2022 Sustainability Plan

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(we will update it once done)

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INTRODUCTION & VISION

The Stoughton Area Sustainability Committee is made up of the mayor, two alderpersons, and nine community members.

Members: Mayor Tim Swadley, Alderperson Ben Heili, Alderperson Rachel Venegas (Chair), John Hallinan, Donelle Scaffidi (Vice Chair), Stephan Jackson, Yvonne Meichtry, Denise Duranczyk, Brady Troeller, Scott Taylor, Jeffrey Leverich

Scope and definition: 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) The City of Stoughton strives to create a sustainable future by balancing economic resilience and growth, environmental protection, and social equity in order to meet the needs of the present without compromising the resources available for future generations. Stoughton seeks a culture of sustainable use of resources within the community in which its government, residents, businesses and organizations will all be involved in informed, conscious and strategic decisions and actions leading to a sustainable future. (reference?)

"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." [11]

McFarland Strategic Plan 2020-2030

Equity definition

Planning Process

On X date, the Stoughton City Council adopted resolution X to form a sustainability committee. Beginning in September of 2021, the committee started working together on this Sustainability Plan. Other area plans including Monona, Middleton, McFarland, Sun Prairie, and Dane County were consulted. The committee reached out to people who worked on those plans for lessons learned.

Plan Organization

This plan is organized into the focus areas. Within each focus area the plan identifies: • **Specific indicators** that will serve as baseline sustainability indicators to align with the vision statement by which the City can quantify performance and progress.

• **Specific goals and performance targets** to which the City aspires.
• An **action plan** that provides for specific projects, programs, and initiatives to help the City

achieve the set targets and vision.

Areas of Focus(with assignees for reference – assignments will be removed once plan is finalized)

1. Energy Usage Steve, Brady
2. Transportation Steve, Brady
3. Water Quality and Use Scott, Donelle, Yvonne
4. Solid waste management Steve, Rachel
5. Land Use, Development, and Buildings Scott, Denise, Ben
6. Community: Engagement, Education, and Health Yvonne, Donelle, Ben

PLAN DETAILS BY AREA OF FOCUS

1. Energy usage

Goal examples: Decrease emissions by X%, Increase Renewable by X MW, Reduce city-wide energy consumption by X%, Increase renewable energy share of electric grid to X%, Increase energy efficiency by X% (residential, commercial, municipal), decrease municipal electricity consumption by X%, Decrease streetlight consumption by X%, Increase properties with solar generation, increase community-wide percentage of total energy consumed generated from renewables, increase municipal percentage of total energy consumed from renewables

Indicator metrics (measurable):

Ex. Gallons of diesel fuel

Baseline metrics (measurable):

Ex. In 2020, X used Y gallons of diesel fuel.

Goal:

Ex. The goal in 2022 is for X to use Y gallons of diesel fuel, and begin utilizing electric vehicles.

Action plan and cost level:

Time	Action	Cost	Responsible person or group	Status (Proposed, Approved, In Process, Complete

				)
Short-term				
Mid-term				
Long-term				

Action details:

- Prioritization rationale

Current sustainability practices/goals:

- Ex. Stoughton Utilities has a goal of being carbon neutral by 2050.

2. Transportation

Needs to be worked on – goal examples for community to respond to

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3. Water quality and use

Goals

1. **Conserve groundwater by increasing water use efficiency.**
2. **Decrease contamination of surface waters and groundwater.**
3. **Increase infiltration of stormwater runoff.**
4. **Work to provide flood protection.**

Goal 1: Conserve groundwater by increasing water use efficiency

Actions to increase water use efficiency by residents:.

1. Arrange educational events.
2. Research water use on residential and commercial lawns, including automatic sprinklers and make recommendations on improving efficiency of water use.
3. Examine how to incentivize measures which encourage reduced water usage (possibly

including rain barrels, rain gardens, low-flow fixtures, etc.).

