

Agenda item #4

April 10, 2023, City of Stoughton Sustainability Committee Meeting Notes

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

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

Call to Order: 6:03 PM

Equity Awareness

Donelle would like to research equity metrics in relation to sustainability. Katelyn volunteers to research other community's equity metrics.

Communications:

Ben states that the Common Council allocated \$250,000 of ARPA for sustainability initiatives. Money must be allocated by 2024, and spent by the end of 2025.

Donelle got a sample job description for a sustainability coordinator from Sun Prairie's sustainability coordinator (Scott Semroc). This will help us lay the groundwork for hiring a coordinator in Stoughton.

Ben moves to approve 3-27-23 meeting minutes, Steve seconds.

City Survey Update & Next Steps

Sharon discusses a system she and her team will create for coding comments from survey to facilitate reviewing comments relevant to each plan section.

She also discusses strategies for how to incorporate opinions, and strength of opinions, expressed in survey into plan objectives and actions.

Sharon shows us the focus group schedule and asks that one committee member attend each focus group to give a brief introduction and to observe the focus group. We hope to have the focus groups results ready by May 22 or June 12

Letter from committee member Jeff Levrich

In a letter, Jeff expressed discomfort with the fact that plan writing might be happening faster than public input gathering and analysis. Most committee members felt that it was acceptable to start writing the plan before we have all of the public input data so long as we are willing to go back and revise plan content based on final public input results.

Donelle asks if late August is a reasonable deadline for plan completion. She stated that budget requests must be made of the common council by a date in late August. Most committee members agreed that late August was a reasonable deadline, although they expressed uncertainty about how much effort would be required to meet this deadline.

Donelle proposes we dedicate one of our regular meetings (within the next month) to discussion of plan writing, specifically writing the focus areas.

6:51 PM Scott moves to adjourn, Ben seconds.

Land Use and Development:

Water Quality and Conservation:

Transportation:

Community Engagement:

Solid Waste Management:

Action Plan

Definitions and Key Terms

How actions and timelines were ranked and determined etc.

Energy

Written section

Objective	Baseline	Target

Near Term Actions	
Mid Term Actions	
Long Term Actions	

Water

Written section

Objective	Baseline	Target

Near Term Actions	
Mid Term Actions	
Long Term Actions	

Transportation

Written section

Objective	Baseline	Target

Near Term Actions	
Mid Term Actions	
Long Term Actions	

Community Engagement

Written section

Objective	Baseline	Target

Near Term Actions	
Mid Term Actions	
Long Term Actions	

Solid Waste

Written section

Objective	Baseline	Target

Near Term Actions	
Mid Term Actions	
Long Term Actions	

Conclusion

Appendix A: Action Ranking Matrices

Energy Actions	Impact	Cost	Staff Effort	Duration	Responsible Party

Land Use Actions	Impact	Cost	Staff Effort	Duration	Responsible Party

Water Actions	Impact	Cost	Staff Effort	Duration	Responsible Party

Transportation Actions	Impact	Cost	Staff Effort	Duration	Responsible Party

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Community Engagement Actions	Impact	Cost	Staff Effort	Duration	Responsible Party

Solid Waste Actions	Impact	Cost	Staff Effort	Duration	Responsible Party

Appendix B: How We Got Here

Planning Process

Creation of Committee

Community Dialogue

Community Survey

Survey Results

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City Staff Questionnaire

Results

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Focus groups

2023

STOUGHTON SUSTAINABILITY REPORT



TABLE OF CONTENTS

- 01** Introduction
- 02** Focus Areas
- 03** Planning Process
- 04** Action Plan
- 05** Appendix A
- 06** Appendix B

INTRODUCTION

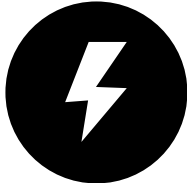
What is sustainability? - Brundtland, triple bottom line, guiding principles of sustainability

Vision statement- What does a 'sustainable Stoughton' look like?, who is involved in enacting this vision and how

The process through which this plan was developed- this is the product of *abc* and will be used to inform *xyz*



FOCUS AREAS



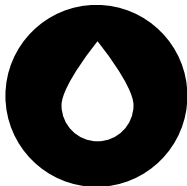
No. 01 – Energy

Description of goal, relevant targets



No. 02 – Land Use and Development

Description of goal, relevant targets



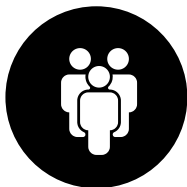
No. 03 – Water Quality and Conservation

Description of goal, relevant targets



No. 04 – Transportation

Description of goal, relevant targets



No. 05 – Community Engagement

Description of goal, relevant targets



No. 06 – Solid Waste Management

Description of goal, relevant targets

PLANNING PROCESS



Committee Meetings



Community Dialogue



Community Survey



Focus Group

**definitions and explanations
for how actions and timelines
were ranked/determined**

ENERGY

More in-depth definition and discussion of vision statement regarding focus area.

Objective	Baseline	Target
Your Key Performance Indicator goes here	What does this look like now?	• Measurable Goals
Your Key Performance Indicator goes here	What does this look like now?	• Measurable Goals

Your Key Performance Indicator goes here

What does this look like now?

- Measurable Goals

ENERGY NEXT STEPS

Near-Term Actions

- List the actions

Mid-Term Actions

- List the actions

Long-Term Actions

- List the actions

LAND USE

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

Objective	Baseline	Target
Your Key Performance Indicator goes here	What does this look like now?	<ul style="list-style-type: none">• Measurable Goals
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LAND USE NEXT STEPS

Near-Term Actions

- List the actions

Mid-Term Actions

- List the actions

Long-Term Actions

- List the actions

WATER

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

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WATER NEXT STEPS

Near-Term Actions

- List the actions

Mid-Term Actions

- List the actions

Long-Term Actions

- List the actions

TRANSPORTATION

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

Objective	Baseline	Target
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Your Key Performance Indicator goes here

What does this look like now?

- Measurable Goals

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Your Key Performance Indicator goes here

What does this look like now?

- Measurable Goals

TRANSPORTATION NEXT STEPS

Near-Term Actions

- List the actions

Mid-Term Actions

- List the actions

Long-Term Actions

- List the actions

COMMUNITY ENGAGEMENT

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

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What does this look like now?

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COMMUNITY ENGAGEMENT NEXT STEPS

Near-Term Actions

- List the actions

Mid-Term Actions

- List the actions

Long-Term Actions

- List the actions

SOLID WASTE

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

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SOLID WASTE NEXT STEPS

Near-Term Actions

- List the actions

Mid-Term Actions

- List the actions

Long-Term Actions

- List the actions

CONCLUSION

End your report with a review of the highlights, and a renewed commitment to continue working on making the SDGs attainable by 2030.



Summarize the key points here.

- Bullet points help!



Summarize the key points here.

- Bullet points help!



Summarize the key points here.

- Bullet points help!

Appendix A: Action Ranking Matrices

Energy Actions

Impact

Cost

Staff Effort

Duration

Responsible Party

Low,
Medium,
High

\$-\$\$\$

Low,
Medium,
High

3-6 mos, 6 mos - 1
yr, 1 - 3 years, 3+
yrs Recurring,
Ongoing

Land Use Actions	Impact	Cost	Staff Effort	Duration	Responsible Party
	Low, Medium, High	\$-\$\$\$	Low, Medium, High	3-6 mos, 6 mos - 1 yr, 1 - 3 years, 3+ yrs Recurring, Ongoing	

Water Actions

Impact

Cost

Staff Effort

Duration

Responsible Party

Low,
Medium,
High

\$-\$\$\$

Low,
Medium,
High

3-6 mos, 6 mos - 1
yr, 1 - 3 years, 3+
yrs Recurring,
Ongoing

**Transportation
Actions**

Impact

Cost

Staff Effort

Duration

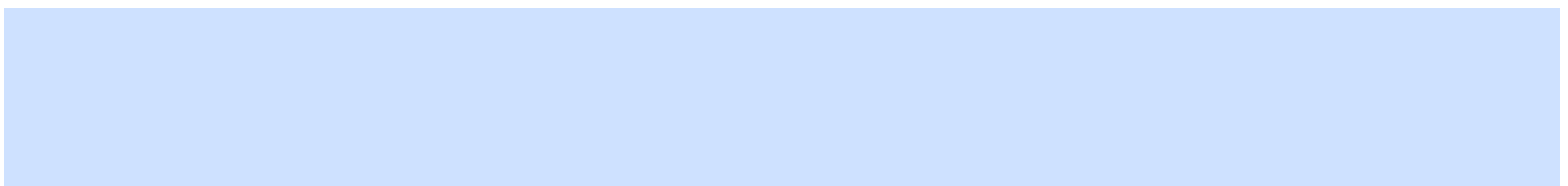
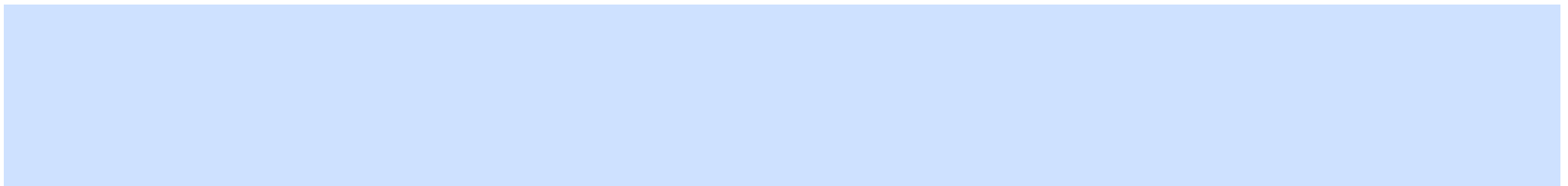
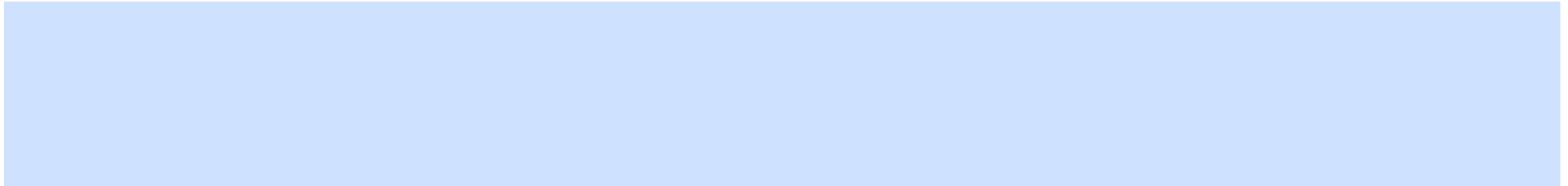
Responsible Party

Low,
Medium,
High

\$-\$\$\$

Low,
Medium,
High

3-6 mos, 6 mos - 1
yr, 1 - 3 years, 3+
yrs Recurring,
Ongoing



**Community
Engagement
Actions**

Impact

Cost

Staff Effort

Duration

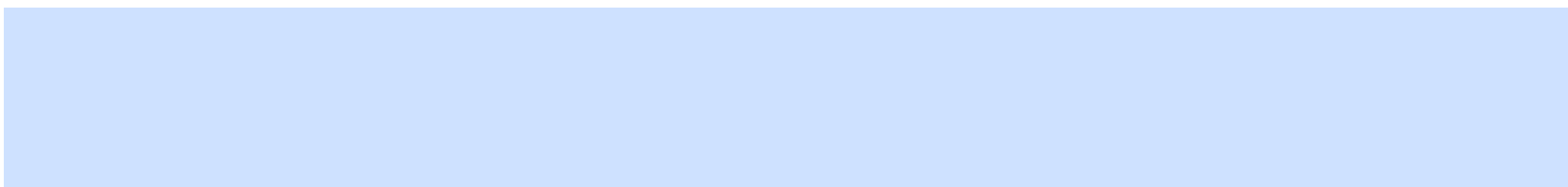
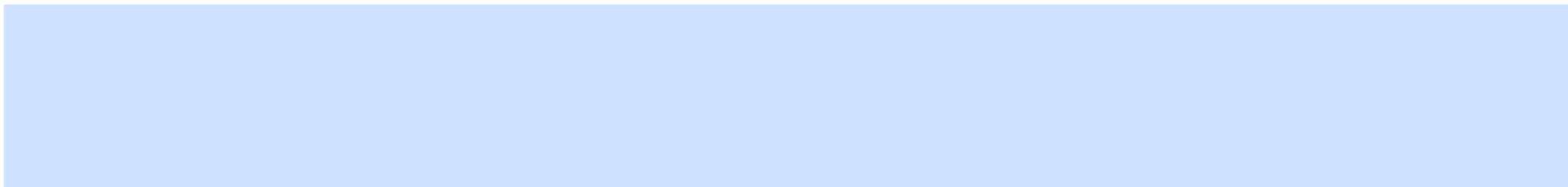
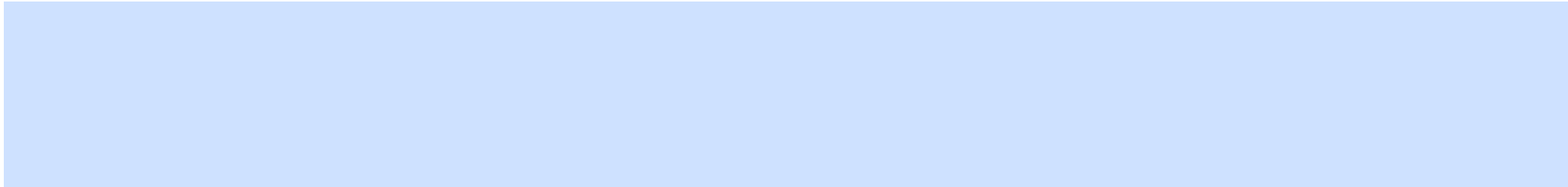
Responsible Party

