

#### Agenda Item #4

#### February 27, 2023, City of Stoughton Sustainability Committee Meeting Notes

Committee members present: Rachel Venegas, Scott Taylor, Donelle Scaffidi, Katelyn Geleynse, Ben Heili, Sienna S., Heath Massey

Non-committee members present: Michelle Probst, Sharon Lezberg, Mayor Tim Swadley, Brady Steigauf (Focus on Energy), Darren J. (Stoughton Utilities)

Presentations by guests from Focus on Energy:

Stoughton Utilities goal is to be carbon neutral by 2050. WPPI (from which SU buys its electricity) has a much higher proportion of renewable (20%) energy sources than Wisconsin as a whole (5%). Space heating & water heating account for relatively large amount of energy consumption in homes, businesses, etc., lighting is relatively little. Insulation & air sealing are more cost-effective strategy. Next best is upgrading to more efficient furnace/AC. There has been much emphasis on heat pumps lately – are 2-4X more efficient than conventional HVAC. Also discusses water heaters, smart thermostats, light bulbs, solar panels. Focus on Energy offers financial incentives on all of the above.

**Call to Order:** 6:45 PM

**Land Acknowledgement:** We skip this in the interest of saving time.

**Communications:** City Council is creating subcommittee to create sustainability standards for new development in Stoughton. Rachel will keep us informed of this initiative.

Donelle mentions that doing joint business focus groups with UW graduate students is a possibility.

Michelle Probst suggests we use library display to present results of public input process.

Ben moves to approve 2-13-23 Minutes, Donelle seconds.

Discussion of 6-month timeline of finishing plan – goal is completion of final draft in August.

We will create 2 person teams to work on focus areas of plan. We will start soliciting feedback from staff when we draft questionnaire. We will then draft recommendations to present to staff. This will initiate the back and forth discussion with staff about plan recommendations.

Michelle discusses focus group process. Focus groups will take place late April/early May. Michelle & Sharon will compile results.

Proposed Focus Groups:

Manufacturing & Utilities

School District

Environmental Groups

“Community Anchor” Institutions (Opera House, Chamber, Syttende Mai, Downtown Businesses)

Overall, the committee likes the list of focus groups.

We discuss whether we need a group for real estate developers. We will study ways to reach out to them or at least account for their needs and interests in the plan but we probably won't have a focus group for them.

We assign committee members to different tasks related to drafting plan and organizing focus groups.

7:43PM Ben moves to adjourn, Ben seconds.

Agenda item #5

We are now up to 517 survey responses.

Decide if/when we should close the survey.

Discuss next steps on survey report-out, so that responses can be used in writing the Plan.

Agenda item #6

	<b>Public Engagement</b>
<b>February</b>	<ul style="list-style-type: none"> <li>- Determine audience for (1) Focus Groups and (2) City Survey/Questionnaire</li> <li>- Determine working groups/pairs for:               <ul style="list-style-type: none"> <li>(1) Focus Groups - Ben &amp; Sienna</li> <li>(2) City Survey/Questionnaire - Aly, Donelle, and Kate</li> </ul> </li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>- Survey analysis and report (UW Extension)</li> <li>- Invitation logistics and Design (1) Focus Groups</li> <li>- Design and send out (2) City Survey/Questionnaire</li> </ul>
<b>April/May</b>	<ul style="list-style-type: none"> <li>- Collect and analyze (2) City Survey/Questionnaire (report - Donelle, Kate, and maybe Aly)</li> <li>- Conduct (1) Focus Groups</li> </ul>
<b>May/June</b>	<ul style="list-style-type: none"> <li>- Data consolidation and analysis of (1) Focus Groups (report - UW Extension)</li> </ul>
<b>July</b>	<p><i>Public input on Sustainability Committee recommendations - not sure where this fits in or if we will have time for this (or at least have time to incorporate the feedback into the final plan).</i></p>

Agenda item #7

Rachel plans to update the Plan by working with Aly and one other committee member. Rachel will bring the updated plan version back to each meeting. The updated plan should be reviewed in the packet by the committee prior to the meeting and feedback should be brought to the meeting for discussion.

