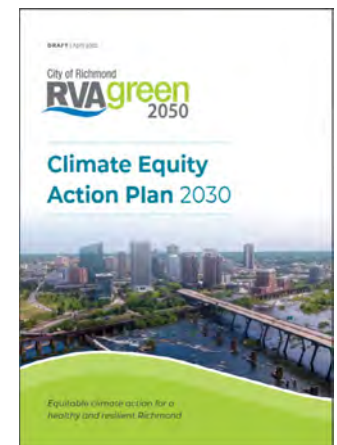
Austin, TX



Los Angeles, CA



Richmond, VA



A background image featuring a blurred crowd of people at an outdoor event, with a large, domed building (likely a state capitol) visible in the distance. In the foreground, there are several purple coneflowers (Echinacea) in sharp focus. The entire image has a light blue-green color overlay.

COMMUNITY ENGAGEMENT



ENGAGEMENT GOALS

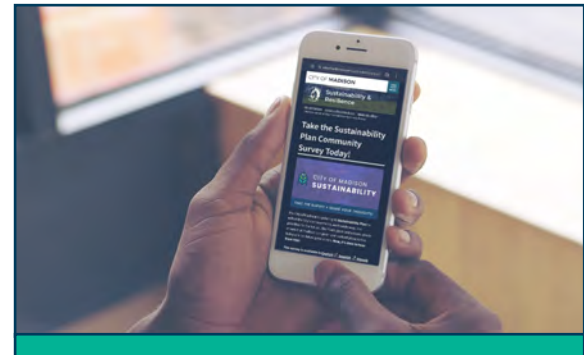
- **Build momentum and excitement** around the city-wide initiative to support the adoption/implementation of the final plan.
- Motivate people to participate through **impactful communications** and **accessible engagement opportunities**.
- Gather feedback to learn about the **community's vision**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



COMMUNITY SURVEY



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 City's vision for a green and resilient Madison. Choose your own adventure - you will be asked to rank the items in order of greatest interest to you. Upon the completion of this survey, you will be entered into a drawing for 1 of 10 \$20 Chocolate Shoppe Ice Cream gift cards.

1. Describe your vision for the future of Madison.

Rank the following issues in order of importance to you. (1 = most important, 5 = least important)	1	2	3	4	5
Extreme heat and heat waves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean lakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drinking water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health of natural habitats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to parks, green space, shade trees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to walking and biking options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Team is working to translate, analyze, and summarizing survey responses by the end of January.



A photograph of a pop-up event in an outdoor setting. In the foreground, a woman in a black coat and sunglasses is looking at a small card. Next to her, another woman in a pink sweater is also looking at a card. In the background, there is a white pop-up tent where several other people are gathered. To the left of the tent is a statue of a person in a long coat. The background features a large, white, classical-style building with many windows. The text "POP-UP EVENTS" is overlaid in large, white, bold letters 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:

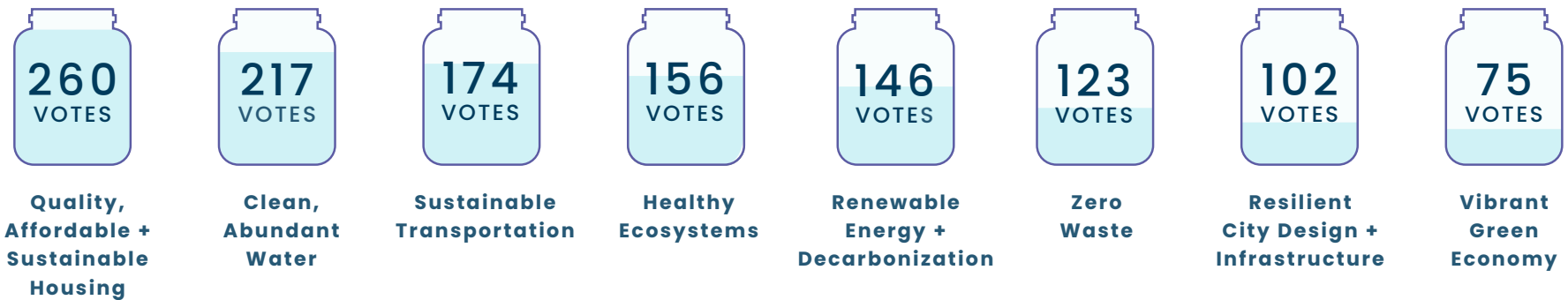
What are your top three priorities for the Madison Sustainability Plan?

#1 - QUALITY, AFFORDABLE + SUSTAINABLE HOUSING

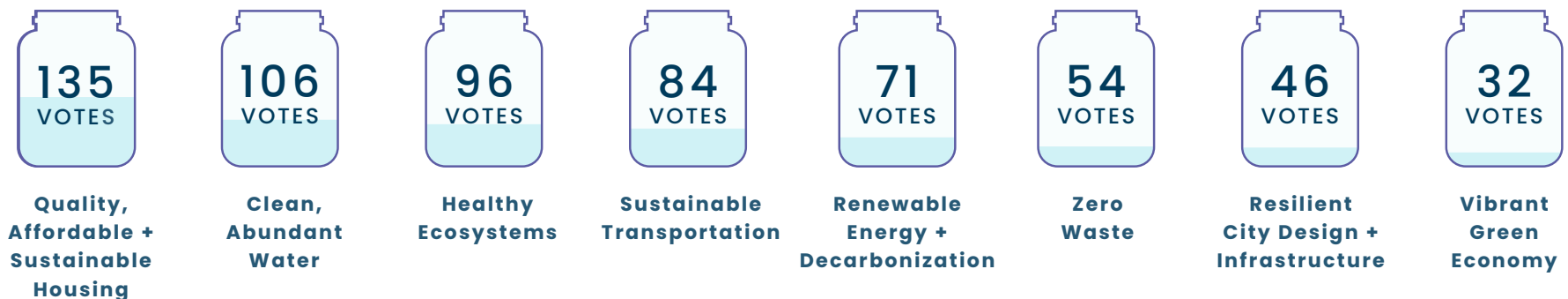
#2 - CLEAN, ABUNDANT WATER

#3 - SUSTAINABLE TRANSPORTATION

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



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



EQUITY:
TOP PRIORITY

SCALABILITY

Madison:

name of
community

energy opportunity
beyond solar

EV adoption
for rural to
urban
communities

transformation
of the power /
utility sector
(

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

innovative
City

University
companies

SHAKE
CASE Studies
(Success Stories)

Willingness
to pilot new
technologies

Strong commitment
to distributed

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

Financing
build partnerships
across public-private

Obstacles

(ex. net energy)

ex. solar permitting
getting more complicated

* focus on removing
barriers + obstacles

opportunity for

can we
grow
equitably?

interest in sustainability
in the state

lots of momentum
to leverage

STAKEHOLDER CONVERSATIONS



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



PLAN COMMISSION INPUT

TODAY'S ACTIVITY

Discussion Questions

1. What do you think is the biggest opportunity for Madison to lead on sustainability?
2. What do you see as the role of the Plan Commission (if any) in helping move the city toward accomplishing these goals?

Prioritizing Exercise

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

NEXT STEPS



NEXT STEPS

- **JANUARY**
 - Draft report design and layout
 - Draft table of contents
 - Recommended updates to goals and actions

- **FEBRUARY**
 - Final report design and layout
 - Draft full report copy

- **MARCH**
 - Refine and finalize draft
 - Complete Phase 4

- **APRIL**
 - Begin Phase 5 - Plan Adoption Process

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

**THANK YOU!
QUESTIONS?
FEEDBACK?**