Low,
Medium,
High

\$-\$\$\$

Low,
Medium,
High

3-6 mos, 6 mos - 1
yr, 1 - 3 years, 3+
yrs Recurring,
Ongoing



**Solid Waste
Actions**

Impact

Cost

Staff Effort

Duration

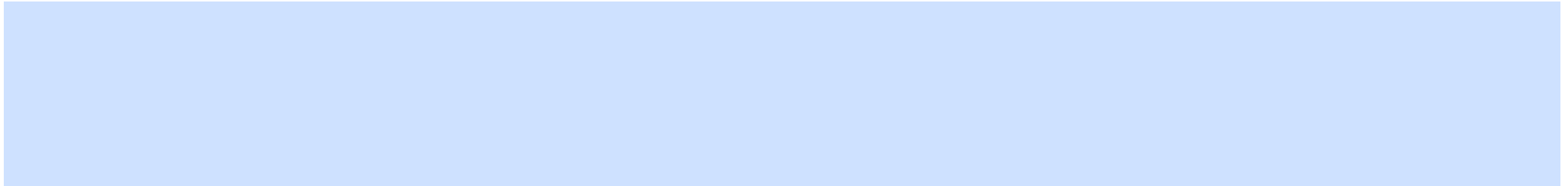
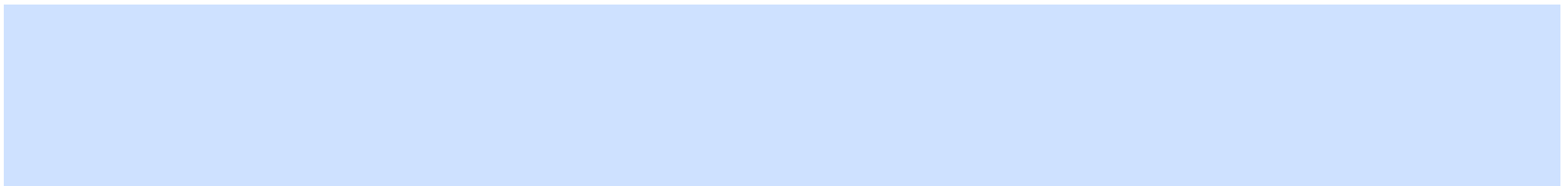
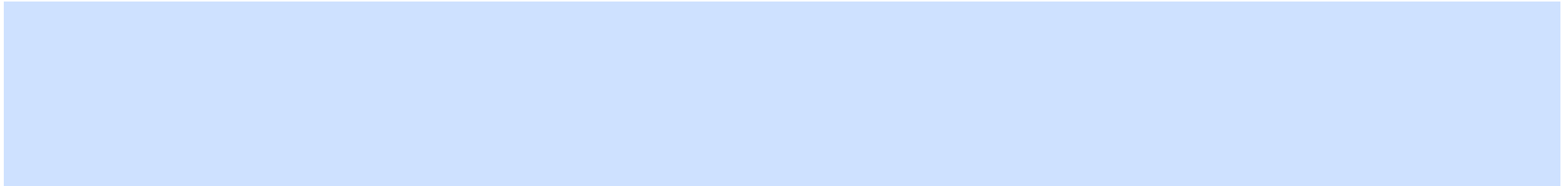
Responsible Party

Low,
Medium,
High

\$-\$\$\$

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**Solid Waste
Actions**

Impact

Cost

Staff Effort

Duration

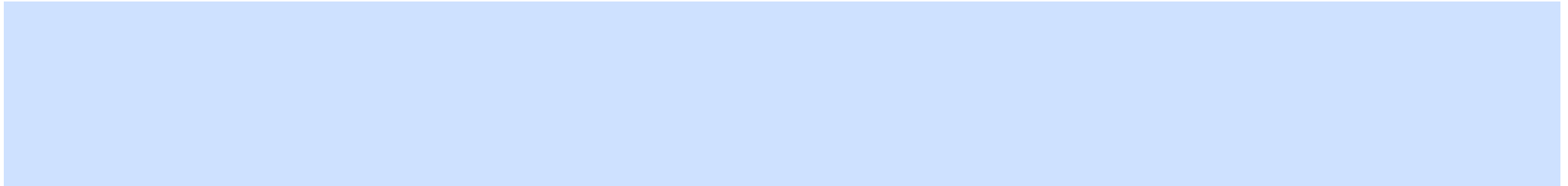
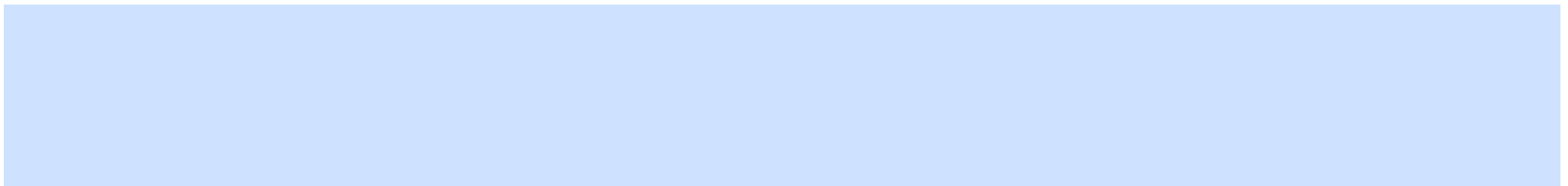
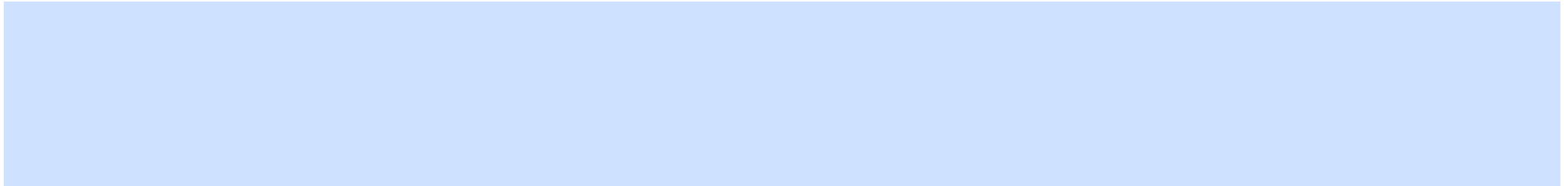
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\$-\$\$\$

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Medium,
High

3-6 mos, 6 mos - 1
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yrs Recurring,
Ongoing



Appendix B: How We Got Here

CREATION OF COMMITTEE

Goals of committee, why it was created, how it runs.

pull quote (?)



Contact

COMMUNITY DIALOGUE

Process of community dialogue, parties represented, what we learned?



No. 01 – Takeaways

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!



No. 02 – Takeaways

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!



No. 03 – Takeaways

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!

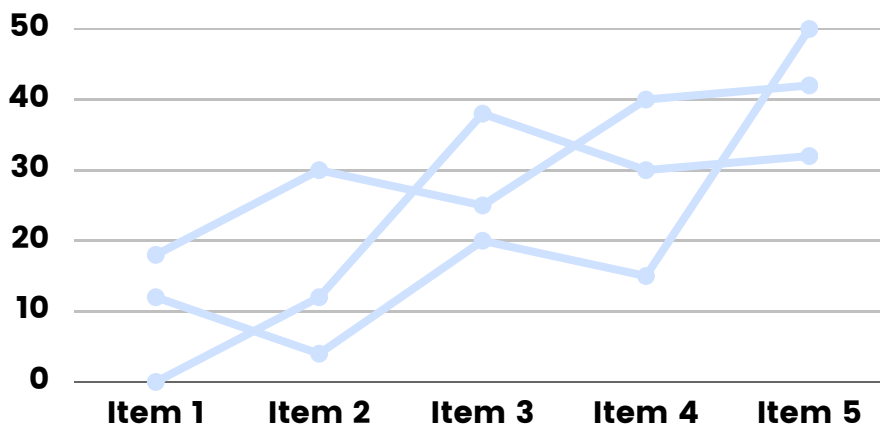
**could include all community
dialogue comments/notes**

Community Survey

SURVEY RESULTS

What's your Infographic Title?

Here, you can add a brief line explaining your data.



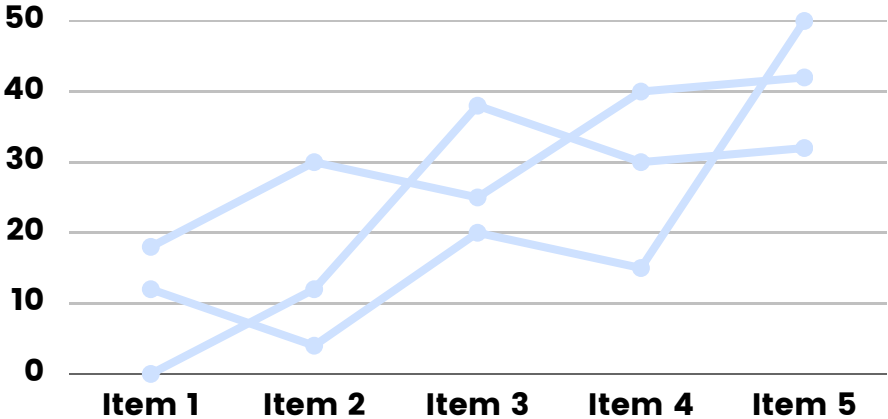
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Catch your reader's eye by highlighting one of your main points in this space.

ENERGY RESULTS

What's your Infographic Title?

Here, you can add a brief line explaining your data.



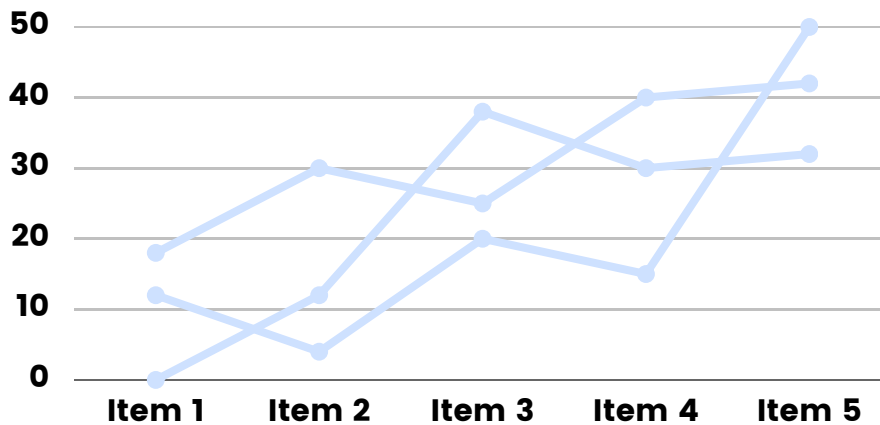
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LAND USE RESULTS

What's your Infographic Title?

Here, you can add a brief line explaining your data.



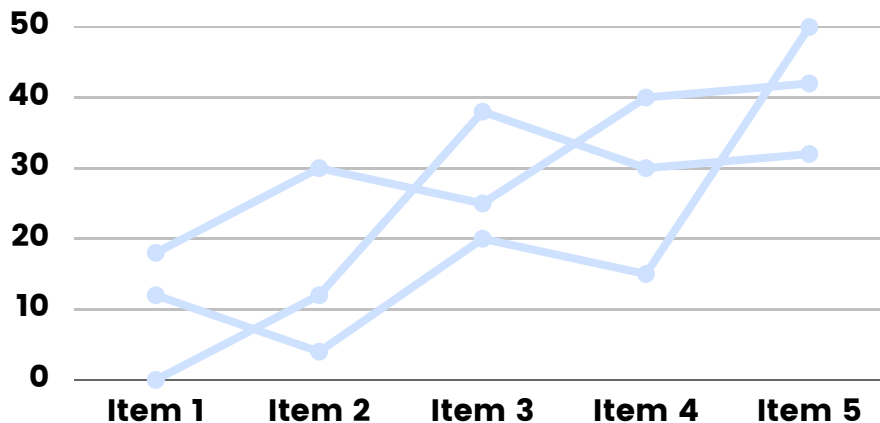
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WATER RESULTS

What's your Infographic Title?

Here, you can add a brief line explaining your data.