**Writing the Sustainability Plan (DRAFT)**

<b>Section/Task</b>	<b>Tasks</b>	<b>When</b>	<b>Who</b>
<b>Layout and structure of Plan</b>	<ul style="list-style-type: none"> <li>Review other City Plans - Layouts</li> <li>Develop a template</li> </ul>	<b>March</b>	Aly
<b>Introduction</b>	<ul style="list-style-type: none"> <li>Review other City Plans - Introductions</li> <li>Determine and outline sections (background on Sustainability, Stoughton Sustainability, how the plan was written and organized, overview of focus areas, etc.)</li> <li>Draft Introduction</li> </ul>	<p><b>March - May</b>  <i>1st Draft completed by 4/4/23 - to be added to packet for meeting on 4/10/23</i></p> <p><i>2nd Draft completed by 5/2/23 - to be added to packet for meeting on 5/8/23</i></p> <p><i>Final Draft completed by 6/6/23 - to be added to packet for meeting on 6/12/23</i></p>	Steve? and Rachel
<b>Determine terminology for recommendations</b>	<ul style="list-style-type: none"> <li>Review other City Plans - Implementation sections</li> </ul>	<p><b>March</b></p> <p><i>Vote on terminology at meeting on 3-27-23</i></p>	Full committee
<b>Focus Area Sections - Introduction &amp; Implementation</b>	<ul style="list-style-type: none"> <li>Review other City Plans - related section(s)</li> <li>Review feedback from outreach with neighboring</li> </ul>	<p><b>March - June</b></p> <p><i>1st Draft completed by 5/2/23 - to be</i></p>	<p>Energy - ?? &amp; ??</p> <p>Transportation - ?? &amp; ??</p>

	<p>communities, followup as needed</p> <ul style="list-style-type: none"> <li>• Draft Introduction (Overview, Vision and Goals)</li> <li>• Draft recommendations (Specifics)</li> </ul>	<p><i>added to packet for meeting on 5/8/23</i></p> <p><i>2nd Draft completed by 6/6/23 - to be added to packet for meeting on 6/12/23</i></p> <p><i>Final Draft completed by 6/20/23 to submit to city staff and council for feedback</i></p>	<p>Water - ?? &amp; ??</p> <p>Land Use - ?? &amp; ??</p> <p>Solid Waste - ?? &amp; ??</p> <p>Community Engagement - ?? &amp; ??</p>
<p><b>Appendices</b></p>	<ul style="list-style-type: none"> <li>• Review other City Plans - Appendices</li> <li>• Compile content for Appendices</li> </ul>		<p>Rachel</p>

Agenda item #7.a.

## **Implementation Terminology - for Focus Area sections of the Plan**

For 3/27/23 meeting: Agree on terminology we will use in communicating the implementation of the plan.

Under each focus area the plan includes:

Stoughton (current Plan DRAFT):

- **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.

McFarland:

- Background
- **Vision** statement
- Sustainability Indicators
- Targets (termed Goals later on, specific in scope)
- Actions to achieve the targets

Monona:

- Background (including overview of past actions)
- Vision
- Objectives (broad in scope)
- Strategy
- Evaluation indicators and metrics
- Baseline
- 2025 Target

Objective Example: INTEGRATE SUSTAINABILITY COMPONENTS IN ZONING CODE

- Strategy - Review zoning code to find those that include practices contrary to sustainability
- Indicators and metrics - Number of zoning code reviewed to include sustainability aspects
- Baseline - 0
- 2025 Target - All

# Focus Group Process & Timeline

City of Stoughton Sustainability Committee

**Background:** As a part of the public engagement process for the Sustainability Committee, we will be hosting focus groups. A focus group is a kind of organized discussion guided by a few specific questions. The purpose is to gain a deeper understanding of participants' views, experiences, feelings, perceptions, beliefs, knowledge, and attitudes about the topic being investigated. Dane County Extension has drafted the tentative timeline and process below. This will be shared with the Sustainability Committee and may be amended as needed.