4. Develop a smart water metering system for assessment and consumer feedback.

Indicator: Water use intensity (thousand gal/resident/year), Reduce by ___% (20%?)

Actions to increase water use efficiency by commercial and industrial properties:

1. Promote EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program to local businesses.
2. Research how hotels, golf course(s, and other high end users utilize water, determine if additional policies or technologies can improve water efficiency.
3. Provide high-volume users of water..

Indicator::Decrease water use intensity (thousand gallons/customer) by ___% (10%?)

Actions to increase water use efficiency by municipality::

1. Evaluate all municipal buildings for water use, identify, install, and maintain water saving fixtures where appropriate (sinkt aerators, low flow toilets, etc.)
2. Develop a water efficiency and conservation plan for municipal buildings.
3. Review the City's water rate structure, and eliminate incentive to use large volumes of water, while balancing the needs to businesses.
4. Encourage the use of rainwater for outdoor watering on municipal properties.

Indicator: Reduce water use for municipality (thousand gallons/year) by __% (10%?)

Actions to increase water use efficiency by the agricultural community:

1. Reduce of ground and surface water use for irrigation.
2. Reduce water use for operations.

Indicators:

1. Reduced water consumption measured on an annual basis.
2. Keep percentage of water (drinking water) lost in distribution system under 5%

Goal 2: Decrease contamination of surface waters and groundwater

Actions:

Residential:

1. Educate and work with residents to reduce practices that contaminate groundwater and surface water.

Commercial and Industry:

2. Work with commercial or light industrial businesses to develop stormwater pollution plans.

Municipality:

3. Explore current pesticide and herbicide use on City property and develop recommendations for using environmentally safer products to minimize health impacts on children, animals, and water quality.
4. Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.
5. Improve regular street sweeping programs to reduce total suspended solids.
6. Increase utilization of biosolids from the Waterwater Treatment Plant.

Agriculture:

7. Educate and work with the agricultural community and residents to reduce the amount of eColi, fertilizers and pesticides, and other contaminants entering the groundwater and surface waters, promoting organic practices.

All properties:

8. Develop a plan for handling hazardous material on municipal, commercial, and agricultural properties, including a map of hazmat storage and handling facilities and inspections for safety.

Indicators (for all above activities):

1. Reduce pounds per year of phosphorus in effluent at stormwater outfalls by ___% (40%?)
2. Reduce pounds of total suspended solids in effluent at stormwater outfalls by ____% (50%?)
3. Reduce amount of toxic chemicals in groundwater and surface water by ___%.
4. Increased utilization of biosolids from the Wastewater Treatment Plant.
5. Reduced amount of eColi in ground and surface water.

Action: Participate in the Wisconsin Water Star program, improving Stoughton's score and ranking over time.
Indicator: City of Stoughton Water Star score and ranking (Bronze, silver, gold)

Action - Connect Stoughton farms with the organization Yahara Pride Farms.
Indicator - Participation in the Yahara Pride certification program

Goal 3: Increase infiltration of stormwater runoff.

Actions:

1. Create private-public partnerships for stormwater reduction initiatives.
2. Provide incentives to businesses, industries, farms, and residences for implementing best management practices that exceed regulations in reducing impervious surfaces and increasing infiltration.
3. Increase landscaping on municipal, residential, commercial,and agricultural land that uses plants which minimize need for irrigation (Xeriscaping).
4. Decrease impermeable surfaces, increase permeable. (E.g. decrease exterior surface

parking, increase parking structure density).

5. Maintain and upgrade City-wide water supply and linesas needed.
6. Develop rainwater harvesting for residential, city, schools, and other community properties.
7. Offer stormwater utility fee credits to residents for best management practices such as rain barrels, rain gardens and permeable paving.

Indicator: Reduce volume (gal/year) of stormwater reductions by 10% (identify a target year)

Goal 4: Work to provide flood protection.