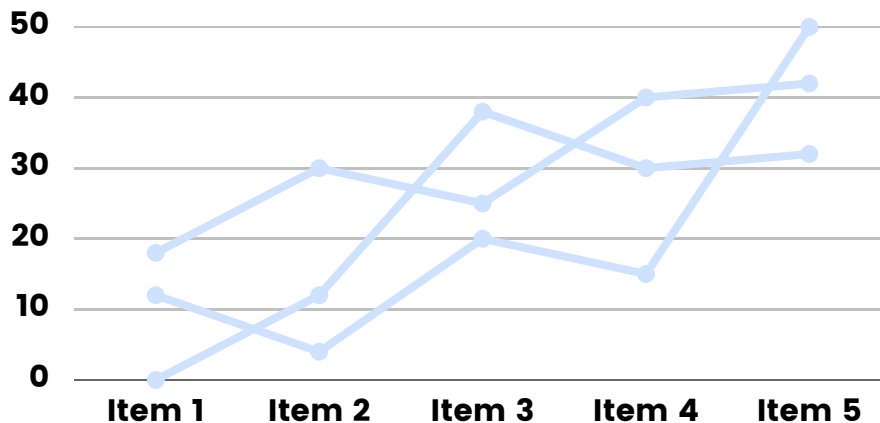
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TRANSPORTATION RESULTS

What's your Infographic Title?

Here, you can add a brief line explaining your data.



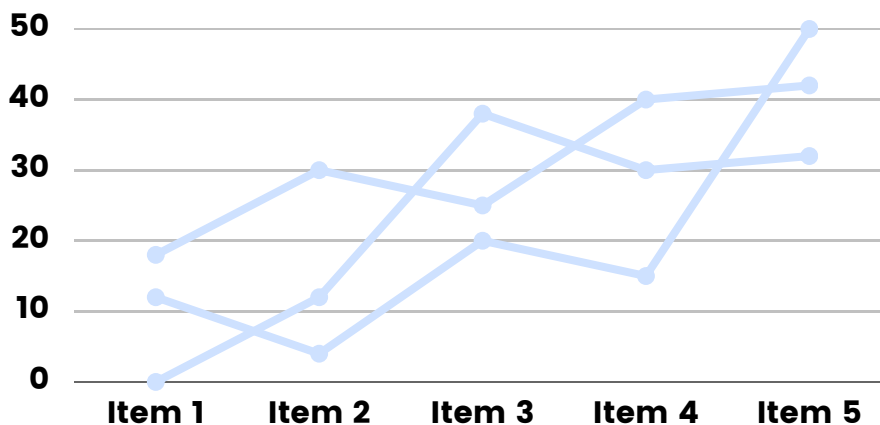
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COMMUNITY ENGAGEMENT RESULTS

What's your Infographic Title?

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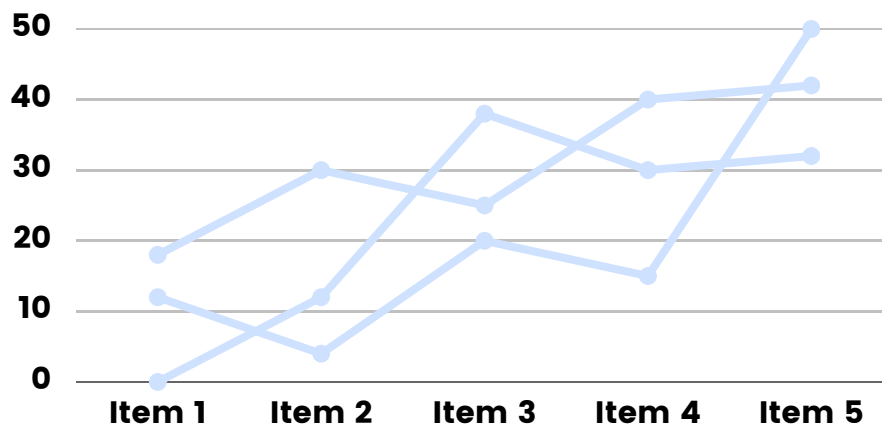
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Catch your reader's eye by highlighting one of your main points in this space.

SOLID WASTE RESULTS

What's your Infographic Title?

Here, you can add a brief line explaining your data.



100%

Catch your reader's eye by highlighting one of your main points in this space.

ADDITIONAL COMMENTS

Consolidated comments that were collected from the survey



No. 01 – Takeaway

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!



No. 02 – Takeaway

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!



No. 03 – Takeaway

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!

FULL RESULTS

**all visuals from survey results!
and all comments made (?)**

blank copy of survey!

City Staff Questionnaire

RESULTS

Organize results and takeaways by department spoken to? Finalize this layout once survey format is finalized.



No. 01 – Takeaway

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!



No. 02 – Takeaway

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!



No. 03 – Takeaway

Include a brief description, rationale and intended impact.
It helps to keep it concise yet concrete!

blank copy of questionnaire!

FOCUS GROUPS

Description of all the focus groups, how they were selected, what we learned from each one



No. 01 – Takeaway

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.



No. 02 – Takeaway

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.



No. 03 – Takeaway

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

Agenda item #6

Update & Details on next steps (also sent via email to committee)

Hello Sustainability Committee,

Thank you for your patience while I was out for a few meetings due to medical leave. Donelle and I have connected and discussed how to move forward with the next few meetings to hit our goals. While we previously discussed addressing the survey first and then the plan, we are going to switch because UW-Extension is working on the survey analysis through April 24 and so it will be ready for the packet by our May 8 meeting.

Reminder: We are just *starting* the Plan writing. Mostly we are talking format. 😊 The Plan will not be finalized until we have had a chance to incorporate all the community dialogue, survey, questionnaire, and focus group feedback, which will happen over the next few months.

The Plan Writing

In the April 24 meeting, we will review the Sustainability Plan Word template compiled by Aly Scanlon from UW-Extension, discuss writing approach, and address any questions from members. This is with the intent to provide further help/instruction to the writers and make sure we are all on the same page.

I would like to clarify that while my name is on every section, I am there as a resource for you and can meet with/help you if you request. I am helping to review for consistency in voice/approach. You are not required to meet with me to write your section or get approval. We will have an editor review the writing further down the line.

The Focus Area sections are already assigned to committee members. I am looking for volunteers for the Introduction and Conclusion sections.

Community Survey

In our first May meeting, we will review UW Extension's analysis of our community survey. Please also review Denise's review comments (included in the packet) regarding the survey. Writers of the Plan will take the results into consideration for the following draft of the Plan.

Staff Questionnaire

The city staff questionnaire was sent out by Human Resources. It is open April 15 – 21. Kate and Donelle will be summarizing the results and they will be provided and discussed. Dates are TBD but should be complete in May. Writers of the Plan will take the results into consideration for the following draft of the Plan.

Focus groups

The focus group schedule has been shared by UW Extension and committee members are requested to sign up to help. Please see Michelle's recent email for detail (it will also be included in the packet). Writers of the Plan will take the results into consideration for the following draft of the Plan.

If you have any questions, please let me know. Please do not reply all. 😊

Have a great day,

Rachel

Rachel Venegas

City Councilperson, District 1

STOUGHTON SUSTAINABILITY COMMITTEE SURVEY TOPLINE RESULTS

April 2023

Prepared by: Kristin Runge, Ph.D.

Division of Extension

University of Wisconsin-Madison

Kristin.runge@wisc.edu

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Method

The City of Stoughton's Sustainability Committee worked with the Community Development Institute at the Division of Extension, University of Wisconsin-Madison to conduct a survey of Stoughton residents in order to better understand their opinions related to sustainability.

Data in this report was drawn from the survey, which was fielded January 13, 2023 through March 19, 2023 using Qualtrics, an online survey platform hosted by the University of Wisconsin-Madison. A total of 554 residents completed a sufficient number of questions to be considered complete and, thus, included in the analysis. The survey was designed to take 15 minutes. The average respondent took 16.9 minutes (SD=64.66 minutes) to complete the survey.

Respondent Recruitment

Respondents were recruited through a combination of methods. A postcard was sent to each residential address in the City of Stoughton inviting all household members aged 18 or older to take the survey. Stoughton Utilities included a flyer in its February utility bills that also invited all household members aged 18 or older to take the survey. The Stoughton Area School District emailed an invitation to parents in the school district using its PeachJar parent portal. Notices were posted on the City of Stoughton website, at the library, and at City Hall. For those who preferred a paper-and-pencil format, copies of the survey were made available at the Stoughton Public Library and the Stoughton City Hall.

Results Analysis

The initial analysis in this draft includes online responses only. Results were analyzed using SPSS, a statistical program by IBM. In addition to tabulating overall results for all respondents, tests were conducted to determine if there were differences in subgroups of respondents. Differences that are both statistically significant and useful are included in this draft.

City of Stoughton residents and non-residents answers were compared. Non-residents are considered those living in the Stoughton Area School District, but not the City of Stoughton, those who live in the area, and those who live elsewhere. Answers were statistically identical with the exception of two small differences in answers among residents and non-residents: non-residents are slightly less likely to plant trees or conduct a home energy audit than City of Stoughton residents.

Since polarization among conservatives and non-conservatives is well documented, answers for conservatives were compared with answers for those who are not conservative. Conservatives included those who self-identified as "very conservative" or "conservative" when asked "Generally speaking, do you consider yourself a conservative, moderate, or liberal when it comes to different issues?" Non-conservatives were those who self-identified as "moderate," "liberal," or "very liberal." Conservatives comprised roughly 10% of respondents. There were statistically significant differences in answers for each question when comparing conservatives to others and these are noted in the results.

There were very few differences based on age. A preference for preserving farmland is positively correlated with age. A preference for expanding bike paths and a willingness to participate in ride sharing to Madison are negatively correlated with age. However, differences are small, and it would not be accurate to say are substantially different in their viewpoints based on age.

Respondent Demographics

Table 1a: Respondent Demographics

Age (n=500)	Mean(SD)
Years	51.7 (15.5)
Gender (n=533)	%
Male	40.9
Female	57.4
Non-binary/Other	1.8
Children 18 or Younger at Home (n=526)	%
Yes	32.7
No	67.3
Place of Residence (n=539)	%
City of Stoughton	83.5
Stoughton School District, but not the City	13.9
Surrounding Area	1.0
Elsewhere	0.7
Is Stoughton Your Hometown? (n=536)	%
Yes, it's my original hometown	17.2
Yes, it's my adopted hometown	48.5
No, my hometown is elsewhere	34.3
Which Best Describes Your Employment Status? (n=535)	%
Employed Full Time	53.3
Employed Part Time	6.2
Self Employed	4.9
Unemployed, Looking for Work	1.1
Retired	29.0
Homemaker	1.7
Student	1.1
Other	2.8
Have you or anyone in your household had to work two or more jobs in order to make ends meet at any point over the past five years? (n=508)	%
Yes	21.1
No	78.9
Total Number of Respondents	594

Note: 594 respondents answered a sufficient number of questions to be considered complete. No single question was answered by all respondents.

Table 1b: Respondent demographics

What is your race or ethnicity? (Check all that apply)	%
White	78.6
Black or African American	1.2
American Indian or Alaskan Native	1.0
Asian or Asian American	0.8
Hawaiian or Pacific Islander	0.5
Hispanic or Latino	1.3
Other	3.7
Generally speaking, do you consider yourself conservative, moderate, or liberal when it comes to different issues? (n=487)	%
Very conservative	2.8
Conservative	7.4
Moderate	37.1
Liberal	36.4
Very liberal	16.3
What is your household income? (n=499)	%
Less than \$20,000	7.4
\$20,000 to \$40,000	9.1
\$40,001 to \$60,000	13.6
\$60,001 to \$80,000	12.4
\$80,001 to \$100,000	23.8
\$100,001 - \$150,000	15.3
\$150,001 or greater	16.1
Total Number of Respondents	594

*Respondents asked to check all that apply

Table 2. As we look for ways to become a more sustainable community, how important is it that the City tries to do the following?

	The health of local lakes, rivers, and groundwater %	Increasing native plant and wildlife habitat %	Preserving farmland %
Not at all important (1)	0	4	6
Somewhat important (2)	2	9	12
Moderately important (3)	4	17	27
Very important (4)	21	29	31
Extremely important (5)	73	41	23
n	573	572	573
Missing	21	22	21
Mean	4.65	3.92	3.54
Median	5.00	4.00	4.00
Mode	5	5	4
Standard Deviation	0.668	1.155	1.148
Conservative mean(SD)	4.40(0.87)	3.46(1.29)	3.96(1.09)
Not Conservative mean(SD)	4.67(0.64)	3.97(1.13)	3.50(1.15)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 3a. As we look for ways to become a more sustainable community, how important is it that the City tries to do the following?

	Plant shade trees in public parks and terraces? %	Work with businesses, the school district, and residents to reduce solid waste? %	Review ordinances and land use plan to promote more efficient use of land and infrastructure? %	Expand efforts to educate the public about proper recycling and hazardous waste disposal? %
Not at all important (1)	3	4	6	5
Somewhat important (2)	7	6	8	9
Moderately important (3)	17	23	23	23
Very important (4)	32	33	33	35
Extremely important (5)	41	34	30	28
n	565	564	566	562
Missing	29	30	28	32
Mean	4.03	3.86	3.74	3.72
Median	4.00	4.00	4.00	4.00
Mode	5	5	4	4
Standard Deviation	1.05	1.09	1.13	1.12
Conservative mean(SD)	3.54(1.24)	3.17(1.19)	3.19(1.25)	3.19(1.23)
Not Conservative mean(SD)	4.08(1.02)	3.93(1.05)	3.80(1.11)	3.77(1.10)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 3b. As we look for ways to become a more sustainable community, how important is it that the City tries to do the following?

