



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved COMMITTEE ON THE ENVIRONMENT

Monday, December 18, 2017

4:30 PM

210 Martin Luther King, Jr. Blvd.
Room 357 (City-County Building)

JOINT MEETING OF THE SUSTAINABLE MADISON COMMITTEE AND THE COMMITTEE ON THE ENVIRONMENT

CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:33 pm.

SMC Attendees: Alder Dave Ahrens, Kyla Beard, Evelyn Atkinson, Sam Breidenbach, Alder Denise DeMarb, Sam Dunaiski, Lance Green, Stacie Reece, Joe Ryan, Maria Schletzbaum, Raj Shukla (Chair), Michael Vickerman.
Staff: Jeanne Hoffman, Karl van Lith, Doug Voegeli.

Present: 6 - Sara Z. Walling; Patricia A. Lasky; Patrick E. Delmore; Tyler D. Leeper; Timothy D. Baker and Patricia J. Gadow

Excused: 2 - Zach Wood and Katherine R. Mitchell

PUBLIC COMMENT

none

DISCLOSURES AND RECUSALS

none

DISCUSSION ITEMS

1. [49821](#) Discussion with Human Resources Staff about the new Sustainability Staff position - the Environmental Sustainability Program Lead.

Attachments: [Agenda for COE SMC PD INPUT.pdf](#)

DeMarb provided a brief background on the need for the position. Mike Lipski and Jeanne Hoffman described position description development process and how this meeting was needed to gather insights from informed subject matter experts on specific job responsibilities that were needed for this type of position. Facilitator van Lith led the committee members through an idea generating, affinity and prioritization process for job responsibilities. Below are the four main responsibility categories identified for the position with priority voting numbers identified.

Sustainability position responsibilities (Number reflects priority vote totals)
Collaboration, development and implementation of plans.
Lead collaborations across city agencies and other entities (Comp Plan, Energy plan, resilience planning, transportation, etc.) (12)
Coordinate on health and racial equity issues (5)
Develop financial resources (2)
Project management –plan progress evaluation (1)
Marketing-Promote City programs and practices (1)

Community Outreach and Education
Design and implement marketing programs (Create annual report, accomplishments list, etc.) (8)
School outreach and training (MMSD, UW-classroom education) (5)
Disseminate information through social media and conventional media (4)
Collaborate with local, state, and national governments (3)
Reach out to neighborhood associations and NGOs (1)
Make community and other types of presentations

Data Collection and Analysis
Collect and Analyze sustainability goal data (7)
Evaluate effectiveness of efforts (2)
Assess and provide information on other cities efforts and plans (2)
Find financing opportunities –Grants, etc. (2)
Collect data on private entities-businesses, community, other entities (1)
Collect and collaborate on City tree issues and transportation issues
Support energy benchmarking of buildings
Provide transparency of data
Coordinate volunteer opportunities

Other Duties
Advocacy for sustainability within the community and elsewhere (Lobbying, etc.) (2)
Coordinate with other municipalities on sustainability issues (2)
Grant writing (1)
Be a connector with others (1)
Help create a “Greening TIF” Plan (1)

In addition, after the meeting, Hoffman collated from the individual insights committee members had written, some specific task/ responsibilities in the general responsibility areas.

Communication/Marketing

Marketing

- Develop Marketing Plan and coordinate all Marketing and Communication
 - Website
- develop education materials regarding implementing 100% goals
 - Work with a marketing firm, if needed
 - TV, Radio, Newspaper, Social Media, Podcast, list servers
 - Press Releases
 - Public Speaking
- Table at Events
- Annual report – includes data – where are we in achieving 100% goal
- More frequent updates to key committees – regarding internal and external topics
- Updates to policy makers
- Highlight Accomplishments
- Annual Conference
- Information Clearinghouse
- Include economic and health benefits

Communication Internal

- building strong relationships with city agencies
- Increase city awareness of programs – i.e. public health – environmental programs
 - facilitate meeting with agencies to reach 100% goal
 - track progress by city agencies
 - meet regularly
 - Work with NRT's

Communication External

Other Units of Government

- Collaborate with other units of government-other cities, county, state

Community Groups

- Neighborhood associations, non-profits, religious groups, environmental groups, various ages, service groups

Businesses

- Developers (renewable energy, energy efficiency), chambers and other business groups

Education

Schools

- Training in sustainability
- Classroom programs in sustainability

Higher Education

- Partner with UW – utilize experts
- Presentations, etc. to students

Data/Research/Analysis

- Gather data on implementation of 100% goal and sustainability plan
 - Emissions
 - Waste
 - Other existing data
- Better Organize existing information – i.e. Neighborhood Indicators, etc.

- Pull together information from other agencies
- Analyze carbon/renewable energy trade-offs
- Conduct GHG emission inventories
- Research what other cities are doing
- Research financing strategies
- Benchmark buildings energy usage
- Equity metrics

Projects/Programs**Energy**

- Develop Costs/Benefits around sustainability approaches
- Develop financing programs for EE and renewables
- Develop program to incorporate renewable into new construction
- Identify land for energy projects
- Develop energy standards
- Provide technical assistance

Water

- Develop better way to collect leaves
- Water Conservation
- Lake Management
- Infiltration
- Run off Management

Transportation

-

Waste

- Organic Collection
- Plastic Bags

Trees

- Increase Trees

Food

- Increase Gardens

Other

- Grants

ADJOURNMENT

A motion was made by Lasky, seconded by Delmore, to Adjourn. The motion passed by voice vote/other.