Timeline:

Month	Task	Responsible Party
March, 2023	Determine focus group attendees (aim for 8-10 per group)	Stoughton Sustainability Committee
	Finalize focus group questions	Extension
	Determine if focus groups will be virtual or in-person <ul style="list-style-type: none"> <li>- If virtual, logistics include date and sending link</li> <li>- If in-person: logistics include venue, dates, food, accessibility</li> </ul>	Stoughton Sustainability Committee  Library conf rooms Schools
	Develop invitation list and send invitation letters with date and logistics <ul style="list-style-type: none"> <li>- Invitation letter includes background about Sustainability Committee &amp; questions</li> </ul>	Stoughton Sustainability Committee would send the email & Extension (Aly) can help draft
April, 2023	Finalize focus group processes <ul style="list-style-type: none"> <li>- Facilitator and notetaker roles</li> <li>- Agenda for focus group session</li> <li>- Assure that there are enough participants per session and that they represent the sector adequately</li> </ul>	Extension
	<ul style="list-style-type: none"> <li>- Identify and train facilitators and note-takers</li> </ul>	Extension
A week prior to focus group	Follow-up with invitees to assure participants attend and send questions	Stoughton Sustainability Committee



May, 2023	Hold focus group sessions	Extension
May-June 2023	Organize data and generate report (analysis of focus groups)-	Extension

### Focus Group Sequence:

This is a very basic agenda for how the actual focus group will run

- Greeting/Welcome
- Introduction (facilitation team)
  - Overview/purpose, Background (sustainability committee), Participants' Selection, Roles of facilitation/recording Team
  - Logistics of focus group and how the information will be used (time duration, method of discussion, recording, confidentiality, and refreshments, communication guidelines)
- Participant introductions (name, organization, role in organization)
- Question #1 (round robin - everyone answers)
- Questions that follow can include everyone or be answered by whomever chooses to answer; some 'prompt' questions included)
- Summary (Thank you; restate how the information will be used)
  - Indicate that we will send the summary report (of all focus groups) to them for review (to check for accuracy)

### Proposed reconsideration of Focus Group Audiences

During the last Stoughton Sustainability Committee meeting, we began a discussion about the focus groups (continued community engagement). The purpose of the focus groups is to get input from specific audiences who may not have been engaged in the community conversation or survey, and who are important in the implementation of the sustainability plan and recommendations.

We (Michelle and Sharon) would like to propose four audiences (four focus groups):

- 1) Manufacturing and utilities (larger industry sector), with housing/real estate developers
- 2) School district
- 3) Environmental groups
- 4) Community anchor institutions (this would include organizations that represent businesses, such as the Chamber and the Business Association)

Below, we offer details about proposed audiences, what we want to learn from each audience, and draft questions.

## Focus Group Audiences (detail) and Draft Questions

In order to gain input from the full-breath of sectors in Stoughton, we will host 4 focus groups. The explanation of each audience is below along with examples of who might be invited. The Sustainability Committee should determine the final list of invitees:

- 1) **Manufacturing and Utilities:** This group will focus on the industry and larger businesses that are present in Stoughton.

**Date:** Monday May 1, 11:30am-12:45pm, Tuesday May 2, 8-9:15am, or Friday May 5, 8-9:15am (1 hr 15 min)\*\**Participants will be given two options*\*\*

**Venue:** Zoom

**a) What do we want to learn from this group?**

- i) What sustainability practices (operations) are currently practiced; what is possible for the industry/business?
- ii) What are the barriers to sustainability?
- iii) What can the sustainability committee do to overcome barriers/incentivize sustainability?