	Provide incentives to developers to exceed energy efficiency standards?	Develop additional bicycle and pedestrian paths and lanes?	Install solar panels on city property (e.g. city buildings, parking lots, park shelters)?	Reduce city mowing by replacing some under-utilized city lawns with native grasses and plants?
	%	%	%	%
Not at all important (1)	8	10	11	11
Somewhat important (2)	8	14	9	14
Moderately important (3)	25	18	23	20
Very important (4)	32	22	29	24
Extremely important (5)	28	36	29	31
n	568	568	572	564
Missing	26	26	22	30
Mean	3.63	3.61	3.55	3.50
Median	4.00	4.00	4.00	4.00
Mode	4	5	4	5
Standard Deviation	1.19	1.35	1.29	1.34
Conservative mean(SD)	2.85(1.14)	2.60(1.43)	2.42(1.18)	2.33(1.21)
Not Conservative mean(SD)	3.71(1.16)	3.71(1.31)	3.66(1.24)	3.62(1.30)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 3c. As we look for ways to become a more sustainable community, how important is it that the City tries to do the following?

	Explore the feasibility of a community wide food waste composting program? %	Install rain gardens in street terraces? %	Create a Park-and-Ride for carpooling to Madison? %	Install electric vehicle charging stations at different locations in the City of Stoughton? %
Not at all important (1)	12	12	13	19
Somewhat important (2)	14	13	18	16
Moderately important (3)	24	28	30	25
Very important (4)	23	27	25	24
Extremely important (5)	27	21	14	17
n	564	563	567	568
Missing	30	31	27	26
Mean	3.39	3.33	3.08	3.03
Median	3.00	3.00	3.00	3.00
Mode	5	3	3	3
Standard Deviation	1.33	1.26	1.23	1.36
Conservative mean(SD)	2.46(1.15)	2.32(1.16)	2.31(1.13)	1.83(1.19)
Not Conservative mean (SD)	3.48(1.31)	3.43(1.23)	3.16(1.21)	3.15(1.31)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 3d. As we look for ways to become a more sustainable community, how important is it that the City tries to do the following?

	Expand Madison metro bus service to Stoughton?	Establish a "no idling" vehicle policy to reduce emissions?
	%	%
Not at all important (1)	21	25
Somewhat important (2)	16	21
Moderately important (3)	23	25
Very important (4)	21	17
Extremely important (5)	20	12
n	570	566
Missing	22	28
Mean	3.02	2.69
Median	3.00	3.00
Mode	3	1
Standard Deviation	1.41	1.33
Conservative mean(SD)	2.21(1.44)	1.83(1.10)
Not Conservative mean(SD)	3.10(1.38)	2.78(1.32)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 4. Would you support or oppose sustainability measures that ...

	Are budget neutral for the City? %	Would cost the City money in the short term, but save dollars in the long term? %	Would cost the City money in the short term, and improve sustainability, but would have no monetary return on investment over the long term? %
Strongly support (5)	58	44	22
Support (4)	23	35	30
Not sure (3)	15	13	28
Oppose (2)	2	3	11
Strongly oppose (1)	2	4	9
n	559	559	557
Missing	35	35	37
Mean	4.31	4.11	3.41
Median	5.00	4.00	4.00
Mode	5	5	4
Standard Deviation	0.94	1.03	1.20
Conservative mean(SD)	4.00(0.93)	3.51(0.98)	2.62(1.15)
Not Conservative mean (SD)	4.35(0.93)	4.14(1.01)	3.53(1.21)

1= Strongly oppose; 5=Strongly support; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 5. Would you support or oppose the City of Stoughton adopting ambitious carbon reduction goals, such as achieving a 100% renewable energy supply by 2050?

	%
Strongly support (5)	41
Support (4)	26
Not sure (3)	15
Oppose (2)	8
Strongly oppose (1)	9
n	559
Missing	35
Mean	3.81
Median	4.00
Mode	5
Standard Deviation	1.30
Conservative mean(SD)	2.38(1.25)
Not Conservative mean(SD)	3.96(1.22)

1= Strongly oppose; 5=Strongly support; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 6a. In your opinion, what should the goals be for a city-wide sustainability initiative? Please check all that apply.

	Improve the health and well-being of community residents	Reduce the amount of waste sent to the landfill and ensure that all waste is disposed of properly	Ensure sustainability is considered in decision-making processes by the City of Stoughton	Ensure sustainability is considered in the City budget process
	%	%	%	%
Yes	69	67	66	63
No	31	33	34	37
Conservative				
Yes	60	54	44	42
No	40	46	56	58
Not Conservative				
Yes	73	71	71	68
No	27	29	29	32

Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 6b. In your opinion, what should the goals be for a city-wide sustainability initiative? Please check all that apply.

	Increase Stoughton residents' awareness of sustainability	Increase use of sustainable building practices, including net-zero.	Connect to state-wide or nation-wide efforts to reduce carbon emissions
	%	%	%
Yes	62	58	53
No	38	42	47
Conservative			
Yes	46	27	19
No	54	75	81
Not Conservative			
Yes	66	63	59
No	34	37	41

Table 7a. Would you or anyone in your household be likely to do the following if information and resources, such as assistance, rebates, or financial incentives, were available?

	Install a smart thermostat or LED light bulbs for greater efficiency? %	Plant shade trees on your property? %	Convert some of your lawn to native plants and grasses? %	Upgrade windows, furnace, or other parts of your home for greater energy efficiency? %
Definitely yes (5)	54	44	40	37
Probably yes (4)	31	29	21	41
Not sure (3)	7	14	15	12
Probably no (2)	3	7	12	7
Definitely no (1)	6	5	12	3
n	510	511	513	411
Missing	84	83	81	83
Mean	4.25	4.03	3.65	4.04
Median	5.00	4.00	4.00	4.00
Mode	5	5	5	4
Standard Deviation	1.083	1.148	1.413	1.013
Conservative mean(SD)	3.76(1.34)	3.48(1.42)	2.58(1.42)	3.37(1.20)
Not Conservative mean(SD)	4.30(1.04)	4.06(1.11)	3.75(1.37)	4.09(0.97)

1= Definitely no; 5=Definitely yes; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 7b. Would you or anyone in your household be likely to do the following if information and resources, such as assistance, rebates, or financial incentives, were available?

	Conduct a home energy audit? %	Install rooftop or backyard solar? %	Upgrade home appliances for greater energy efficiency? %	Install low flow shower heads or faucets? %
Definitely yes (5)	36	31	29	23
Probably yes (4)	41	32	44	33
Not sure (3)	13	16	14	19
Probably no (2)	6	12	9	16
Definitely no (1)	4	9	4	10
n	512	511	511	511
Missing	82	83	83	83
Mean	3.99	3.64	3.86	3.46
Median	4.00	4.00	4.00	4.00
Mode	4	4	4	4
Standard Deviation	1.052	1.277	1.064	1.259
Conservative mean(SD)	3.19(1.22)	2.60(1.18)	3.17(1.29)	2.70(1.28)
Not Conservative mean(SD)	4.07(1.00)	3.74(1.24)	3.92(1.02)	3.51(1.23)

1= Definitely no; 5=Definitely yes; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 8. Would you be willing to do the following, if the infrastructure in Stoughton made this possible?

	Take public transportation between Stoughton and other communities? %	Commute to work by biking or walking?*	Participate in ride sharing to Madison for work?*
		%	%
Definitely yes (5)	21	26	11
Probably yes (4)	23	14	15
Not sure (3)	19	9	16
Probably no (2)	20	17	27
Definitely no (1)	17	33	30
n	554	357	388
Missing/Not applicable	40	237	206
Mean	3.11	2.83	2.52
Median	3.00	2.00	2.00
Mode	4	1	1
Standard Deviation	1.393	1.640	1.357
Conservative	2.33(1.37)	1.88(1.43)	1.92(1.27)
Not Conservative	3.19(1.37)	2.94(1.63)	2.58(1.35)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$; *Note that both questions about commuting had "not applicable" as an answer option. These were tallied with the missing responses.

Table 9. Is sustainability a priority in your household? Should it be a priority for Stoughton?

	Is sustainability a priority in your own household?	Should sustainability be a priority for the City of Stoughton?
	%	%
Definitely yes (5)	46	55
Probably yes (4)	37	29
Not sure (3)	9	7
Probably no (2)	6	5
Definitely no (1)	3	4
n	545	544
Missing	49	50
Mean	4.15	4.25
Median	4.00	5.00
Mode	5	5
Standard Deviation	0.995	1.071
Conservative	3.44(1.20)	3.56(1.17)
Not Conservative	4.25(0.94)	4.32(1.04)

1= Not at all important; 5=Extremely important; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 10. *The average house in Wisconsin uses about 700 kilowatt hours of electricity each month. If your house used the average amount of electricity, and you could buy electricity made from renewable sources at an extra monthly cost of \$1 for every 150 kilowatt hours, how much renewable energy would you be willing to purchase each month?*

Assume that \$1 would buy 150 of the 700 kilowatt hours your house uses and \$5 would buy all 700 kilowatt hours that your house uses. - Amount I would be willing to add to my utility bill for renewable energy

?

	%
0	7.3
\$1.00	3.3
\$2.00	6.7
\$3.00	14.2
\$4.00	3.6
\$5.00	64.9
n	450
Missing	292
Mean	3.98
Median	5.00
Mode	5
Standard Deviation	1.59
Conservative mean(SD)	3.26(1.79)
Not Conservative mean(SD)	4.06(1.54)

1= Strongly oppose; 5=Strongly support; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Table 11. *The average home has 67 light bulbs. If your home had the average number of light bulbs, and you were able to purchase high quality, energy efficient LED light bulbs for \$1 each, how many light bulbs would you be willing to replace?*

Assume that 1 LED light bulb would require \$1, five light LED bulbs would cost \$5, and replacing all 67 would cost \$67. - Number of light bulbs I would replace?

	%
0 - 9	6.7
10-19	4.1
20-29	8.3
30-39	6.8
40-49	3.4
50-66	5.7
67	65.0
n	49
Missing	103
Mean	53.11
Median	67
Mode	67
Standard Deviation	21.73
Conservative mean(SD)	45.57(26.25)
Not Conservative mean(SD)	53.77(21.18)

1= Strongly oppose; 5=Strongly support; Note that 10% of the sample self-identified as conservative or very conservative. Differences in conservative/not conservative are statistically significant at $p \leq .05$

Comments

Q1 - Is there anything that you would like to share with the committee as we are working toward making Stoughton a more sustainable community?

1. - our house wouldn't work for solar panels unfortunately -we would LOVE a composting program - a city trolley would be AMAZING, electric and just loops through Stoughton consistently from one end of town to the other -increase our recycling capabilities and provide bigger recycling containers to residents, consider every week pick up for recycling
2. For god's sake use the train infrastructure that's already here! 2) Make the recycling and trash rules easier to understand and follow: the various resources (John's Disposal website, the city website, mailed handouts and flyers) give incomplete and/or contradictory information. 3) Storm drains & water collection: the neighborhood I live in has very few storm drains. Figure out a way to harvest all our rainwater. Create incentives for residents to collect rain & gray water and runoff (water used in home laundry, shower, outdoor rain barrel systems etc.). 4) Disallow car washing in driveways.
3. A lot of people making some changes, and learning to do it efficiently and effectively, will create a bigger difference than a few large cities/corporation/countries doing it all. Thank you for helping us all do our part.
4. A proactive approach and careful planning for sustaining our community and its residents is strongly encouraged. Thank you!
5. Air quality is important to the health of our citizens. The "burnt rubber" smell coming from the Uniroyal plant on a regular basis does not fit with a healthy and sustainable community. Even if it does meet air quality standards, I also believe this detracts visitors from coming to or returning to Stoughton. I would support exploring tax incentives to have the Uniroyal plant move to the industry park near Stoughton Trailers. This would clean up the air in the city while protecting jobs.
6. All of it is extremely important and I commend this group for going forward with making Stoughton more sustainable. I feel we have a unique community and could get support and traction in all areas with the many different groups; it would be finding the commonalities and enthusiasm for each area. More articles in The Hub, more events, social media, news channel outlets and more surveys like this will help educate our diverse community. I hope members of the group will be part of the February 20th meeting with Stoughton Trailers as many of these initiatives listed seem like common ground. Thank you so much for forward thinking, moving Stoughton in the direction to being a model for other communities, and making our community a better place to live in the future.
7. Allow individuals to make choices for themselves based on their individual preferences. Don't spend taxpayer money that you don't have, then keep asking for more and more as you hand it out to a select few, while complaining that you don't have enough. Focus on the priorities and basic obligations government should provide, and focus on doing that well. We always hear there's not enough money for cops, teachers, school facilities, healthcare, repairs to roads/pipes/power grid/bridges, etc., and yet here you are asking how government can give more money away. Get back to taking care of the basics.

Stop forming useless committees that do nothing but give away taxpayer money when you can't even fund your basic government functions.