Actions:

1. Identify flood areas and develop plans to mitigate damage to property and/or life.
2. See all activities for the goal to increase infiltration of stormwater runoff.

Indicators:

1. Flood areas identified and plans developed to mitigate damage to property and/or life.
2. Reduce volume (gal/year) of stormwater reductions by 10% (identify a target year)

Indicator metrics (measurable):

Ex. Gallons of diesel fuel

Baseline metrics (measurable):

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Goal:

Ex. The goal in 2022 is for X to use Y gallons of diesel fuel, and begin utilizing electric vehicles.

Action plan and cost level:

Time	Action	Cost	Responsible person or group	Status (Proposed, Approved, In

				Process, Complete)
Short-term				

Stoughton Area Sustainability Plan

2022

Mid-term				
Long-term				

Action details:

- Prioritization rationale

Current sustainability practices/goals:

- Ex. Stoughton Utilities has a goal of being carbon neutral by 2050.

4. Solid waste management

Goal examples: Reduce waste to landfill, decrease food waste, waste education, Increase community access to composting, specialized recycling, decrease solid waste collected by X%, increase residential solid waste recycled by X%, Decrease total municipal solid waste collected by X%, Increase percentage of municipal solid waste recycled to X%

Indicator metrics (measurable):

Ex. Gallons of diesel fuel

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Stoughton Area Sustainability Plan

2022

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Action details:

- Prioritization rationale

Current sustainability practices/goals:

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5. Land use, Development, and Buildings

Possible metrics/goals: Measure amount of buildings with current LEED Certification, increase LEED practices, educate community about LEED, WPPI's New Construction program, regenerative agriculture concept (link) plus:

I: Residents per square mile

G: Increase density per square acre

A: Change ordinance to allow more housing options, i.e. accessory units like granny flats A:

Change ordinances to utilize land more efficiently, i.e. setbacks, lot size

A: Find ways to promote in-fill and re-use existing buildings

A: Provide monetary incentives (TIF, expedited review) to businesses for in-fill development and adaptive reuse of vacant buildings

A: Evaluate ande update residential parking requirements

A: Amend Land Use Comp Plan as needed

G: Increase multi-family residents

A: Amend Land Use Comp Plan

I: Protect environmentallly sensitive areas

A: Review Land Use Comp Plan and amend as needed

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A: No net lose of wetlands

I: Acres of native plants

G: Increase the use of native plants and decrease the use of tuff grass

A: More native plants on muncipal properties

A: Use of native plantings to buffer stormwater

A: Educate and promote private property owners to use more native plants

A: Change ordinances to support the use of native plants vs. turf grass

I: % of trees planted

G: Increase the number of shade trees on city property and right-of-way

A: Increase city budget for more trees

A: Street Tree Master Plan

G: Increase use of shade trees on private property

A: Education progroms

A: City assisted programs to purchase trees

A: Program/Policy to prevent elimination of health mature trees

I: Sustainable building practices

A: Provide incentives for businesses and contractors who incorporate sustainable and net-zero impacts into building design

A: Promote a walkable and bike friendly city providing more dedicated bike lanes

A: Develop an education program for developers to promote sustainable planning and construction practices

G: reduce impervious surfaces

A: Evaluate and update commercial parking requirements

Action plan and cost level:

Stoughton Area Sustainability Plan

2022

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- Prioritization rationale

Current sustainability practices/goals:

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6. Community Engagement, Education, & Health

Community Engagement

Vision

The City of Stoughton strives to promote an ethic of resource conservation and environmental

stewardship by encouraging and empowering residents of all ages and backgrounds, businesses, and community groups to take actions that improve environmental quality and the quality of life in our community and region. Through learning and engagement opportunities for schools, businesses, organizations, city government, and individual citizens, the City focuses on making sustainability a part of life for all in our community. (Based on Middleton plan - reworded).

