

#### Agenda Item #4

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

Committee members present: Scott Taylor, Donelle Scaffidi, Denise Duranczyk, Katelyn Geleynse, Sienna Scott, Heath Massey, Ben Heili, Mayor Tim Swadley (ex officio)

Non-committee members present: Michelle Probst, Sharon Lezberg, Alyssandra Gabrielle Scanlon, Tyler Denig

**Call to Order:** 6:06 PM

#### **Land Acknowledgement**

**Communications:** Donelle discusses definition of equity and brings our attention to City of LaCrosse equity initiative. She shows us the “Sustainability Resources” shared document which has references relevant to equity and other important topics.

Scott asks if a recording of the presentation given to the committee by public works director is still available. Mayor states the recording is gone but he will put the power point presentation on the Sustainability site.

Regina Hirsch is starting subcommittee to create sustainability standards for developers. Mayor stated an important role for our committee is clarifying the benefits of sustainability for developers so they don't just see it as a burden.

Denise moves to approve the March 13, 2023 minutes, Ben seconds.

#### **Updates from UW Extension Consultants**

Dr. Runge has provided graphs of survey results. Sharon recommends that 2 committee members review survey results. Some survey responses suggested concerns about the sustainability plan. The survey report just displays results. It does not contain analysis. There are many comments expressing a wide range of viewpoints. Sharon suggests we all read the survey results before the next meeting.

Sharon will start sending out invitations to focus group participants.

Denise volunteers to do analysis of survey results. We are seeking another volunteer to help Denise.

Alyssandra presents draft questionnaire for staff. We are planning to send that out later this week. We discuss whether it is desirable to ask staff to identify themselves.

### **Plan Timeline**

Denise was concerned that Rachel is involved in writing all sections and that she may be overstretched.

Scott suggests finding a professional editor. Heath states his wife is an editor and may be able to volunteer her time.

We discuss need to incorporate community health, economic development and equity. Donelle suggests we incorporate these into all focus areas rather than having separate focus areas. Many committee members agree.

### **Plan Format/Nomenclature**

Denise disagreed about use of the term Objective in Donelle's draft format (see "Implementatino Timeline" document), thinks Goal would be better. Scott likes use of the terms in the draft. Denise and Scott think the annual progress columns are not appropriate for the plan. Scott thinks they would be better suited for subsequent strategic plans created by staff.

We view and discuss McFarland's matrix for prioritizing actions. Many committee members liked the matrix and thought an appendix would be good place for it.

Donelle moves that we tentatively rely on the nomenclature in the "Implementation Timeline" timeline. Scott seconds.

7:33 PM Ben moves to adjourn, Scott seconds.

## Agenda item #5

Compiled by Denise: Summary of Comments from Survey

I scored the number of times a subject was addressed in the comments. At the end of each item in parenthesis, is the number of times it was mentioned. I have also included the number for a few comments that I thought made a good point or suggestion.

1) Many people thanked us for doing the survey. One person said they felt more hopeful because we were addressing this issue. Many of them felt that Stoughton would be a better place as we make an effort to move sustainability to the front burner. (39)

2) The next group did not want their tax dollars to be spent on sustainability. That this was a horrible idea or just a social experiment. Many of these folks pointed out that there was not enough money to take care of the basic city services. Some felt that we would be forcing folks to comply. There was a segment that just doesn't trust government. One person called us political purple squirrels, wherever that is. Another quote, "Climate change is an unreal mental disease." "Most of this is fictitious in nature at this moment in time" (the this is green energy) (28)

3) Several people are already doing many of the ideas listed in the survey therefore questioned how they were suppose to answer. They pointed out that there needed to be a spot/box that read "already doing". This is some advise for Kristin for future surveys. (23)

4) People want to see improved safety features on bike lanes. More bike lanes to places like downtown, schools, parks, etc. Also, several people wanted to see a better connection to Madison. (17)

5) Folks are interested in public transportation to Madison in the form of buses and trains. (17)

6) Interest in having the city use more native plants along with changing ordinances to eliminate penalties for planting native plants on property. Several expressed a desire to see a decrease in "toxic pest control" used on turf. (11)

7) There is a concern about losing farmland with a reduced ability to produce food in the future. All the development that is occurring in Stoughton raised alot of concerns because we are losing green space and habitat for animals. (11) #156

8) The next area would be boardly called communication or education. (11) #21, #70, #100,

#131, # 201

9) There was some support for using incentives to improve energy efficiency esp. of homes. (11)

#31, #179

10) Some folks did not want the dam removed or a water park. (8)

11) Several comments on the noxious chemicals from Uniroyal and how it pollutes the air. This is not healthy. (7)