8. An important issue, but great consideration needs to be given to the added expenses that could be incurred to so many households that are already financially strained, particularly following covid. Reaching a solution that adds little or no additional costs, while this balance may be difficult to achieve, would be the optimum goal.
9. As a small business owner in downtown Stoughton, we are actively looking for ways to be more sustainable and reduce our waste, both in our businesses, and in our household. Thank you for conducting this survey!
10. As citizens we need to be responsible with our resources and their sustainability. The suggestions proposed have already proven to be not only unsuccessful in attaining the outcome desired, but also an ongoing expense that is a heavy burden. I do not think that it is the government's place to use tax dollars for all these different initiatives. Private businesses are already installing charging stations. Philanthropic organizations could offer assistance to individuals relating to programs that are important to them.
11. At a community level, I think Stoughton should make sure all of the City operations are completely sustainable. I think it should encourage community-level improvements to sustainability e.g. greater bikeability/walkability in Stoughton, more green space, better public transit to popular areas. I think it should educate and provide technical assistance for residents who want to improve their own sustainability. I believe the Stoughton water and electric utilities should have expert staff to assist residents with things like solar panel purchase and installation, connectivity, efficiency recommendations, and landscaping recommendations. I do NOT think the city should be in the business of incentives. There are much better funding sources (e.g. state energy office, Focus on Energy, feds) for that.
12. Be realistic about what is attainable. Homes are made of horrible materials...e.g. vinyl siding. How about the toxic insulation that blows around the new homes being built? Or the garbage left behind by the commercial and residential builders? I see city officials driving by garbage all the time. Enact meaningful policy like building material requirements. Make builders plant trees and rain gardens. Start with root cause and work from there. Please do not act as if the commercial farms that surround Stoughton do not have a huge impact versus a handful of residents who are sustainability hypocrites. I have solar all over my neighborhood... On the tops of houses where people drive 2-3 suvs, fill their garbage and recycling to the top every week, and dump commercial chemicals on their lawns. Their kids eat garbage and the packaging blows everywhere. Houses are full of toxic chemicals... You cannot safely walk to the highschool from Nordic and Westview ridge developments. Let alone ride a bike there... EV charging stations? In Stoughton? I can count the # of families in this community that can afford Teslas and other evs. What kind of bs use of tax money is that. Stoughton has 1 maybe 2 places where executives can build homes. Everyone else is middle class. Middle class families don't buy \$50k evs. Think long term not political purple squirrels.
13. Better manner publicizing resources available to residents and visitors. We have no way to delineate what is available here and how to obtain them.

14. Bicycle lanes to lessen auto mobility and increase trail access to as many residents as possible in new constructions, and lanes like large cities do for bikes in green and reflector street separators.
15. Bike lane on Main Street would be nice
16. Building materials should move towards being more sustainable in general, with efficiency added into new builds. Retrofitting doesn't make financial sense in most cases for cost of upgrade vs long-term savings.
17. Busses please! More bike paths.
18. city living and neighbors make food/compostable material natural disposal not the easiest thing. Alternative options and education of not filling up your trash can with these items would be awesome
19. Concerned that although we separate recycle from garbage, are those items really getting recycled?
20. Consider smart growth and sustainability in new developments. Not using farmland to create multiple housing developments at one time. People move to Stoughton for the small town community and clean environment.
21. Consider using themes of "conservation of non renewable resources" when you describe sustainability, resiliency, and topics like carbon reduction when you talk with members of the community. Some are resistant to change, they tend to also be people who hunt, fish, or recreate outdoors in some fashion. Sustainability is embraced by the left, conservation is mildly accepted by the right, and would probably spark more positive discourse
22. Continued education and outreach regarding sustainability throughout the city would be nice to see!
23. Cost effectiveness and data driven projects should be the key to any decisions made by the city council.
24. Daily (Electric) Bus service from Stoughton to campus & major shopping & back. Find a way to save wasted food in our school lunch programs & donate to farmers & reduce amount going to landfill or find a way to compost it. Work to find a way to reroute heavy truck traffic from going through our downtown. The heavy truck traffic creates so much noise pollution & air pollution a person can not enjoy leisurely walking on the sidewalks or having a coffee outside Fosdal's or a beer outside Viking Brew Pub. Make the downtown more friendly & desirable to attract more businesses & consumers to help our community grow & thrive.
25. Do this now or get left behind. Stoughton has gained momentum and visibility. Let's keep moving forward.
26. Don't mess with the Yahara River at the Fourth St dam.
27. Don't replace green spaces with concrete!!
28. Don't use city tax dollars on one sided surveys or for incentives that only a few people will use to feel good. I would much rather just continue to have good basic city services, infrastructure and reliable / safe utilities while helping to develop and grow our city with more businesses / industry and entry level homes/apartments which will help bring in young families to reverse declining school enrollment.

29. Don't forget us out here in the country. Respect our boundaries. We provide land for food and trees and habitat for animals. The town of Dunn has worked hard to protect its land from development. Let us be an enclave against the onslaught. We could be a jewel in your crown!
30. During this time of existing and anticipated inflation increases, you should be focusing on reducing costs to the residents of this community. Contemplating new ways of spending more money doesn't seem productive right now. Middle income and low income residents are struggling to put food on the table and gas in their cars while the city is trying to think of more ways to spend more money. "C'mon people, what are you thinking?"
31. Encourage business/industry to make these same sustainability changes. Create "Green/sustainable" incentives to attract sustainable industry/business practices. Make Stoughton a "Sustainable First" community. Make this a high-value to attract businesses / producers of Green/Sustainable products and systems to Stoughton. Create incentives to attract these kinds of businesses. Like Verona is known for Epic (pros & cons). What if Stoughton was known for Sustainable business/industries. This is smart growth.
32. Encourage growing native plants.
33. Encouraging biodiversity in lawns and native wildflowers for pollinators on the sides of roads would be awesome! Also enforcing a recycling option for landlords. I hate that I can't recycle because I live in an apartment building. I also strongly support the community composting and would encourage people who have yards to learn about composting as well.
34. Ensure that all programs/offerings consider equity.
35. Frugality is a form of sustainability. Save on water, power, heat bills is sustainability that has been around forever. We put biodegradable food waste in the trash to keep it out of the water treatment system. Composting would be fine if the CITY picked it up and took it to a central location but unwanted on our site. Idle or not is personal decision not rule of law material. Solar if it is not worse for the environment than not having it. Mining and processing and fabricating must be included in considerations.
36. Give info in regards to programs & what benefits/ incentives are available.
37. Giving incentives towards home owners or land owners who convert mowed green spaces into native plant no mow spaces would be a step towards reducing chemical use.
38. Good for Stoughton in pursuing these ideas! I applaud this, the renewing of the blighted riverfront, the whitewater park, and the fact that Dane County bike paths will extend into our city. We have lived here 30+ years and it's SO good to FINALLY have city leadership looking at creative, forward thinking change and growth for us all. Nobody moves or remains in a city because it has a super Wal-Mart. Time for Stoughton to join the future instead of hanging so tightly onto 1950's nostalgia!!
39. Good luck! It's very difficult to get people to change their habits. For example, I know people who drive less than 1/2 mile to work and wouldn't consider walking. Others I know in Madison, who would never consider taking a bus. But, good good luck. We support your efforts here in Stoughton.
40. Good luck. The loudest voices you will probably hear will be opposed to anything new that is suggested. The 5th generation locals hate that new ideas are being looked at. I am familiar with a city that was very

similar to Stoughton that has accepted the new ideas and has flourished. Look at Valparaiso, IN and what it has become. I hope to see similar changes and improvements come to Stoughton.

41. Great survey!! Can't wait to see what comes of it.
42. Green parking lots. New parking lots and improved parking lots should be done with green technology.
43. Happy you are looking into this!
44. How can we include volunteers into this process?
45. I absolutely love that Stoughton is truly considering going green. I'd love to attend a board meeting and/or a planning session and bring up possible options that the city could explore and hopefully execute.
46. I already have all LED lights in my house, so some of those questions needed more alternatives for answers.
47. I already have solar panels with battery storage, drive an EV, changed lights to LED, compost food waste, and have taken action on many areas described here so fully support the initiative.
48. I am in support of any and all efforts to make Stoughton a more sustainable community!
49. I am NOT happy with the trees being put in on the properties. For one I get this is Cities property, then take care of the dang things! Mow around them. I don't have trees in my front yard for a reason. City should be trimmin/raking these leaves. If I wanted a tree I would plant one and take care of it! I get go green and all that, but then maybe you should save the woodlands instead of building more houses and apartments! Leave the woods alone for the trees! and not park row in the city! As long as the owner/renter has to take care of this little space it should be up to them if they want a tree or not planted.
50. I am PRO sustainability but I do not feel or like the idea of being forced too. It should remain a choice. I also believe that economical growth should be included/highly considered if a community is considering raising taxes for the residents. The more growth brings more jobs, and more taxpayers, which then helps too offset/lower taxes. I feel bike paths/lanes should be a separate issue, I do not ride or plan to ride a bike, if people want to ride then they should be the individuals to pay for that. I don't expect other people to pay for my choices!! AML
51. I am very concerned about all the farm land that is being sold and the development going on. If we keep destroying all this land how will farmers grow food for us? What about all of our natural habitat being destroyed, where are all of our animals supposed to go? People complain about the wildlife coming into town, it's the developers fault. This is so very concerning.
52. I am very pleased that this committee was formed and that a thoughtful and community-focused plan is being formulated. I hope that you find effective ways to get the community to buy in. I think this is the key. The idea that we can strive to live in harmony with nature by planting more trees and native plants, mowing less and eliminating chemical applications of pesticides in Stoughton, is something that I personally support without reservation. It could be implemented almost immediately. Your plan gives me hope and that seems to be in short supply in our present time.

53. I applaud your effort in this critical venture for the sustainability for future generations.
54. I appreciate that these questions are being asked!
55. I appreciate the City of Stoughton working on sustainable issues to decrease the use of valuable resources. Clean water is also an important issue and not wasting water, our most valuable resource. Thank you for this survey.
56. I appreciate the survey, but in the last part about household changes, you didn't have a box to check if we had already implemented some or all of the changes. I checked "definitely yes" but I feel that is misleading. For example, we have already installed solar panels. I also thought you combined two questions in one in this part of the survey, one about incentives/resources, and the second about things that you'd change if you had those resources.
57. I believe the most important initiatives must be public policy. I doubt the interest of my neighbors in investing any time or money in sustainability. Any efforts by individuals would have to yield a near term financial benefit or convenience to be adopted widely. How about light rail in Dane county???
58. I definitely notice whoever is in charge of agreeing to all these new buildings and land developments, well, they are an eyesore from the highway. Why are we building super tall buildings right next to roads blocking any kind of natural views. Especially the huge storage facility that got built in front of the lakes on hwy 51. Very poor planning. So many areas in fields, parks, even along the river trail that we could clean up and plant natives. Especially river trail if full of invasive. Also, why have they cut down so many trees along the river lately? OH and the SMELL coming from whatever plant is on 4th Street is toxic/noxious.
59. I don't care much about green power or reducing solid waste (landfill). I find those to be problems, but much smaller problems than emissions, or the destructive of native ecosystem. I personally believe the amount of lawn mowing we do to be a crime against humanity. And while I'm sure it makes my neighbors angry "it doesn't look clean" the point is that I absolutely hate mowing my lawn and it's absolutely awful for the planet. I would support ordinances or policies where we agree to not mow our lawns.
60. I felt like some of the questions needed an other box. For example, I'm not interested in carpooling or taking public transportation to work because I work from home. But if I did work in Madison, then I'd be interested. Also a lot of questions about being willing to switch to LED lightbulbs. We already have them everywhere in our house, so those questions weren't really relevant. Same with energy efficient appliances and smart thermostats.
61. I guess it all comes down to people caring about the issue. but with higher utility bills recently, I would think more people care! then it's about habits. you can put in bike lanes, and initiate recycling programs, and offer LED bulbs... but unless (the majority of) people really start to participate in the cause, not much changes. americans want their huge houses (w/ the heat set to 72 degrees) w/ huge yards & huge SUVs. we gotta change the culture. still, in 2023, how many people bring their own re-usable bags when they go shopping!?? it's ridiculous. hopefully stoughton can be ahead of the curve? (but it starts with a continuous, gentle, positive, public campaign promoting sustainability)

