Sustainability Plan

VILLAGE OF McFarland

Sustainability: *"Meeting the needs of the present without compromising the ability of future generations to meet their own needs."* (*Bruntland Report, 1987*)

ACCEPTED: July 26, 2021

MSA

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EXECUTIVE SUMMARY

On January 13, 2020, the McFarland Village Board of Trustees adopted Resolution #2020-04, which created a Sustainable McFarland Ad-Hoc Committee for the purpose of studying and creating a plan for sustainability within the Village. The Board tasked the Committee with the following:

1. Work with the public, Village staff, consultants and others to draft and develop a sustainability plan for implementation in McFarland.
2. Evaluate and make recommendations on the Village joining the WI Department of Natural Resources Green Tier Program.
3. At the conclusion of all work, make a recommendation to the Village Board regarding the Ad-Hoc Committee being established as a standing committee.

On September 14, 2020, the Village Board adopted Resolution #2020-16 approving participation in the Wisconsin Department of Natural Resources Green Tier Legacy Community Program. The mission of the Green Tier program is to help communities across the state of Wisconsin move continuously toward a sustainable future through initiatives that promote environmental stewardship, economic growth, public health, and social equity. Also in September, the Village joined Sustain Dane. Sustain Dane's mission is to inspire, connect, and support people to accelerate sustainable actions for community wellbeing. The missions of these organizations align with the purpose of the Sustainability Committee. Participation in these organizations provide motivation, structure, support, and educational resources to aid the Committee's efforts to study ways to improve sustainability within the Village and to take on actions that may not otherwise happen without the support gained through these agencies. The Green Tier program also provides additional benefits to the Village including receiving prioritization in applying for certain DNR grants and streamlining in certain DNR permitting processes through gaining access to a DNR staff liaison.

Beginning in October of 2020, the Committee began working on the McFarland Sustainability Plan: a systems approach to making the Village efficient, sustainable, and resilient. This summary explains the Sustainability Plan, as well as the public process through which the plan was developed.

The Sustainability Plan addresses six separate, yet interconnected aspects of life within the Village of McFarland: Energy, Transportation, Solid Waste, Water, Land Use & Development, and Community Health. For each of these six categories, the Village created a vision statement; identified indicators by which performance can be measured; selected desired performance trends; and prioritized a list of possible actions to accomplish these objectives.

Guiding Plan Visions:

Energy

Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making steady progress toward a 100% clean energy future.

Transportation

McFarland has an extensive multi-modal transportation network that is accommodating to the needs of all people, regardless of age, ability or income. Community members are enabled to make sustainable transportation choices when

traveling to and from work, school, and other daily activities. Village transportation infrastructure is sustainably designed and integrated with a regional system that combines timely, cost-effective public transportation options, like buses and light rail, with a safe and ubiquitous network of routes for walking and bicycling.

Solid Waste

The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste. Village government uses incentives and policies to limit unnecessary waste and promote the lesser use and safe disposal of hazardous materials. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.

Water

McFarland has an abundance of clean water, including surface water and groundwater, for both recreation and drinking. Public and private users limit their use of groundwater while also seeking to optimize infiltration of stormwater through best practices. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

Land Use & Development

The Village of McFarland prioritizes the protection of environmentally sensitive areas and biodiversity in land use decisions and preserves land strategically for those purposes. The Village encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types in order to expand access to housing, jobs, services, recreation, social interaction, and other basic needs. Higher density and infill developments are encouraged so that land and infrastructure resources are used efficiently. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village.

Community Health

McFarland, including its government, residents, and businesses, embraces community health and wellbeing as an integral part of sustainability. McFarland is intentional about embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, housing, jobs, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income, or ethnicity. The community values social connections and civic participation and works together to meet the needs of its most vulnerable residents.

The Sustainability Plan is a living document and continual improvement and annual updates are an integral part of the system. This living Plan is designed to help the Village adapt and improve performance each year through incremental changes that will cumulatively result in increased efficiency, cost-savings, environmental benefits, and long-term resilience. Each year the Village will evaluate performance, adjust the desired targets if appropriate, and revise the action plan.

The process through which this Plan was developed included:

- Numerous public working meetings with the Village Sustainability Committee, November 2020 through June 2021
- A Public Visioning Session, February 11, 2021
- A Community Survey, May 2021
- A Business and Developer Focus Group, June 24, 2021
- Progress reports to the Village Board, periodically
- Review of the final draft and recommendation to the Village Board by the Ad-Hoc Committee, July 8, 2021
- Public presentation and acceptance by the Village Board, July 26, 2021

Through this intensive public process, the Village has made strides toward integrating sustainability and resiliency into all facets of municipal operations and influence. This plan enables future actions and investments toward improved environmental performance, continued fiscal prudence, and a high quality of life for all residents.

Photo Credit: madison.com

1. WHAT IS THE MCFARLAND SUSTAINABILITY PLAN?

This plan offers a guiding vision, measurable objectives, and targeted strategies (plans of action) to help the Village and its residents and property owners operate more efficiently and sustainably. This plan acts as an adjunct to the Village's Comprehensive Plan and serves to directly support the Village's Community Vision and Mission:[1]

Community Vision:

> *The vision of McFarland is to create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.*

Community Mission:

> *With direction encouraged from an engaged citizenry, Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible.*

Guiding Principles

Sustainability is defined commonly as, ***"meeting the needs of the present without compromising the ability of future generations to meet their own needs."*** (Brundtland Report, 1987)

Sustainability is referred to as a whole *systems* approach addressing the environment, social equity, and the economy, which are also known as the three "E's" or the "triple bottom line." Sustainability emphasizes the importance of balancing **all three considerations** in every decision-making process. This concept of sustainability incorporates effort and impacts at both the local and global scale – the Village affects and is affected by change at both scales, including global climate change.

This plan embraces the following sustainability principles:

1. Reduce dependence on fossil fuels and extracted underground metals and minerals.
2. Reduce dependence on chemicals and other manufactured substances that can accumulate in nature.
3. Reduce dependence on activities that harm life-sustaining ecosystems.
4. Reduce barriers to achieving present and future human needs equitably and efficiently.

Equity

Sustainability in the Village of McFarland, as it relates to equity, is focused on enabling people with the resources necessary to balance environmental and economic systems. We strive to deconstruct barriers which limit the equitable distribution of goods and services to those who live in out community. A system

[1] *McFarland Strategic Plan 2020-2030*

that addresses the needs of some people more than the needs of others is not sustainable. This plan seeks to enable all residents to meet their needs.

Plan Organization

This plan is organized into the following focus areas: **Energy, Transportation, Solid Waste, Water, Land Use & Development, and Community Health**. Within each focus area the plan identifies:

- A **vision statement** to describe in qualitative terms what sustainability looks like within that section.
- **Specific indicators** that will serve as baseline sustainability indicators to align with the vision statement by which the Village can quantify performance and progress.
- **Specific goals and performance targets** to which the Village aspires.
- An **action plan** that provides for specific projects, programs, and initiatives to help the Village achieve the set targets and vision.

2. Previous Planning Efforts

The Village's *Strategic Plan 2020*-2030 (adopted 2020), the *Comprehensive Plan* (adopted 2017), the *East Side Neighborhood Growth Plan* (adopted 2008), and the Village Board Goals 2019-2020 (adopted 2019) all include visions, goals and objectives related to sustainability.

The *Strategic Plan* states:

> The vision of McFarland is to create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.

A goal from the *Comprehensive Plan*:

> Pursue Local Opportunities to Mitigate and Adapt to Climate Change. The Village will advance local practices to mitigate or reduce the release of greenhouse gasses, and work to increase the community's resilience to the impacts of climate change.

A 2019 Village Board objective:

> Develop measurable actions and standards for the advancement of sustainable initiatives within the Village.

A complete summary of existing goals, objectives, policies and actions from recently approved Village Plans is located in **Appendix D**.

3. Planning Process

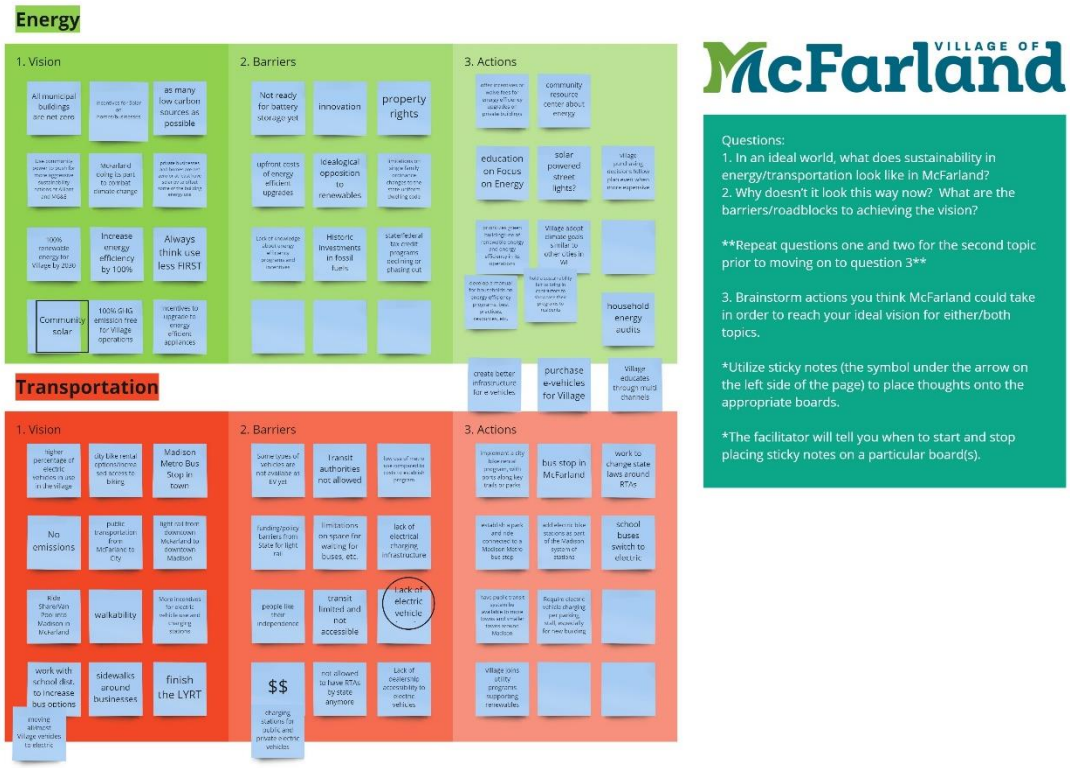
The Sustainability Plan is designed to be a living document that is constantly evolving and growing to meet the needs of the Village. An essential component to the System is an active public process. Opportunities for public participation included a series of Sustainability Committee working meetings, meetings with Village staff, a public visioning event, an internet survey, the public presentation of the Plan, and finally, adoption of the Plan by the Village Board.

Sustainability Committee Meetings

The Village formed an Ad-Hoc Sustainability Committee to coordinate and guide the development of the Sustainability Plan. The Sustainability Committee consists of residents of the Village and the Community Development Director who served as staff for the Committee and as liaison to other Village Department Heads. The Committee met on a monthly basis to develop the Plan, beginning in June of 2020. All the meetings were open to the public and public comment was allowed. The Sustainability Committee kept the Village Board informed on progress throughout the process.

Public Visioning Session

On February 11, 2021, the Sustainability Committee hosted a virtual public visioning session to help kick off the project. The meeting's activities were organized around the six categories or systems upon which this project focuses: Energy, Transportation, Solid Waste, Water, Land Use & Development, and Community Health. During the meeting, participants were put into breakout rooms, facilitated by consulting staff and committee members. Each breakout focused on two topics and asked participants to brainstorm visions, barriers to the vision, and actions to achieve the vision for each topic. There were three rounds of breakouts, which allowed participants to comment on all six topics. Each round had the participants brainstorm using an online tool called Miro[2] (see Figure 1). The tool enabled participants to place sticky notes on boards just as they would have at an



[2] https://miro.com/

in-person meeting. The visioning session was attended by more than 30 community members. A full summary of visioning session results is in **Appendix C**. The comments were synthesized into the six vision statements in the Executive Summary above.

Community Survey

In May of 2021, the Sustainability Committee and the Village of McFarland hosted an online survey to gain a deeper insight into Village residents' desired future direction for the Village. The survey asked for feedback regarding the level of support for the draft visions and select actions proposed to achieve those visions. Comments and ideas from the community survey, the public meetings, as well as input from Village staff and elected officials were all used to inform the action items found in the next section of this document.

As with any survey, there were a wide range of responses, ranging from people who are very excited and passionate, as well as knowledgeable, about sustainability issues to respondents who were neither interested nor willing to support the efforts; and there were many responses that fell in between these two extremes. In general, survey respondents embraced many of the different facets of sustainability presented in the survey. However, there was also a general concern with the expenses of implementing many of the actions and with duplicating efforts that were already underway by other organizations. The complete survey results, including a summary, can be found in **Appendix B**.

Focus Group

A focus group discussion was held on June 24, 2021 with six developers from the McFarland area. The developers specialized in everything from single-family subdivision development, senior housing, commercial, and multi-family development, both market rate and affordable. We asked the participants four main questions, regarding how they are proactively addressing sustainability, what the barriers are to addressing sustainability, how the Village can help, and whether they had any feedback on the proposed actions of this plan.

The most common ways the participants said they address sustainability now is through building envelope efficiency/insulation, in-floor radiant heating, solar, allowing renewable energy in neighborhood covenants and native plantings. Barriers mentioned included cost, lack of available financing, and lack of knowledge about techniques and incentives. They said the Village could help by sharing information on best practices and incentive programs, giving additional tax increment financing incentives to projects that include renewable energy, and granting credits on impact fees if a development utilizes more green building techniques. There was general support for the actions in the plan, but there was also consensus that more incentives are better than more regulations.

4. ACTION PLAN

The Sustainability Framework is the core of the Village of McFarland Sustainability Plan. This action plan is organized into the six interrelated topic areas: Energy, Transportation, Solid Waste, Water, Land Use & Development, and Community Health.

Within each topic area are five types of information:

- Background
- Vision Statement
- Sustainability Indicators
- Targets
- Actions to achieve the targets

Indicators

The sustainability indicators in each area were chosen in accordance with the following criteria:

1. Is the indicator worth tracking to see a pattern over time?
2. Does the indicator measure an area where action items can have an impact?
3. Is the indicator easy to measure?
4. Is the data readily available and reproducible on an annual basis?
5. Are the action items related to the indicators accomplishable?

The sources and baseline years of the indicator data are included in **Chapter 7 – Methods and Sources**.

Targets

Targets are the improvement goals that the Village has set for itself. The majority of the targets look ahead 10 years. Some of the targets are very specific, others are a simple "decrease" or "increase." The main purpose of the targets is to help the Village track progress toward its visions. The targets may be reevaluated every 2-3 years.

Actions

Each set of actions is broken down into near-term, mid-term and long-term actions. These timeframes are defined as follows:

- Near-Term = action should begin within 1-2 years
- Mid-Term = action should begin within 2-4 years
- Long-Term = action should begin within 4+ years

The timeframes are meant to indicate roughly when the Village would like to begin working on the actions. Thus, the near-term actions are what the Village has deemed to be the highest priority, the mid-term actions are a secondary priority, and the long-term actions are a third priority.

The actions were prioritized based on an assessment of the following criteria:

1. Impact – how big of an impact the action is likely to have on the indicators.
    a. Low
    b. Medium

   c. High
2. Cost – roughly how much it will cost the Village to complete the action.
   a. $ = likely can be done at staff level with little to no expenditures
   b. $$ = likely requires both staff involvement and potential professional consultant
   c. $$$ = likely requires major capital expenditures by the Village
3. Staff Effort – the level of staff effort needed to complete the action.
   a. Low
   b. Medium
   c. High
4. Duration – approximately how much time it takes to complete the action, once begun.
   a. 3-6 months
   b. 6 months – 1 year
   c. 1-3 years
   d. 3+ years
   e. Ongoing
   f. Recurring
5. Status – current status of the action.
   a. Not begun
   b. In progress

The visions, indicators, targets and actions can be found on the following pages, organized by topic area. The indicators and targets are listed here in their entirety; the actions are listed in simple priority groupings.

The full action spreadsheets, which include all the prioritization criteria listed above, as well as an identification of the party(ies) responsible for completing the action, are included in **Appendix A**. It should be noted that the Ad-Hoc Sustainability Committee is not listed under "Responsible Committee or Commission" in the spreadsheet because it is assumed the Committee will be involved in all aspects of the implementation of this plan. The listed Committee or Commission in the spreadsheet is the responsible party *in addition* to the Ad-Hoc Committee. In order to efficiently implement the actions of this Plan, it is recommended that the Ad-Hoc Sustainability Committee be turned into a standing Sustainability Committee.

Energy

According to the *Inventory of U.S. Greenhouse Gas Emissions and Sinks 1990–2019*, 25% of total U.S. greenhouse gas (GHG) emissions came from the energy sector.[3] Increasing energy efficiency and conservation by Village residents, businesses and in municipal operations will allow McFarland to reduce its overall energy use and thus reduce GHG emissions. The adoption of renewable energy sources will further assist McFarland in becoming more energy self-sufficient, reducing demand for fossil fuels.

VISION STATEMENT

Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making steady progress toward a 100% clean energy future.

Energy Indicators	Baseline	Goal
Total Municipal Electricity Consumption per Year (kWh/yr)*	538,533.3	Decrease by 20% by 2030
*Public Works (kWh/yr/sq. ft.)	2.4	Decrease
*Library (kWh/yr/sq. ft.)	10.0	Decrease
*Municipal Center (kWh/yr/sq. ft.)	8.6	Decrease
Municipal Electricity Consumption for Streetlights per Year (kWh/yr)	46,289.2	Decrease by 50% by 2030
Total Municipal Natural Gas Consumption per Year (Therms/yr) *	25,857.7	Decrease by 20% by 2030
*Public Works (Therms/yr/sq. ft.)	0.2	Decrease
*Library (Therms/yr/sq. ft.)	0.6	Decrease
*Municipal Center (Therms/yr/sq. ft.)	0.3	Decrease
Total Residential Electricity Consumption per Capita per Year (kWh/yr)	26,653.4	Decrease by 10% by 2030
Total Commercial/Industrial Electricity Consumption per Year (kWh/yr)	71,222,724	Decrease by 10% by 2030
Total Residential Natural Gas Consumption per Capita per Year (Therms/yr)	288	Decrease by 10% by 2030
Total Commercial/Industrial Natural Gas Consumption per Year (Therms/yr)	1,101,335.4	Decrease by 10% by 2030
Total Properties with Solar & kW Production per Year	30 (since 2011)	Increase
Community-Wide Percentage of Total Energy Consumed Generated from Renewables per Year	13.5% (MG&E)	50% by 2040 & 100% by 2050
Municipal Percentage of Total Energy Consumed Generated from Renewables per Year	0.0%	50% by 2030 & 100% by 2040

[3] https://cfpub.epa.gov/ghgdata/inventoryexplorer/

Energy Actions

Near-Term Actions

- Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.
- Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.
- Replace stoplights with LEDs.
- Replace streetlights with LEDs.
- Utilize the Outlook Newsletter, or other forms of print and social media, to annually distribute information on rebates and tax incentives for renewable energy and energy efficiency.
- Work with energy providers to develop a community-scale solar energy installation and/or develop a program for leasing municipal rooftops for solar.

Mid-Term Actions

- Utilize the EPA's Greenhouse Gas Equivalencies Calculator to measure and track greenhouse gas emissions from municipal facilities and operations.[4]
- Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use.[5]
- Utilize the EPA's Greenhouse Gas Equivalencies Calculator to measure and track greenhouse gas emissions community-wide. [6]
- Develop a financial assistance program to help private property owners with renewable energy improvements.

Long-Term Actions

- Adopt a Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).
- Retrofit streetlights with solar power.
- Hold a sustainability fair to bring in renewable energy companies to demonstrate and provide education on their products.

[4] https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator
[5] https://www.energystar.gov/buildings/benchmark
[6] https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator

Transportation

The transportation sector is the largest contributor of GHG emissions in the U.S. According to the *Inventory of U.S. Greenhouse Gas Emissions and Sinks 1990–2019*, transportation accounted for the largest portion (29%) of total U.S. GHG emissions in 2019.[7] By increasing the availability of alternative modes of transportation, the Village will be able to reduce its overall carbon footprint and have less of an impact on the surrounding atmosphere, which will also improve community health. Additionally, it will lead to a more equitable transportation system, giving those who do not have access to a car the opportunity to reach destinations, like work and school.

VISION STATEMENT

McFarland has an extensive multi-modal transportation network that is accommodating to the needs of all people, regardless of age, ability or income. Community members are enabled to make sustainable transportation choices when traveling to and from work, school, and other daily activities. Village transportation infrastructure is sustainably designed and integrated with a regional system that combines timely, cost-effective public transportation options, like buses and light rail, with a safe and ubiquitous network of routes for walking and bicycling.

Transportation Indicators	Baseline	Goal
Number of Public EV Charging Stations	0	Increase
Percentage of Collector and Minor Arterial Roadways with Marked Bike Lanes	33.6%	Increase to 80% by 2030
Percentage of Roadways with Sidewalks on At Least One Side	42.7%	Increase
Ratio of Off-Street Multi-Use Path Miles to Total Street Length	7:55	Increase
Percentage of People who take Public Transportation to Work	0.4%	Increase to 5% by 2030
Percentage of People who Carpool to Work	6.2%	Increase

Municipal Transportation Fleet	Baseline	Goal
Number of Hybrids	0	Increase # as replace vehicles
Number of Electric Vehicles	0	Increase # as replace vehicles
Gasoline Used (gallons/yr)	14,237.8	Decrease
Diesel Used (gallons/yr)	7,473.8	Decrease
Alternative Fuels Used (CNG, biodiesel, propane, etc.)	0	Increase

[7] https://www.epa.gov/greenvehicles/fast-facts-transportation-greenhouse-gas-emissions

Transportation Actions

Near-Term Actions

- Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.
- Amend the parking ordinance to reduce minimum off-street parking requirement and/or add parking maximums for new development to limit excess pavement.
- Any proposal to add lanes to a two-lane roadway will be evaluated for a center turn lane, the preferred option over an expansion to four lanes.
- As municipal vehicles need replacement, evaluate the purchase of hybrid, electric or alternative fuel vehicles.
- Work with Madison Metro to connect the Village to Metro transit services.
- Develop more on- and off-road bike trails.
- Provide electric vehicle charging stations at municipal facilities.

Mid-Term Actions

- Ban idling for more than 5 minutes with municipal vehicles except for emergency vehicles.
- Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents of existing ridesharing programs.
- Amend the Zoning Ordinance to require electric vehicle charging stations in new multi-family developments.
- Collaborate with the school district to survey students about transportation choices and evaluate safe routes conditions at each school.

Long-Term Actions

- Add sidewalks within existing neighborhoods where none currently exist.
- Apply for Bicycle Friendly Community status with the League of American Bicyclists and work to achieve silver or gold status.[8]

[8] https://www.bikeleague.org/community

Solid Waste

Landfills are the third-largest source of human-related methane emissions in the United States, accounting for approximately 15% of these emissions in 2019. Methane is a powerful GHG; 28-36 times more powerful than CO_2. According to the U.S. EPA, the methane emissions from landfills in 2019 were approximately equivalent to the greenhouse gas (GHG) emissions from more than 21.6 million passenger vehicles driven for one year or the CO2 emissions from nearly 12.0 million homes' energy use for one year.[9] By reducing the amount of waste that goes to the landfill, McFarland and its residents can lower the Village's carbon footprint.

VISION STATEMENT

The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste. Village government uses incentives and policies to limit unnecessary waste and promote the lesser use and safe disposal of hazardous materials. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.

Solid Waste Indicators	Baseline	Goal
Total Solid Waste Generated Including Recycling (tons/yr)	3,849.76	Decrease by 10% by 2030
Percentage of Solid Waste Recycled by Weight	31.7%	Increase to 45% by 2030

[9] https://www.epa.gov/lmop/basic-information-about-landfill-gas

Solid Waste Actions

Near-Term Actions

- Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials.
- Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents about recycling, backyard composting, product re-use and waste reduction.
- Facilitate a group buy program to offer compost bins to Village residents.

Mid-Term Actions

- Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.

Long-Term Actions

- Create a Village compost site for food waste.
- Create a community upcycle location or event.

Water

Water is life, yet the average family in the U.S. can waste up to 180 gallons a week due to household leaks and inefficient faucets.[10] Half of the rivers and streams and more than a third of the lakes in the U.S. are polluted.[11] Nutrient pollution (nitrates and phosphates) is the leading source of contamination, owing mainly to farm waste and lawn fertilizer runoff. By making efforts to conserve water and by using sustainable methods of paving, lawn and landscape maintenance, McFarland and its residents can have a direct positive impact on the Village's surface water and groundwater resources.

VISION STATEMENT

McFarland has an abundance of clean water, including surface water and groundwater, for both recreation and drinking. Public and private users limit their use of groundwater while also seeking to optimize infiltration of stormwater through best practices. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

Water Indicators	Baseline	Goal
Municipal Gallons of Groundwater Used per Year*	682,200	Decrease by 20% by 2030
*Public Works (gallons/yr/sq. ft.)	14.5	Decrease
*Library (gallons/yr/sq. ft.)	4.5	Decrease
*Youth Center (gallons/yr/sq. ft.)	12.0	Decrease
*Municipal Center (gallons/yr/sq. ft.)	7.4	Decrease
Percentage of Ground Water Lost per Year	10.1%	Decrease or maintain
Residential Gallons of Groundwater Pumped per Capita per Year	148,961,400	Decrease by 20% by 2030
Commercial/Industrial Gallons of Groundwater Pumped per Customer per Year	23,204,400	Decrease by 10% by 2030
Wastewater Discharged per Capita per Year (gallons)	28,150.1	Decrease by 10% by 2030

[10] https://www.epa.gov/watersense/statistics-and-facts
[11] https://www.nrdc.org/stories/water-pollution-everything-you-need-know

Water Actions

Near-Term Actions

- Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.
- Purchase rain barrel kits and hold classes through McFarland Recreation Activities & Play for residents to purchase the kits at a discount and make and decorate their own rain barrels.
- Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents about waterway health best practices for lawn care, landscaping and fall leaf management.
- Develop a program or work with existing agencies to assist residents with purchasing and installing low-flow water fixtures and replacing water softeners.
- Minimize and find alternatives to the use of salt on low traffic roadways.
- Evaluate the Subdivision Ordinance for reductions in required pavement width for new roads in new subdivisions to reduce the amount of impervious surface.