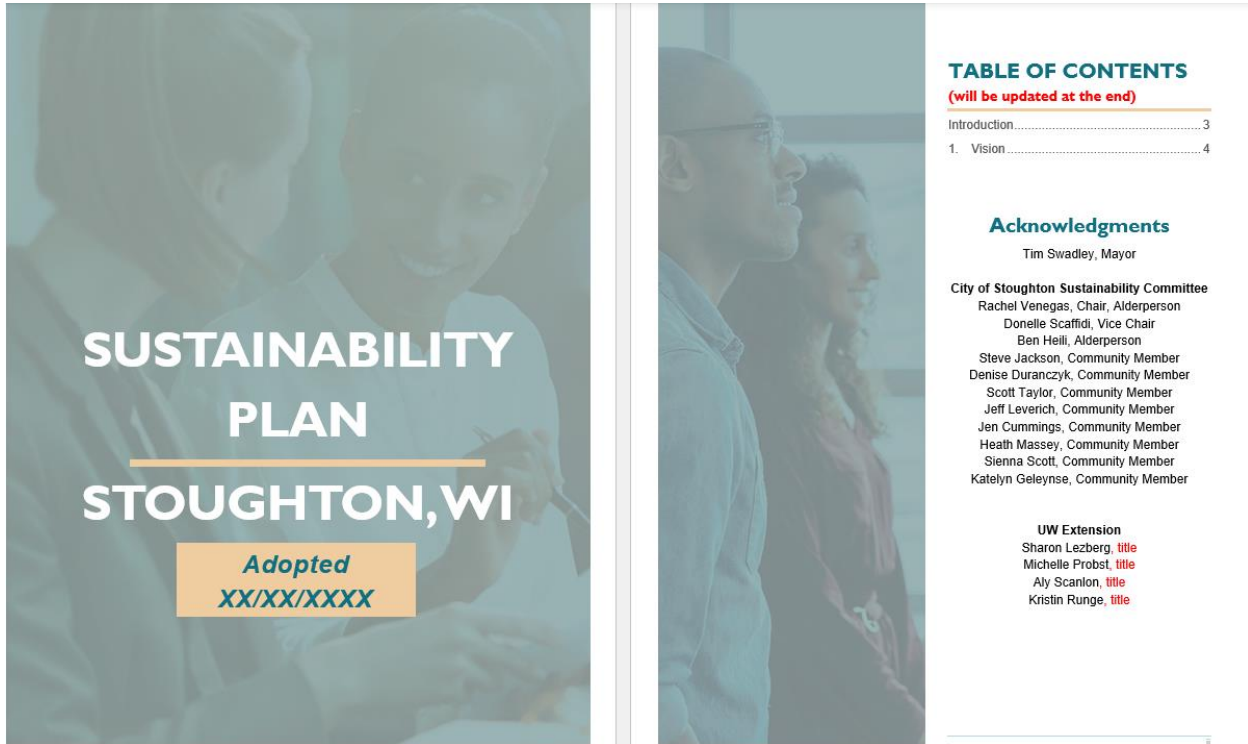
12) Folks expressed an interest in learning more about composting along with a community composting site. (7)

13) Several good suggestions on recycling bigger containers, every week, more education etc.

(6) #2, #33, #67

Agenda Item #6

First two pages



## EXECUTIVE SUMMARY

On XX/XX/XXXX, the Stoughton City Council adopted Resolution #XXXX-XX, which created the Stoughton Sustainability Committee. The purpose of the committee is to create a plan for sustainability in Stoughton and assist in the execution of the plan. The committee started by gathering sustainability-related information from various presenters such as city staff and local experts. These presentations are available on the City’s Sustainability website. The committee also reviewed surrounding cities’ plans such as Sun Prairie, McFarland, Monona, and Middleton. Meeting minutes and agendas are available on the City website. This plan’s format and content was modeled off of the McFarland plan.

The process through which this Plan was developed included:

- Numerous public working meetings, September 2021 through present
- Community Dialogue Event, September 2022
- Community Survey, December 2022
- Focus Groups, month/year
- City Staff Survey, month/year
- Progress reports to the Community Affairs and Council Policy committee, periodically

- Review of the final plan and recommendation of adoption to the City Council, , **month/year, resolution number**
- Public presentation and acceptance by the City Council, , **month/year**

Sustainability is defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” (Bruntland 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. “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.” <sup>1</sup>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.

<sup>1</sup>*McFarland Strategic Plan 2020-2030*

There are six areas of focus for the plan:

1. Energy
2. Transportation
3. Water
4. Solid Waste
5. Land Use & Development
6. Community Engagement, Education & Health

## WHAT IS THE STOUGHTON SUSTAINABILITY PLAN?

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Community Vision Statement: ...

Community Mission: ...

Guiding Principles: ...

Equity Statement: ...

Plan Organization: ...

# PLANNING PROCESS

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Meetings ...

Community Dialogue Event ...

Community Survey ...

Focus Groups ...

City Staff Survey ...

More details are available in the appendix.

# ACTION PLAN

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Each focus area contains the following 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?

## 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.

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3 *McFarland Strategic Plan 2020-2030*

## 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

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4 *McFarland Strategic Plan 2020-2030*



## Energy

Background:

Vision Statement:

Indicators	Baseline	Goal

Actions:

## Transportation

Background:

Vision Statement:

Indicators	Baseline	Goal

Actions:

## Water

Background:

Vision Statement:

Indicators	Baseline	Goal

Actions:

## Solid Waste

Background:

Vision Statement:

Indicators	Baseline	Goal

Actions:

**Land Use & Development**

Background:

Vision Statement:

Indicators	Baseline	Goal

Actions:

## Community Engagement, Education & Health

Background:

Vision Statement:

Indicators	Baseline	Goal

Actions:

[Appendix A – Actions Spreadsheets ...](#)

[Appendix B – Community Survey Results ...](#)

[Appendix C – Community Dialogue Results ...](#)

[Appendix D – Planning & Process Details ...](#)

[Appendix E – Indicator Details ...](#)