62. I have already installed LED light bulbs in my home therefore I do not need to purchase any. I do have many extra bulbs that I probably would not need so if it is possible to donate them to families who might need them??? Perhaps they could be given to the Stoughton Food Pantry? I live in the historic district and not sure if solar panels would be allowed or not. My yard can no longer add any more shade trees. Currently I have two very large trees providing shade at the west side of my home. I do have a smart thermostat at this point in time and a very energy efficient furnace and water heater.
63. I live near the old city dump. It is a contaminated, fenced off grassy field. Is this a possible site for a solar farm?
64. I love all of the ideas expressed in this survey. While it doesn't apply to my household, I'd be curious to know what kind of incentives or regulations are considered to increase sustainable farming practices in the area.
65. I saw something on a show a few months back about when all these solar panels need to be replaced, that they can't be recycled. For that reason, I would never install them in/on my home. And, I can't stand trees. The one we have left in our yard, we have to have Roto Rooter come, at least once, EVERY year. If I had my way, that one would be removed, also, but the hubby would not let me.
66. I think more affordable housing for seniors. our property taxes are so high, we won't be able to stay in our house much longer. and the cost of apartments are more than we can afford
67. I think one of the things that stands out to me weekly is how misinformed the public truly is when it comes to garbage recycling. It's either just pure laziness or they truly don't understand what can and can not be recycled. I get that it can be confusing but many recycle bins on garbage day are full of things that are not recyclable. I find it very frustrating. A simplified colorful chart mailed out would be very helpful to hopefully help people understand what they can and can not recycle.
68. I think the renewable energy cost should be absorbed by the facility/ corporations, not put on the consumer.
69. I think this is a horrible idea overall
70. I want to see sustainability promoted as a community mindset and implemented where it can be felt personally, rather than as a government project that most people don't feel impact from in their lives (solar panels on government buildings can be this way, they make sense and they are good to do, but their benefits/results don't impact the people in their lives. Ride shares or feeding household scraps to chickens, for example, are more impactful on an individual level, and I believe that will ultimately make sustainability initiatives more successful). I'm very interested in programs for composting, feeding food scraps to chickens, and for commuter ride shares to Madison. I have some experience in connecting good waste to farmers and I think there is a huge opportunity and desire to connect food scrap producers (schools, restaurants, households, etc) to farms to feed animals, for example. I am leery of significant long term financial investments because technology is changing so rapidly. I am more comfortable with upgrades that pay off within 5 years, and I'd rather do many lower budget programs than one large expensive program. More future-proof, adaptable, and can have "something for everyone". I'd love to see more sustainability initiatives around making thoughtful choices too, like instead of buying plastic bags for trash encourage reusing other bags or packaging. Or encourage and normalize bringing a container to a restaurant for the leftovers, rather than using single use disposable

plastics (especially styrofoam). I already have access to plenty of discounted LED bulbs and thermostats and such through other Wisconsin energy programs, so additional programs seem redundant. I do want to see Stoughton adopt more aggressive climate goals, though I'd rather see it worded as "phasing out coal and petroleum" rather than "becoming all electric" - the first leaves more room for innovation. I'd love to see sustainability topics in school, such as getting kids in touch with where their food comes from, where their waste goes (landfill), and including sustainability as a criteria for student decision making. Plastic recycling programs seem less useful, because facilities to do the actual recycling process are not readily available in the US, so "recycling" in the US often just means shipping it overseas, where who knows what happens to it. I'd like to see more happening with farmer's markets and affordable local sales opportunities. Garage sale weekends are also a simple way to reduce landfill waste by encouraging reuse and giving items a second life (beneficial for financially struggling households too). Item-fix-it events to teach people to repair small household goods or stitch up a hold on a sweater also seem interesting to keep stuff out of the landfill and promote skill development.

71. I was not not sure of all the terminology use but some of the descriptors helped.

73. I wish Stoughton were more bike friendly! I bike frequently and feel unsafe biking here.

74. I wish the incentive to grow native plants and not treat lawns was very compelling. It is a big let down when trying to have a yard that I can forage plants in, but then my neighbor sprays their yard in close proximity.

75. I would be concerned that "sustainability" for many Stoughton residents can become another way of saying "Stoughton should not grow." There has long been a very vocal minority of people in Stoughton, who also have an out-sized voice in City government and the School Board, who oppose population growth in Stoughton. Because the State's current system of funding municipalities and schools is very dependent on growth, "sustainability" can't be allowed to stand in the way of Stoughton growing larger. If it does, our community will eventually become a retirement community with all that entails. I believe we can both grow and encourage practices that are good for the environment in the long run, but it will likely necessitate balancing the two needs.

76. I would like more education/information about what I can do with my yard. I hate that so many of us pour so many chemicals on our lawns to make the grass look perfect. Yet, we don't want our lawns to be overrun with weeds. What can we do that won't look horrible but will be sustainable/healthy for our community?

77. I would like to know if you are about sustainable energy why would you want to take out the historic dam that used to give the city free sustainable energy and replace it with white water activities instead of putting back in a water wheel for sustainability energy?

78. I would like to see incentives for residential and commercial geothermal heating.

79. I would like to see the retention ponds and water collection ponds be planted with native plants instead of grass that gets mowed multiple times a year.

80. I would like to see the Uniroyal moved somewhere that it is not an eye sore or smell fest to the downtown residents and businesses.

81. I would love to see some sort of community composting option! I also appreciate this survey, the fact that Stoughton's showing that initiative is already a step in the right direction.
82. I would rather the city have money for proper equipment and equipment replacement than have to spend extra money to make it sustainable. Vehicles are a great example of this, some city departments have vehicles that get used enough around town but get replaced on a cycle. If you went with hybrid vehicles or all electric vehicles, you would be spending double the price for a vehicle without getting any return of investment because it would get replaced long before you would get that return. Personally, I would much rather see the city spend their money on less sustainable vehicles and other things if it meant they had extra money for projects around Stoughton. Bettering the city as a whole with projects and additions would be much more important than making some things sustainable.
83. I would support, or not support, a number of the initiatives based on the details of each.
84. I would use buses or ride share to Madison all the time if they were available! I also love the idea of having more native plants around Stoughton
85. I'd love to see better connection of bike routes to the Madison area bike routes like the capital city trail as a strategy to improve biking between Stoughton and other communities
86. I'm concerned not only about sustainability, but the health of our water and air. I'm concerned about the air pollution and emissions from the vinyl factory in town. I'm concerned about how manufacturing in town affects our ground water as well.
87. I'm for common sense solutions that will not put additional burdens on the tax payers in the city of Stoughton. There are way too many so called "sustainability initiatives" that do very little if anything to actually accomplish what they claim to do. Most of them are just feel good trendy things that ultimately costs more with little to no actual net benefits. Be very cautious when deciding to place any additional mandates, regulations, ordinances that will increase costs or turn Stoughton into a nanny state.
88. I've heard talk quite a few times about bringing Madison metro to Stoughton. I am dead set against it regardless of cost impact or sustainability, just to stay separated from Madison. We are an outlying community, if we connect ourselves to Madison's public infrastructure we'll become a suburb of a city rather than our own city. Otherwise I would be supportive of sustainability projects, as long as the cost impact is manageable.
89. I'd love if people could install solar panels on their homes to save money and provide clean energy but our landlords a hack
90. If it is going to cost the taxpayers more money, then don't consider it. Many of us are at or even over what we can afford to pay now.
91. If the bus system was convenient and made easy, that would be a huge boon for Stoughton-Madison connections. I'm all for more biking and walking in Stoughton. Lastly, getting developers to build sustainably and WELL from the beginning would be an excellent goal. I see Madison having so many huge buildings that are so expensive - that isn't viable for Stoughton. Making all of these sustainable ideas public, and convenient, and easily understood is paramount to success. I'll keep my eye out - I want to help!

92. I'm a senior citizen ready to sell my house
93. In favor of everything possible to create more sustainability in Stoughton!
94. Instead of building new, please redevelop current buildings. Offer incentives for landlords and homeowners who own rundown houses to upgrade. (Similar to the historic district.) Enforce safety standards in rental units for healthy environments. There are rental homes and apartments that should not be habitable, yet landlords charge up to \$1000, with no property upgrades.
95. Investigate EV vehicles for city owned or rented vehicles and look into setting up a city transit with electric vehicles
96. Is there anything that you would like to share with the committee as we are working toward making Stoughton a more sustainable community?
97. It is our responsibility and opportunity, right this very moment, to give our future generations the best possible environment we can for them to deal with. Otherwise, history will tell them that we just didn't care.
98. It seems as if you are trying to mirror the Democrat talking points. The problem is overblown by the Greenies. And "Climate Change" is an unreal mental disease. I already have solar on my roof, but I have no battery for storage. When we moved in in 2019, we upgraded the furnace, water heater, washer/dryer, gas stove and dishwasher. The windows and roof had been replaced by the previous owners. We need Stoughton to become more conservative/logical. The further we get from Biden's policies the better off we will be. UW and Madison are horribly liberal and you can see it in the State more and more every day. So don't work on this project very hard.
99. It was great to see the recent roundabouts being pedestrian friendly. The recent light crossings and ability to walk and bike around town is important to my family and I. I would support the placement of a solar farm in the Stoughton area and have my utilities be harvested from this. I am concerned that the Stoughton Utilities lines its pockets first.
100. It would be great if the school district had the resources and ability to offer a summer community garden class/opportunity for students. It could teach the importance and reason for composting food waste, where produce comes from, and that they can actually grow it themselves. The knowledge/confidence and satisfaction of producing even just a small portion of your own food.
101. It would be nice for Stoughton to have cab service that is more affordable, has longer hours on the weekends, and has drivers that are friendly and kind. Some of the drivers are quite harsh and disrespectful to people with disabilities.
102. It's important to remind those who will be against these because they will "raise taxes" that all of these measures are investments in the future. Implementing any/all of these objectives will create a city people will be proud to live in and want to live in, which will raise property values and benefit the community both from financial and health perspectives.
103. Keep it up.
104. LIMIT the developments! They are going up like crazy, and the expensive, empty houses are sitting!

105. Make the city more bike and pedestrian friendly. We would bike a lot more for errands if getting to the newish shopping areas was more accessible.
106. Make the river accessible with parks and landings.
107. Many of the ideas listed we have already completed in our home, so we don't need assistance with them. Some of the ideas listed have small or questionable impacts on sustainability so I'm lukewarm on those options. The balance in regard to development and sustainability is a reasonable goal. I don't see any references to one of the most ridiculous ideas that the community is implementing, the removal of the dam to create a poorly conceived water park. This project shows how special interests weigh in despite community goals of sustainability or the desire to create cost-effective projects that are in the best interests of the entire community as a whole.
108. Many of the questions in the last 1/3 of the survey have already been completed in our home, such as led lights, energy audit, high efficiency furnace and appliances. This survey is a waste of taxpayer dollars since it was been queried in the past.
109. Many of the things mentioned in your questionnaire are already being done at our home. Not because it is more sustainable but because it is cost effective in the long run. Regarding the city of Stoughton, I would like to think cost effective sustainability is already part of the city's decision making process. Sustainability costs just for the sake of saying Stoughton is more "sustainable" is questionable. For example, placing bike paths in a few strategic places and NOT most places. We already have lots of little used paved streets that bikes can use safely. (I bike them all year.)
110. Many questions you asked, whether I would take certain sustainable action (like buy more efficient appliances) are confusing to answer because I've already done those measures. So how do I answer would I replace my windows when I've already installed efficient ones. I'm not going to do it again. Also would I buy a \$1 LED bulb? It depends on the quality or specifications of the LED bulb. Would it fit my application? It is also not feasible for utilities to become 100% renewable because there will not likely be energy storage available to make that possible. However, there could be nuclear power made available to support the power demand when renewable is not available. Nuclear is not a "renewable" source but it does not emit greenhouse gases and for that reason it could be considered sustainable. Do you consider nuclear to be renewable? Many UW experts consider nuclear to be part of the solution to global warming and I consider it as a more feasible alternative to batteries. I worked as an engineer in the utility industry XXXXXXXXX am well read on the subject.
111. Money talks - local decisions can have a quicker impact vs county, state or national. Give homeowners incentives.
112. More affordable housing and stores are needed to increase school enrollment
113. More bicycle lanes and paths. Complete the sidewalks for more and safer pedestrian traffic.
114. More bike lanes
115. More city vehicles become electric over time. Creating educational videos that help residents better understand composting, solar panels on your house, whatever the city is promoting to help all understand why... in the paper or internet or library.

116. More shaded and park land with less ball fields. More public gardens
117. Most of the answers to the questions I provided, are due to the cost's (Not financial but rather punishments) that are caused by this kind of program implementation. I would also have chosen to give different answers to many of the questions asked, that were not provided. Many of them would potentially even be yes, if there is no social cost or pressure to do these things, also being sustainable is not friendly to the elderly/seniors in our community. Another issue is that many of these "solutions" to being sustainable, are also very ugly. We should NOT put such a priority in our world to things of this nature, until we better understand them, and they can be done in a way that does not hurt nor punish those that do not want to participate. We do not want to be unable to get home heating because of wind or solar failing, and many of these "sustainable" products cause more damage to the environment or humans than they do provide any benefit, and are not actually efficient in delivery, nor are they as clean as they claim to be. Most of this is fictitious in nature at this moment in time. We should not be a social experiment and have catastrophic failures like so many before us.
118. Most of the energy saving efforts listed for homeowners have already been done in our home in the past five years.
119. Move Uniroyal out of town Community events matter Films and talks are great Having fun together while making Stoughton better is a win
120. My dream would be for high speed commute to Madison from Stoughton. An elevated rail. Near a park and ride. I strongly feel Madison should create better commute options to surrounding communities including Stoughton. The city bus and carpooling might not be efficient enough to promote widespread buy in. If I could actually save time and money it would be worth it. Also if I needed to get home from work for my kids, I don't feel the bus or a carpool would be reliable options - I would feel stranded.
122. My tax dollars should be spent on city services (plowing streets, clearing public sidewalks that have been left snow/ice covered this winter, filling potholes that have been left unfixed). Not spending my tax money on energy efficiency options that should be left to property owners and homeowners. This is not the role of city government. Stay out of it. Fix the streets I use every day first.
123. No whitewater park on the river.
124. Nope
125. On main street, we have public garbage cans with covers labeled with 2 or 3 openings, but the garbage bag inside collects all items in 1 bag — it's seems weird to signal to person throwing something away that they could deposit item thru a particular opening but then watch everything collect in one bag..... I know sustainability is a concern of youth and would love to see high school students invited to weigh in and have a role with thinking thru potential strategies and how to implement
126. Perhaps they could consider adding edible landscapes/plantings in addition to native plants/prairies.
127. Please attend to the poisons emitted into the air by Uniroyal. 1995 Toxic Release Summary: "If the amount of releases per facility is calculated in each industry, SIC group 45, represented by only one facility, General Mitchell Airport, has the highest release per facility at 590,000 pounds. SIC 22, with two firms*, is second with 385,000 pounds per facility." * Rapid Die and Molding Co. Inc. of Cassville and

