



CITY OF MADISON PROJECT CHARTER 2015

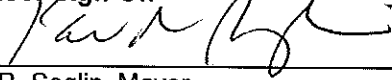
August 2015

Project Name	Pollinator Protection Task Force	
Executive Sponsor	Mayor's Office	
Project Coach/Facilitator	Nan Fey, Chair of the Madison Food Policy Council	
Project Manager	Satya Rhodes-Conway, Chair of the Pollinator Protection Task Force	
Primary Stakeholder(s)	City Departments and Divisions	
Business Case / Statement of Need <i>(Why is this project important now?)</i>		
<p>The loss of pollinators, including honey bees, native bees, bats, birds, moths and butterflies across the country has been severe in recent decades. The loss of these pollinators has a dramatic impact on food production, especially fruits, nuts and vegetables that depend on them for propagation. While there may be considerable, and some global, factors at play in these losses such as changes in weather and climate, there are many strategies that can be employed by localities to limit the loss of native and other pollinators. Scientists point to factors such as loss of native habitat, exposure to pesticides and lack of adequate food sources as contributing to the loss of pollinators, all of which can be improved at the local level.</p> <p>Following the lead of the White House, and the office of the President of the United States, the City Council directed the Madison Food Policy Council to convene the Pollinator Protection Task Force to acknowledge the importance of pollinators to the food system and community health, and to address these impacts on a local level.</p>		
Project Description / Statement of Work		
<p>The Task Force, which is comprised of department/division heads or their representatives from the agencies listed below as Stakeholders, will conduct and complete the following actions/duties by August 15, 2015:</p> <ol style="list-style-type: none"> 1. Review available research on pollinator decline and effectiveness of strategies that could be employed to address the problem 2. Review current department practices that affect pollinator habitat and health, 3. Solicit input from local stakeholders with additional information on the issue, e.g. Dane County/UW-Extension, 4. Monitor the White House Pollinator Health Task Force work, using its information and recommendations to supplement our work, 5. Explore public-private partnerships to help address the issue, 6. Develop recommendations for departments to improve the habitat for pollinators on City-owned lands, 7. Develop recommendations for citizens to plant pollinator-friendly habitats, and guidance on pesticide use around their homes, 8. Provide guidance for a long-term strategy for departments to promote pollinator health. 		
Customers	Customer Needs / Requirements	
City Departments and Divisions	Sustainable practices that protect and support pollinators	
City Residents	Healthy food systems and adequate supplies of local food	
Local Food System	Healthy environments for pollinators	
Stakeholders Roles and Responsibilities		
Stakeholders	Roles	Responsibilities
Parks Department	Internal review, consider options	Planting, mowing, pesticide use, community education
Engineering Department	Internal review, consider options	Planting, mowing, facilities management, community education
Water Utility	Internal review, consider options	Planting, mowing, community education
Planning Department	Internal review, consider options	Guidelines for landscaping buildings, planting ordinances
Public Library	Internal review, education strategies	Facilities management, community education
Public Health Department	Internal review, education strategies	Community education
Dane Co/UW Extension	Internal review, education strategies	Integrated Pest Management training, community education
City Residents	Resource to task force	Planting suitable habitat, using fewer pesticides
Scientists & practitioners	Resource to task force	Community education, habitat management
Native Planting Advocates	Resource to task force	Community education and planting implementation
Local Food Growers	Resource to task force	Community education, propagation
Neighborhood Associations	Potential partnerships	Continue and encourage protection & support of pollinators
Private Landowners	Potential partnerships	Manage open spaces to support recommendations
School District, UW and other institutional landowners	Potential partnerships	Manage open spaces to support recommendations
Dane County Pollinator Protection Task Force	Partnership	Direct communication during active task force work in 2015; recommend continued close collaboration
Dane County Beekeepers' Association	Partnership	Provided important input to Task Force, valuable partner in ongoing education and implementation strategies