Mid-Term Actions

- Install low-flow water fixtures in municipal facilities.
- Incentivize water conservation by increasing water rates for higher usage during next rate review with PSC.
- Replace all toilets using > 1.6 gpf in all municipal facilities.
- Install waterless urinals in men's restrooms at all municipal facilities.
- Install rain barrels at all municipal facilities and utilize rainwater for municipal watering.

Long-Term Actions

- Join EPA's WaterSense Program for water utilities.[12]
- Identify culverts that obstruct fish migration and install fish friendly culverts where needed.
- Perform a system-wide water audit and develop a water loss control plan.
- Develop a program for financial assistance for sewer lateral replacements.
- During road or public parking lot reconstruction, develop a plan for reduction of paved surfaces or inclusion of permeable pavement where possible.

[12] https://www.epa.gov/watersense

Land Use & Development

Growth and development are essential for any community, but if not well planned, it can lead to urban sprawl, excessive segregation of land uses, car dependence, and loss of important environmental corridors. The Village can create a more socially, environmentally, and economically sustainable community by encouraging a diversity of land uses and businesses, by locating important amenities within walking or biking distance of residential areas, and by ensuring new developments are designed to minimize their environmental impact.

VISION STATEMENT

The Village of McFarland prioritizes the protection of environmentally sensitive areas and biodiversity in land use decisions and preserves land strategically for those purposes. The Village encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types in order to expand access to housing, jobs, services, recreation, social interaction, and other basic needs. Higher density and infill developments are encouraged so that land and infrastructure resources are used efficiently. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village.

Land Use & Development Indicators	Baseline	Goal
Residents per Square Mile within the Village Limits	1,893	Maintain or increase
Residents per Square Mile of Land in Urban Service Area within Residential Districts (including PUD; excluding RH-1 & RH-4)	5,266	Maintain or increase
Percentage of Housing that is Multi-Unit	17.7%	Increase
Percent of Land Area within the Urban Service Area Developed as Mixed Use (Residential & Commercial)	0.3%	Increase
Walkability Index	5.76-10.50	Increase to above 10.5 by 2030
Area (sq. ft.) of Community Gardens per 1,000 Residents	6,812	Maintain or increase
Area (acres) of Active Parkland per 1,000 Residents	17.9	18.4 by 2030

Land Use & Development Actions

Near-Term Actions

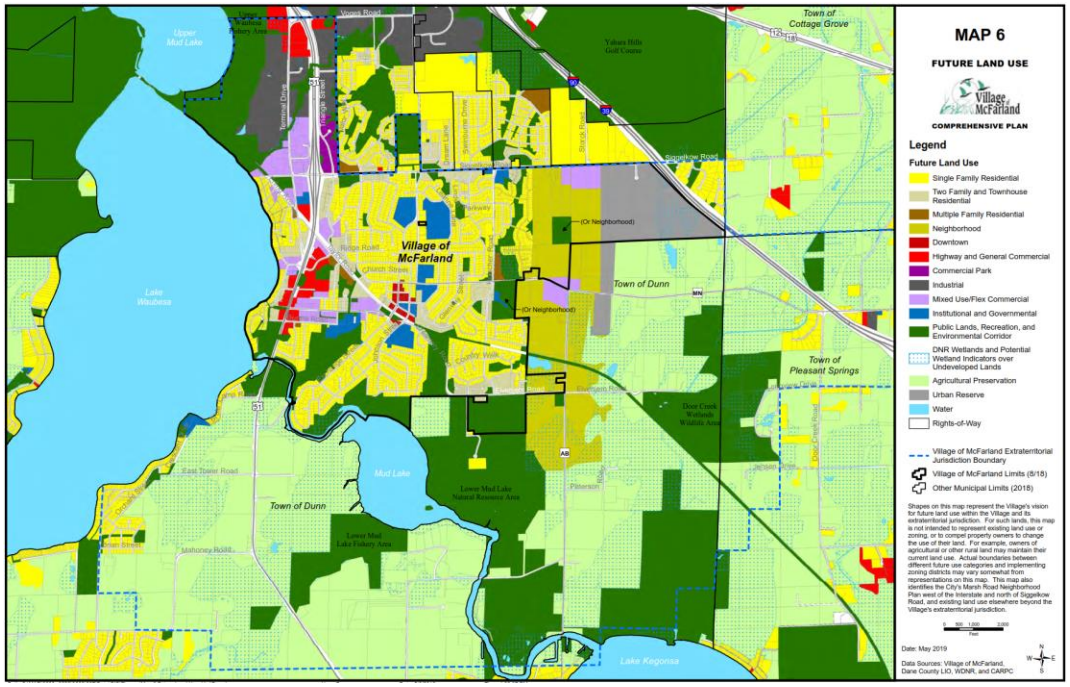
- Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.
- Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.
- Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents about native landscaping.
- Amend Village ordinances to allow for a no-mow May.
- Identify streets lacking trees and develop a plan to plant trees.

Mid-Term Actions

- Amend the zoning ordinances to allow for more housing options, including accessory dwelling units and attached unit housing.
- Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes.
- Make progress towards no net annual loss of wetlands or purchase wetland mitigation credits where impacts to wetlands may not be avoidable.
- Identify and inventory priority areas for infill development, including those eligible for brownfields funding.

Long-Term Actions

- Create a second community garden.
- Amend the zoning ordinances to allow beekeeping in single- and two-family residence districts.



Community Health

Community sustainability is ultimately about sustaining a high quality of life for residents, and the health of individuals and families is critical to quality of life. Health is interconnected with the economic and environmental conditions that determine community sustainability. A healthy community is also an equitable community, in which all residents have adequate resources and opportunities to maintain their health.

VISION STATEMENT

McFarland, including its government, residents, and businesses, embraces community health and wellbeing as an integral part of sustainability. McFarland is intentional about embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, housing, jobs, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income, or ethnicity. The community values social connections and civic participation and works together to meet the needs of its most vulnerable residents.

Community Health Indicators	Baseline	Goal
Rates of Homeownership	78.5%	Increase
Percent of People Living in Poverty	2.6%	Decrease
Village Median Household Income	$87,394	Track
Households with an Internet Subscription	92.1%	Increase to 100% by 2030
Percentage of Students that Qualify for Free and Reduced Lunch	17.0%	Track
Percentage of middle school students who participate in programs at McFarland Youth Center	20.0%	Increase to 50% by 2030
Percentage of Women Owned Businesses	40.8%	Increase
Percentage of Minority Owned Businesses	4.7%	Increase
AARP Livability Index Score	66	Increase

Community Health Actions

Near-Term Actions

- Adopt a Health and Equity in All Policies resolution.[13]
- Add additional community service days.
- Build a multi-generational community center.
- Prohibit tobacco and e-cigarette use on all municipal properties, including parks.

Mid-Term Actions

- Increase recreation programs through the Village.
- Incorporate community health and wellness considerations when updating existing plans.
- Evaluate multi-family design guidelines related to outdoor spaces and amenities.

Long-Term Actions

- Utilize Crime Prevention Through Environmental Design (CPTED) and active threat planning to make public spaces, such as recreational space, crime free.[14]

[13] https://www.apha.org/topics-and-issues/health-in-all-policies
[14] https://www.cpted.net/

APPENDIX A – ACTION RANKING SPREADSHEETS

KEY

Responsible Committee or Commission*

CW	Committee of the Whole
FC	Finance Committee
PC	Plan Commission
PK	Parks Committee
PS	Public Safety Committee
PU	Public Utilities
PW	Public Works Committee
n/a	Can be done at staff level without committee or commission involvement.

Priority Rankings

Near-Term =	First Priority - Begin in 1-2 years
Mid-Term =	Second Priority - Begin in 2-4 years
Long-Term =	Third Priority - Begin in 4+ years

**These responsible committees/commissions are in lieu of, or in addition to, a Sustainability Committee if the Village Board does not create a standing Sustainability Committee.*

Energy Actions	Impact	Cost	Staff Effort	Duration	Status	Responsible Person or Department	Responsible Committee or Commission
Near-Term Actions							
Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.	Medium	$	Medium	6 mos - 1 yr	Not Begun	Public Works	PW
Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.	Medium	$	Low	3-6 mos	Not Begun	Administration/Public Works	PW
Replace stoplights with LEDs	Medium	$	Low	Ongoing	In Progress	Public Works	PW
Replace streetlights with LEDs	Medium	$	Low	Ongoing	In Progress	Public Works	PW
Utilize the Outlook Newsletter, or other forms of print and social media, to annually distribute information on rebates and tax incentives for renewable energy and energy efficiency.	Low	$	Low	Recurring	In Progress	Community Development/ Communication & Technology	n/a
Work with energy providers to develop a community-scale solar energy installation and/or develop a program for leasing municipal rooftops for solar.	High	$$$	High	1-3 yrs	Not Begun	Community Development/Public Works/Administration	CW/PW/PC
Mid-Term Actions							
Utilize the the EPA's Greenhouse Gas Equivalencies Calculator to measure and track greenhouse gas emissions from municipal facilities and operations (https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator).	Low	$	Medium	Recurring	Not Begun	Community Development/Public Works	PW
Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use (https://www.energystar.gov/buildings/benchmark).	Low	$	Medium	3-6 mos	Not Begun	Community Development/Public Works	PW
Utilize the the EPA's Greenhouse Gas Equivalencies Calculator to measure and track greenhouse gas emissions community-wide (https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator).	Low	$	High	Recurring	Not Begun	Community Development/Public Works	PW
Develop a financial assistance program to help private property owners with renewable energy improvements.	High	$$	High	6 mos - 1 yr	Not Begun	Administration	CW/FC
Long-Term Actions							
Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).	Low	$	Low	3-6 mos	Not Begun	Community Development	PC
Retrofit streetlights with solar power	Medium	$$$	Medium	Ongoing	Not Begun	Public Works	PW
Hold a sustainability fair to bring in renewable energy companies to demonstrate and provide education on their products.	Low	$	High	Recurring	Not Begun	Community Development	n/a

Transportation Actions	Impact	Cost	Staff Effort	Duration	Status	Responsible Person or Department	Responsible Committee or Commission
Near-Term Actions							
Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.	Low	$	Medium	3-6 mos	Not Begun	Community Development	PC
Amend the parking ordinance to reduce minimum off-street parking requirement and/or add parking maximums for new development to limit excess pavement.	Medium	$	Medium	3-6 mos	Not Begun	Community Development	PC
Any proposal to add lanes to a two-lane roadway will be evaluated for a center turn lane, the preferred option over an expansion to four lanes.	High	$	Medium	Ongoing	Not Begun	Public Works	PW
As municipal vehicles need replacement, evaluate the purchase of hybrid, electric or alternative fuel vehicles.	Medium	$$	Low	Ongoing	Not Begun	Public Works/Police/Fire & Rescue	PW/PS
Work with Madison Metro to connect the Village to Metro transit services.	Medium	$$$	High	6 mos - 1 yr	Not Begun	Community Development/ Administration/Public Works	CW/PC/PW
Develop more on- and off-road bike trails.	High	$$$	High	3+ yrs	In Progress	Public Works	PW/PK
Provide electric vehicle charging stations at municipal facilities.	Medium	$$	Medium	6 mos - 1 yr	Not Begun	Public Works	PW
Mid-Term Actions							
Ban idling for more than 5 minutes with municipal vehicles except for emergency vehicles.	Low	$	Low	3-6 mos	Not Begun	Public Works	PW
Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents of existing ridesharing programs.	Low	$	Low	Recurring	Not Begun	Community Development/ Communication & Technology	n/a
Amend the Zoning Ordinance to require electric vehicle charging stations in new multi-family developments.	Medium	$	Low	3-6 mos	Not Begun	Community Development	PC
Collaborate with the school district to survey students about transportation choices and evaluate safe routes conditions at each school.	Low	$$	Medium	Recurring	Not Begun	School District/Community Development	n/a
Long-Term Actions							
Add sidewalks within existing neighborhoods where none currently exist.	Medium	$$$	High	3+ yrs	Not Begun	Public Works	PW
Apply for Bicycle Friendly Community status with the League of American Bicyclists and work to achieve silver or gold status.	Low	$	Medium	6 mos - 1 yr	Not Begun	Community Development/Public Works	PK

Solid Waste Actions	Impact	Cost	Staff Effort	Duration	Status	Responsible Person or Department	Responsible Committee or Commission
Near-Term Actions							
Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials.	Medium	$	Low	3-6 mos	Not Begun	Administration	CW/FC
Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents about recycling, backyard composting, product re-use and waste reduction.	Low	$	Low	Recurring	Not Begun	Community Development/ Communication & Technology	n/a
Facilitate a group buy program to offer compost bins to Village residents.	Low	$	High	Recurring	Not Begun	Public Works	PW
Mid-Term Actions							
Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.	Medium	$$	High	6 mos - 1 yr	Not Begun	Community Development/Public Works	PW/PC
Long-Term Actions							
Create a Village compost site for food waste.	Medium	$$	High	1-3 Years	Not Begun	Public Works	PW
Create a community upcycle location or event.	Low	$$	High	Recurring	Not Begun	Community Development/Public Works	PW

Water Actions	Impact	Cost	Staff Effort	Duration	Status	Responsible Person or Department	Responsible Committee or Commission
Near-Term Actions							
Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.	High	$	Medium	Ongoing	Not Begun	Community Development	PC/PW
Purchase rain barrel kits and hold classes through McFarland Recreation Activities & Play (MRAP) for residents to purchase the kits at a discount and make and decorate their own rain barrels	Low	$	High	Recurring	Not Begun	MRAP/Library/Public Works	PW
Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents about waterway health best practices for lawn care, landscaping and fall leaf management.	Low	$	Low	Recurring	Not Begun	Community Development/ Communication & Technology	n/a
Develop a program or work with existing agencies to assist residents with purchasing and installing low-flow water fixtures and replacing water softeners.	High	$	High	6 mos - 1 yr	In Progress	Public Works/Administration	PU/FC/CW
Minimize and find alternatives to the use of salt on low traffic roadways.	High	$	Low	Ongoing	Not Begun	Public Works	PW
Evaluate the Subdivision Ordinance for reductions in required pavement width for new roads in new subdivisions to reduce the amount of impervious surface.	Medium	$	Medium	3-6 mos	Not Begun	Community Development	PC
Mid-Term Actions							
Installing low-flow water fixtures in municipal facilities.	Medium	$$	High	1-3 yrs	Not Begun	Public Works	PW
Incentivize water conservation by increasing water rates for higher usage during next rate review with PSC.	Medium	$	Medium	1-3 yrs	Not Begun	Public Works	PU
Replace all toilets using > 1.6 gpf in all municipal facilities.	Medium	$$	High	1-3 yrs	Not Begun	Public Works	PW
Install waterless urinals in men's restrooms at all municipal facilities.	Medium	$$	High	1-3 yrs	Not Begun	Public Works	PW
Install rain barrels at all municipal facilities and utilize rainwater for municipal watering.	Low	$	High	6 mos - 1 yr	Not Begun	Public Works	PW
Long-Term Actions							
Join EPA's WaterSense Program for water utilities.	Low	$	Medium	3-6 mos	Not Begun	Public Works	PU
Identify culverts that obstruct fish migration and install fish friendly culverts where needed.	High	$$$	High	3+ yrs	Not Begun	Public Works	PW
Perform a system-wide water audit and develop a water loss control plan.	Medium	$	High	6 mos - 1 yr	Not Begun	Public Works	PU
Develop a program for financial assistance for sewer lateral replacements.	Medium	$$	High	1-3 yrs	Not Begun	Public Works/Administration	PU/FC/CW
During road or public parking lot reconstruction, develop a plan for reduction of paved surfaces or inclusion of permeable pavement where possible.	Medium	$	High	Ongoing	Not Begun	Public Works/Community Development	PW

Land Use & Development Actions	Impact	Cost	Staff Effort	Duration	Status	Responsible Person or Department	Responsible Committee or Commission
Near-Term Actions							
Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.	Medium	$	Low	Ongoing	Not Begun	Parks/Public Works	PK/PW
Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.	High	$	Low	3-6 mos	Not Begun	Community Development	PC
Utilize the Outlook Newsletter, or other forms of print and social media, to annually inform residents about native landscaping.	Low	$	Low	Recurring	Not Begun	Community Development/ Communication & Technology	n/a
Amend Village ordinances to allow for a no-mow May.	Low	$	Medium	3-6 mos	Not Begun	Community Development	PC
Identify streets lacking trees and develop a plan to plant trees.	Medium	$$		6 mos - 1 yr	Not Begun	Public Works	PW
Mid-Term Actions							
Amend the zoning ordinances to allow for more housing options, including accessory dwelling units and attached unit housing.	Medium	$	Medium	3-6 mos	Not Begun	Community Development	PC
Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes.	Medium	$	Medium	6 mos - 1 yr	Not Begun	Community Development	PC
Make progress towards no net annual loss of wetlands or purchase wetland mitigation credits where impacts to wetlands may not be avoidable.	High	$$	Medium	Ongoing	Not Begun	Community Development/Public Works	PW
Identify and inventory priority areas for infill development, including those eligible for brownfields funding.	Medium	$	Medium	6 mos - 1 yr	Not Begun	Community Development	PC
Long-Term Actions							
Create a second community garden.	Low	$	Medium	1-3 yrs	Not Begun	Parks/Community Development	PK
Amend the zoning ordinances to allow beekeeping in single and two-family residence districts.	Low	$	Medium	3-6 mos	Not Begun	Community Development	PC

Community Health Actions	Impact	Cost	Staff Effort	Duration	Status	Responsible Person or Department	Responsible Committee or Commission
Near-Term Actions							
Adopt a Health and Equity in All Policies resolution.	Medium	$	Low	3-6 mos	Not Begun	Community Development	CW
Add additional community service days.	Low	$	Medium	3-6 mos	Not Begun	Senior Outreach	PK
Build a multi-generational community center.	Medium	$$$	High	1-3 yrs	Not Begun	Administration	CW
Require tobacco-free and e-cigarette free on all municipal properties, including parks.	Low	$	Low	3-6 mos	Not Begun	Public Works	PK
Mid-Term Actions							
Increase recreation programs through the Village.	Medium	$$$	High	1-3 yrs	Not Begun	Parks	PK
Incorporate community health and wellness considerations when updating existing plans.	Medium	$	Low	Ongoing	Not Begun	Community Development	PC
Evaluate multi-family design guidelines related to outdoor spaces and amenities.	Medium	$	Medium	3-6 mos	Not Begun	Community Development	PC
Long-Term Actions							
Utilize Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.	Low	$	High	Ongoing	Not Begun	Parks/Police	PK/PS

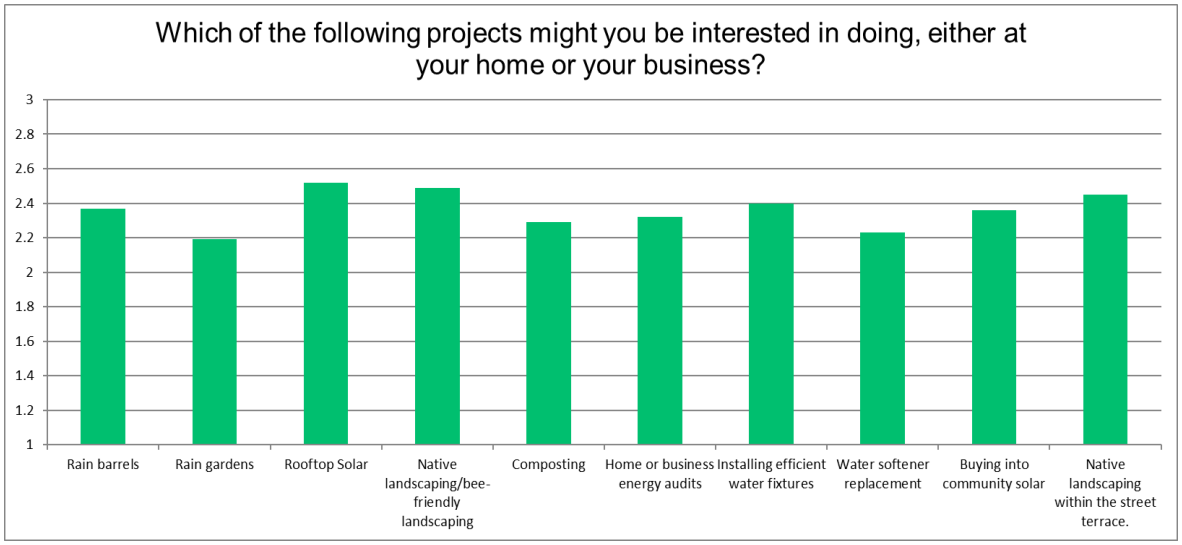
APPENDIX B – COMMUNITY SURVEY RESULTS

Summary of Results

There were 344 respondents and the survey had a 73% completion rate. The first and second questions asked about the respondents' places of residence and work. The majority, a little over 95%, of respondents lived in McFarland, 5% owned a business in the Village and 6% said they worked in the Village. Ten respondents (3%) were from outside of the Village, mostly from Madison, the Town of Dunn and the Town of Blooming Grove. The 334 respondents from the Village represent a response rate of approximately 3.7% of the Village's population.

The third question asked about the respondents' level of interest in doing certain projects at their places of residence or work. Answer choices were "Not Interested," "Neutral" and "Interested," represented below on a scale of 1-3. The highest level of interest (a weighted average of 2.52) was in rooftop solar and native landscaping (2.49); the lowest was in rain gardens (2.19) and water softener replacement (2.23). However, there is nothing below with an average rating lower than 2, which means there was generally a higher level of interest than disinterest in *all* the projects.

Figure 1: Projects of Interest Weighted Averages



The remainder of the survey was divided into six sections corresponding to the six topic areas of this plan:

- Energy
- Transportation
- Water
- Land Use and Development
- Solid Waste
- Community Health

Each section asked two questions - one about level of support for the vision statement and one about level of support for actions aimed at achieving that vision. Answer choices were "Strongly Oppose," "Oppose," "Neutral," "Support," and "Strongly Support." Answers were weighted on a scale of 1-5, with 1 being "Strongly Oppose" and 5 being "Strongly Support." Within each section and at the end of the survey, respondents were given the opportunity to leave comments, which are included in Appendix B.

Energy

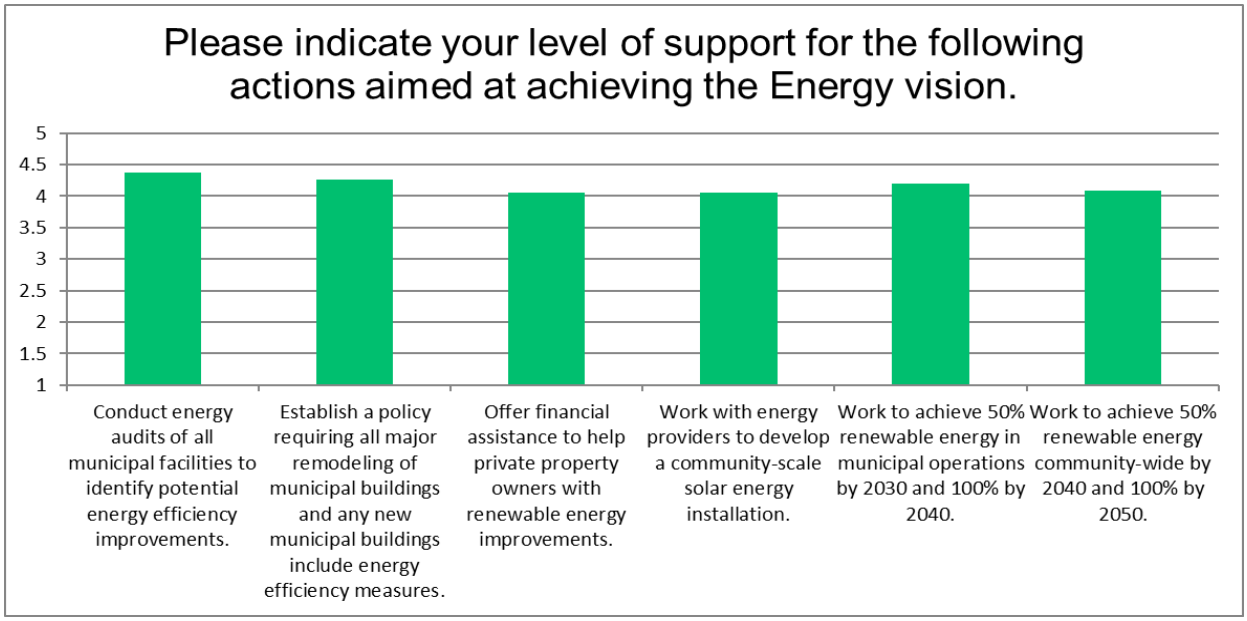
Respondents were supportive of the Energy vision statement. Over 86% answered "Support" or "Strongly Support;" the weighted average of all answers was 4.3.

The survey asked about the following actions:

1. Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.
2. Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.
3. Offer financial assistance to help private property owners with renewable energy improvements.
4. Work with energy providers to develop a community-scale solar energy installation.
5. Work to achieve 50% renewable energy in municipal operations by 2030 and 100% by 2040.
6. Work to achieve 50% renewable energy community-wide by 2040 and 100% by 2050.

There was similar support for all the above actions. The weighted averages for all the actions were between 4.06 at the low end and 4.38 at the high end. The highest rated action was to conduct energy audits at municipal facilities.

Figure 2: Energy Actions Weighted Averages



There were 19 comments under Energy. Five respondents commented that they were worried about the costs of these actions to taxpayers, while three others stated that they preferred a more aggressive schedule for achieving 50% renewable energy. There were also several supportive statements towards a community solar project.