**b) Draft invite list, 8 people max:**

- i) Stoughton Trailers
- ii) Stoughton Utility -
- iii) Dairyland Electrical Industries
- iv) Cummins
- v) The Virtual Foundry (Katrina has a contact for the CEO)
- vi) Zalk Josephs Fabricators
- vii) Zinkpower-Stoughton
- viii) Emmi Roth
- ix) Durr Universal
- x) Eri Floral (Rose wholesaler) in business park
- xi) Nelson Global
- xii) Alliant Energy (facility in business park)
- xiii) ATC Transmission company
- xiv) Hospital
- xv) Real estate developers: RHD Properties, Forward Development Group, Curt Brink, Builders: Eldon Homes, Matson Custom Homes, Shaw Building & Design, Lakeland Builders, Lennar, Todd Nelson, AJ Arnett  
(1) Mayor/planning dept to know more about projects on South Side of Stoughton

**c) Introduction should include:**

- i) The focus areas for the sustainability plan

- ii) Note that the purpose of this focus group is to gather information to inform the plan; the plan will be aspirational but will take into consideration barriers/constraints
- iii) We are recording comments that will be attached to your industry/business but not to your name. This will help us with interpretation and analysis.

**d) Proposed questions:**

- i) What is your business/industry currently doing with regard to sustainability practices in the focus areas?
  - What initiatives has your business/industry taken that you are particularly proud of?
- ii) Where do you see additional possibilities for incorporating sustainability practices in your business/industry?
  - Process innovations?
  - Monitoring/tracking resource use and waste management?
  - Product innovations?
- iii) Does your industry/business have sustainability goals? Who sets them?
  - Are there 'champions' in your industry/business who are leading efforts to incorporate sustainability practices?
  - If you do not have sustainability goals, what might be the reasons that these are not included in your business planning?
- iv) What are the barriers to achieving your sustainability goals?
- v) How might the City, the County, or other entities (such as nonprofit organizations) help overcome these barriers in order that you could reach your goals?

2) **School District:** There were many opportunities for the school identified in the community dialogue.

**Date:** Tuesday April 18, 4-5:30pm (1 hr 30 min)

**Venue:** at school *\*check with Steve on logistics, will need refreshments*

**a) What do we want to learn from this group? (facilities/operations, instruction, student engagement)**

- i) What sustainability innovations are possible?
- ii) What are the barriers to sustainability?
- iii) How is sustainability being taught?
- iv) What opportunities are there for students to get involved in sustainability initiatives in their school?
- v) Where are opportunities for partnerships (in education/ in implementation of sustainability plans)

**b) Draft invite list, max 8 people:**

- i) Advisor to environmental club (also ask if other teachers should be invited)--Principal can connect
- ii) Facility managers

- iii) School board members—Steve Jackson, also info is on website
- iv) Administrators SAS website contact info—try to get at least one from each school—3 elementary, 1 middle, 1 high
- v) Food service
- vi) School Garden - Fox Prairie
- vii) Teachers who are involved in env. educ. - Sandhill has an environmental educator

**c) Introduction should include:**

- i) Share the focus areas for the sustainability plan
- ii) Note that the purpose of this focus group is to gather information to inform the plan; the plan will be aspirational but will take into consideration barriers/constraints
- iii) We hope that this focus group is just the beginning of the relationship with the School district. We learned from our community conversations that residents view the District as a key player in promoting/educating about sustainability.
- iv) Recognition that they are coming from different starting points (facilities, operations, classroom instruction, student engagement).

**d) Possible questions**

- i) What are current efforts toward sustainability in the schools? (facilities, processes, student learning, engagement)
- ii) What are ideas for making the schools more sustainable?
- iii) What are your goals in terms of sustainability?
- iv) What are the barriers to reaching these goals?
- v) What do you see as the role of the school district in moving Stoughton toward being a more sustainable community?
- vi) **\*\*Go back to dialogue notes and things up\*\*** Question: What seems possible?
- vii) How might the City, the County, or other entities (such as nonprofit organizations) help the school district accelerate sustainability efforts?