Goals

1. Increase collaboration and connections among citizens, businesses, schools, city government, and organizations to promote sustainability awareness & engagement.
2. Increase the sustainability awareness of Stoughton residents and businesses through innovative programs.
3. Increase the number of residents and businesses that have implemented sustainable practices, such as those listed in other focus areas of this Plan.
4. Ensure sustainability is considered in decision-making processes by the City of Stoughton, including the city budget process.

Actions & Indicators

Goal 1: Increase Collaboration and Connections

Action: Establish partnerships with Sustainable Stoughton, the City of Stoughton, Stoton Cycle, the Chamber of Commerce, schools, and other community groups to maximize the number of residents, businesses, and organizations that incorporate sustainability into their daily lives or operations.
Indicator: Increased number of community partnerships to engage residents, businesses, and organizations in using sustainability practices.

Action: Develop a network of local, state, and national sustainability groups to share resources, foster partnerships, and unify public outreach efforts. Examples include Green Tier, 1,000 Friends of WI, Midwest Renewable Energy Association, League of American Bicyclists, etc.).
Indicator: Developed and maintained a network of Sustainability groups.

Goals 2 & 3: Increase Sustainability Awareness and Participation

Action: Create a City Sustainability website with resources geared towards schools (K-12 students and teachers), city government, businesses, developers, non-profit organizations, and individual residents.
Indicators:

- Created and maintained a City Sustainability website for community members.
- Increase in number of people who visit all sections of the City Sustainability website.

Action: Create City of Stoughton sustainability social media accounts, to include Facebook, Twitter and Instagram.
Indicators:

- Existence and maintenance of City of Stoughton sustainability social media accounts.
- Increase in number of people engaging with the social media sites.

Action: The City will work in collaboration with community partners to explore the development of a Nature Center on or adjacent to the Yahara River Trail.
Indicators:

- Nature Center constructed and maintained.
- Increased attendance at Nature Center.

Action: Create a lending library toolkit that can be checked out by members of the public, to include hand tools, kitchen tools, paper shredders, wattmeters, etc.
Indicators:

- Lending library toolkit for use by the community created & maintained.
- Number of resource check-outs from toolkit at public library.

Action: Increase and expand the number of local sustainability workshops and seminars for residents, city government, organizations, businesses, and developers. Topics such as energy conservation (use of smart meters, Focus on Energy programs, and renewable energy use), green purchasing, water use and reduction of stormwater pollution, solid waste recycle, reduce, and re-use strategies, alternative lawn maintenance, etc.).
Indicators:

- Increased number of local sustainability workshops and seminars.
- Increased number of participants in local sustainability workshops and seminars.
- Evaluations of initiated actions by residents and businesses from the other five focus areas in this plan (Energy, Transportation, Water, Solid Waste, and Land Use - could include an increase in quantity of residential and commercial recycling as measured by John's Disposal, increased use of compost bins, rain barrels, rain gardens, home energy audits, etc.).

Action: Expand the number of Sustainability Events throughout the community, scheduled on a monthly, bi-montly, and/or annual basis. Specify events Stoughton will conduct, such as Sustainability Fair, Adopt a Highway, Adopt a Park, Earth Day events, River Cleanup, Clean Sweep for Hazardous Waste, Paper Shredding, Electronics Recycling, etc.
Indicator: # of participants in Sustainability events (specify events).

Action: Maintain MedDrop collection in City.
Indicator: Number of lbs collected.

Goal 4: Ensure sustainability is considered in decision-making

Action: Develop a process/system for how sustainability should be considered/accounted for in City decision-making processes (in committees, city council and by employees).
Indicator: Process defined in writing.

Action: City develops a green purchasing policy.
Indicator: Green purchasing policy developed by _____ Department.

Action: Explore the appointment or hiring of a sustainability coordinator for the City of Stoughton; a part or full-time city employee to plan/manage/implement sustainability initiatives.