Transportation

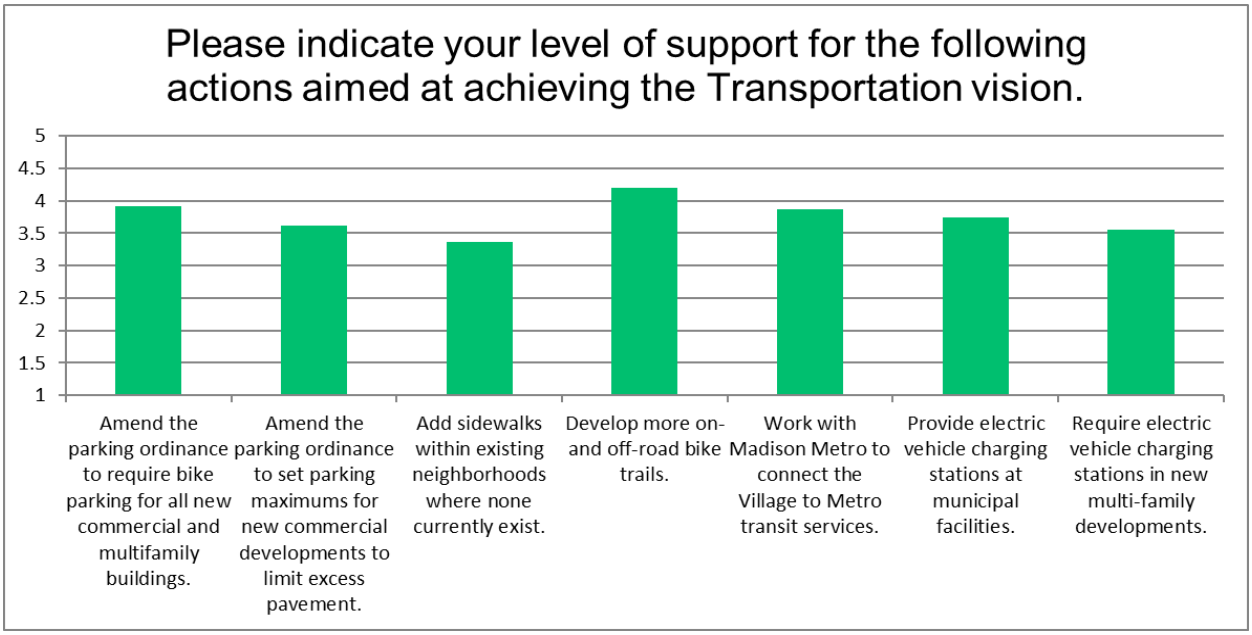
Respondents were also supportive of the Transportation vision statement. Over 80% answered "Support" or "Strongly Support;" the weighted average was 4.16, slightly lower than for the Energy vision (4.3).

The survey asked about the following actions:

1. Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.
2. Amend the parking ordinance to set parking maximums for new commercial developments to limit excess pavement.
3. Add sidewalks within existing neighborhoods where none currently exist.
4. Develop more on- and off-road bike trails.
5. Work with Madison Metro to connect the Village to Metro transit services.
6. Provide electric vehicle charging stations at municipal facilities.
7. Require electric vehicle charging stations in new multi-family developments.

There was general support for all the above actions, with slightly more support for actions related to bike facilities than for others. The highest rated actions were to develop more on- and off-road bike trails (4.2) and to require bike parking for new commercial and multi-family buildings (3.91). The lowest rated action was to add sidewalks where none currently exist (3.37).

Figure 3: Transportation Actions Weighted Averages



There were 29 comments under Transportation. There were six respondents who commented that not every street needs a sidewalk and that the Village should focus on high traffic streets. Eight respondents commented that there needs to be a regional transit solution – both Madison Metro and light rail were mentioned. Two respondents were concerned about introducing additional requirements on developers and one mentioned the use of pervious pavement as an alternative to traditional paving methods.

Water

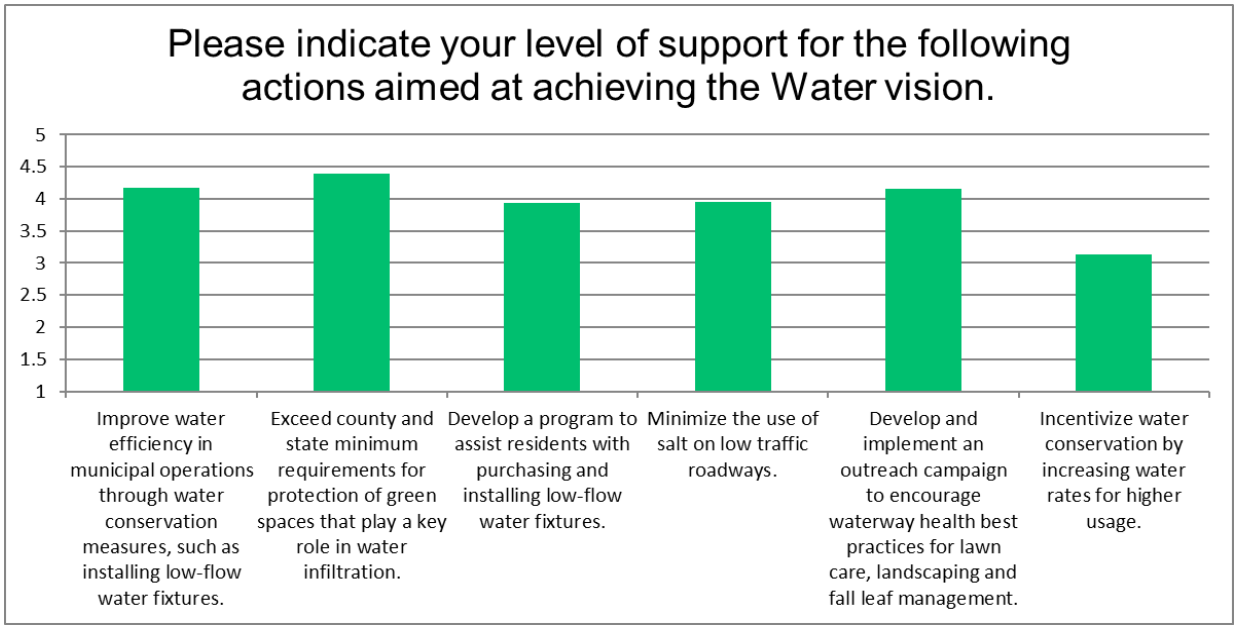
The Water vision statement had the highest level of support among all the vision statements, at a rating of 4.42. Over 92% or respondents supported or strongly supported the statement.

The survey asked about the following actions:

1. Improve water efficiency in municipal operations through water conservation measures, such as installing low-flow water fixtures.
2. Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.
3. Develop a program to assist residents with purchasing and installing low-flow water fixtures.
4. Minimize the use of salt on low traffic roadways.
5. Develop and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management.
6. Incentivize water conservation by increasing water rates for higher usage.

Again, there was support for all the actions, but there was a bit larger gap here between the highest and lowest ratings. The highest rated action (4.39) was to exceed county and state standards for protection of green spaces. The lowest rating (3.14) was for increasing water rates to incentivize conservation. Of note: these were also the highest and lowest ratings of any actions in the whole survey.

Figure 4: Water Actions Weighted Averages



There were 25 comments under Water. There were eight comments on leaf management and lawn care and how there needs to be more education and more effort on the Village's part to ensure residents are not dumping yard waste into the street, including more enforcement actions. Five respondents commented that the Village uses too much salt on roadways in the winter. Seven respondents offered comments against increasing water rates and one person suggested lowering rates for lower usage rather than increasing rates for higher usage.

Land Use and Development

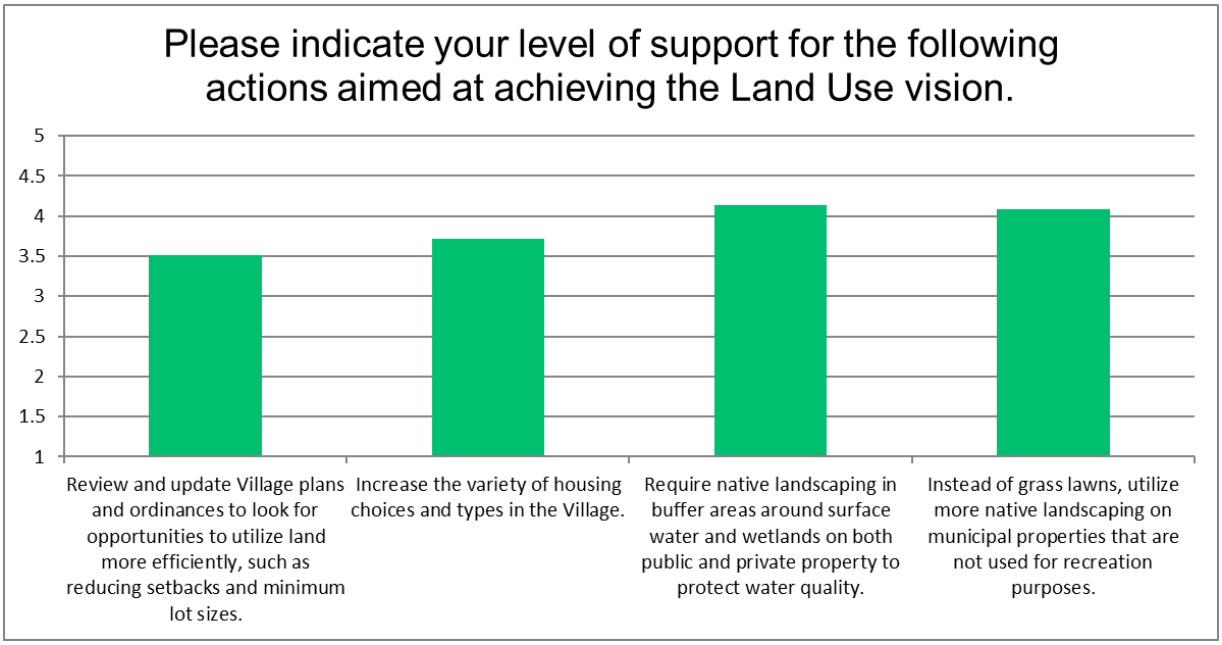
The Land Use and Development vision statement had the lowest level of support among all the vision statements, at an average rating of 3.98. Only 74% answered "Support" or "Strongly Support," while 19% answered "Neutral" and 7% answered "Oppose" or "Strongly Oppose." Given the large percentage of respondents who were neutral, this could perhaps indicate a lack of understanding as one reason this vision statement rated lower than the others.

The survey asked about the following actions:

1. Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes.
2. Increase the variety of housing choices and types in the Village.
3. Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.
4. Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.

There was general support for all the actions. The highest rated action (4.13) was to require native landscaping around surface water; the lowest rated action (3.51) was to review and update plans and ordinances to find ways to use land more efficiently.

Figure 5: Land Use Actions Weighted Averages



There were 29 comments under Land Use. Ten respondents indicated concern with decreased lot sizes and increased density. This seems to be another reason this topic's vision statement was rated lower. There was also general support for native landscaping, but there were concerns about making it a requirement, including questions about enforcement.

Solid Waste

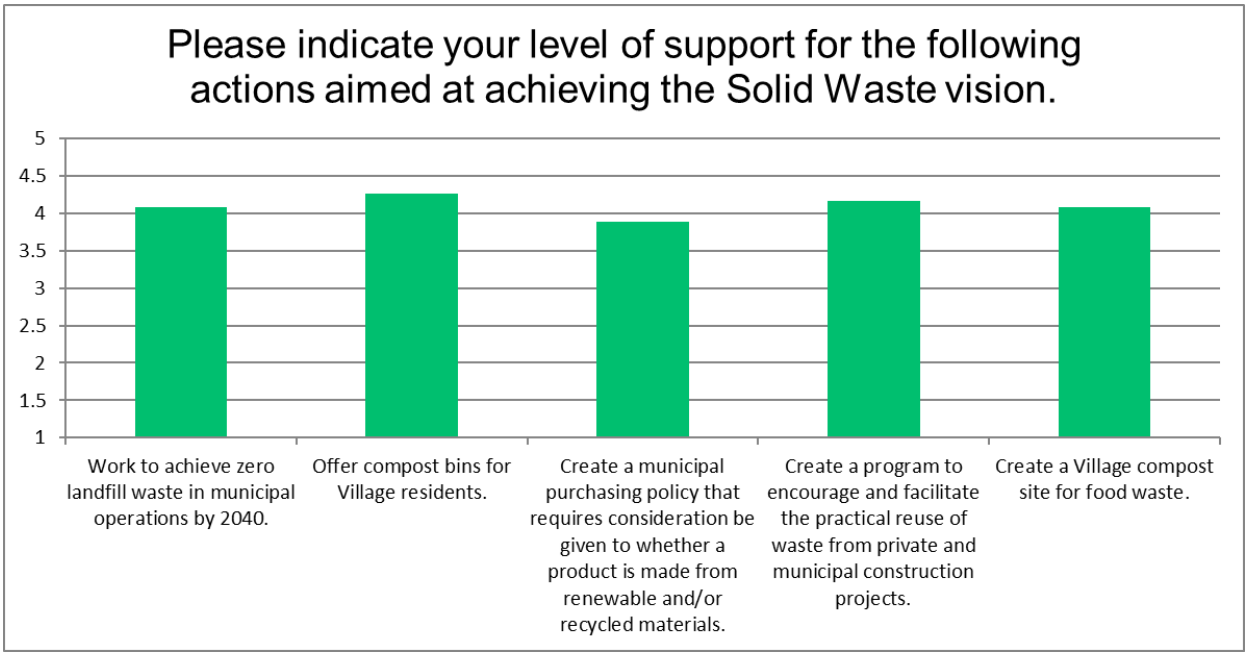
The Solid Waste vision statement was supported or strongly supported by 89% of respondents, with a weighted average of 4.27.

The survey asked about the following actions:

1. Work to achieve zero landfill waste in municipal operations by 2040.
2. Offer compost bins for Village residents.
3. Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials.
4. Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.
5. Create a Village compost site for food waste.

Again, there was general support for all actions. The highest rated action (4.26) was offering compost bins to Village residents and the lowest rated action (3.89) was the creation of a purchasing policy that requires the Village to consider how a product is made prior to purchase.

Figure 6: Solid Waste Actions Weighted Averages



There were 17 comments under Solid Waste. As in Energy, there were multiple comments (4) which indicated concern about the cost of these initiatives, specifically the municipal purchasing policy. There were also three comments suggesting that the Village collect food waste curbside for a community compost site. Two respondents commented that there needs to be sufficient public education and outreach for whatever program or policies the Village chooses because there is already confusion over what should be thrown out versus what should be recycled.

Community Health

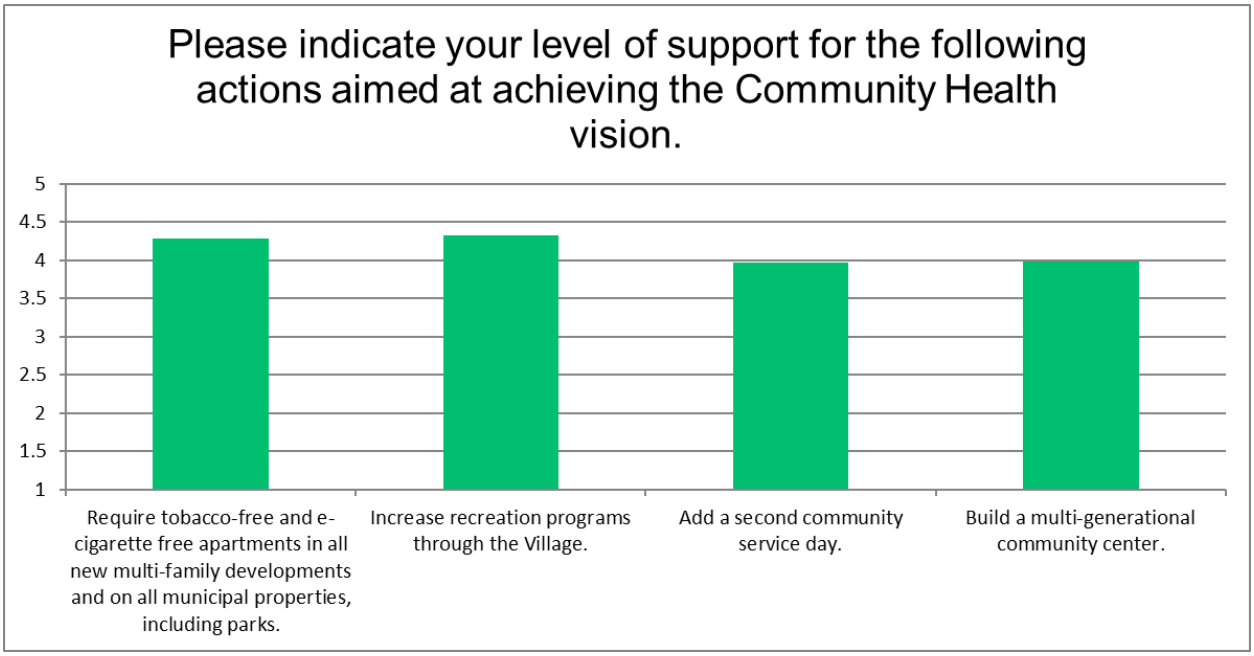
The Community Health vision statement received the second highest ratings. The statement was supported or strongly supported by 90% of respondents, with an average rating of 4.41.

The survey asked about the following actions:

1. Require tobacco-free and e-cigarette free apartments in all new multi-family developments and on all municipal properties, including parks.
2. Increase recreation programs through the Village.
3. Add a second community service day.
4. Build a multi-generational community center.

There was general support for all the actions. The highest rated action (4.29) was to require tobacco and e-cigarette free apartments; the lowest rated action (3.97) was adding a second community service day.

Figure 7: Community Health Actions Weighted Averages



There were 19 comments under Community Health. Four respondents indicated disappointment with the lack of diversity, equity and inclusion subject matter in the survey, with one respondent commenting that "DEI is essential to environmentalism." Four comments indicated strong support for a new community center and others complimented the thoroughness of the survey.

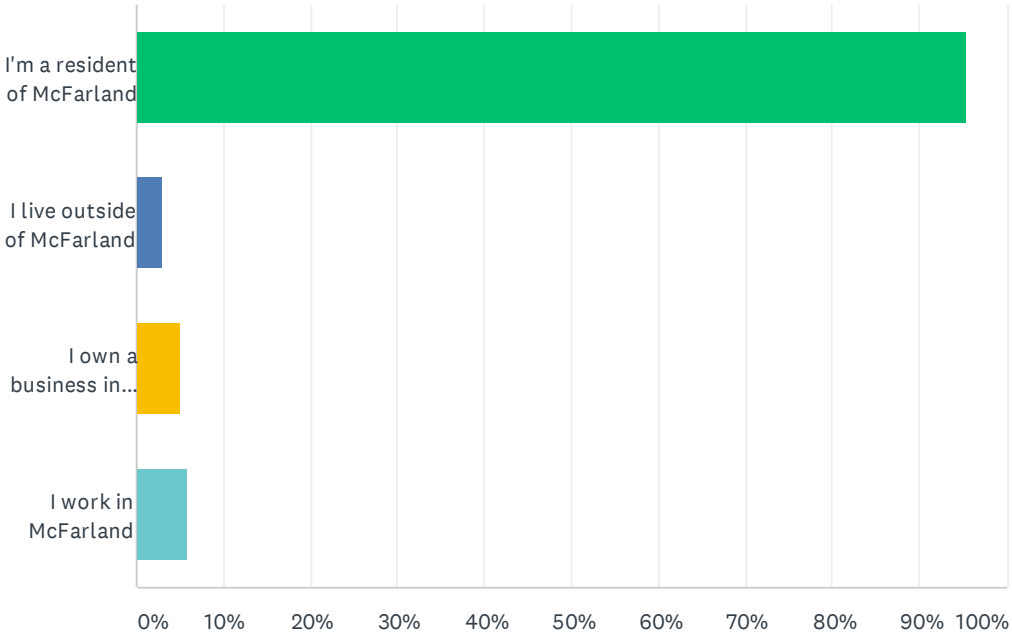
Additional Comments

There were 50 additional comments at the end of the survey. Again, cost concerns were mentioned numerous times. There were comments related to diversity, equity and inclusion and how that needs to be a consideration. A couple respondents asked for classes on sustainable gardening and lawn care. There were also comments related to the need to revitalize the downtown and bring in more businesses to create more jobs.

Full Results

Q1 Please check all that apply.

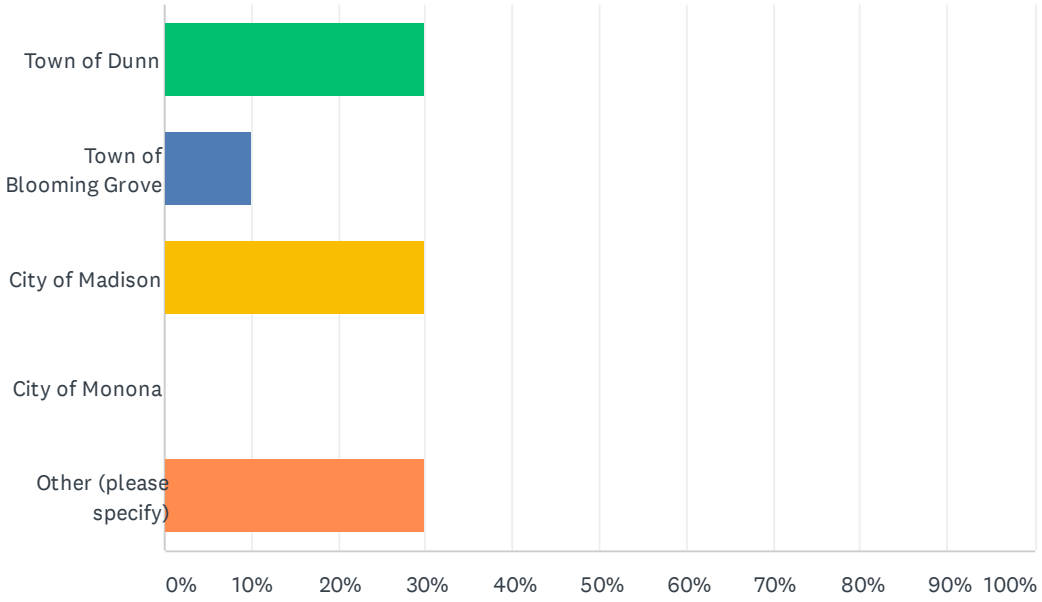
Answered: 343 Skipped: 1



ANSWER CHOICES	RESPONSES	
I'm a resident of McFarland	95.34%	327
I live outside of McFarland	2.92%	10
I own a business in McFarland	4.96%	17
I work in McFarland	5.83%	20
Total Respondents: 343		

Q2 If you live outside of McFarland, where do you live?