- 3) **Environmental Groups:** There were many ideas for environmental education and practice implementation given at the community dialogue.

**Date:** April 17 from 4-5:15pm

**Venue:** Virtual

**a) What do we want to learn from this group?**

- i) What role they can play in promoting sustainability in the community
- ii) Who they partner with (or could partner with) in their work and in implementing sustainability recommendations
- iii) What are their barriers to accelerating efforts and what support do they need to overcome barriers?

**b) Draft Invite List, 8 people max:**

- i) Sustainable Stoughton

- ii) Friends of Viking County Park/Lake Kegonsa State Park Friends Group
- iii) Rock River Coalition/Friends of Badfish Creek Watershed
- iv) Prairie Task Force (if still active)
- v) Clean Lakes Alliance
- vi) Sustain Dane
- vii) Wisconsin 350
- viii) Parks and Rec? (At focus group or surveyed?)

**c) Introduction should include:**

- i) Share the focus areas for the sustainability plan
- ii) Note that the purpose of this focus group is to gather information to inform the plan; the plan will be aspirational but will take into consideration barriers/constraints
- iii) Collaboration/collective action: moving toward an ecosystem where all entities in the community are committed to becoming a sustainable community

**d) Possible questions**

- i) What are current efforts of your organization to promote sustainability in the community?
  - (1) 'What are you most proud of?'
- ii) What do you want to do more of?
- iii) What are the barriers for your organization?
- iv) Outside of Stoughton: What are the best sustainability initiatives that you've experienced outside of Stoughton?
- v) What opportunities do you see for nonprofit and community organizations to work together to advance sustainability in the community?
- vi) What support would you like to see from the city, school district, or other entities?
- vii)

- 4) **Community Anchor Institutions:** During the Community Dialogue, there were comments on the importance of making sustainability part of Stoughton's identity. This group was identified as organizations or events that uphold Stoughton's identity.

**Date:** Monday April 2, 4-5:30pm

**Venue:** Stoughton Opera House, Library, or City Hall *\*Will need refreshments*

**a) What do we want to learn from this group?**

- i) What they are currently doing toward advancing sustainability, and/or discussing doing in the future.
- ii) How anchor institutions can promote sustainability and incorporate sustainability into the community identity
- iii) Understand the barriers for business entities and events in adopting sustainability practices
- iv) Identify ways the committee can assist in overcoming barriers

**b) Draft invite list:**

- i) Stoughton Opera House

- ii) Stoughton Chamber of Commerce (Sarah)
- iii) Syttende Mai
- iv) Visit Stoughton
- v) Downtown Business Association
- vi) Innovation Center Stoughton
- vii) Taste of Stoughton

**c) Introduction should include:**

- i) Share the focus areas for the sustainability plan
- ii) Note that the purpose of this focus group is to gather information to inform the plan; the plan will be aspirational but will take into consideration barriers/constraints
- iii) Encouraging collaboration/collective action: moving toward an ecosystem where all entities in the community are committed to becoming a sustainable community
- iv) Anchor institutions play a big role in defining the identity of the community; we are hopeful that they will embrace the opportunity for Stoughton to be recognized as a sustainable community.

**d) Possible questions**

- i) What are current efforts within your organization to move toward sustainable operations?
- ii) Where do you see additional possibilities for incorporating sustainability practices in your organization and/or events that you sponsor?
  - (1) Process innovations?
  - (2) Monitoring/tracking resource use and waste management?
  - (3) Product innovations?
- iii) For umbrella organizations:
  - (1) In what ways is sustainability discussed within your membership and in your organization?
- iv) What are the barriers to advancing sustainability within your organization?
- v) What do you see as the role of your institution/organization in promoting sustainability in Stoughton?
- vi) How might the City, the County, or other entities (such as nonprofit organizations, e.g., the Innovation Center, Sustainable Stoughton...) help your organization accelerate sustainability efforts?