Community Health

Vision

The City of Stoughton seeks to improve the health of residents through a diverse mix of wellness activities, healthy food, a safe transportation system for walking and bicycling, and a healthy environment which includes clean air, water, and land resources. A healthy community is also an equitable community, in which all residents have adequate resources and opportunities to maintain their health.

Actions & Indicators

Wellness activities:

- Increase in walking and biking areas
- Increase in number of kids and adults participating in Stoughton Health and Recreation programs
- Established and number of regularly schedule events (biking, walking, hiking) – monthly, quarterly, biannual, semiannual
- Increased participation in yoga, massage, etc.?
- Increase in gym attendance (3 gyms in Stoughton)
- Expand Yahara River Trail to include additional sections connecting McFarland section to Fish Camp, Fish Camp to Kegonsa, and Lake Kegonsa State Park to Viking Village.
- Designation of Stoughton as a “Bike Friendly Community” by the League of American Bicyclists. (Partner with Stoton Bike Shop?)
- Whitewater Park development

Healthy food:

- Expand community gardening, urban agriculture,(and add a winter farmer's market if our current markets do not operate in winter?)
- Increase participation of vendors and customers in farmer's markets
- Work with community partners to ensure each neighborhood in the City has safe and efficient access to quality food sources and vendors. Appleton
- Increase healthy food options available. Sun Prairie
- Increased number of food pantry customers
- Increased inventory at food pantries
- Increased number of food pantry customers

Safe transportation:

- Expanded off-road walking areas, increase safety of pedestrian areas and bike lanes.
- Maximized the quantity of roads in the City that are "Complete Streets," efficient and safe for all modes of travel. Appleton

Clean natural resources:

- Reduced water pollution (specify-reduced use of runoff and storm sewer pollution such as nitrates, phosphates, chemicals, salt, etc.)
- Reduced air pollution
    - Reduced CO2 emissions, industry, business, city government, residential
    - Reduced diesel and gas emissions from industry and transportation (small yard machines, cars, diesel, boats, etc.), idling of buses, etc.
    - Increased use of renewable energy by residents, city government, business, organizations, and industry
    - Increase in building permits issued for energy updates and maintenance- Sun Prairie
- Reduced land pollution - smaller number of brownfields. Increase in brownfield areas that are cleaned up, redeveloped, and reused. Appleton
- Redeveloped or rehabilitated areas within the City or aged city facilities based on old, wasteful and/or dysfunctional designs to achieve better results for people and the environment. Appleton
- Increased use of alternative methods to reduce any potential for health concerns as a result of chemicals used for weed control on public property. Appleton
- Reduced use of materials that emit toxic gases and suspended particles (radon, formaldehyde, asbestos, mold, etc.) that cause indoor air pollution, such as new carpets, varnishes, paints, chemical cleaners, office machines and stationery.
- Increased ventilation is city and business buildings.

Equity:

- Maximized number of amenities (e.g., Park, Restaurant, Grocery, Shops, and Theatre) that are located within ½ mile of all residents. Ultimately all Citizens should have walkable access to six or more amenities.
- Nature trails ADA compliant
- Increased enrollment of low income and elderly residents in parks and recreation programs - Sun Prairie

Overall Health:

- The City of Stoughton receives a “Gold Level” Wisconsin Healthy Communities award (offered every 3 yrs. Next cycle is 2024) from University of Wisconsin-Madison Population Health Institute. (reference Hub article, 12/16/2021).
- Expanded partnerships (see Hub article about existing partnerships) “Health Award”
- Increased health policies in city government documents such as City Comprehensive Plan.(Make recommendations to City Council for amendments to current City Plan.)
- Developed community-wide obesity prevention strategies. Appleton
- Increased community green spaces. Sun Prairie
- Increased Health and Wellness programming provided - Sun Prairie
- Annual Health Impact Assessment reported to Council- Sun Prairie

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Action details:

Stoughton Area Sustainability Plan *2022*

- Prioritization rationale

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Stoughton Area Sustainability Plan *2022*