Answered: 10 Skipped: 334

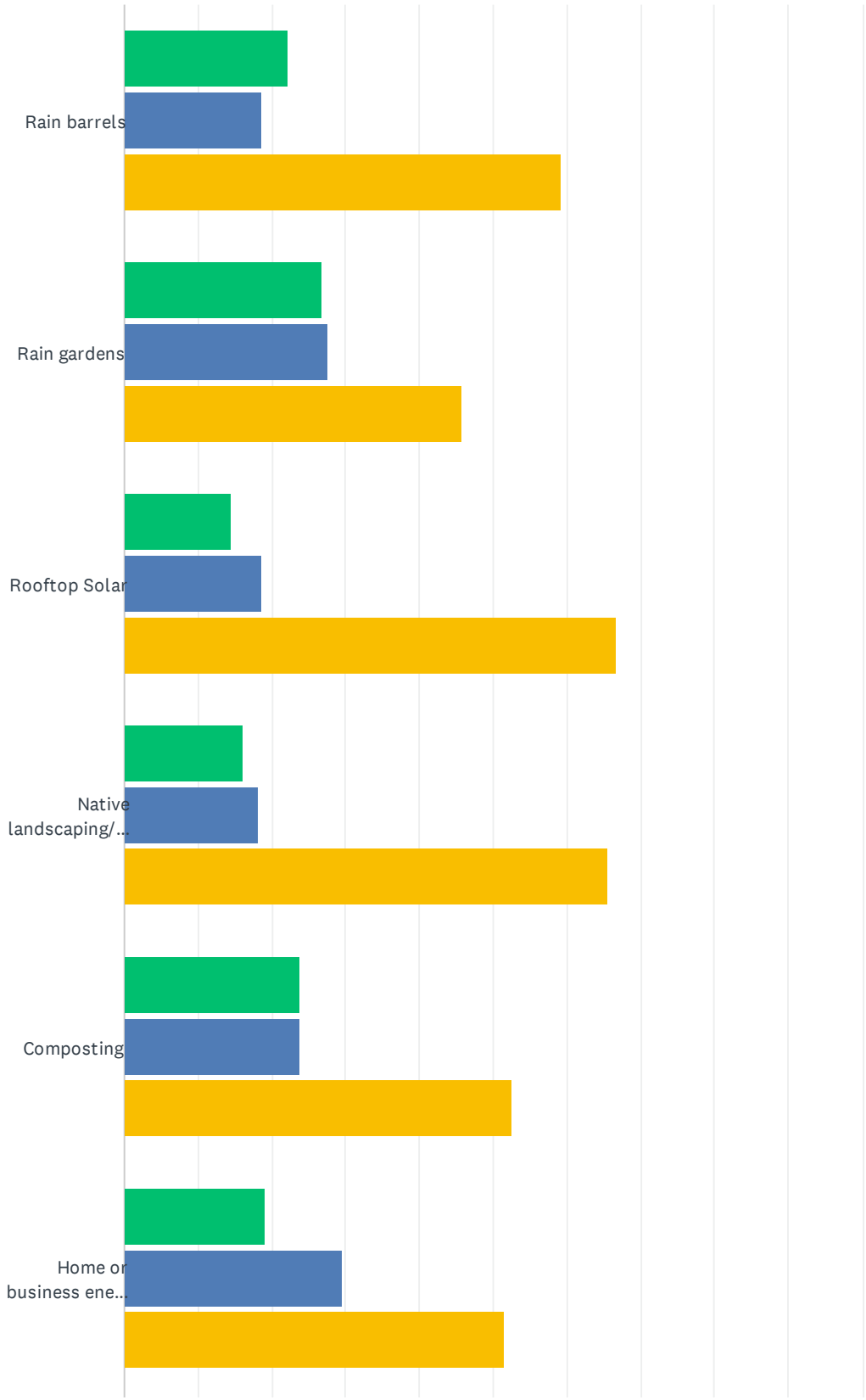


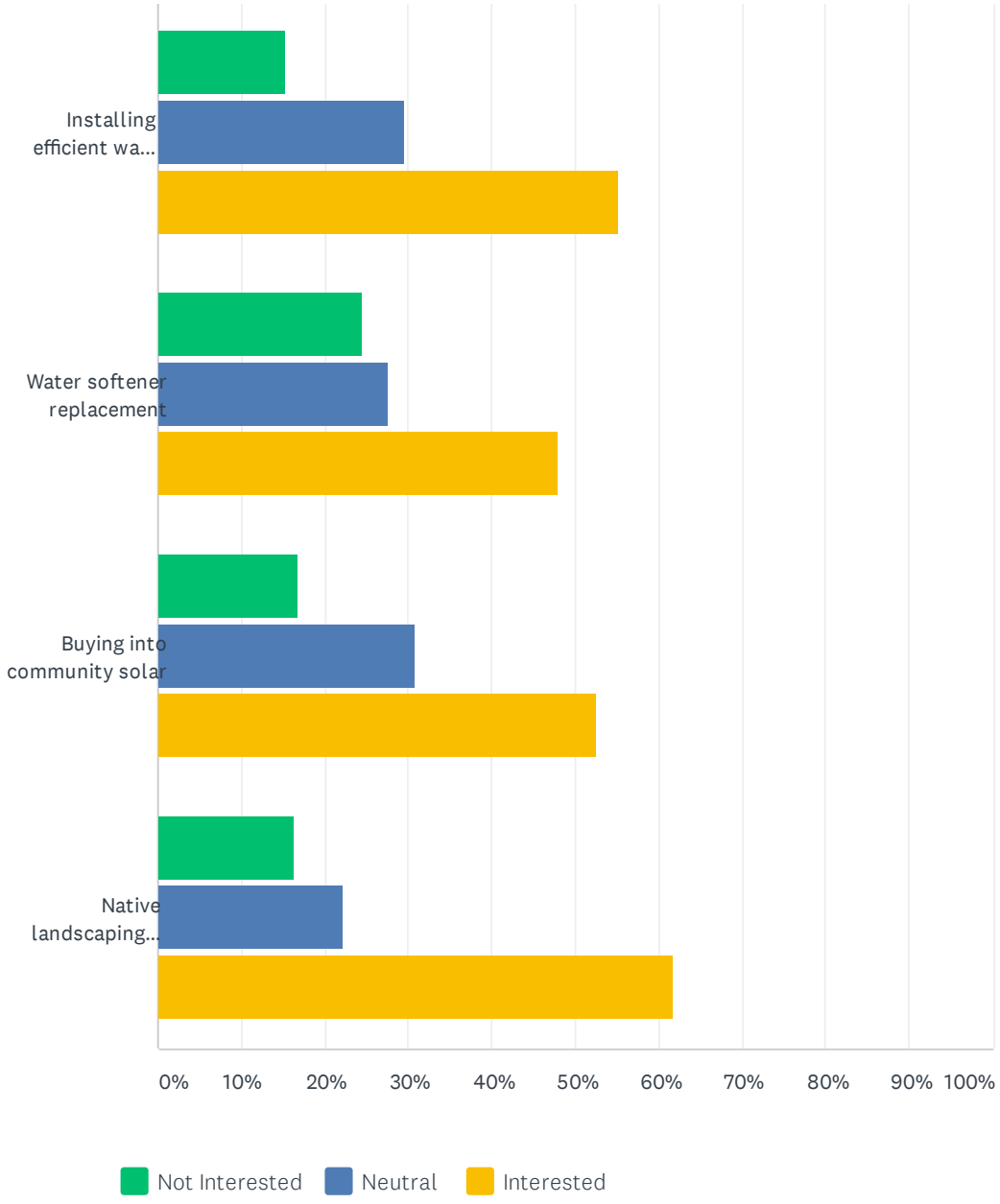
ANSWER CHOICES	RESPONSES	
Town of Dunn	30.00%	3
Town of Blooming Grove	10.00%	1
City of Madison	30.00%	3
City of Monona	0.00%	0
Other (please specify)	30.00%	3
TOTAL		10

#	OTHER (PLEASE SPECIFY)	DATE
1	Town of West Point	5/26/2021 8:27 PM
2	pleasant springs	5/14/2021 11:40 AM
3	Stoughton	5/6/2021 7:04 PM

Q3 Which of the following projects might you be interested in doing, either at your home or your business?

Answered: 250 Skipped: 94



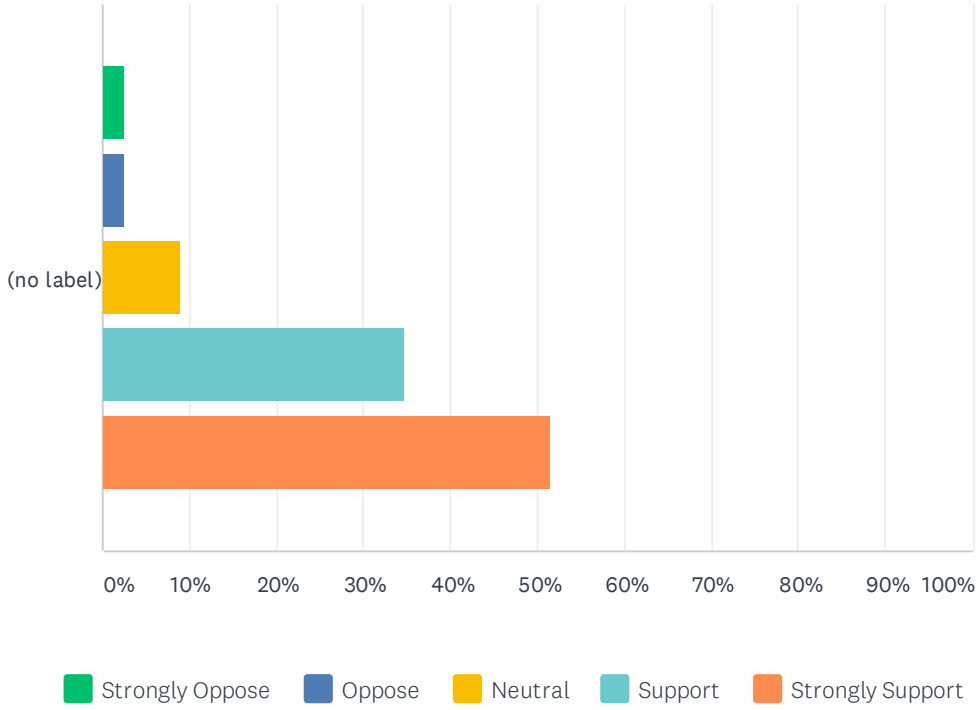

Installing efficient wa...
Water softener replacement
Buying into community solar
Native landscaping...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Not Interested
Neutral
Interested

	NOT INTERESTED	NEUTRAL	INTERESTED	TOTAL	WEIGHTED AVERAGE
Rain barrels	22.22% 54	18.52% 45	59.26% 144	243	2.37
Rain gardens	26.69% 63	27.54% 65	45.76% 108	236	2.19
Rooftop Solar	14.52% 35	18.67% 45	66.80% 161	241	2.52
Native landscaping/bee-friendly landscaping	16.18% 39	18.26% 44	65.56% 158	241	2.49
Composting	23.77% 58	23.77% 58	52.46% 128	244	2.29
Home or business energy audits	18.99% 45	29.54% 70	51.48% 122	237	2.32
Installing efficient water fixtures	15.35% 37	29.46% 71	55.19% 133	241	2.40
Water softener replacement	24.58% 58	27.54% 65	47.88% 113	236	2.23
Buying into community solar	16.81% 40	30.67% 73	52.52% 125	238	2.36
Native landscaping within the street terrace.	16.25% 39	22.08% 53	61.67% 148	240	2.45

#	OTHER (PLEASE SPECIFY)	DATE
1	Interest in electric lawn mower and snow blower; also for the Village to use	5/26/2021 9:01 PM
2	Other actions supporting local watershed health	5/25/2021 7:26 PM
3	i live in an apartment	5/23/2021 8:35 AM
4	Milk delivery in reusable glass bottles, meatless days at schools, plastic grocery bag ban	5/20/2021 6:44 PM
5	Live in a new condo which is why I'm answering accordingly	5/20/2021 12:41 PM
6	I strongly support Rain gardens, rooftop solar, high efficient water fixtures, and updated water softeners, but either have installed them or cannot utilize them on our property	5/17/2021 11:30 AM
7	Native Americans lived in and around McFarland for thousands of years and were able to live sustainably and in harmony with the environment. I would like this committee to also see the intersectional aspects of sustainability as they relate to the consequences of colonialism.	5/17/2021 5:54 AM
8	Sustainable housing builds, smaller housing options, green neighborhoods	5/14/2021 11:44 AM
9	I live in an apartment building...	5/7/2021 3:09 PM
10	Lake ecology improvement measures and support for healthy waterways	5/6/2021 9:32 PM
11	Light pollution.	5/6/2021 8:21 PM
12	I don’t need this from the government! Private citizens can pay for this with their private funds. You want to fund this with taxpayer dollars? You will get voted out in disgrace the next cycle	5/6/2021 7:39 PM
13	Turning off outdoor lights at night; less intense outdoor lighting	5/6/2021 7:11 PM
14	I am all about sustainability! I will do almost anything I can to encourage this forward thinkin for our community.	5/6/2021 7:07 PM
15	Bee keeping	5/6/2021 2:53 PM
16	Food Scrap program	5/6/2021 2:43 PM
17	Native/pollinator-friendly landscaping in our parks and village owned land, community	5/6/2021 11:02 AM

Q4 Please indicate your level of support for the Energy vision statement.

Answered: 247 Skipped: 97



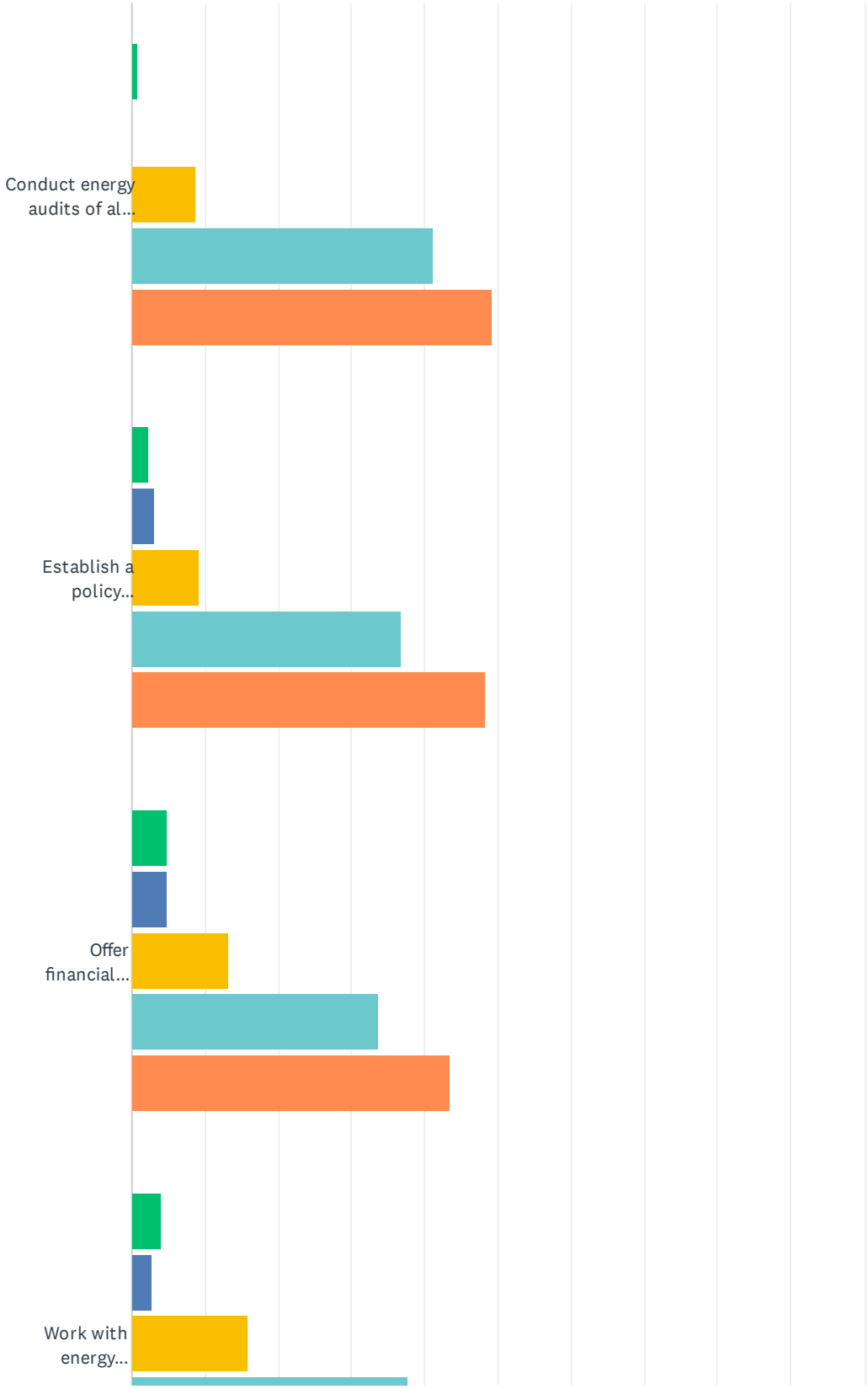
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
(no label)	2.43% 6	2.43% 6	8.91% 22	34.82% 86	51.42% 127	247	4.30

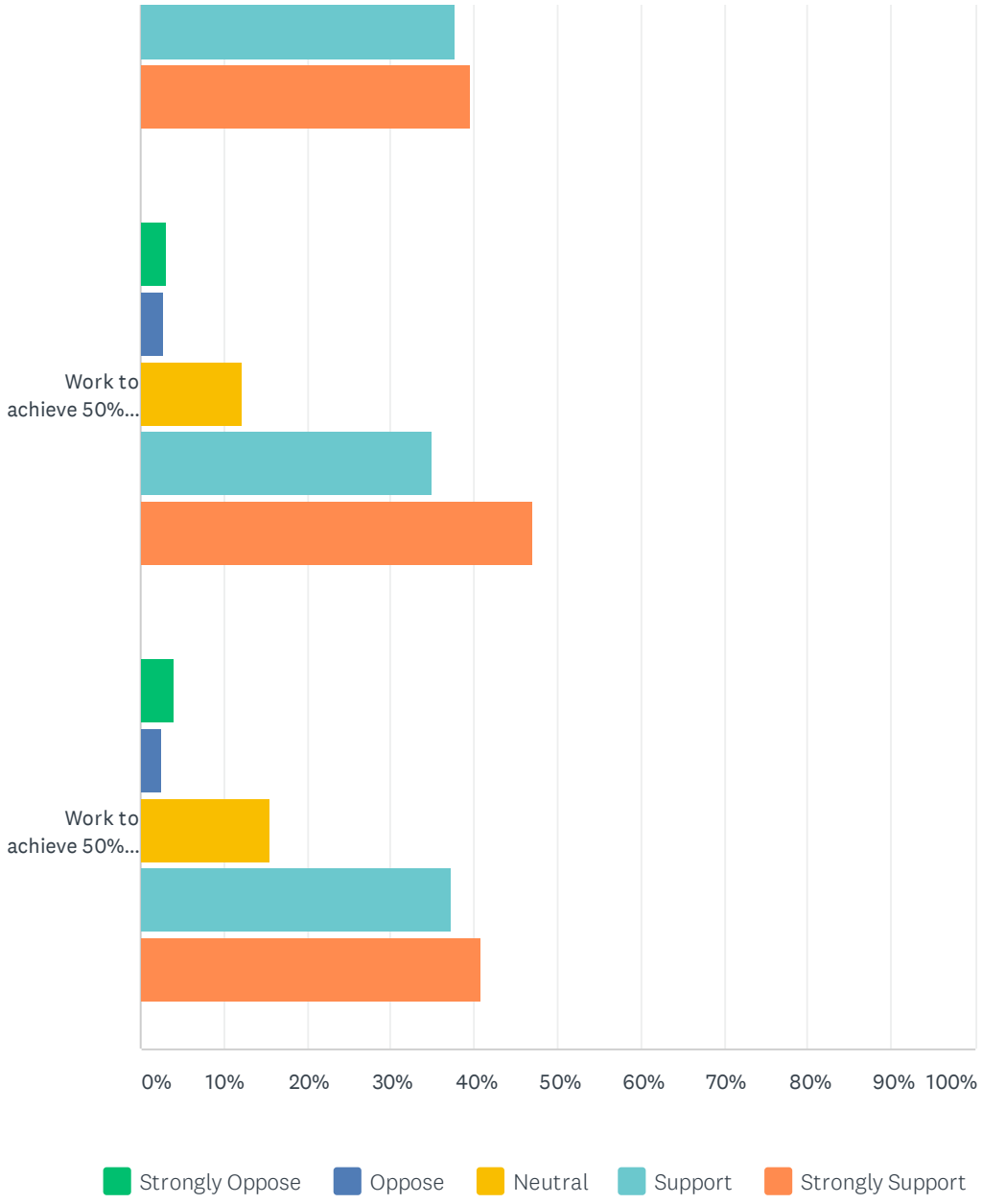
VISION STATEMENT

Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making steady progress toward a 100% clean energy future.

Q5 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 250 Skipped: 94



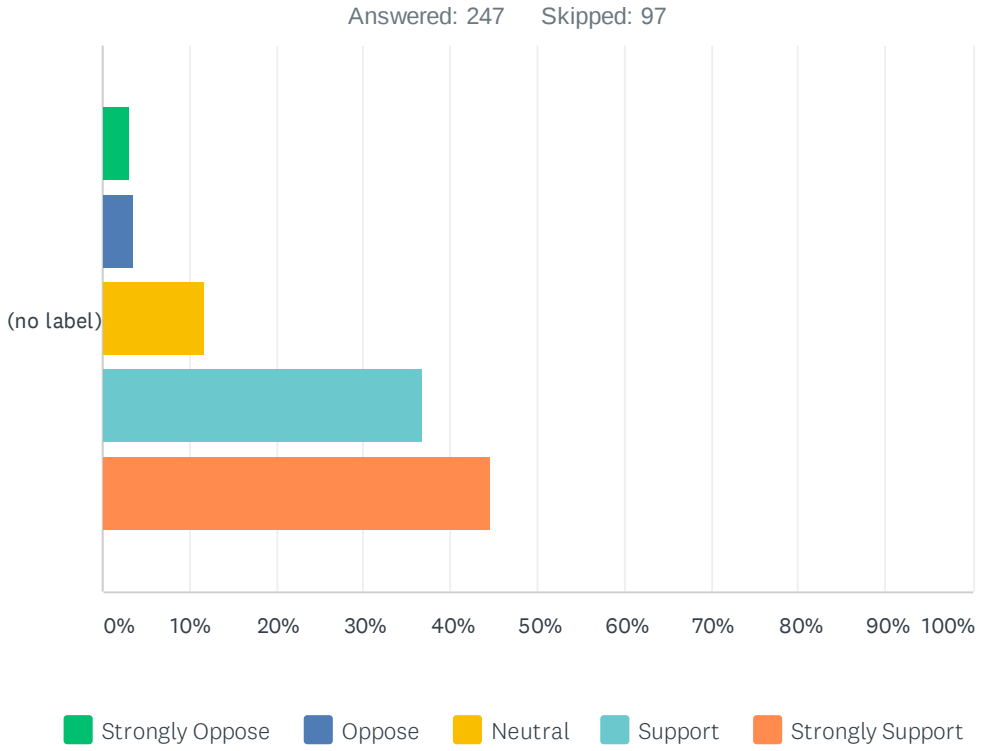

Work to achieve 50%...
Work to achieve 50%...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Oppose
Oppose
Neutral
Support
Strongly Support

	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.	0.80% 2	0.00% 0	8.80% 22	41.20% 103	49.20% 123	250	4.38
Establish a policy requiring all major remodeling of municipal buildings and any new municipal buildings include energy efficiency measures.	2.40% 6	3.20% 8	9.20% 23	36.80% 92	48.40% 121	250	4.26
Offer financial assistance to help private property owners with renewable energy improvements.	4.80% 12	4.80% 12	13.20% 33	33.60% 84	43.60% 109	250	4.06
Work with energy providers to develop a community-scale solar energy installation.	4.00% 10	2.80% 7	16.00% 40	37.60% 94	39.60% 99	250	4.06
Work to achieve 50% renewable energy in municipal operations by 2030 and 100% by 2040.	3.21% 8	2.81% 7	12.05% 30	34.94% 87	46.99% 117	249	4.20
Work to achieve 50% renewable energy community-wide by 2040 and 100% by 2050.	4.05% 10	2.43% 6	15.38% 38	37.25% 92	40.89% 101	247	4.09

#	COMMENTS	DATE
1	Alliant Energy is already committed to reduce carbon from electricity. To invest here is not efficient use of dollars.	5/28/2021 4:12 AM
2	Renewable energy goals are good. Specific targets of 50% by 2030 and 100% by 2040 may not be the right numbers.	5/27/2021 12:09 PM
3	So many variables make it difficult to "click a statement"...	5/27/2021 9:43 AM
4	Clean energy should be a community shared project as not every house nor small business would need to install solar panels for example. Maximize use by installing on large rooftops and sharing the energy.	5/26/2021 9:01 PM
5	Many "renewable" energy sources still depend quite heavily on fossil fuels. I'd love to support it but it's not the right solution.	5/26/2021 1:37 PM
6	I'm hopeful that we will be able to achieve these last two items by 10 years or more.	5/17/2021 11:30 AM
7	The arrogance to think this is going to make a difference in the big picture is so typical of Dane County attitudes. I think it is virtue signaling, "BS" and will most likely cost tax payers more in the end but we'll be told we should feel good about it. I'm against it.	5/17/2021 8:01 AM
8	I think the community and developers need to become green before the municipal buildings are done. That should be done as improvements are done. our taxes are high enough as it is. How will this be paid for? I'm all for going green. Are the developers going to be required to build green houses or at least part way? they should be....	5/17/2021 6:56 AM
9	I am not sure if the targets are strict enough. I also would encourage the committee to consider community energy systems (heat sources and sinks like geo/pond/lake, bio digesting,). Perhaps have commercial and residential buildings require energy modeling.	5/17/2021 5:54 AM
10	Please be careful about imposing energy efficiency on the Fire and Rescue department facilities. There are certain compromises that they should not have to make in the name of efficiency where it could affect their readiness to respond to emergencies and to train.	5/15/2021 8:22 AM
11	Take off your tinfoil hat!	5/14/2021 7:04 PM
12	It seems like the village wants to create an energy consciousness, but it's can't happen when all that is being built for housing in mcfarland are giant 5-bedroom houses and m mansions. It	5/14/2021 11:44 AM

	seems like if you really want to focus on the betterment of the community, you should make greener, smaller, affordable housing options that serve the entire population, not just rich, white married couples with kids.	
13	I don't know enough about this topic to know what would be a reasonable goal by what time frame. But I am very interested in helping to do my part and would support community action in that direction.	5/6/2021 8:36 PM
14	I support installing rooftop solar panels on exisiting buildings, especially big, flat, commercial buildings.	5/6/2021 7:11 PM
15	Would love a community wide solar project!	5/6/2021 7:07 PM
16	MGE and Alliant are already committed to 65 percent by 2030 and 100 percent by 2050. Investing in rooftop solar will only add costs to everyone. The most cost effective carbon reductions will be made by electrifying vehicles and conservation vs. replicating what the utilities are doing.	5/6/2021 5:03 PM
17	With the goal of ensuring costs of using renewable energy does not outpace historical inflation of fossil fuels. Paying more for something else will not deter the detractors.	5/6/2021 2:53 PM
18	Energy efficiency measures in new buildings and remodels should only be done when they make sense, not because they are required.	5/6/2021 2:44 PM
19	Unclear how to respond to the two options of timing for attaining 100% renewable energy. I support both but prefer the more aggressive schedule.	5/6/2021 11:02 AM

Q6 Please indicate your level of support for the Transportation vision statement.