Uniroyal Engineered Products of Stoughton. <https://p2infohouse.org/ref/23/22613.pdf>
tinyurl.com/uniroyalepa

128. Please continue to prioritize bike friendly city- surrounded bike path and lower yahara bike trail to madison and to Oregon
129. Please don't raise our taxes anymore. Find other ways to raise the funds just like you did with the high school football field.
130. Please no heavy handed regulations or burdensome costs added. Common sense and Low cost initiatives.
131. Please reference www.strongtowns.org for examples on how the development of walkable, mixed-use buildings and spaces benefit the economic and ecological strength of a city. This is also a good resource for cautionary evidence showing how the expansion of car-dependent infrastructure only serves to drain resources from cities. On a personal note, unprotected bike lanes on roadways are not an acceptable solution. Lanes on roadways must be physically protected when separate bike paths are not available.
132. Please review how the school can utilize or donate food waste. It's such a shame to just throw it away.
133. Promote replacing lawn/yard turf grass with native planting. Restrict spraying of fertilizers and pesticides on lawns. Support cultural change to devalue turf lawns through education and other means. Make alternatives to turf grass (native plantings, sedges, etc.) more available and affordable Support farmers markets, CSA's and other local food endeavours. Plant oak trees...the top host plant supporting insects, birds, etc. and other native trees. Support diversity of plantings versus monocultures. Support residential conversion to solar panels. Change zoning/building requirements for more sustainable/energy efficient housing. Support mass transit bus and rail.
134. Public transit via bus or rail to Madison, as an increasingly weighted jobs center for Stoughton residents, will be increasingly important for all walks of life. City operations (buildings, fleet, etc) moving to net zero should be the primary focus and educating residents to make personal choices, not subsidizing personal matters. Stoughton's branding & investment incorporating a green focus will attract younger generations to help build tax base.
135. Public transportation to Madison and surrounding communities would be very helpful to many and would reduce traffic congestion on already congested roads around town. New subdivisions =big messes on highways We need to keep our farmland and not turn it all into concrete. Removing the Fourth Street dam would be catastrophic to landowners and wildlife in Stoughton and surrounding townships. Encourage/make it easier for people to buy/renovate older ,existing buildings and make them energy efficient, instead of building new, unnecessary structures that waste our land (businesses AND homes) Do not demolish our historic buildings that can be maintained and brought up to code ,instead of building new.
136. Public transportation to Madison would be great. Making a nice bike path that connects with other towns and cities.
137. Publicize the good and the bad results of your efforts. Keep asking the public for input and suggestions. Make it a part of the community's legal reports and efforts. Look for easy things each individual can do as a part of living here.

138. Put a vote on removing dam and putting in water park. This was pushed through and will hurt the river. Trees in the park rows, ruin the sidewalks, which the residents have to pay half of, every time the roots break them. The city has to pay for crew's to drastically trim these trees to keep from garbage trucks and plows hitting them. Anything other than grass in the park rows, looks junky after a while and prevents passengers from exiting cars on the right side. Any bike lanes on streets other than main arteries, causes parking disputes between neighbors, slower garbage collections, bin placement troubles and too narrow driving lanes for the minimal bike use of these streets.
139. Rather than pursuing wind and solar at the expense of migrating birds and farmland, I am more interested in using water power to generate electricity. The dam is in very good condition and was used for that purpose in years past. There are also other innovative uses for it, including water purification with uv light and algae harvesting for biofuels. It would be a huge waste of an asset to take down the dam for an amusement venue of dubious value. We would be destroying any future opportunities as technology develops before we finished paying for its 2009 reconstruction. Most importantly, the wildlife habitats and current outdoor recreational uses would be destroyed from the millpond to the Yahara Bay. Preserve, sustain, but don't destroy.
140. Regulate less. Save Stoughtonites' money. Buy American. China is a far greater polluter than we'll ever be.
141. So many of our larger trees were cut down with main st road repairs in the past few years. They were replaced with small ornamental trees rather than larger shade trees. Let's replace with real trees oak, maple etc
142. Solar panels is not a perfect renewable source. They create a lot of waste, we just don't see it. Take that into consideration before throwing them up everywhere.
143. Some "sustainable" solutions can cause health concerns. Thinking of flooring put into a new school in another city. Asthmatics had a difficult time being in the school. Similar issues in new "weight rooms" in several schools.
144. Some of the answers to the questions need to be clear. I answered NO to more than three because my house already has smart thermostat double pane windows and doors and all my appliances are energy efficient. Also to the question to plant shade trees in park rows is out of the question! The trees grow and lift the sidewalks thus making more work and possibly hire more employees to care for the trees and fix side walks... this issue will add to the home owners payment of half of the cost of sidewalk repairs. More shade trees in parks are fine but who will pay for them and now who will trim them? I think ANYTHING that will increase home owners taxes should be off the table. After each question ...ask will this increase taxes?? If answer is NO go ahead and get it done. If the answer is YES then get a clear breakdown show that to us and ask us again. Owners need to be informed that they will have to PAY if a tree damages the sidewalk and have the choice of having a tree planted there. Parkrows need to be wider than 10ft to plant.
145. Some of the questions were difficult to answer because my spouse and I are not in agreement on all of the topics in the questions.
146. Some of this survey was hard to answer because of the format. I couldn't accurately answer if I would replace furnace, windows, or install solar because we have already done that! We also have most of our

light bulbs LED. Thank you for doing this. It is important and I am happy to see Stoughton moving in this very positive direction!

147. Some things, like solar panels and updates to my appliances, I would absolutely do if I could afford them. Lightbulbs are already replaced with the lower energy ones, but not sure if they're LED. I think a lot of focus should be on what larger businesses can do to improve their sustainability. I also think our new housing developments should be based on walkability and smart growth, which Nordic Ridge is definitely not.
148. Sounds like higher taxes no matter how the spin is made.
149. Start considering wildland restoration as part of the development process. "Green spaces" such as baseball fields, small parks with a couple of tables, etc. are minimal, environmentally inadequate developmental concessions.
150. Start your surveys with definitions! Not sure what you mean when you say sustainability! Also, make the water much more clean! I installed a water filter for my whole house and within 4 days, the filter went from white to dark dark rusty brown! This needs attention and it's good for the health of all of us.
151. Stop taking up farmland and woods for more developments. Pretty soon there will be no farmland and woods. Very sad at what has happened on Hoel Ave and what is currently happening on Highway 51 north. Leave the farmland alone.
152. Stoughton has an opportunity to be a model of efficiency in our area. I would love to see us make changes in our parks trails and transportation to be better humans to our planet. I would fully support any decisions that lead us towards those goals.
153. Stoughton has been known as a retirement community but I believe its population is becoming younger with the new housing developments that have been popping up. It's very important to keep our community fresh and healthy for both the elderly and younger residents alike through sustainability. Also consider teaching sustainability in our schools, even if it's just through practice. Have businesses promote it through each one's specialty. Get everyone evolved!
154. Stoughton is called "home" for thousands of people for hundreds of years. We must save and sustain every part so the next generations can call Stoughton "home". Don't change what isn't broken, but sustain and help what we have. Love this little town, keep it strong.
155. Stoughton is growing too fast, Destroying what's left of our farmland for housing is not creating sustainability. If we don't grow our own food we become dependent on other countries who don't have the same regulations as the US and therefore gives us a lower quality source of food.
156. Stoughton needs to slow the spread of urban sprawl and discourage the degradation of farmland and green spaces. It's hard to take Stoughton at face value and serious in sustainability while watching the continued concrete jungle grow.
157. Stoughton would greatly benefit from a nature area park with a paved path for walking, running, biking, and dog walking activities. Oregon Wisconsin has a good example with Keller Alpine Meadow park adjacent to the new public library.

- 158.Sustainability and Entitlement are close relatives, be careful. Do not mandate but create incentives to invite change.
- 159.Sustainability can mean different things to everyone so it will be important to get the message out that this is not just an individual choice but a holistic choice for our community and beyond. In other words, people should not think, hey I raise chickens so I did my part.....It's much bigger than that.
- 160.Sustainability conversations need to consistently be on the table. Big goals are needed and transparent, consistent communication on progress is vital.
- 161.Sustainability needs to be affordable, equitable, and inclusive- this survey does not give the impression or hard cost data that identify the purposed efforts are affordable to the residents of Stoughton. The city has more pressing priorities that need to be reviewed and planned for ahead of sustainability.
- 162.Sustainable isn't effective nomenclature for a goal of reduced negative environmental impact.
- 163.Taxes are currently ridiculously high. Just leave us alone.
- 164.Taxpayers have been getting hard lately.we have not seen any returns or breaks in Taxes.TIF is not always the answer.
- 165.Thank you
- 166.Thank you
- 167.Thank you for asking!! I would also support a 'no plastic bags" ordinance if not precluded by state law (I think Walker got that one in but I forget) and also take a closer look at how we behave towards recycling and how we can do it better along with John's waste service.
- 168.Thank you for doing this survey, and for moving forward with sustainability. Ignore the naysayers!
- 169.Thank you for providing the residents with the opportunity to complete this survey. In addition to the number of ideas included in the survey which I support, I believe Stoughton is long overdue to have public transportation to Madison, Janesville and Milwaukee. I hope you will take a serious look at implementing that.
- 170.Thank you for the good work you are doing! Increased connectivity via bike paths, both within Stoughton and between Stoughton and neighboring communities (including Madison), would be highly beneficial. Perhaps even adding community bikes, like Madison has? Not sure if you need a bigger municipality to support this initiative. Another comment - Connecting Stoughton to Madison transportation-wise for people to commute to work would be extremely beneficial, both environmentally and in creating sustainable work opportunities for people, giving them a means to get there.
- 171.Thank you for this survey and continue your good work on this very important issue.
- 172.Thank you for working to connect with the community on this! As a newer resident, it excites me to see the city's commitment to becoming more sustainable.
- 173.Thank you for your efforts

174.Thank you!

175.Thank you! Looking forward to supporting any and all initiatives!

176.thank you.

177.Thanks for the survey! I am excited to see that the city is looking for public input. As Stoughton grows, it is critical that we don't become a wasteland of big-box stores, acres of paved parking lots, and cheap construction. Native plants, wildlife habitat preservation and expansion, pollinator habitat, reducing or eliminating the chemicals we dump on our lawns and fields, eliminating toxic "pest control" methods, and preserving open spaces for nature and recreation are huge priorities for me. In my house we are really hoping for more - and more connected - walking and biking paths for exercise and errand running. Finally, it is a huge priority for me to preserve, utilize, and improve our historic downtown. The buildings on Main Street are irreplaceable and a key part of our history. I would like to see those spaces maintained and improved and filled with local businesses such as coffee shops, restaurants, and unique retail. We must support small businesses. It would be horrible to see Stoughton balloon into a sprawling expanse of cheap national dollar stores and national chain restaurants in areas of new development and neglect investment in our downtown. It has enormous potential! In terms of growth, less is more and I'm willing to pay more in taxes to support smart growth and sustainability.

178.The 164 units of independent living condos within the Skaalen complex all have electric heat which is inefficient and very expensive. Is there something the City and Skaalen could do to reduce our energy impact and costs?

179.The biggest obstacle for residents is affordability. I would love to have a sustainable household, but the cost is prohibitive. I make \$1,400 a month as XXXXXX employee, barely enough to pay my bills let alone to make sustainable upgrades and improvements. Residents will need major financial support to improve their properties, particularly as there are many old homes in the city. For example my house was built in 1904, I have plaster walls and zero insulation, I would love to be able to reduce my heating bills, but I can't afford to have my home insulated. I think many residents are in similar situations. The city has an aging population, old homes, and a very conservative attitude towards raising taxes. Stoughton is not a very forward thinking city, we barely support our schools, and Walmart is our answer to economic stability and employment opportunities. The elected officials and city council members are more interested in preserving historic, yet blighted, properties or fighting over property values when adding sidewalks, than in being sustainable. New leadership needs to happen before progress takes place.

180.The current Mayor & Stoughton City Council is untrustworthy. They have hidden agendas and refused public input on the most recent Stoughton Dam water park project. Water parks of this nature have had deaths occurring around our nation. They are arrogant and wildlife/water destroyers. They have disregarded property owners and lied under the auspices of Zoom meetings during COVID. Stoughton City Taxpayers are over taxed. Solar projects do not weigh the long term costs involved with waste removal and involve pollution in third world countries making the lithium batteries. They are taking out best lands from agricultural use. Education is the key- reuse, recycle and reduce.

181.The first question was confusing: Maintaining farmland is not necessarily 100% important to me however, having large areas of open land is 110% important to me.