Project Definition				
Project Goals	Within City departments and on City-owned lands, goals include maximizing favorable habitat for pollinators; providing a wide range of food sources throughout the growing season for pollinators; reducing the use of pesticides and other chemicals that have the potential to harm pollinators. City operations set an example for the community.			
Project Scope	Recommendations for implementation will address the work and services of City agencies on city-owned properties. Education of community members.			
Project Deliverables	Written policy recommendations to City agencies and departments to improve habitat and reduce harm to pollinators on its properties. Educate the community about ways to improve habitat and reduce harms to pollinators on private property. Monitoring process.			
How will progress be measured?	Developing lists of plantings that are favorable to pollinators and provide food sources throughout the growing season. Increase in acres planted in habitat that supports pollinators throughout the growing season and nesting areas. Monitor the use of pesticides that harm pollinators; record in annual reports to Department of Public Health. Note policies and ordinances developed to implement task force recommendations.			
Project Team Roles and Responsibilities				
Team Members	Roles	Responsibilities		
Satya Rhodes-Conway	Food Policy Council member	Chair, Pollinator Protection Task Force		
Nan Fey	Food Policy Council member	Chair, Madison Food Policy Council		
Ledell Zellers	Food Policy & Common Council member	Policy-maker		
Nathan Clarke	Food Policy Council member	Urban beekeeper, technical advice		
Natalie Erdman	Executive Director, CDA; Director, DPCED	Lands owned and managed by the CDA Recommendations involving units of DPCED		
Katherine Cornwell	Director, Planning Division	Planning Division guidelines, planting lists		
Linda Horvath	Planning Division	Report input and review		
Matt Tucker	Zoning Administrator	Zoning guidelines		
Doran Viste	City Attorney	Policy and guideline drafting, implementation		
Mike Dailey	Engineering Department	Operations including planting, mowing and pesticide use		
Charlie Romines	Parks Department	Operations including planting, mowing and pesticide use		
Does this project move the City towards sustainability?				
	SYSTEM CONDITION 1. Reduces dependence upon fossil fuels, extracted underground metals and minerals?	SYSTEM CONDITION 2. Reduces dependence on chemicals and other manufactured substances that can accumulate in Nature?	SYSTEM CONDITION 3. Reduces dependence on activities that harm life-sustaining ecosystems?	SYSTEM CONDITION 4. Reduces dependence on activities that interfere with other people's abilities to meet their basic needs?
Specify how project moves City towards improving or achieving each system condition.	Fewer acres mowed will consume less fossil fuel	Fewer synthetic chemicals used	Increased habitat and biodiversity for native pollinators and their food sources	Protecting pollinators supports the local food system, increasing potential food production and food security in the human community
Identify trade offs involved as relates to each system condition	Aesthetic complaints from community residents who prefer heavily managed and mowed land	Aesthetic complaints from community residents who prefer heavily managed and weed-free land	Public fears about stinging insects, allergic responses in humans	Public fears about allergic responses in humans to both stinging insects and pollens

<p>Does this project provide a stepping stone towards sustainability?</p> <p><i>This project improves the health of the community's environment for both citizens and pollinators by increasing native habitat and food sources, increasing biodiversity of pollinators, and reducing the community's reliance on fossil fuels (by reducing the need for mowing) and chemical compounds (by reducing the use of pesticides). It also provides an opportunity to educate the community on the importance of pollinators to the human food system and thereby public health.</i></p>
<p>Does this project provide a sufficient return that the City could use to seed future investments? (Include fiscal, environmental and social returns)</p> <p><i>Financial returns will depend on information collected re: chemicals, fuel and staff time. Environmental returns will include increased biodiversity, improved air and water quality, Social returns will include public participation in the protection of pollinators, appreciation of city-owned lands planted in native species, more flowering plants and the pollinators that feed on them including birds, moths and butterflies.</i></p>
<p>Project Constraints / Risks / Key Inputs (Elements that may restrict or place control over a project, project team, or project action; results from other projects or input from other sources needed for project to be successful)</p> <p><i>Public perception (and fears) about allergic reactions to stinging insects and pollens. Public expectations of aesthetics in open spaces, e.g. mown turf, non-native plantings, and weed-free golf courses. Budget constraints (if savings on fossil fuels and chemicals don't offset the cost of native plantings and recommendations for management of pollinator habitat areas)</i></p>
<p>Implementation Plan / Milestones (Due dates and durations)</p> <p><i>In its report, the PPTF will make specific Recommendations and suggest timeframes for their implementation. Regular progress reports will be made by staff when requested by the Food Policy Council and Common Council.</i></p>
<p>Communication Plan (What needs to be communicated? When is communication needed? To whom? How?)</p> <p><i>The Food Policy Council will be responsible for communicating with departments and divisions regarding implementation of the recommendations contained in the report, and educating the community about the City's efforts through their Public Information Officers, the Mayor's Office, and Information Technology outlets.</i></p>
<p>Change Management / Issue Management (What is process for addressing concerns of those impacted? How decisions will be made? How changes will be made?)</p> <p><i>The Food Policy Council will oversee the implementation of its recommendations and work with City departments and divisions to address any concerns that may arise.</i></p>

Sponsor Sign-Off


Paul R. Soglin, Mayor

Date: 10/5/15

Direct questions about this document to: Mark Woulf, Office of the Mayor, at 608-266-4611 or mwoulf@cityofmadison.com