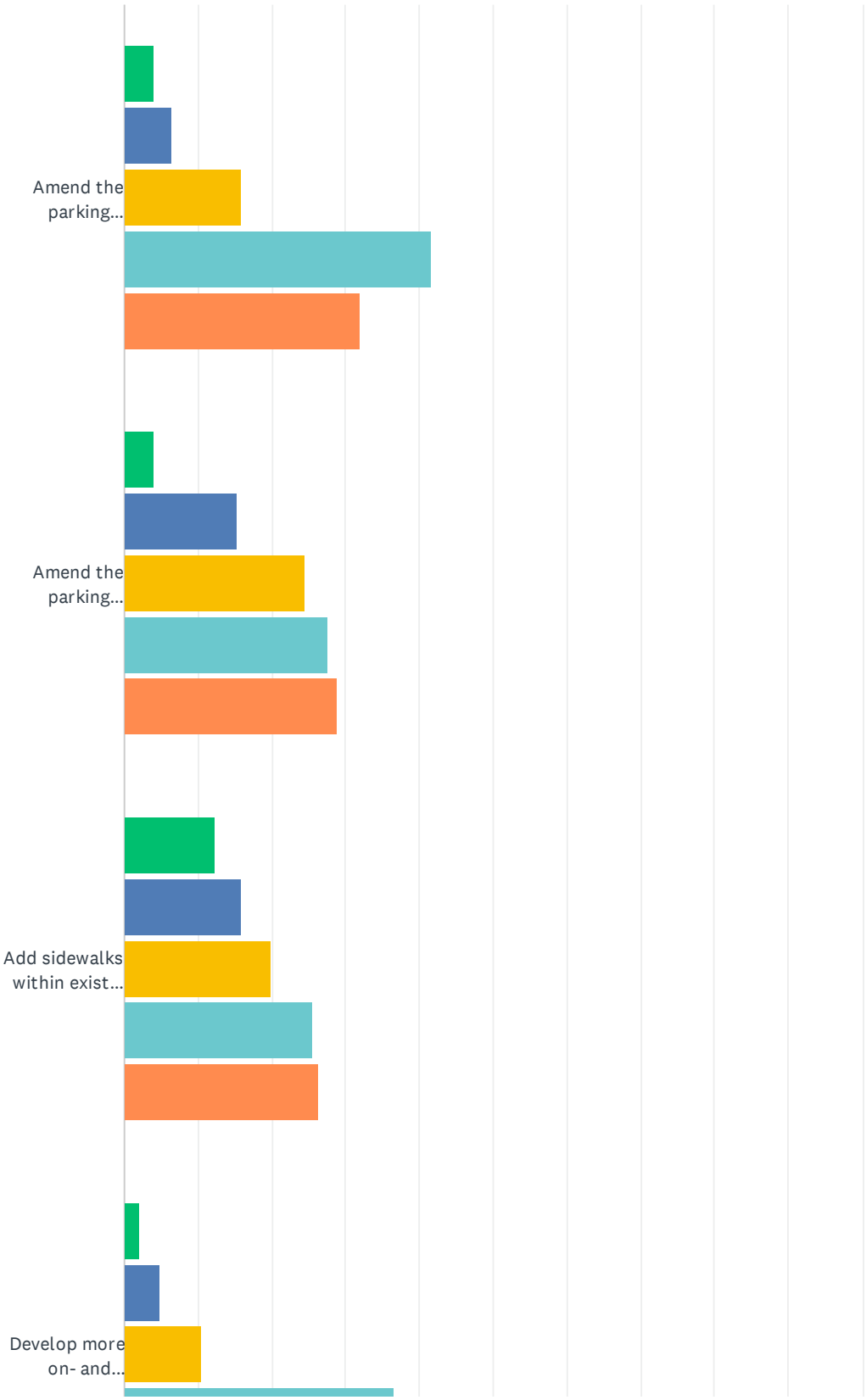
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
(no label)	3.24% 8	3.64% 9	11.74% 29	36.84% 91	44.53% 110	247	4.16

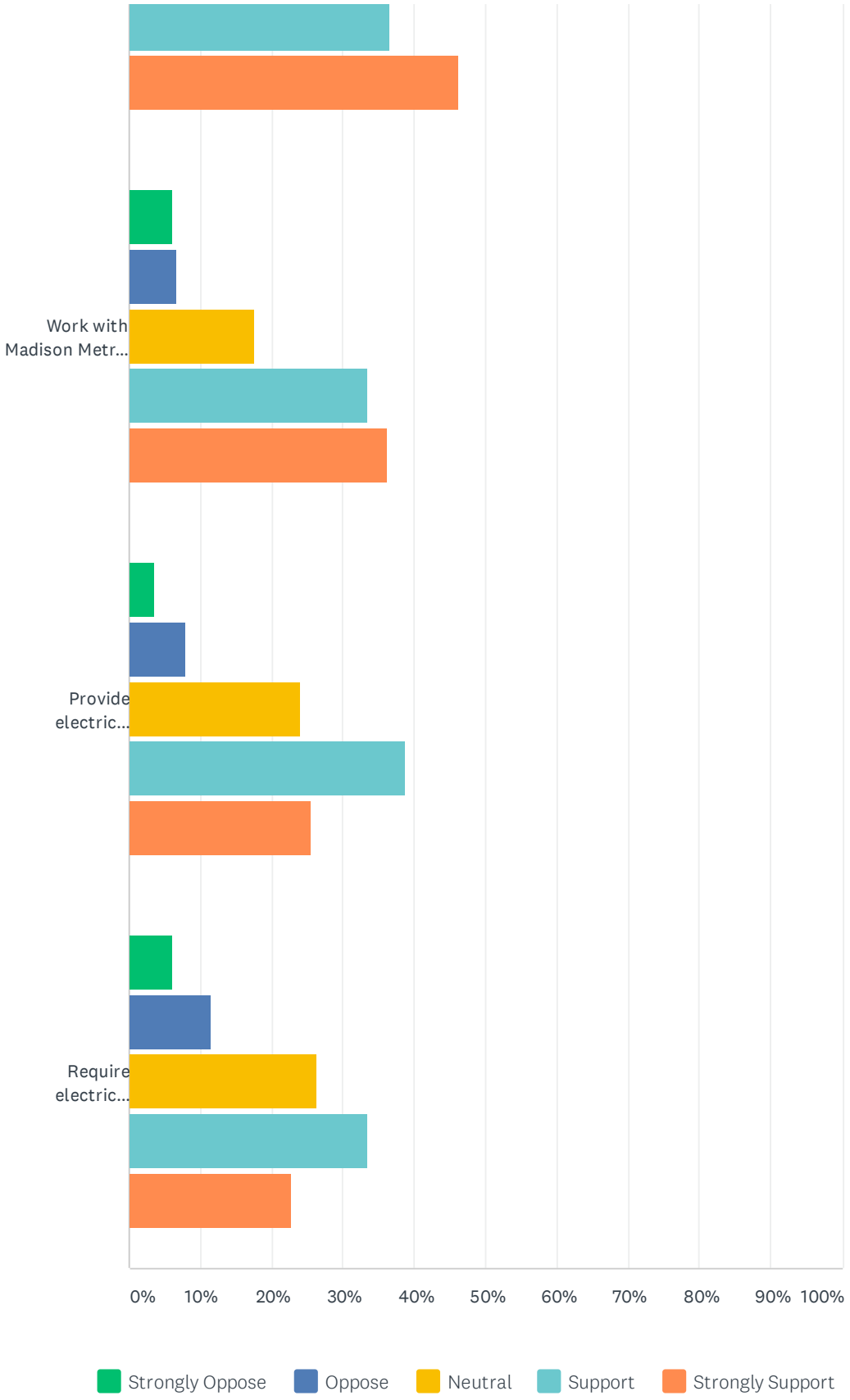
VISION STATEMENT

McFarland has an extensive multi-modal transportation network that is accommodating to the needs of all people, regardless of age, ability or income. Community members are enabled to make sustainable transportation choices when traveling to and from work, school, and other daily activities. Village transportation infrastructure is sustainably designed and integrated with a regional system that combines timely, cost -effective public transportation options, like buses and light rail, with a safe and ubiquitous network of routes for walking and bicycling.

Q7 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251 Skipped: 93




Work with Madison Metr...
Provide electric...
Require electric...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Oppose
Oppose
Neutral
Support
Strongly Support

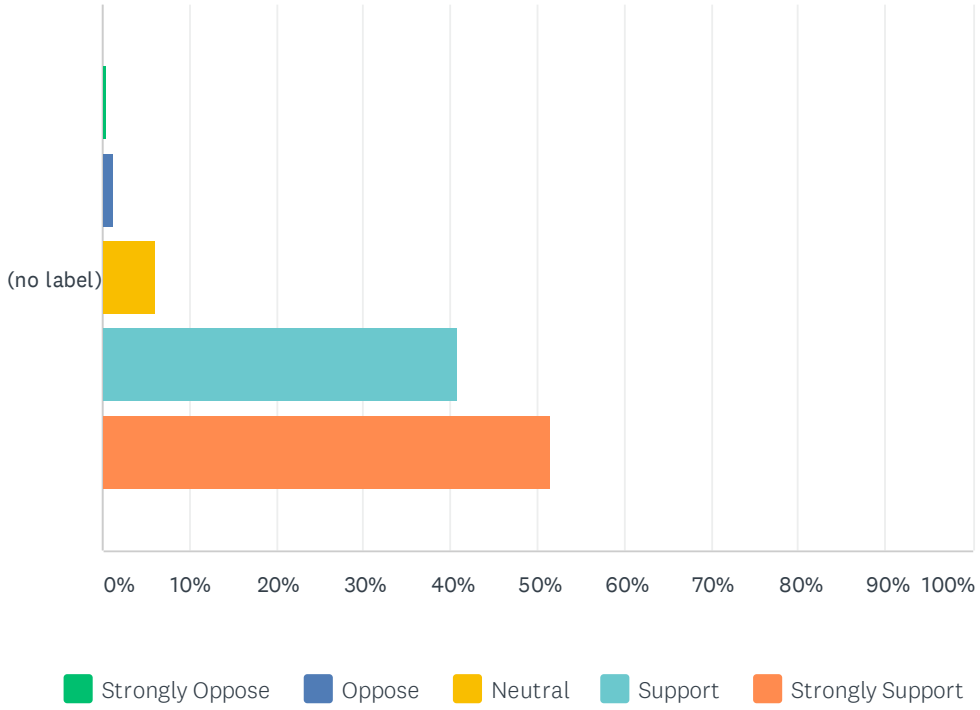
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Amend the parking ordinance to require bike parking for all new commercial and multifamily buildings.	4.00% 10	6.40% 16	16.00% 40	41.60% 104	32.00% 80	250	3.91
Amend the parking ordinance to set parking maximums for new commercial developments to limit excess pavement.	4.00% 10	15.20% 38	24.40% 61	27.60% 69	28.80% 72	250	3.62
Add sidewalks within existing neighborhoods where none currently exist.	12.35% 31	15.94% 40	19.92% 50	25.50% 64	26.29% 66	251	3.37
Develop more on- and off-road bike trails.	1.99% 5	4.78% 12	10.36% 26	36.65% 92	46.22% 116	251	4.20
Work with Madison Metro to connect the Village to Metro transit services.	5.98% 15	6.77% 17	17.53% 44	33.47% 84	36.25% 91	251	3.87
Provide electric vehicle charging stations at municipal facilities.	3.60% 9	8.00% 20	24.00% 60	38.80% 97	25.60% 64	250	3.75
Require electric vehicle charging stations in new multi-family developments.	5.98% 15	11.55% 29	26.29% 66	33.47% 84	22.71% 57	251	3.55

#	COMMENTS	DATE
1	We don’t need mandates.	5/28/2021 4:12 AM
2	Broad community support of regional transit services is required to reduce auto use significantly.	5/27/2021 12:09 PM
3	Light rail needs to be also in the forefront, connecting McFarland to madison.	5/27/2021 12:37 AM
4	Not every street needs sidewalks; too much cement especially when streets are wide and safe walking is possible. More cement leads to more salt use and more runoff. Especially interested in light rail connections to Madison, Milwaukee and beyond.	5/26/2021 9:01 PM
5	most families that live in multi-family developments don't have the money to own electric vehicles. Requiring charging stations there seems highly unnecessary and a burden on the property owners - and takes up space and resources for something that won't be used regularly.	5/26/2021 7:49 AM
6	Limiting parking spaces to save pavement space should not create more on-road parking. Too many apartment complexes already do not have enough on property parking	5/24/2021 7:37 AM
7	recently bought a Chevy Volt and would very much like to see the electric vehicle infrastructure improved.	5/23/2021 8:35 AM
8	Sidewalks are not necessary in certain neighborhoods. The disruption to areas that don’t need the sidewalks is not worth it. Please focus on main high traffic areas.	5/21/2021 5:35 PM
9	I don't think sidewalks are necessary in all neighborhoods; would rather have high-pedestrian traffic areas repaired and expanded first.	5/20/2021 9:30 AM
10	Until the price of electric vehicles comes down so households below median income can afford them, I'm hesitant to support requiring charging stations in development a.	5/19/2021 6:56 AM
11	Expanded Metro service would be great. I lived in Sun Prairie when they added Route 23 and it was a great option for commuting. I used it right up to the pandemic before we built a home in McFarland. We will be going back to the office soon and the current options for Metro service in McFarland is less than ideal. I’m hoping for that to change with the upcoming BRT.	5/17/2021 9:32 PM
12	Not sure we need sidewalks everywhere in our Village	5/17/2021 11:30 AM

13	It's hard enough to attract businesses to McFarland without putting additional requirements on them. McFarland has a reputation of being not that friendly to businesses, unless of course it's one of the town's "favored business owners" (i.e. Locke, Gannon, Bisbee & Neitzel to name a few).	5/17/2021 8:01 AM
14	Electric vehicle charging stations should be the first to have renewable energy sources (oppose to coal/gas generated electricity) to help reduce the cars' carbon neutrality.	5/17/2021 5:54 AM
15	How about development of pavement materials that allow water to percolate through?	5/15/2021 12:34 PM
16	We very much need Metro connectivity to Madison or other mass transit. Also consider the Monona Express model which has a city owned small bus running a route around town before going straight to downtown Madison and other common work locations.	5/15/2021 8:22 AM
17	Madison metro isn't convenient	5/14/2021 6:50 PM
18	In some Blue Zone communities, the more outlying neighborhoods form groups who will organize walking children to school with one or more adults. This could be a fun alternative to busing the children who live farther from school or who attend daycare centers.	5/14/2021 1:41 PM
19	You can't have affordable housing if you put demands on builders.	5/9/2021 6:48 PM
20	I didn't see that you put anything about the light rail, even though you briefly mentioned it in the paragraph. I feel very strongly we need that to connect to Madison. and then of course it would need to be in madison as well I suppose.	5/7/2021 9:02 AM
21	Community incentives for businesses and private residences to install electric vehicle charging stations are encouraged as well.	5/7/2021 7:42 AM
22	Sidewalks, Half the people do not use the sidewalks we have now. Exchange Street is good example. people jog in the street rather than the sidewalk because cement is to hard on there feet, if this is the case lets asphalt the existing side walks. Streets that have not had side walks for 40 years plus really do not need them. Some of the existing sidewalks are so bad people can not walk on the, maybe it is time to fix what we have not make more problems. Again use Exchange street for a example, a lot of the walks are not shoveled in the winter so again people have to walk in the street. Develop Bike trails when the people that use them help support them get a enforceable license fee in place and a trail usage fee.	5/6/2021 9:58 PM
23	We don't yet have standards for EV charging so that is bad spend. I live on a cul de sac and don't need a sidewalk we are a suburb and people need and will own cars. Focus on solutions where firm follows function.	5/6/2021 9:32 PM
24	I love all these ideas! I especially like working with Metro transit to extend public transportation to McFarland. This is great for SO many reasons, not only sustainability.	5/6/2021 7:07 PM
25	Don't mandate, educate. Developers are already offering charging stations as amenities.	5/6/2021 5:03 PM
26	It is shameful that Madison Metro and especially the Badger Bus for people with disabilities do not expand into McFarland. I have my elderly and disabled mother on the waiting list for the new senior apartment building that is being built behind the Forward Pharmacy strip mall. But, she will not be able to move into the village because she is fully dependent upon the Badger Bus for her transportation needs. (She has an electric scooter. She cannot walk. I cannot afford the equipment to modify my vehicle or purchase a new vehicle to transport her everywhere.)	5/6/2021 3:01 PM
27	I don't believe all streets need to have sidewalks. We live on a short street without a sidewalk and the street is plenty wide enough for pedestrians to safely walk on the side of the road (there aren't that many people walking down our street as it is). I prefer to have the green grass of the yards rather than adding more concrete to our lesser-used village streets.	5/6/2021 2:52 PM
28	Requiring these things sounds great, but again, they should only be done when and where they make sense. Instead, incentives, like tax breaks for installation may be a better approach.	5/6/2021 2:44 PM
29	maximize permeability of landscaping/terrace (aka not paving over median and terrace areas)	5/6/2021 11:02 AM

Q8 Please indicate your level of support for the Water vision statement.

Answered: 245 Skipped: 99



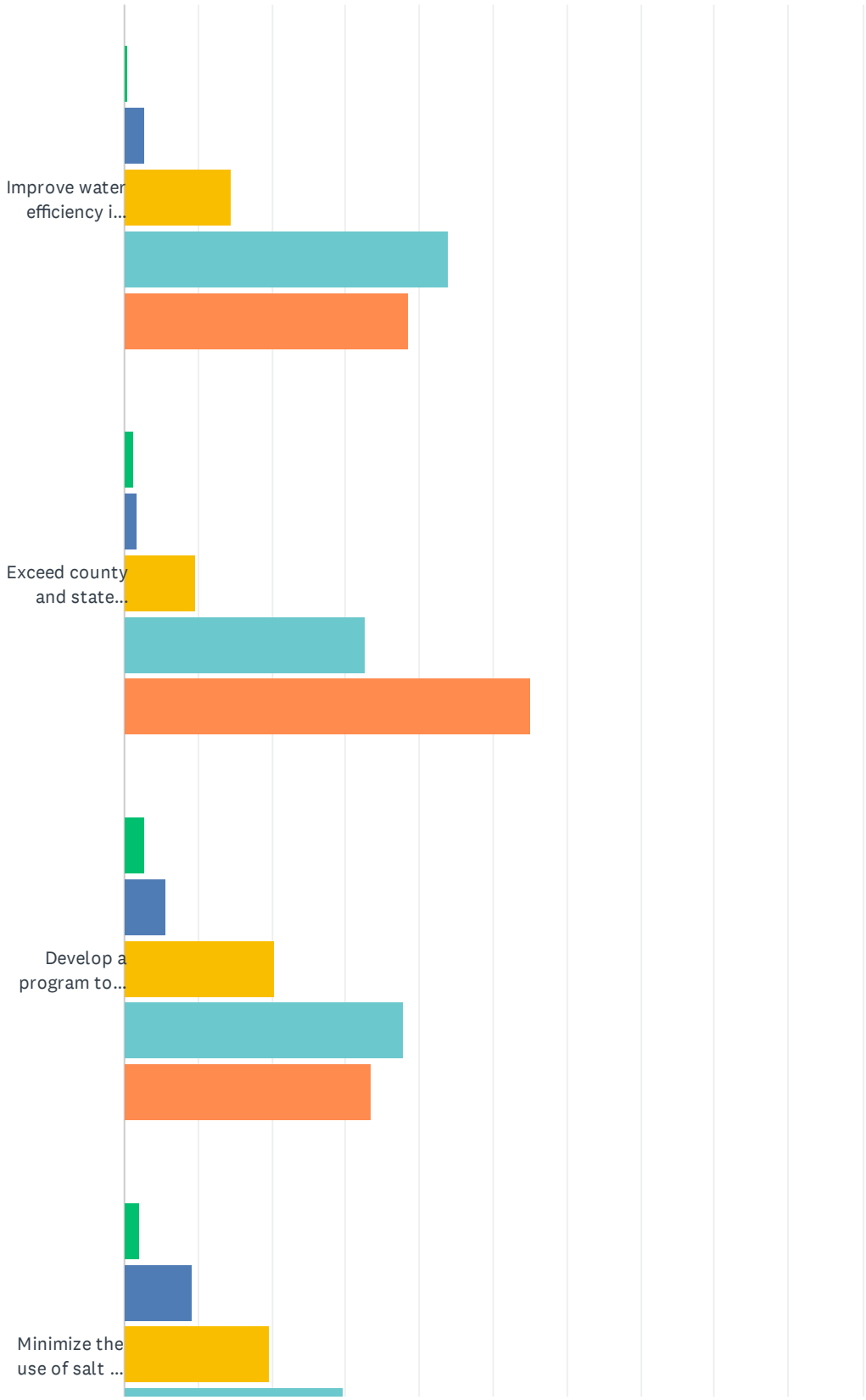
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
(no label)	0.41% 1	1.22% 3	6.12% 15	40.82% 100	51.43% 126	245	4.42

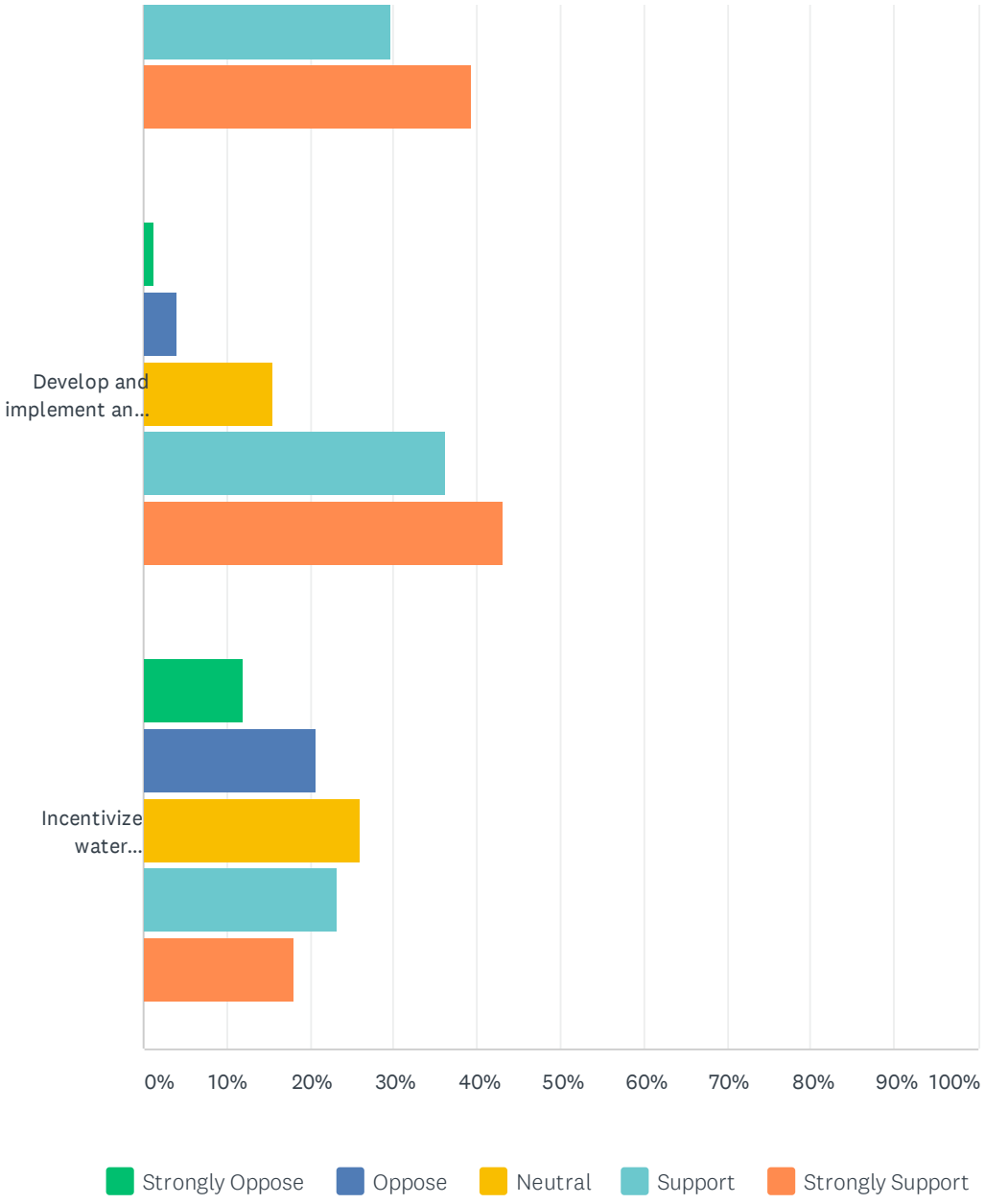
VISION STATEMENT

McFarland has an abundance of clean water, including surface water and groundwater, for both recreation and drinking. Public and private users limit their use of groundwater while also seeking to optimize infiltration of stormwater through best practices. Village government, residents and businesses endeavor to keep groundwater and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

Q9 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251 Skipped: 93




Develop and implement an...
Incentivize water...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Oppose
Oppose
Neutral
Support
Strongly Support

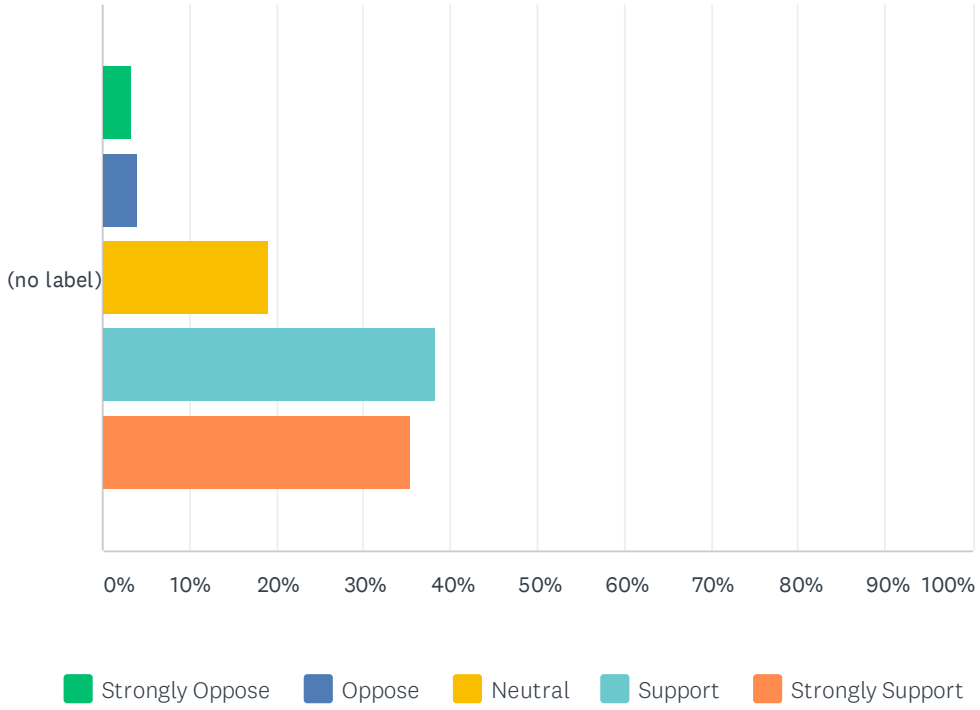
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Improve water efficiency in municipal operations through water conservation measures, such as installing low-flow water fixtures.	0.40% 1	2.80% 7	14.40% 36	44.00% 110	38.40% 96	250	4.17
Exceed county and state minimum requirements for protection of green spaces that play a key role in water infiltration.	1.20% 3	1.59% 4	9.56% 24	32.67% 82	54.98% 138	251	4.39
Develop a program to assist residents with purchasing and installing low-flow water fixtures.	2.79% 7	5.58% 14	20.32% 51	37.85% 95	33.47% 84	251	3.94
Minimize the use of salt on low traffic roadways.	2.01% 5	9.24% 23	19.68% 49	29.72% 74	39.36% 98	249	3.95
Develop and implement an outreach campaign to encourage waterway health best practices for lawn care, landscaping and fall leaf management.	1.20% 3	3.98% 10	15.54% 39	36.25% 91	43.03% 108	251	4.16
Incentivize water conservation by increasing water rates for higher usage.	12.00% 30	20.80% 52	26.00% 65	23.20% 58	18.00% 45	250	3.14