- 182.The metro bus system between Madison and Stoughton would be a great resource for older teens, young adults and elderly who may not have reliable transportation but would like more options regarding jobs, doctors and visiting friends/family. It would give them greater independence and allow for more access to greater education that they may not get now due to cost of living.
- 183.The role of government is not to redirect taxpayer or public utility money to fund pet projects. It is to provide infrastructure that all can use.
- 184.The Schools should work more closely with the City to make this a priority.
- 185.The science is clear. We are running out of time. Not doing these things will inevitably cause a lot of pain and suffering at some point in the future.
- 186.The tire factory downtown reeks and is ugly.
- 187.There are long stretches of sidewalk along HWY 51 coming through town that NEED to have shade trees planted on their south sides - to make walking on those sidewalks tolerable during hot weather. People who need/have to walk to the grocery store shouldn't have to fry themselves to get there. These trees can also beautify the path through Stoughton ... especially some parts that are regrettably blighted. Trees can make a huge difference. Mount Horeb has done a great job with trees. Let's surpass what they've done!
- 188.There are so many other issues that the city of Stoughton could invest resources. Employment. Post high school educational assistance. Sustainability isn't on the mind of but a few people in these trying economic times
- 189.There is a need to inform the community about options for recycling electronics and other electrical appliances available, and maybe to make recycling or appropriate disposal of these items easier.
- 190.There were no questions asking if we were already practicing sustainability. It may be beneficial to survey residents to see if they are already carpooling/WFH, using LED lighting, smart thermostats, low-flow shower heads, replacing lawns with native grasses, composting, etc. to help gauge the importance of sustainability of Stoughton residents. Our household already does all of these things and we would fully support city-wide efforts. Also, thanks for planning to make Stoughton a sustainable community!
- 191.This community needs a safe bicycle route to connect with the madison paths.
- 192.This survey was a pretty blunt instrument with deceptive terms such as using the word "important" for most of the answers. Also no way to factor in the current situation in my home. For example: I already have mostly LED lights, so I wouldn't buy any no matter what the cost. Similarly I have no intention of replacing appliances etc if they don't need to be replaced, just to feel good about sustainability. I don't necessarily object to incentives, but why would they be needed if more efficient appliances and habits will save money in the long run anyway?
- 193.This survey was difficult to answer because so many questions were generic. I am for "sustainability" in general but generally don't trust the government to get involved in these things. For instance, a tax credit for something sustainable means a greater tax burden for everyone. There are no "free" incentives or tax credits. The benefit/cost trade off is certainly debatable and I am afraid that power given to the government over these things can turn into an unstoppable self-righteous zealotry.

194. To really make Stoughton more sustainable we should do our business in town instead of looking outside or on the internet for better prices. The more business done in our own town keeps the money and residents sustaining their town.
195. Very interested in switching to brine vs. salt for treating roads, and encouraging citizens to dramatically reduce their sidewalk salt use (or find alternatives). So much salt going into the water table.
196. We already compost and recycle as much as we can. We saw a \$40 decrease in our electric bill every month roughly 7 years ago by switching to LED lightbulbs. I hate mowing and I hate listening to my neighbors mow nonstop every summer—I would plant any kind of grass to avoid listening to constant noise pollution. I love the nature path at Bjorn park, I walk it every year with my dog and kids and would love more. My dog currently gets skin rash from the water at the dog park. I wish we had walking only streets like state street in Madison—or community events that temporarily close public avenues for local events, like a community bike day. I already walk to work when I can and when applicable. I love that Stoughton is looking into this, there is a lot we can do as a community.
197. We already do a lot of the things in this survey. Two questions about Rain Gardens; who plants them and who takes care of them. We are not physically able to do either.
198. We already have incorporated many of these efforts in our own home. The cost to the community and homeowner, without assistance, would make a difference in decision making.
199. We are already doing some of the items in the survey — installing solar, converting lawn to native plants, etc. in the future allow survey respondents to indicate this?
200. We are running out of green spaces and farm land. That's where we walk and clear our heads, grow food, celebrate life. Let's try to keep our environment clean and preserve it for the future. My kids, your kids, and so on...
201. We believe that in order for a successful sustainability program to become a reality, you have to set it forefront in your policy(s) and set big goals. Communication is also a critical component of the success of a sustainability program. Transparency regarding progress of the program is crucial.
202. We could promote a handling facility for recyclables, since China isn't accepting many of the recyclables the US used to send there.
203. We had an Ash tree in the terrace that was cut down due to Ashbore threat. We were told replacement trees could not be planted in the terrace. This "rule" would need to change as it runs in contrast to ideas asked in this survey about shade trees in the terrace. The city should host shred events for disposing of sensitive papers. I have never seen one hosted here, not even the banks.
204. We have already done many of the lower cost items, like light bulbs, water reducing shower head new furnace, and one new kitchen appliance. Small steps are good.
205. We have replaced all of our light bulbs with LEDs. We have rooftop solar, a programmable thermostat, and we use only 1 car for travel. We have converted about 1/3 of our yard to gardens with mostly native plants. We try to recycle as much as we can. We are very interested in further options to build in sustainability in our lifestyle.

206. We have to take a stand regarding who we are as a community and I would like that to include sustainability. We're in a period of lots of growth and development and could position ourselves as a sustainable choice when people are choosing which suburb to live in. We need to attract more young families.
207. We like to be more sustainable as a family, and are working towards that, but meaningful change can't be made simply at the household level. Broader community commitment to sustainability is required to achieve the necessary goals, and Stoughton should lead in that effort!
208. We need to have recycling pick up weekly. We should have community wide compost and more restrictions on what goes in our landfills. We have a compost in our backyard. We have energy efficient light bulbs, faucets, air Conditioners and furnace. We also received a quote for solar
209. We need to include other species as having the right to a healthy ecosystem, not just humans. So many species are in decline because of habitat destruction. Don't let housing cover every square foot of open land — that is home to untold numbers of rodents, insects, small mammals, and is the hunting grounds of hawks and owls. We need other species.
210. We need to increase bussing capacity and extend boundaries for students to get to school, this would greatly reduce emissions.
211. We support any and all sustainability initiatives!
212. What was very easy to take care of:
213. When I walk through the neighborhoods surrounding our beautiful downtown, I notice several empty or underutilized lots. It seems like instead of adding on housing to the outskirts, we should be adding it to more central areas to avoid unnecessary developing farmland, and natural land. Secondly, the best time to not use a car in Stoughton is during the yearly Syttend de Mai festival, when several areas of our downtown are pedestrianized. Not only is this more sustainable, but the increased walk ability helps out downtown local businesses immensely, as some of their highest sale periods are when pedestrians have safe and convenient access to their shops. Maybe a pilot program where some downtown areas are pedestrianized once monthly would be a good way to test this.
214. When planting shade trees, please use native species whenever possible including fruit and nut bearing trees. Please consider stormwater management, taking into consideration current and future changes in precipitation patterns due to climate change. Please consider regional transit options (e.g. between Stoughton and nearby surrounding communities), especially community / senior centers -- not just to / from Madison. Please also work with farmers and the County to support sustainable farming practices / limiting runoff to lakes.
215. When the City plans for any redevelopment, or street and sidewalk improvements, the plans should include ways to save as many existing healthy trees as possible, doing whatever is needed to keep them growing and healthy. Right now Stoughton tends to just draw up their plans and then remove any existing mature trees they feel are in their way, as they think it's ok to just replace them with small immature new trees. Trouble is the new trees will need several decades or more of growth to even begin to provide the shade and other environmental benefits of the existing trees. We are told to plant

trees for shade, etc. and yet the City will cut down healthy shade trees they deem are in their way. They tell us this is "progress". Just doesn't make sense!

216. While I answered probably in some categories, it is because we already do some version of sustainability noted in the question. We own an older home (built 1920). We have made many upgrades, but replacing windows to accommodate energy is not something we can do because we value the look of our home. Also, we don't have a yard that can accommodate solar panels - the same for our roof (not enough sun exposure for roof-top solar). We support these sustainable measures, however, some don't work for our house and/or yard.
217. While I believe it's important to encourage larger businesses and developers to plan and operate sustainably, most of those entities have the resources and options to do so without financial incentive. The individual households, who to be fair make far smaller impact to overall sustainability than large business and development, currently struggle with affording sustainable options and often have to make hard choices every day on where to spend vital income. Therefore, individual households need those incentives to make changes in their lives. Perhaps if sustainability was more accessible in individual households, it would better promote an overall culture of sustainability where individuals can, from experience, bring their ideas and practices their places of employment, or their business.
218. While many of the ideas/activities contained in this survey would likely improve the climate change concern, the City should come out with a strong statement/policy that indicates a desire by the City to be proactive toward climate issues vs being reactive.
219. Work to add requirements to developers if they ask for TIF money to increase sustainability in their new houses, apartments, buildings etc. That include more insulation, LED lights, better windows, solar ready roofs, EV charging, shade trees, community gardens, larger parks. And as social justice is part of sustainability that housing developments are inclusive and welcoming to all.
220. Would love to see a food/household waste composting option in stoughton
221. Would love to see more bike friendly roads/ trails as well as places to park your bike. Biking is a cost effective way for people to get around.
222. Yes please also recognize that historic preservation measures are also sustainable. Historic windows are a system that works together with the rest of the house to keep the historic buildings materials viable and the environment comfortable. Repair instead of replace and they'll be good for another 100 years. Don't forget that torn down and replaced building materials also end up in landfills. Thank you
223. Yes, as XXXXXXXXXX I think it is important to work together as a community like you are doing with this survey. I feel the "WHY" you are doing this is a very important message. If I could ask one question of the Sustainability Committee it would be "why are you doing this". When you answer this question for yourself it helps the community members focus on - why they might want to do this, and why they might want to join in the effort. They may come up with their own "why's" which is exactly what we want them to do. In this way, we approach people by attraction rather than promotion. People as me why I put solar on my house. Why I drive an EV. Why I have an electric lawn mower, snowblower, leaf blower and other battery operated equipment. Obviously you don't have to convince me about the importance of sustainability because I am an early adapter and adopter. The people you need to convince in our community are on the righthand side of the "law of diffusion and innovation" that are

know as the Early Majority. These folks will not try something until someone else has tried it first. Just showing people what could be done is not enough. See this Ted Talk <https://www.youtube.com/watch?v=qp0HIF3SfI4&t=678s> about leadership. I could go on and on.... so let's end it here. Thanks so much for doing this very important work. And thanks so much for the easy

224. Your definition of sustainability would have been helpful in answering these questions.

225. Your survey doesn't take into account those that have already installed led lights, low flow shower, etc. It also skips replacement of older toilets which use 2-3 times the water of new toilets.

226. Your terms are unclear i.e. what is sustainability? Details that matter to me are left out such as, How much will the taxpayer absorb to provide cheap lightbulbs for everyone? Each question should give opportunity to qualify our answers. It's kind of a leading questionnaire because of this. I am very conservative personally, but I don't want to force any business to follow sustainability rules. The rules imposed on developers are often overreaching. This was a frustrating questionnaire. But it's great we're talking about it.

227. Farmland converted to restore original prairie and woodland would increase air and water quality and increase native plant and wildlife habitat! Brazil farming the Amazon = USA farming the Midwest.

228. All things are possible. Making Stoughton sustainable is a process. Not everything has to be done at once. Make a list of priorities. Set some goals and tackle each one. It will never be perfect but improvements are needed and wanted. There will always be new challenges in the future generations to come.

229. Do not promote electric vehicles and solar has limited time frame benefits. Also limited benefit areas in Wisconsin. When I worked, I walked as much as possible. When I had a strong cash flow, I did the windows, purchased efficiency and strive to live in my home in retirement. Many are trying. Do you understand what we can afford?

230. The most recent issue of Mother Earth News features an "intentional farm based community." I would love to see that here instead of more \$500,000+ homes being built. I'd like to see more "gray water" systems in our community.

231. We need to save our farmland. We need more greenspace and wildlife habitat. We are losing all that.

232. Strongly opposed to using farmland for solar panels.

233. Solar, wind turbines, and batteries can't be recycled. They're buried. The toxins go into soil and water. Solar farms raise the temp around them by about 10 degrees. Wind farms on land or water are killing wildlife. Batteries have cobalt, killing the people in Africa working the mines for a few pennies a day. We will still need natural gas, oil, and other energy to make and keep them going. Food waste program will raise our already high taxes that many elderly struggle to pay.

234. To be deployed within the city at least, a part-time employee will have to be given key responsibilities. It will not happen well with just a plan adopted by city council. There should be a permanent sustainability advisory committee. Need great website and appearances at public events.

235. We need lending libraries (i.e. plant seeds, tools, kitchen equipment, etc.). We should have “Picker’s Day” a few times per year. People would place items on terraces and anyone can take what they want. John’s would come out only once that month. Smaller lots with smaller homes and two-flats, create a composting site – use eco-friendly asphalt (white/light) in new developments, rain, butterfly gardens on all city property and solar streetlights.
236. Yes – wondering how we as a community welcome some expansion and development without hurting the environment and established neighborhoods. Last fall a developer purchased land south of us. The city did not contact us, and we live 1 block away. They tore down a beautiful small woodland forest at the end of our street to make a cul de sac for new condos and homes. It was tragic to me. I complained to the city, but it was, of course, a done deal. The saddest thing in our neighborhood ever.
237. Eliminate the drag strip from Roby Road to [unclear]. Hit speeders and reckless drivers in the wallet.

-END-