#	COMMENTS	DATE
1	We don’t have a clean lake. Our run off runs directly into lake Waubesa.	5/28/2021 4:12 AM
2	Slow development on marshy areas. Stop allowing building so close to the lakes. It is unfortunate the lake is surrounded by private homes which more easily pollute and restricts public access to enjoy the lake. Create a program to assess why someone may have high useage of water, may have leaks, not know about more efficient ways. Create buy in and incentives rather than punishment	5/26/2021 9:01 PM
3	the salt use by the village is out of control in the winter, we need to reduce this by at least half. Also, we need to do a better job of helping people keep leaves off the street by having pickups at the curb and educating people about "love your lakes, don't leaf them". Also, so many pesticides and fertilizers used privately and publicly... we need to do more to help our lakes and pollinators.	5/26/2021 12:12 PM
4	Higher rates for increasing water usage can be tricky, would you charge more in a dry spell for watering lawns? What if there is a leak that goes unnoticed and you would get charged more for that? I think it may be a good idea in some cases but accidents and things happen that you shouldn't get penalized for...	5/21/2021 8:59 AM
5	1. leaf management needs to include free/included residential pickup 2. increasing water rates for higher usage is not a good solution; doesn't really incentivize people, just punishes and puts financial burden on places that have higher water needs	5/20/2021 9:30 AM
6	I have one less person in my house now and my water bill ig higher than ever. I guess if you want to reduce the use of water in your plan, just keep raising the prices and you may feel good about your numbers but the citizens will be the ones hurt and paying for it in the end.	5/17/2021 8:01 AM
7	It would be really nice for the community to know that they are directly connected to our watershed, so when they blow debris off their driveways, salt their drives, wash their cars, etc. they realize the consequences of those actions. Again, native Americans lived in our village for thousands of generations and didn’t have issues like this (nor crazy algae blooms).	5/17/2021 5:54 AM
8	Water rates have gone up enough in recent years without adding additional increases.	5/14/2021 7:04 PM
9	Start dining people who take their leaves and debris into the roads. My neighbors do it weekly year round. They have been talked to but no fines so they keep doing it.	5/14/2021 6:50 PM

10	I see a lot of room for improvement here. We recently moved from Madison and were shocked by how much more salt McFarland uses and residents use, especially on neighborhood streets.	5/7/2021 8:04 AM
11	We live in a water rich area. West coast arid climate solutions won't be as impactful as understanding our ecosystem and working to solve runoff and water body eutrophication issues.	5/6/2021 9:32 PM
12	I think there is a lot of eduction to be done within the community. It sickens me every year to see neighbors raking and putting leaves in plastic bags to then transport and dispose of.	5/6/2021 8:38 PM
13	People with swimming pools should pay for water. Encourage participation in using community pool. At the high school.	5/6/2021 7:14 PM
14	IN particular, I support the increased rates for higher usage. This should even carry over into trash pickup and recycling where we incentivize generating less trash.	5/6/2021 7:11 PM
15	I would love an outreach program not just for lawn care, but to educate the effect of grass lawns and their required maintenance on our ecosystems. And then further educate how beneficial natural and native lawns/landscaping would be for our community.	5/6/2021 7:07 PM
16	The benefits of low flow faucets and shower heads are negated by the the extra time it takes to rinse the soap off or out.	5/6/2021 5:56 PM
17	Don't get into punitive rate designs. This could negatively impact customers who have a need for water use, such as a brewery.	5/6/2021 5:03 PM
18	How about lower cost rates for those who use less instead	5/6/2021 3:23 PM
19	With regard to reducing salt usage on low-traffic streets, I totally agree with this. One significant issue related is drivers' lack of attention to how slippery the roads will be. Perhaps some public service announcements to the effect of "slow down" in general, and specifically when roads are iced over, would be beneficial.	5/6/2021 3:13 PM
20	Ensure the costs of conservation are not passed on to the customer by raising rates simply because the funds are needed.	5/6/2021 2:53 PM
21	I support "minimizing" the use of salt on low-traffic roadways but not ELIMINATING the use of salt on those roads. As one who lives on what may be deemed a "low-traffic" road, we still need to be able to safely get to the "high-traffic" roads during icy winter conditions. You need to define "higher usage" when it comes to raising water rates. I'm not sure I trust that the Village won't increase rates on a vast majority of people vs. those with super expensive homes on the lake who have yards going right up to the water and are more responsible for damage to the lake. Any increases need to be tightly targeted. Our property tax assessments have been dramatically increasing in recent years (15% this year) and it seems the Village should be able to incorporate that added tax revenue to fund these measures instead of raising rates on a majority of residents. We need to make sure our community remains affordable for people of ALL income levels. That should be the highest priority.	5/6/2021 2:52 PM
22	The lawn care, grass clippings, leaves, etc get commonly swept into the drains that go to the lake. Marking the drains would be a simple way to warm everyone not to inadvertently pollute the waterways!	5/6/2021 1:13 PM
23	The Village already owns equipment for brining roadways rather than using salt. Why don't they use it?	5/6/2021 12:28 PM
24	The recent price increase from 2019 to now has been almost too much. I dont want to move because i cannot afford the cost of local utilities. It has been quite a shock to see the difference and has hurt the bank account with the statement comes in the mail.	5/6/2021 11:19 AM
25	I'm particularly passionate about ecologically friendly lawn care. If the village took on community composting, perhaps it Coyle be made available for lawn care for residents	5/6/2021 11:02 AM

Q10 Please indicate your level of support for the Land Use vision statement.

Answered: 246 Skipped: 98



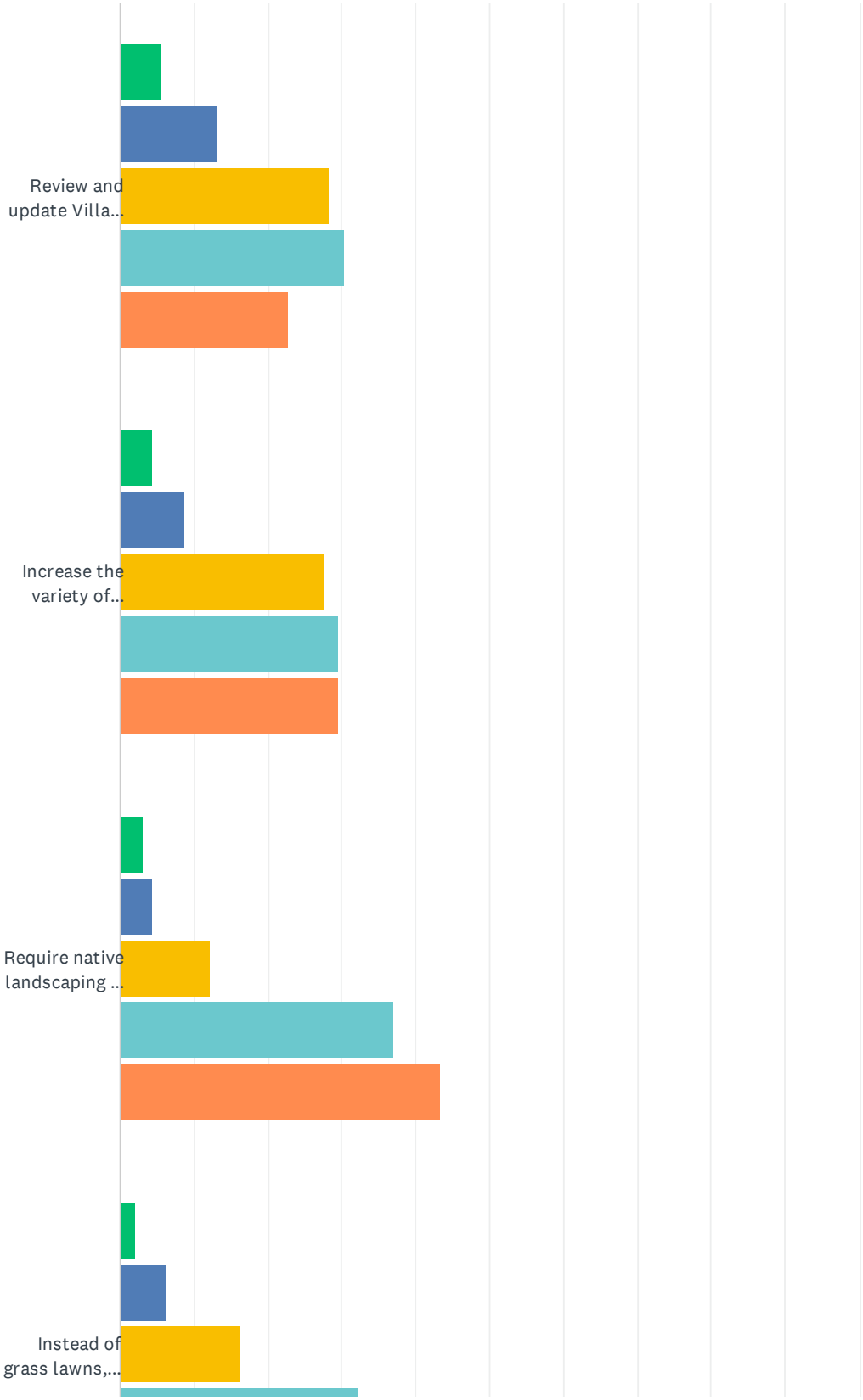
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
(no label)	3.25% 8	4.07% 10	19.11% 47	38.21% 94	35.37% 87	246	3.98

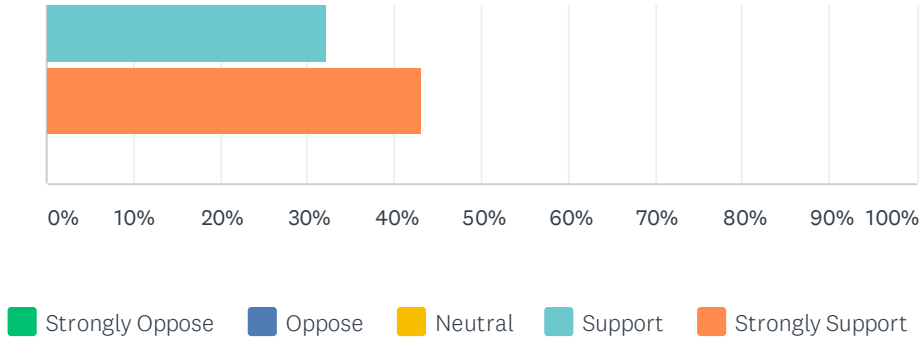
VISION STATEMENT

The Village of McFarland prioritizes the protection of environmentally sensitive areas and biodiversity in land use decisions and preserves land strategically for those purposes. The Village encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types in order to expand access to housing, jobs, services, recreation, social interaction, and other basic needs. Higher density and infill developments are encouraged so that land and infrastructure resources are used efficiently. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village.

Q11 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251 Skipped: 93





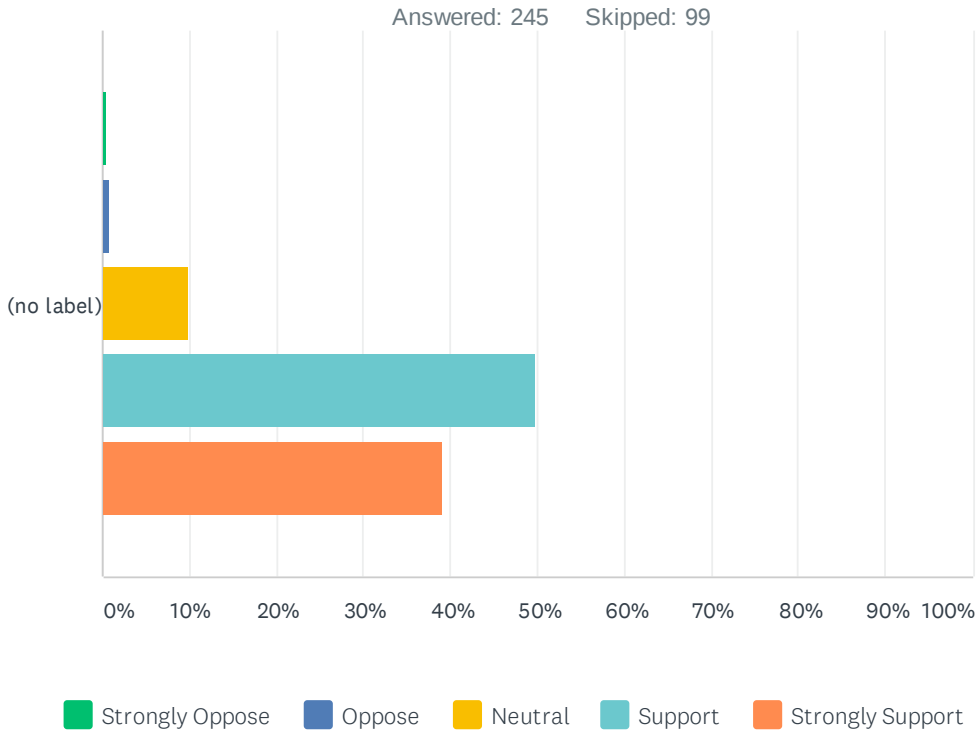
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Review and update Village plans and ordinances to look for opportunities to utilize land more efficiently, such as reducing setbacks and minimum lot sizes.	5.58% 14	13.15% 33	28.29% 71	30.28% 76	22.71% 57	251	3.51
Increase the variety of housing choices and types in the Village.	4.40% 11	8.80% 22	27.60% 69	29.60% 74	29.60% 74	250	3.71
Require native landscaping in buffer areas around surface water and wetlands on both public and private property to protect water quality.	3.21% 8	4.42% 11	12.05% 30	36.95% 92	43.37% 108	249	4.13
Instead of grass lawns, utilize more native landscaping on municipal properties that are not used for recreation purposes.	1.99% 5	6.37% 16	16.33% 41	32.27% 81	43.03% 108	251	4.08

#	COMMENTS	DATE
1	There is no consideration of cost in any of these statements.	5/28/2021 4:12 AM
2	Native landscaping reduces access across public areas in many cases. Not clear what "Increase the variety of housing choices" means.	5/27/2021 12:09 PM
3	How would requiring natural landscaping be enforced, current rules are not enforced (sweep grass and leaves from sidewalks and curbs, pick up after pets, junky home lots). Tall plants near buildings will house rodents and “hide” peoples’ junk. Who would define “native planting” and what is acceptable? And then enforce it? How? Fines? Encourage green spaces allowed to remain, stop developers from removing so many trees in order to build more houses to sell; we need green space to live and breathe, but at least use the wood rather than chip led trees that were simply roughly knocked over (I’ve watched this done and it’s disgusting)	5/26/2021 9:01 PM
4	I feel like this is using environmental concerns to try to increase the number of large development in McFarland. I like the wide spaced and pretty homes. I think big apartment complexes, or closer together homes is not necessarily environmentally friendly. I am opposed to requiring natural landscaping in private properties - I could see encouraging it, but the word requirement concerns me.	5/26/2021 7:49 AM
5	Allow tiny homes	5/26/2021 1:40 AM
6	Reduce or eliminate use of toxic chemicals in public spaces such as parks, near bike & walking paths, etc. Implement programs to naturally control & reduce invasive species.	5/20/2021 9:55 PM
7	help residents move to native landscaping too	5/20/2021 9:30 AM
8	I don’t know the area well enough to form an opinion on the types of housing McFarland needs.	5/17/2021 9:32 PM
9	Wow. Let's require, let's require, let's require.	5/17/2021 8:01 AM
10	I’ve considered tiny house living, but I’m not sure if the local ordinances are conducive for	5/17/2021 5:54 AM

	something like this.	
11	Landscaping around water and wetlands has not been kept ideal. I live on a storm water detention pond and the plants on our side on a rather steep slope do not filter water and do allow for erosion of the earth around the pond. When the pond was dredged out years ago, the grassy covering was lost and now the covering has very shallow roots and is not very dense. The village should be more interested in taking care of this.	5/15/2021 12:34 PM
12	These ideas all sound so good! Thank you and great work!	5/14/2021 1:41 PM
13	Mcfarland NEEDS to have affordable housing options, other than apartments (that aren't that affordable). As a lower income resident, all I see being built are ridiculously high prices and HUGE houses or condos, which is neither green nor sustainable. I can not afford anything in mcfarland, and am assuming it's just going to skyrocket from here. It is obvious to me that the village is putting out this message of wanting to be environmentally friendly and accepting of all, but literally all the new developments are for rich, white people. It's disappointing. Unless you make over 100k a year, Mcfarland is not an affordable option.	5/14/2021 11:44 AM
14	Mcfarland has a way to go with this. The new developments are getting more and more expensive making McFarland less affordable.	5/7/2021 2:40 PM
15	The only thing that worries me is that I have many outdoor allergies, so if we do this all over, we may need to move, or won't be able to visit certain areas of the village :(	5/7/2021 9:02 AM
16	While minimizing setback requirements and reducing lot sizes are great to densify the village, it also limits the choices for residents when buying or building a home. Having subdivisions with larger lots than .25 acre shall be considered.	5/7/2021 7:42 AM
17	For the last 30 years (after living in McFarland for 47 years all i have heard is how McFarland is landlock, yet every direction you look there is housing being built, I think there is enough variety of housing.	5/6/2021 9:58 PM
18	Minimum lot sizes decrease urban sprawl but reduce available property for "green use". If I have a 5000sf lot I don't have adequate space to Support a garden, green space, and a lawn. Expanded lot sizes to .5 acre allow quality of life to be balanced with all three goals. I can have/support pollinator areas and traditional lawn area.	5/6/2021 9:32 PM
19	Less mowing & less use of herbicides and pesticides should save tax dollars.	5/6/2021 7:11 PM
20	Yes! to the native landscaping	5/6/2021 7:07 PM
21	Native landscaping on all property would be great. I'm a bit confused by the first question- are you saying that lots sizes will become smaller or larger? Larger lots allow for more green space and less tapping into the water table per resident. (I would hope.)	5/6/2021 5:07 PM
22	Educate, don't mandate.	5/6/2021 5:03 PM
23	We also need to look at long term runoff when building. No one ever comes back to look at these areas years after the development goes up to see if the drainage is working properly, or even needs to be maintained.	5/6/2021 3:25 PM
24	We don't need more condominiums and apartment buildings that drive down neighborhood property values.	5/6/2021 2:53 PM
25	If "native landscaping" means weeds like dandelions and others, I oppose. If it means planting wildflowers, I agree. As for housing, we MUST have more lower- to middle-income housing options to allow for a more diverse citizenry. And it shouldn't be packed into one or two massive apartment complexes. We don't need a return of the failed concept of "projects" of the 1970s/80s. More affordable single-family homes and duplexes should be encouraged, too. We also need to stop giving away lakefront property to developers. That high-income monstrosity behind Walgreens (former Beach House) was a huge fail for the Village. At a minimum, it should have been redeveloped for a new bar/restaurant, if not another lakefront community park. You'd be hard-pressed to legitimately call this a "lake" village because our elders did not develop the lakefront for public access, other than the small McDaniel Park. It's a shame that it all went to super-expensive private property.	5/6/2021 2:52 PM
26	Stop letting the village turn into a Veridian style neighborhood. Lots are too small and houses are too close in all new developments. There is no character in these new neighborhoods.	5/6/2021 2:44 PM
27	I really think the village needs to offer LARGER homes as well as more variety in the lower	5/6/2021 1:13 PM

	income bracket... Dane county is generally very expensive cost of living. Mcfarland has a great plan, that's why we're here and it's was sad to realize all the CUP makes our possible for huge apartments to be put where there's supposed to be townhouses. Diversity is great, however I'd like to point out there are basically no homes above 3500 Sq ft either. So, if there aren't any large lots available, that is frustrating for wealthier families. Keep in mind, families that want to come to the area for the schools are in all tax bracket levels.	
28	Can the village ask HOAs not be so restrictive about their policies in their neighborhoods?	5/6/2021 11:19 AM
29	My concerns about reducing setbacks and Ming lot sizes is that you end up with a greater percentage of impermeable surfaces... I do support efficient land use. If fewer people have yards, I would like to see more space for community gardens as locally produced/'home grown' food has many ecological benefits	5/6/2021 11:02 AM

Q12 Please indicate your level of support for the Solid Waste vision statement.



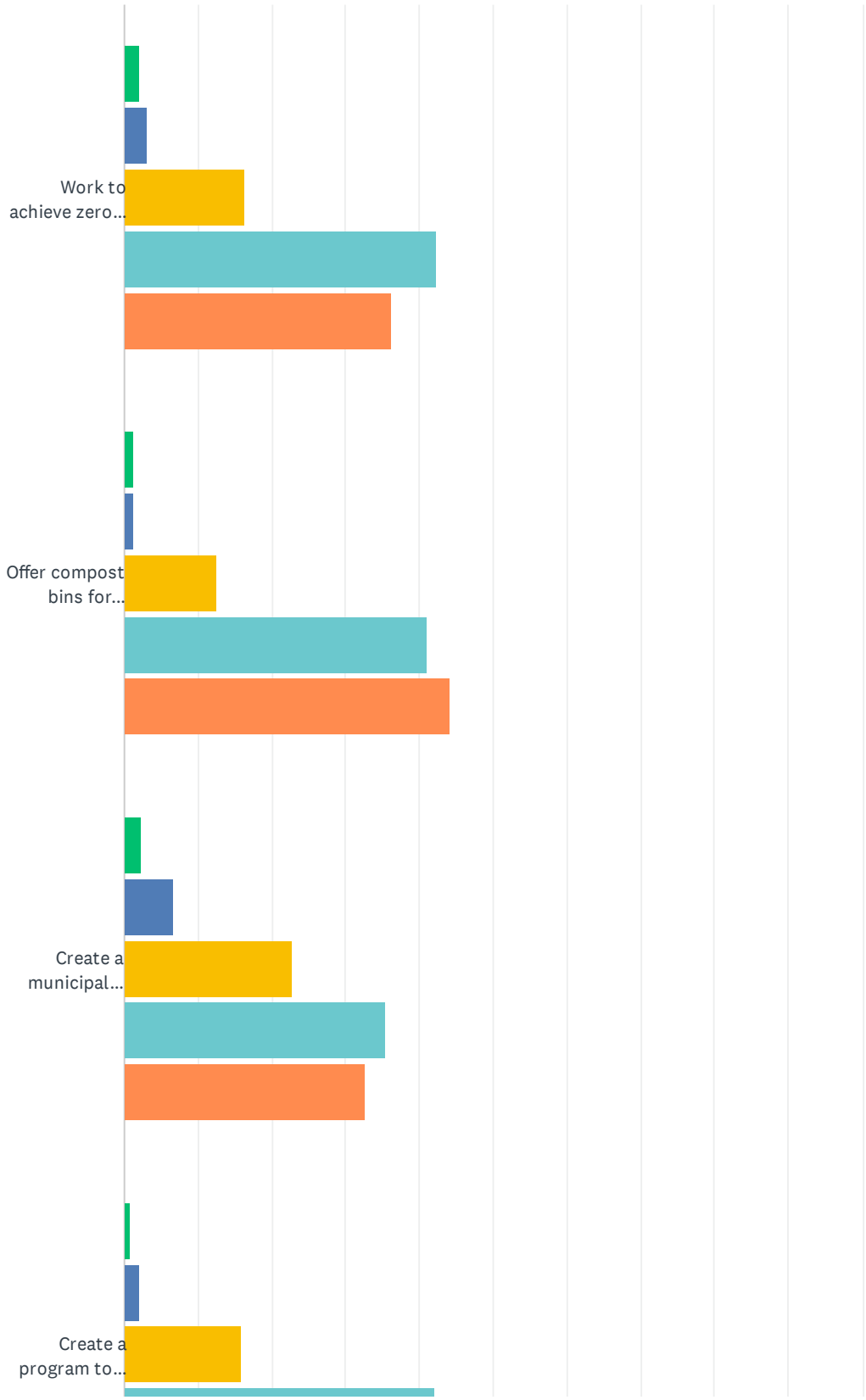
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
(no label)	0.41% 1	0.82% 2	9.80% 24	49.80% 122	39.18% 96	245	4.27

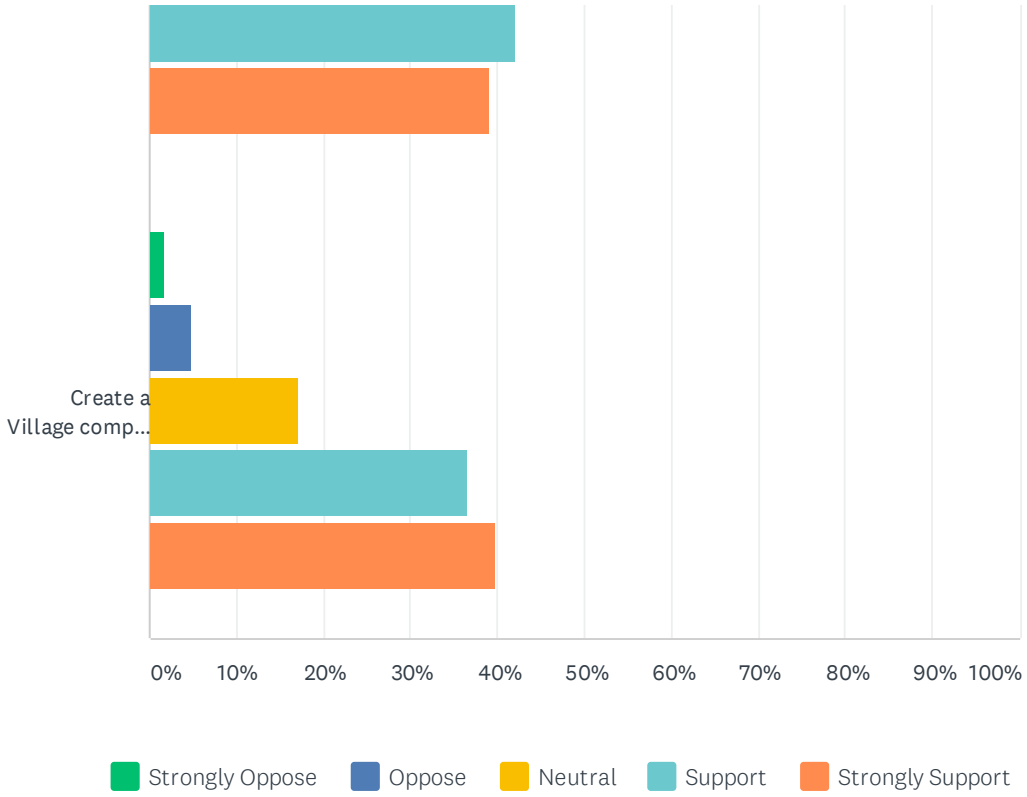
VISION STATEMENT

The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste. Village government uses incentives and policies to limit unnecessary waste and promote the lesser use and safe disposal of hazardous materials. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.

Q13 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251 Skipped: 93



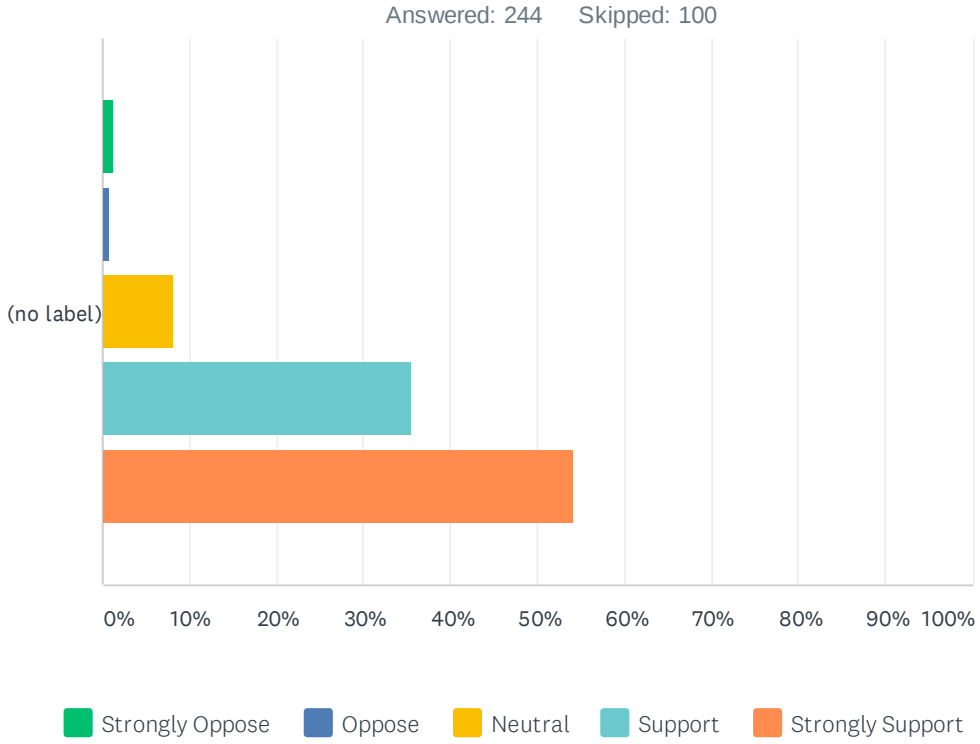


	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Work to achieve zero landfill waste in municipal operations by 2040.	1.99% 5	3.19% 8	16.33% 41	42.23% 106	36.25% 91	251	4.08
Offer compost bins for Village residents.	1.20% 3	1.20% 3	12.45% 31	40.96% 102	44.18% 110	249	4.26
Create a municipal purchasing policy that requires consideration be given to whether a product is made from renewable and/or recycled materials.	2.39% 6	6.77% 17	22.71% 57	35.46% 89	32.67% 82	251	3.89
Create a program to encourage and facilitate the practical reuse of waste from private and municipal construction projects.	0.80% 2	2.00% 5	16.00% 40	42.00% 105	39.20% 98	250	4.17
Create a Village compost site for food waste.	1.59% 4	4.78% 12	17.13% 43	36.65% 92	39.84% 100	251	4.08

#	COMMENTS	DATE
1	There is no consideration of cost in any of these proposals.	5/28/2021 4:12 AM
2	Zero landfill waste seems grandiose, lots of educating and buy in work to be done. Educate more or have places available to residents to recycle small electronics, household batteries and lightbulbs easy access drop boxes to recycle batteries similar to medicine drop boxes would be helpful.	5/26/2021 9:01 PM
3	I am very eco, but I am not going to compost. Rotting food on properties is not a good thing for varmints and other wildlife.	5/26/2021 12:12 PM
4	need any initiatives to have clear, easy guidelines-- challenging when recycling and other rules differ from city to village- different in Madison than McFarland...	5/20/2021 9:30 AM
5	We currently belong to a local composting group who provides a bucket and biodegradable	5/17/2021 9:32 PM

	bags and picks up once a week. If the village provided this for all residents that would be great.	
6	I think having individually owned compost sites makes more sense	5/17/2021 11:30 AM
7	The 2040 target might be too far away; we could be doing much of these things now. My partner is a zero waste sustainability analyst at AmFam and has much insight and resources on the subject. Please reach out for more info.	5/17/2021 5:54 AM
8	Instead of have a purchase policy that allows over spending on items just to be political correct, how abut spending more money in a way that would save the village taxpayer money instead of cost more.	5/6/2021 9:58 PM
9	This is the single most feasible and supportable area for sustainable development. We are lacking in support for diverting biomass from landfills where it contributes to climate degradation in the form of CH4 emissions. .	5/6/2021 9:32 PM
10	These all sound like expensive endeavors with little value.	5/6/2021 5:03 PM
11	Other communities have had problems with a community compost site	5/6/2021 4:07 PM
12	This is a hard one for me. It's one thing to 'plan on' or 'work toward', it's an entirely different thing to achieve it. I'm all for zero landfill waste as a goal, but question whether the effort and energy are as worthwhile as increasing housing density and overall energy efficiency.	5/6/2021 3:13 PM
13	To keep my kitchen scraps out of the landfill I have an arrangement with a friend across town who lets me put my scraps in her compost bin. Of course I drive there which negates some of the positive impact of this arrangement. The village should have curbside food scrap pickup.	5/6/2021 3:01 PM
14	Yes to community composting.	5/6/2021 2:53 PM
15	I would like to see our Village adopt free vaccum leaf pickup in the fall like other communities have. Given our property tax rate, we shouldn't have to pay for plastic bags and put the leaves in them to have them picked up. Raking them to the edge of the yard to be vaccumed up by Village makes the most sense and would be a service that would help residents FAR MORE than spending our tax money on things such as additional amenities at a dog park. That was an obscene waste of our tax money that only benefits a small segment of our population. Be better! Also, it would be helpful to have a free annual large-item trash pickup to encourage residents to get rid of objects they may be stashing in their back yards or filling their houses with because they can't afford to move them or don't have a truck to be able to transport them to the landfill. Make this investment that will allow people a fresh start towards a sustainability focused lifestyle by giving them a cost-free way to rid themselves of these unwanted items.	5/6/2021 2:52 PM
16	Incorporate food waste pick up into garbage pick up. City of Dubuque, IA has a good program you could check out! Not sure if folks would haul food scraps to a site.	5/6/2021 2:43 PM
17	I would support further incentivizing residents switching to the small garbage cans. Provide TerraCycle drop off at municipal buildings. Offer financial assistance to help families afford CSA memberships.	5/6/2021 11:02 AM

Q14 Please indicate your level of support for the Community Health vision statement.



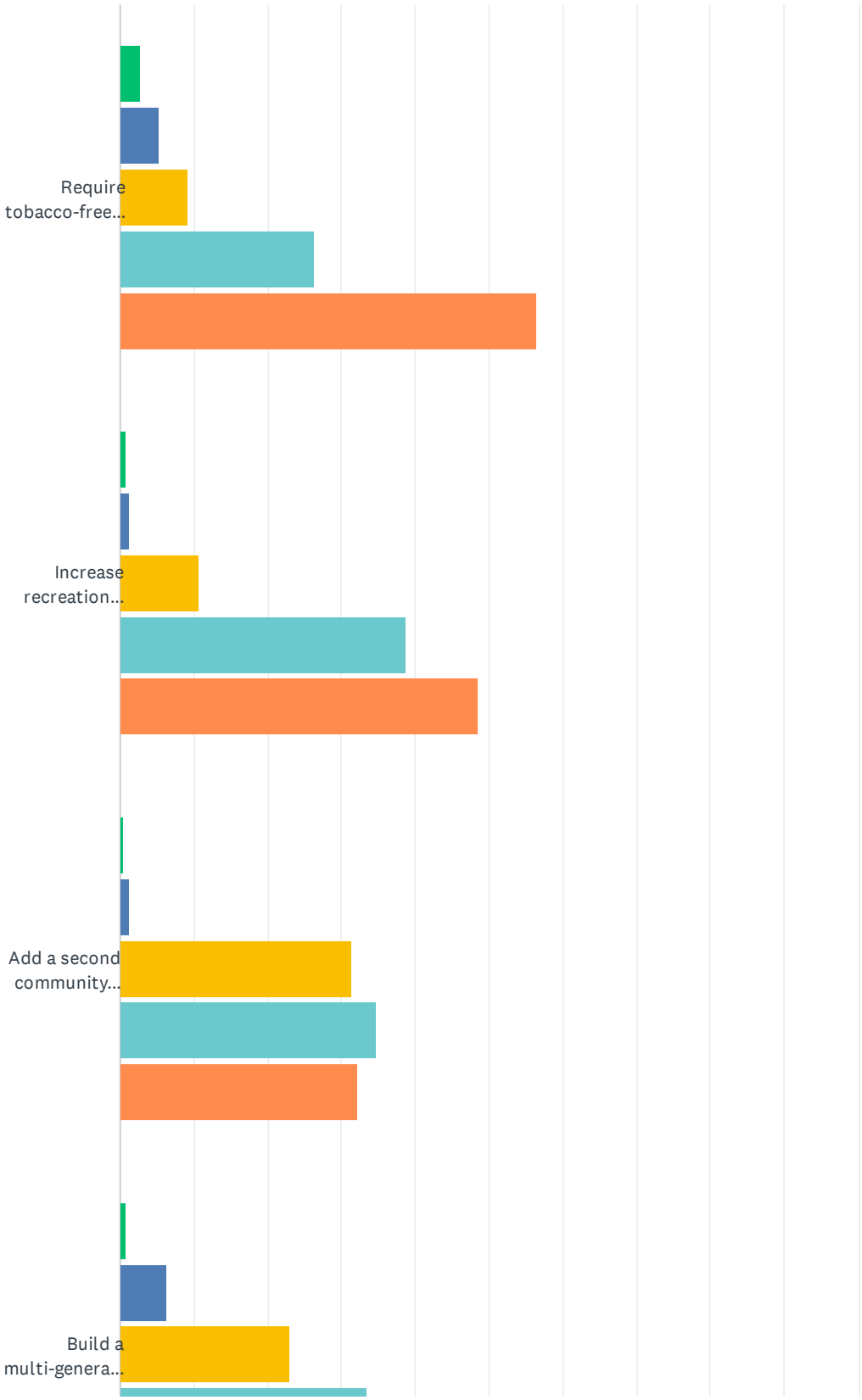
	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
(no label)	1.23% 3	0.82% 2	8.20% 20	35.66% 87	54.10% 132	244	4.41

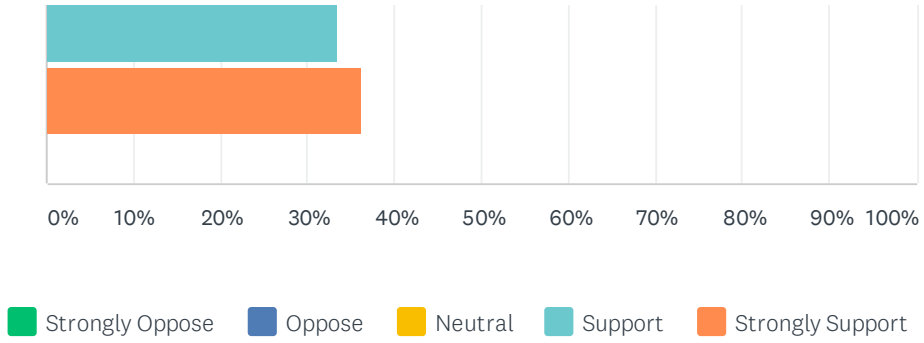
VISION STATEMENT

McFarland, including its government, residents, and businesses, embraces community health and wellbeing as an integral part of sustainability. McFarland is intentional about embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, housing, jobs, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income, or ethnicity. The community values social connections and civic participation and works together to meet the needs of its most vulnerable residents.

Q15 Please indicate your level of support for the following actions aimed at achieving the above vision.

Answered: 251 Skipped: 93





	STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL	WEIGHTED AVERAGE
Require tobacco-free and e-cigarette free apartments in all new multi-family developments and on all municipal properties, including parks.	2.79% 7	5.18% 13	9.16% 23	26.29% 66	56.57% 142	251	4.29
Increase recreation programs through the Village.	0.80% 2	1.20% 3	10.76% 27	38.65% 97	48.61% 122	251	4.33
Add a second community service day.	0.40% 1	1.20% 3	31.47% 79	34.66% 87	32.27% 81	251	3.97
Build a multi-generational community center.	0.80% 2	6.37% 16	23.11% 58	33.47% 84	36.25% 91	251	3.98

#	COMMENTS	DATE
1	There are plenty of non-smoking areas and recreational programs!	5/26/2021 11:49 PM
2	All of the above can lead to a healthy living environment BUT many of the identified items throughout the above survey will be beyond the means and ability of many folks who will then feel judged and/or excluded. I would encourage incentives rather than requirements that may not be enforceable. Create an environment where we want to help each other.	5/26/2021 9:01 PM
3	In addition to a community center, our village is in desperate need of an outdoor pool or splash pad.	5/26/2021 11:03 AM
4	This Community needs to increase its recreational opportunities. Please take Fund 80 from the district and utilize the monies for the entire community, not just school aged kids. Our family is forced to travel outside McFarland for these, especially outdoor swimming!	5/26/2021 10:49 AM
5	Well done!!!	5/26/2021 7:47 AM
6	Rather than adding a community service day, regularly share how people can be involved in the community. Connect those who need help and those who want to give it. You've not proposed anything about ensuring equity and inclusivity for marginalized populations who live in the Village. Consider what opportunities you have their for people to share about their cultures and raise awareness and find solutions for concerns people may have about how well they feel included in the village community.	5/25/2021 7:57 PM
7	DEI is essential to environmentalism.	5/17/2021 5:54 AM
8	You left out anything do to with actual inclusivity and diversity as well as providing for the physical and mental health of residents. What's the use of them being in the vision statement if there are no action goals to work toward them?	5/15/2021 11:11 AM
9	The community center concept which includes activities for senior citizens has long been bandied about. I think its time has come!	5/14/2021 1:41 PM
10	Building a community center and having tobacco free areas are nice, but it's a bandaid to a bigger problem. Housing prices in mcfarland are out of control and it is not an affordable place to live unless you're rich	5/14/2021 11:44 AM

11	We have lobbied for a senior/community center for 14 years. It's time!	5/7/2021 8:26 AM
12	Parks how much money was spent on Parkland out by the interstate, For What? Don't we have enough parks that at this point are probably underused.	5/6/2021 9:58 PM
13	Our problem isn't smoking and natural trends toward healthy lifestyle will eliminate the need for investment in this area. Facilitate healthy lifestyle through opportunity not regulation.	5/6/2021 9:32 PM
14	Set up a village wide tour of homes with "alternative" lawns; offer native plants to residents to install in their yards, make a contest out of reducing lawn and going native for the pollinators, install native plants at all municipal and public buildings. Replace grass with native plants in areas around town and draw attention to it with signage such a "bee-friendly" or pollinator friendly or bird friendly signs.	5/6/2021 7:11 PM
15	Don't mandate personal choices.	5/6/2021 5:03 PM
16	A multi-generational center should be built instead of a new police/fire building.	5/6/2021 4:07 PM
17	It's a shame that we consider ourselves a lake community but do not have any beach access (McDaniel Park is NOT a beach) or an outdoor community pool. We have given away our valuable lakefront property to private developers and wealthy individuals. Instead of spending our tax money on narrowly targeted projects like dog park amenity expansion (do we *really* need a party facility there?!?), we should be investing in community amenities such as an OUTDOOR public pool that would benefit the constant influx of residents with school-age children as well as our retired or soon-to-be-retired residents who have been investing in the Village by paying property taxes for years. Saying we have a public pool at the high school is not sufficient. That's not a summertime or family friendly amenity. Nobody wants to be inside a hot pool area in the summer and the high school pool is built for lap swimming and competition, not for relaxation and family enjoyment with zero-entry areas and areas for small children. Having such a facility would encourage community health and camaraderie and residents of all ages would benefit from it. Based on past comments on our community Facebook groups, it seems that there is significant community support for such a project. Our trustees should make it happen. It's more important than adding another 4- or 5-story apartment complex with a bar/retail that can't even be filled on Farwell Street. Also, until such a facility could be built, McFarland should consider entering into an agreement with Monona to allow for a reduced rate for McFarland residents to use their community pool. There are A LOT of our community members who are forced to go there because there is no option here.	5/6/2021 2:52 PM
18	Why not have monthly community service days? Or weekly for that matter.	5/6/2021 2:44 PM
19	Would love to see a community group form to exchange ideas about how to live environmentally friendly lives.	5/6/2021 11:02 AM

Q16 Is there anything else you would like us to know?

Answered: 50 Skipped: 294

#	RESPONSES	DATE
1	All items need to be considered in terms of cost.	5/28/2021 4:12 AM
2	I would like to see McFarland invest in more amenities for Village residents with families such as a splash pad or pool similar to all the other Madison suburbs. I would also like to see better businesses in McFarland such as better restaurants, bars and other commercial spaces.	5/26/2021 9:47 PM
3	Encourage revitalization of the downtown as a place residents want to/enjoy being as well as more enjoyable public access to the lake. We have been severed into “lake people” and “the other side”.	5/26/2021 9:01 PM
4	make it easier to walk without fear of being killed by a vehicle. There are several dangerous ped intersections including Taylor/Paulson, trying to cross Hwy 51 on the south end of town, (how about a bridge or tunnel) and traffic calming techniques like round-abouts, bump outs and speed bumps (Valley, for instance is dangerous sometimes!)	5/26/2021 12:12 PM
5	All new apartment buildings should be required to offer commercial space. There are many people that would love to open businesses here, but there are few options for them. More businesses in the community will lead to less traveling for residents.	5/26/2021 10:49 AM
6	Build a Splash pad!	5/26/2021 1:28 AM
7	Pool	5/25/2021 9:32 PM
8	Build a splash pad	5/25/2021 8:43 PM
9	I wish that this survey had included questions about job creation in the village. It would really be great to see some effort put into economic support for the area that doesn’t come from property taxes from homeowners.	5/25/2021 8:09 PM
10	Provide sites or information on the proper disposal of old gasoline, and other hazardous materials. A site at the Public Works building would be good, even if it had limited hours and had to be overseen by staff. Right now all that is offered is used oil disposal.	5/25/2021 12:16 PM
11	This survey obviously took some thought to put together, nice job team!	5/24/2021 7:37 AM
12	So glad to see this coming! Thank you for this very thoughtful survey and vision!!	5/20/2021 6:44 PM
13	quit wasting money on projects that benefit no one; over priced contracts and insane subcontracting that leads to poor work on projects	5/20/2021 9:30 AM
14	I’m glad the village is asking these questions and look forward to hearing about the general interest from the rest of the community.	5/17/2021 9:32 PM
15	We need to create more of a shopping area that will bring people in rather than send them to Madison. Is there a plan to create a 'downtown' area similar to what some of the other villages have done (Waunakee or what Oregon has)?	5/17/2021 6:56 AM
16	I am also a sustainability expert within the built environment (commercial green building). If you need any more info along those lines, please let me know. Thank you for considering these topics. ~Matthew Duffy, 608.354.2988	5/17/2021 5:54 AM
17	Great ideas!!!	5/16/2021 4:49 PM
18	Leave us alone and stop passing regulations that make you feel good but do nothing other than increase fines	5/15/2021 5:15 PM
19	Any program that requires creating new restrictions to the homeowners should be considered very carefully. We pay for food stewardship of our tax dollars and only need protection by the police and fire depts. We don't need every nes thing that comes along as an amenity. Our churches and service orgs along with small businesses in McF offer so much already and it	5/15/2021 4:51 PM

	keeps people working together as families and neighborhoods. We dont need the village to provide it all for us.	
20	I was with you until the last 'Community Health statement. The action goals to actually help ALL residents have access to physical and mental health as well as ANYTHING about actual inclusivity and diversity were completely non-existent. Very, very disappointed. These need to be addressed badly in McFarland.	5/15/2021 11:11 AM
21	My number one personal wish is that we will get public transit connectivity to Madison.	5/15/2021 8:22 AM
22	Yes, Where does all the TAX money come from to support some of your "utopia" ideas?	5/14/2021 7:04 PM
23	Just remember you can't be diverse with the townie cliques and nepotism in the village departments and schools. We all see it.	5/14/2021 6:50 PM
24	Do the schools currently have a gardening class or program? School gardens can be a great place to learn to garden, but can also incorporate shop/building projects such as raised beds, trellises, fencing, etc. and art - growing plants and fruiting vines are quite artistic, and cooking classes about how to prepare and consume healthy foods. Plus, students who grow food could be allowed to take food home and thus educate and feed their families. Thank you for all your work and this excellent survey.	5/14/2021 1:41 PM
25	With the substantial influx of residential properties, the Village should also consider what it will take to draw more business to the area, particularly a more substantial supermarket than the one currently in town.	5/14/2021 12:42 PM
26	Invest in sewer upgrades to prevent excessive runoff, causing premature erosion and black ice formation.	5/14/2021 11:08 AM
27	INCREASE RESIDENT ACCESS TO LAKES!!!! PUBLIC PIERS, KAYAKING, TRAILS, CLEAN BEACH. THAT WAS IN THE COMPREHENSIVE PLAN WHEN WE MOVED HERE AND IS NOT MENTIONED AT ALL HERE.	5/7/2021 9:31 PM
28	We need to somehow find and punish all of those who are littering!!! There is so much litter within the Village and country areas. It is totally sicking!!!	5/7/2021 3:09 PM
29	Property taxe sre forcing the elderly to choose between rising health care costs or saving to pay their taxes.	5/7/2021 2:10 PM
30	Why is there not McFarland Village Plan and Vision to try to quit spending Tax money like there is no end to it. Quit using the excuse it is Grant money, Where does Grant money come from our taxes? Over the years how many improvements have done for citizen want, only for that citizen to move out of town 5 to 10 years later and leave the peole that have lived herefor many years to pay for.	5/6/2021 9:58 PM
31	We just moved here last July, so haven't really had the opportunity to see it at it's best. Looking forward to our future here. Love it so far.	5/6/2021 8:21 PM
32	Limited government	5/6/2021 7:39 PM
33	Public swimming pool?!	5/6/2021 7:15 PM
34	— build REAL affordable housing! — accepted ALL people and make McFarland a model of diversity thru racial equity, diverse sexuality and turn into the kindest community around!!!!	5/6/2021 7:14 PM
35	I am not much help. Some of these programs are very well intended but end up costing taxpayers more in property taxes. We can just jam everything on the property taxes as this will decrease property values. I really like these ideas but we need to find a way to do it at a reasonable and realistic cost to the property owners.	5/6/2021 7:13 PM
36	Both of my kids go to McFarland schools and we plan to move there one day.	5/6/2021 7:08 PM
37	McFarland is so beautiful and our Village has so much potential for growth. It is so important to me that we carefully consider the impact that each decision has on our natural environment and sustainability AND inclusion (racially, socio-economically, accessibility, etc). Thank you for providing us this opportunity to give feedback about this issue!	5/6/2021 7:07 PM
38	traffic flow at major 4-way intersections is a mess as everyone politely waits for the right-hand driver to go. It may be time to install traffic lights.	5/6/2021 6:36 PM
39	I would love some sustainable type classes through the rec program: building bee habitats,	5/6/2021 5:07 PM

	natural landscaping, keeping chickens, etc.	
40	Please be good stewards of the taxpayer's money and do not simply add fees to municipal fees that are already to high such as water because you see it as the environmentally correct future. Village residents cannot afford such measures. Also, imposing new requirements on private residencies is not a good way to get environmental progress. Carrot is better than the stick.	5/6/2021 4:07 PM
41	Minimize development of current green space. I hate seeing so many new houses, condos, apartments etc being built further and further into what was once green space or countryside. People talk about seeing more deer, foxes and coyotes in the village - its because the more we build and develop land, the more we force them out of their homes. Time to really look at that when new developments are proposed.	5/6/2021 4:00 PM
42	Anything that aims to keep people in McFarland rather than go elsewhere for business and pleasure should be a top priority. Make McFarland a destination; it is currently not.	5/6/2021 2:53 PM
43	We are longtime (White) residents who believe that Black Lives Matter. Our Village Board should insist that our new police chief and his department are providing reports each year (if not quarterly) on their efforts to train officers in de-escalation practices and eliminate racial profiling. There are too many troubling reports shared on our community social media of our Black residents being followed by police. That must stop and a clear message needs to be shared with our police department that it is not acceptable. Our tax money is being used to build a new facility for them. After all, they report to US and are supposed to serve and protect. It should not be a revenue-based service focused on making traffic stops and arrests. Our community should be a leader in the national effort to reform police policy and practices.	5/6/2021 2:52 PM
44	A lot of these programs will cost more than they save. So how will you convince people to want to participate?	5/6/2021 2:45 PM
45	In addition to the natural resources...how are the plentiful cultural resources in McFarland ... native american mounds... are being cared for and preserved. A local expert is willing to help advise on this...608-718-9324	5/6/2021 2:43 PM
46	We want a splash pad!!!	5/6/2021 1:22 PM
47	Review & change the conditional use permits for land, enforce the green space on the land... don't let developers buy their way out of it, keep up with the actual plan of the village... stop with the randomness!	5/6/2021 1:13 PM
48	Increase the number of things that can be recycled and dropped off in the Village such as cardboard, plastic bags, Styrofoam, batteries and small electronics.	5/6/2021 11:18 AM
49	Would love to join this group or at least attend their meetings! It looks like there might be room for more, but why is there a maximum of 9 residents allowed?	5/6/2021 11:02 AM
50	Please prohibit the natural gas sub station next to Grandview Trail. Please keep our natural areas natural and beautiful for our village.	5/6/2021 10:37 AM

APPENDIX C – VISIONING RESULTS

Energy Visioning Board Comments

Energy		
Visions	Barriers	Actions
All new construction and municipal buildings are net-zero (7)	Initial costs/lack of incentives (7)	Education on existing rebates and tax incentives - in schools, in water bills, welcome packet for new residents (5)
Renewables used for all residences, gov. and commercial buildings (4)	Regulatory policies (3)	Grants and financial incentives to help with initial costs (4)
There are shared community renewables to buy into (3)	Finding qualified contractors who understand the technology (3)	Educational pilot programs to demonstrate the effectiveness of energy efficiency and renewables (4)
There is broad community buy-in regarding renewables & energy efficiency (3)	Mindset and cultural norms (3)	Energy audits to identify energy drains in gov., residential and commercial buildings (4)
Every home and business is energy efficient and weatherized (3)	Historic investment in fossil fuels (2)	Social marketing, community ambassadors/liasons to new residents (4)
All renewable energy by 2050 (2)	Inefficiency of utilities in providing power	Develop a community resource center and/or a resource manual on best practices and incentive programs (2)
Street lights and traffic lights are all solar powered (2)	Lack of resident involvement in government	Support organizations like Project Home
Municipal operations are 100% GHG emission free	Lack of marketing/communication	Collaborations and partnerships with other municipalities
Village purchasing decisions will follow plan goals	Lack of knowledge about energy efficiency programs and incentives	Carbon credits to bring in revenue
	Income disparities	Waive municipal fees for energy efficiency upgrades
		More appliance upgrade incentives
		Hold a sustainability fair to bring in contractors to showcase their programs to residents
		Push power companies to adopt more aggressive sustainability actions

Common Themes

Net-zero for all new construction

Renewables on all buildings

Weatherization

Community buy-in

Community solar

Transportation Visioning Board Comments

Transportation		
Visions	Barriers	Actions
More public transit options and useage - Metro stop in Village (6)	Money (5)	Promote ride-sharing/work with State (5)
The Village is safe for biking and walking (6)	Cultural norms (4)	Develop a Village bike-sharing or e-bike program (3)
More ride-sharing (6)	Regulatory policies - no RTAs allowed by State (3)	Promote local businesses that are accessible by biking and walking (3)
Light rail to Madison (5)	Time (2)	Create better infrastructure for e-vehicles - require for new buildings (2)
There are more interconnected on and off-road bike/ped facilities (5)	Income disparities	Education on transportation alternatives
All municipal vehicles are electric (2)	Shipping long distances is unsustainable	Pilot programs
Easy access to charging stations for e-vehicles (2)	Low public transit use compared to cost to join	Study to find out where/why people travel for amenities
Kids walk or bike to school	Lack of e-vehicle charging stations	Social marketing to change culture and perceptions of public transit and biking
Accessible after school and summer programs	Public transit is inaccessible	Summer buses to take kids to parks or pool
E-vehicles make up a larger percentage of all vehicles in Village		Work with Madison to establish e-bike stations as part of the Madison system
Zero emissions from vehicles		Establish a park and ride connected to a Metro bus stop
All school buses are electric		Lobby to change State laws regarding RTAs
Decrease VMT		Work with school district to increase busing options
		Purchase e-vehicles for Village

Common Themes

Access to public transit
Safety for bikes and pedestrians
Ridesharing/bike-sharing
Light rail
Interconnectivity
Charging stations for e-vehicles
Village vehicles all electric
School/summer programs accessible by walking/biking

Solid Waste Board Comments

Solid Waste		
Visions	Barriers	Actions
Volume of trash reduced (2)	Recycling rules are complicated (3)	More public events/access to clean sweep, e-recycling, shredding and battery disposal (10)
Construction waste is reduced and reused/repurposed (2)	Cultural norms - always wanting "new" and "better" (3)	Recycle food waste/community compost site (10)
No recycling ends up in trash	Lack of incentives to reduce waste (2)	Ban/reduce use of single-use plastics and promote alternatives (5)
Single-use plastics are no longer used	Costs	Incentivize sustainable building materials and reuse/repurposing of building materials during permitting process (4)
Food waste is eliminated	School practices - time and resources	Waste free community events (3)
All toxic waste disposed of properly	Recycling needs to be exported to be recycled	More recycling education (3)
	Lack of compliance with recycling laws	Require recycling at businesses (2)
	Lack of cradle to grave product sustainability	Facilitate relationships between grocery stores and food banks
	Lack of data on whether residents would use compost site	Develop local recycling programs
	State government prohibition on local control of single use plastics	Encourage more recycling at schools
	Excessive packaging	Municipal purchasing policies for recycled or recyclable products
		Waste reduction requirements on Village projects
		Equipment sharing program to reduce demand and waste
		Community upcycle location
		Celebrate successes to maintain momentum
		Consistently measure and report on waste amounts collected

Common Themes

Reduced volume of waste/food waste

No recycling in trash

More access to clean sweep, e-recycling, etc.

Community compost site

Reuse/repurpose construction waste

Water Visioning Board Comments

Water		
Visions	Barriers	Actions
Reduced nutrients entering the lake (10)	Lack of knowledge about pollutants (fertilizers, leaf management) (3)	Reduce salt use on roadways and private property (5)
Clean lakes and beaches for swimming (5)	Costs (3)	More education/encouragement on sustainable lawn management (5)
Safe and clean drinking water (3)	Cultural norms - perfectly manicured lawns (3)	More green infrastructure (4)
Increased opportunities for volunteering (2)	State regulatory roadblocks to local control (2)	Encourage native plantings, raingardens and rain barrels on public and private property (4)
Water used more efficiently (2)	Influences outside Village borders that impact water quality (2)	Decrease impervious surfaces to reduce runoff (2)
Strong awareness and buy-in for clean run-off practices	Increased severe weather events (2)	More testing for pollutants in groundwater (2)
	Lack of local incentives	Increase local incentives to use groundwater wisely (2)
	Salt use - safety vs environment	Redirect runoff to natural treatment areas like wetlands
	Lack of public land adjacent to waterways for green infrastructure	Create systemic way to collect and manage leaf litter
	Perception that water is a limitless resource	Incentivize organic agriculture
		Allow for grey water system development
		Work with other communities in same watershed
		Strengthen erosion control ordinance
		Incentives for shoreland owners to preserve native vegetation

Common Themes

Reduced nutrients entering lakes

Clean lakes/beaches for recreation

Clean drinking water

Efficient water use

Reduced salt use

Land Use and Development Visioning Board Comments

Land Use		
Visions	Barriers	Actions
Natural areas/native species are protected and mature trees preserved (4)	Costs (5)	Incentives for energy efficiency/green building - e.g. waiving permit fees, tax incentives (7)
Parks will be accessible to all and have year round activities (4)	Village ordinances - minimum lot sizes/parking requirements (3)	Education and outreach - clearly communicate vision (6)
More green space and green infrastructure to protect surface water (3)	Resistance to high-density development (2)	Adopt/update codes and ordinances that support green infrastructure - amend parking regulations (3)
Everyone will have access to interconnected walking and biking facilities (3)	Lack of Village incentives for energy efficiency/green building	Ensure all water is treated on-site before entering waterways (3)
Net-zero construction for all Village buildings (2)	Lack of knowledge about green infrastructure	Develop partnerships with other groups working towards same goals (2)
There is more high-density, mixed-use, infill development (2)	Local politics	Incentives and education on native landscaping (2)
The downtown will be a vibrant community center with year-round activities (2)		Update Village plans to include more opportunity for high-density and mixed-use (2)
Clean lakes and waterways (2)		Update road specifications to allow for narrower streets (2)
Homeowners will use native plants in landscaping		Encourage higher buildings - build up rather than out
There is a good balance between development and natural perservation		Incentives for higher density development
Parking lots will be locations for infill development		Develop relationships with developers who value sustainable practices
More public access to lakes		Develop an eco-friendly business park
		Create Village boundary constraints

Common Themes

Preservation of natural areas, trees
Interconnected walking and biking trails
Accessible parks with year-round activities
Clean lakes
High-density, mixed-use construction
Green, net-zero buildings
Vibrant downtown
More green infrastructure; less impervious surface

Community Health Visioning Board Comments

Community Health		
Visions	Barriers	Actions
Access to healthy local food options for all, including school children (6)	Cultural norms/attitudes about sustainability/lawn upkeep (3)	Budget each year for more sidewalks and bike lanes/complete streets projects (7)
Healthy lakes and rivers (4)	Costs (3)	Encourage civic participation through Village sponsored civic activities, forums, coffehouse-style meetings (6)
Recreation programming and parks accessible to all abilities (3)	Lack of enough testing of drinking water (2)	Build a multigenerational community center (5)
A community that is intentional about inclusion and embracing diversity (2)	Only one grocery store (not local)	Develop partnerships with other groups working towards same goals (4)
Access to clean drinking water for all (2)	Village ordinances	Expand community gardening, urban agriculture, and add a winter farmer's market (3)
Public parks within walking distance of all homes (2)	State doesn't sponsor community health initiatives	Clearly communicate the Village's vision with the community (3)
A community that provides for its most vulnerable (2)	Competition with larger area farmer's markets	Partner with schools for use as recreation spaces for the community (3)
Access to preventative care for all (2)	Too much surface water pollution	Build a community health and wellness center (2)
Residents who are civicly engaged	Lack of sidewalks	Restrict/eliminate phosphorus and fertilizer use on public and private property (2)
100% walkable community	Lack of quality data	Find alternatives to salt use in winter (2)
Healthier residents - low obesity levels		Seek grants
Reduced exposure to PFAS		Work with local sports organizations to come up with alternatives to fertilizers on athletic fields
Residents able to get everything they need in the Village		Community composting site
		Offer more exercise classes
		Draw in business that support local farmers
		Continue to use Zoom
		Local summer youth programming

Common Themes

Healthy local food/urban agriculture
Clean water - surface and drinking
Recreation opportunities for all abilities
Intentional about embracing diversity
Providing for most vulnerable
Walkability/bikability
Civic participation
Partnerships
Access to health care for all

APPENDIX D – PREVIOUS PLANNING EFFORTS

The following is a summary of existing goals, objectives, policies, or implementation actions identified around the terms "climate change", "energy efficiency", "green", "greenhouse", “health(y)”, “resilience” and "sustainability", within recently approved or accepted Village plans.

Strategic Plan 2020 to 2030, adopted 2020:

- Community Vision (page 6)
    - The vision of McFarland is to create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.
- Community Values (page 8)
    - To create and sustain a high level of confidence in Village government, we pledge to function with: environmental sustainability.
- Goal B: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs (page 10).
    - Strategy #2. Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.
        - Implementation Steps (page 20)
            - Research building systems that promote longevity and sustainability.
- Goal D: Improve the safety and wellbeing of Village residents, businesses and visitors (page 12)
    - Strategy #4. Promote the concept of a healthy community in an integrated way, from policy to planning to development.
        - Implementation Steps (page 26)
            - Research best practices on how to integrate healthy living into policy, planning and development.
            - Draft healthy community policies for consideration by the Village Trustees
            - Train staff in the use of healthy living best practices and policies.

Village Board Goals 2019-2020, adopted 2019:

- Goal A. A safe, healthy, and secure community (page 2)
    - Objective 5. Develop measurable actions and standards for the advancement of sustainable initiatives within the Village.
        - Action Steps. Assess energy consumption through energy use audit. Develop program that promotes sustainability in Community. Build in sustainable features into facilities planning.

- Goal D. A healthy and growing, regionally and globally integrated economy that supports local initiatives (page 5).

Comprehensive Land Use Plan, adopted 2017:

- General Goals 1 & 3 (page 5 of Volume 2)
    - A healthy and growing, regionally and globally integrated economy that supports local initiatives.
    - A safe, healthy, and secure community.
- Initiatives for Natural and Agricultural Resources (page 11 and 19 of Volume 2)
    - Pursue Local Opportunities to Mitigate and Adapt to Climate Change. The Village will advance local practices to mitigate or reduce the release of greenhouse gasses, and work to increase the community's resilience to the impacts of climate change.
- Goals for Policies for Natural and Agricultural Resources (page 12 of Volume 2)
    - Support energy efficiency and environmental sustainability as criteria in the design of public facilities and infrastructure.
    - Emphasize use and enhancement of natural drainage systems wherever practical for greater sustainability and value.
- Initiatives for Housing and Neighborhoods (page 61 of Volume 2)
    - Encourage neighborhood development on the Village's East Side. Lands at and near the Village's eastern edge provide the greatest opportunity for significant new housing development. Such development will contribute to community health, provide recreational amenities for the entire community, and preserve topographic and natural areas through conservation neighborhood design.
- Policies for Utilities and Community Facilities (page 71 of Volume 2)
    - Plan for public facility and utility projects based on community- or basin-wide utility or stormwater analyses and sustainability, rather than looking at individual projects without careful reference to a larger context.
- Initiatives for Transportation (page 84 of Volume 2)
    - Expand McFarland's Bicycle and Pedestrian Network. The Village will advance improvements to sidewalks, trails, and on-street bike facilities to make McFarland an even more safe, healthy, and sustainable community.
- Initiatives for Intergovernmental and Stakeholder Cooperation (page 94 of Volume 2)
    - Serve the Greater McFarland Community in Collaboration with the School District. The health of the Village and School District are intertwined. The Village welcomes collaboration on matters such as school expansions, land acquisition and disposition, joint programming and facility use, cross-service on committees, community growth, traffic management, and safe routes to schools.

East Side Neighborhood Growth Plan, adopted 2008:

- Page 23. The plan embraces sustainable development practices including minimal site disturbance, preservation of existing natural features and habitat, restoration of native plant communities, and implementation of energy-efficient and low-impact development techniques for infrastructure design.

- Pages 63-65 include various sustainable development strategies around the themes of site design, transportation, environment, and community.

APPENDIX E – METHODS & SOURCES

Indicator Calculations

The indicator calculations are based upon obtainable data that is normalized for the community in order to compare similar data from year to year. Many indicators utilize data from multiple sources.

- **Population** – Village of McFarland
  - **Source**: Annual Department of Administration Estimate
  - **Baseline**: Year-end 2019 estimate = 8,952

Energy Indicators

Energy indicators will measure the amount and sources of energy consumed in McFarland.

- **McFarland Municipal Energy Use**
  - **Indicator**: Total Municipal Electricity Consumption
    - **Calculation**: Electricity delivered to municipal properties through regulated electric distribution grid.
    - **Source**: MG&E and Alliant Energy
    - **Base Years**: 2017-2019

  - **Indicator**: Municipal Electricity Consumption per Square Foot
    - **Calculation**: Electricity consumed per building ÷ square footage per building for the Public Works building, Library and Municipal Center.
    - **Source**: MG&E and Alliant Energy and Village data
    - **Base Years**: 2017-2019

  - **Indicator**: Municipal Natural Gas Consumption
    - **Calculation**: Natural gas delivered to municipal properties through regulated natural gas distribution system.
    - **Source**: MG&E and Alliant Energy
    - **Base Years**: 2017-2019

  - **Indicator**: Municipal Natural Gas Consumption per Square Foot
    - **Calculation**: Natural gas consumed per building ÷ square footage per building for the Public Works building, Library and Municipal Center.
    - **Source**: MG&E and Alliant Energy and Village data
    - **Base Years**: 2017-2019

  - **Indicator**: Municipal Electricity Consumption for Streetlights
    - **Calculation**: Municipal electricity consumed for streetlights delivered through the regulated electric distribution grid.
    - **Source**: MG&E and Alliant Energy
    - **Base Years**: 2015-2019

McFarland Community Energy Use

- **Indicator**: Residential Electricity Consumption
  - **Calculation**: Electricity delivered to residential customers through regulated electric distribution grid.
  - **Source**: MG&E and Alliant Energy
  - **Base Years**: 2015-2019

- **Indicator**: Residential Natural Gas Consumption
  - **Calculation**: Natural gas delivered to residential customers through regulated natural gas distribution system.
  - **Source**: MG&E and Alliant Energy
  - **Base Years**: 2015-2019

- **Indicator**: Commercial/Industrial Electricity Consumption
  - **Calculation**: Electricity delivered to commercial and industrial customers through regulated electric distribution grid.
  - **Source**: MG&E and Alliant Energy
  - **Base Years**: 2015-2019

- **Indicator**: Commercial/Industrial Natural Gas Consumption
  - **Calculation**: Natural gas delivered to commercial and industrial customers through regulated natural gas distribution system.
  - **Source**: MG&E and Alliant Energy
  - **Base Years**: 2015-2019

Renewable Energy Use

- **Indicator**: Total Properties with Solar and kW Production
  - **Calculation**: Number of properties with solar installations and their kW production per year.
  - **Source**: Village permit data
  - **Base Year**: 2019

- **Indicator**: Community-Wide Renewable Energy Consumption
  - **Calculation**: Percentage of total energy consumed generated from renewables per year.
  - **Source**: MG&E
  - **Base Years**: 2015-2019

- **Indicator**: Municipal Renewable Energy Consumption
  - **Calculation**: Percentage of total energy consumed in municipal operations generated from renewables per year.
  - **Source**: MG&E, Alliant Energy and Village data
  - **Base Year**: 2019

Transportation Indicators

Transportation indicators provide a measurement of the opportunity for all forms of transportation within the Village of McFarland and provide a picture of the municipal transportation fleet.

❖ Alternative Modes of Transportation

- **Indicator**: Number of Public Electric Vehicle Charging Stations
  - **Calculation**: Number of electric vehicle charging stations provided at municipal facilities.
  - **Source**: Village data
  - **Base Year**: 2019

- **Indicator**: Percent of Collector and Minor Arterial Roads with Marked Bike Lanes
  - **Calculation**: Miles of collector and arterial roads with marked bike lanes ÷ total miles of collector and arterial roads.
  - **Source**: Village GIS data
  - **Base Year**: 2019

- **Indicator**: Percent of Roadways with Sidewalks on at Least One Side
  - **Calculation**: Road miles with sidewalk on one or both sides ÷ total road miles.
  - **Source**: Village GIS data
  - **Base Year**: 2019

- **Indicator**: Ratio of Off-Street Multi-Use Path Miles to Total Street Length
  - **Calculation**: Total off-street multi-use path miles ÷ total road miles.
  - **Source**: Village GIS data
  - **Base Year**: 2019

- **Indicator**: People Who Take Public Transit to Work
  - **Calculation**: Percentage of people who take public transportation to work.
  - **Source**: US Census American Community Survey 5-yr estimates
  - **Base Year**: 2014-2018

- **Indicator**: People Who Carpool to Work
  - **Calculation**: Percentage of people who carpool to work.
  - **Source**: US Census American Community Survey 5-yr estimates
  - **Base Year**: 2014-2018

❖ Municipal Transportation Fleet

- **Indicator**: Alternative Vehicles in Municipal Fleet
  - **Calculation**: Number of hybrid and electric vehicles used in municipal operations.
  - **Source**: Village data
  - **Base Year**: 2019

- **Indicator**: Gasoline Use in Municipal Fleet
  - **Calculation**: Gallons of gasoline used per year in municipal vehicles.
  - **Source**: Village data
  - **Base Year**: 2019

- **Indicator**: Diesel Use in Municipal Fleet
  - **Calculation**: Gallons of diesel used per year in municipal vehicles.
  - **Source**: Village data
  - **Base Year**: 2019

- **Indicator**: Alternative Fuel Use in Municipal Fleet
  - **Calculation**: Gallons of alternative fuels (CNG, biodiesel, propane) used per year in municipal vehicles.
  - **Source**: Village data
  - **Base Year**: 2019

Solid Waste Indicators

Solid Waste indicators provide a measurement of the efficiency with which the Village of McFarland residents utilize the materials in the environment. This includes measuring the amount of material disposed and the amount of which is recycled.

Waste Produced

- **Indicator**: Total Solid Waste Generated
  - **Calculation:** Tons per year of waste, including recycling, collected by Village contracted waste hauler.
  - **Source**: Village contracted waste hauler records
  - **Base Years**: 2015-2019

Waste Recycled

- **Indicator**: Percentage of Waste that is Recycled
  - **Calculation:** Tons per year of waste recycled by Village contracted waste hauler ÷ tons per year of waste, including recycling, collected by Village contracted waste hauler.
  - **Source**: Village contracted waste hauler records
  - **Base Year**: 2019

Water Indicators

Water indicators measure the amount of use and the efficiency of the delivery and collection system.

Water Use and Loss

- **Indicator**: Groundwater Pumped for Municipal Use
  - **Calculation**: Metered gallons at groundwater extraction point going to municipal properties.
  - **Source**: Village Water Utility records
  - **Base Years**: 2015-2019

- **Indicator**: Groundwater Pumped for Municipal Facilities per Square Foot
  - **Calculation**: Metered gallons of groundwater delivered to each building ÷ square footage per building for the Public Works building, Library, Youth Center and Municipal Center.
  - **Source**: Village Water Utility records
  - **Base Years**: 2015-2019

- **Indicator**: Gallons of Groundwater Lost
  - **Calculation**:
  - **Source**: Village Water Utility records
  - **Base Years**: 2015-2019

- **Indicator**: Groundwater Pumped for Residential Use per Capita
  - **Calculation**: Metered gallons at groundwater extraction point going to residential customers ÷ population.
  - **Source**: Village Water Utility records
  - **Base Years**: 2015-2019

- **Indicator**: Groundwater Pumped for Commercial/Industrial Use
  - **Calculation**: Metered gallons at groundwater extraction point going to commercial and industrial customers ÷ number of commercial and industrial customers.
  - **Source**: Village Water Utility records
  - **Base Years**: 2015-2019

- **Indicator**: Wastewater Discharged per Capita
  - **Calculation**: Gallons of wastewater discharged ÷ population
  - **Source**: Village Water Utility records
  - **Base Years**: 2015-2019

Land Use & Development Indicators

Land Use indicators measure the efficiency of land use and the amount of green space and recreational uses.

Development

- **Indicator**: Overall Population Density
  - **Calculation**: Population ÷ total land area in square miles.
  - **Source**: Village GIS data
  - **Base Year**: 2019

- **Indicator**: Population Density in Residential Districts
  - **Calculation**: Population ÷ total land area in square miles in the urban service area zoned residential (including PUD, excluding RH-1 and RH-4).
  - **Source**: Village GIS data
  - **Base Year**: 2019

- **Indicator**: Percentage of Housing that is Multi-Unit
  - **Calculation**: Number of multi-unit family homes ÷ (Number of single-family homes **+** Number of multi-family homes)
  - **Source**: Village data
  - **Base Year**: 2019

- **Indicator**: Mixed-Use Developments
  - **Calculation**: Acres of land developed as mixed-use ÷ total acres of land within the urban service area.

- **Source**: Village GIS data
- **Base Year**: 2019

- **Indicator**: Walkability Index
  - **Calculation**: Calculated by US Environmental Protection Agency based on Census Data Block Groups.
  - **Source**: US EPA (Census Data)
  - **Base Year**: 2010

Greenspace

- **Indicator**: Community Garden Area per 1,000 Residents
  - **Calculation**: Total area of community gardens in square feet ÷ (total population ÷ 1,000).
  - **Source**: Village data
  - **Base Year**: 2019

- **Indicator**: Active Parkland per 1,000 Residents
  - **Calculation**: Acres of active parkland ÷ (total population ÷ 1,000).
  - **Source**: Village GIS data
  - **Base Year**: 2019

Community Health Indicators

Community Health indicators provide a measure of the social and economic conditions of the community.

Socioeconomic

- **Indicator**: Rates of Homeownership
  - **Calculation**: Data point from US Census.
  - **Source**: US Census American Community Survey 5-yr estimates
  - **Base Years**: 2014-2018

- **Indicator**: Percent of Residents Living in Poverty
  - **Calculation**: Data point from US Census.
  - **Source**: US Census American Community Survey 5-yr estimates
  - **Base Years**: 2014-2018

- **Indicator**: Village Median Household Income
  - **Calculation**: Data point from US Census.
  - **Source**: US Census American Community Survey 5-yr estimates
  - **Base Years**: 2014-2018

- **Indicator**: Percent of Households with an Internet Subscription
  - **Calculation**: Data point from US Census.
  - **Source**: US Census American Community Survey 5-yr estimates
  - **Base Years**: 2014-2018

- **Youth**
  - **Indicator**: Percentage of Students that Qualify for Free and Reduced Lunch
    - **Calculation:** Number of students that qualify for free and reduced lunch ÷ total number of students
    - **Source**: McFarland Youth Center
    - **Base Year**: 2019

  - **Indicator**: Percent of Middle School Students Participating in McFarland Youth Center Programs
    - **Calculation**: Number of middle school students participating in MYC programs ÷ total number of middle-school students
    - **Source**: McFarland Youth Center
    - **Base Year**: 2019

- **Equity**
  - **Indicator**: Percentage Businesses Owned by Women
    - **Calculation:** Data point from US Census.
    - **Source**: US Census Quick Facts
    - **Base Years**: 2014-2018

  - **Indicator**: Percent of Businesses Owned by Minorities
    - **Calculation**: Data point from US Census.
    - **Source**: US Census Quick Facts
    - **Base Years**: 2014-2018

- **Livability**
  - **Indicator**: Livability Index
    - **Calculation:** From AARP – "Livability Index assesses seven broad categories of community livability: housing, neighborhood, transportation, environment, health, engagement, and opportunity. Metric values and policy points within each category are combined to create the category score. Those category scores are then averaged to create a location's total livability score."
    - **Source**: AARP Livable Communities
    - **Base Year**: 2018