



# OFFICIAL NOTICE AND AGENDA

Notice is hereby given that the Sustainability Committee of the City of Stoughton, Wisconsin will hold a regular or special meeting as indicated on the date, time and location given below.

Meeting of the: **SUSTAINABILITY COMMITTEE OF THE CITY OF STOUGHTON**

Date/Time: **Thursday, September 8, 2022 @ 12:00 p.m.**

Location: The meeting of the Sustainability Committee will be conducted as a hybrid meeting.

**In person:** City Council Chambers

**Via Zoom:** Join the meeting from your computer tablet or smartphone:

<https://us06web.zoom.us/j/85100776841?pwd=d01rbGlvVkRoTjJ5aEhkdkp1Y2FMUT09>

Meeting ID: 851 0077 6841

Passcode: 682556

One tap mobile

+19292056099,,85100776841#,,,,\*682556# US (New York)

+13017158592,,85100776841#,,,,\*682556# US (Washington DC)

Members: Ben Heili, Rachel Venegas, John Hallinan, Donelle Scaffidi, Stephen Jackson, Denise Duranczyk, Scott Taylor, Jeff Leverich, Jen Cummings, Heath Massey

Guests: Sharon Lezberg & Michelle Probst

**Item # AGENDA**

- 1. Call to Order
- 2. Land Acknowledgment
- 3. Communications
- 4. Approve August 22 Minutes

**NEW BUSINESS**

- 5. Community Dialogue Planning
  - a. Update on assigned outreach tasks
  - b. Detailed Agenda
  - c. Event tasks and sign up
  - d. Data collection and analysis
  - e. Finalize vision ad goals for each focus area

**FUTURE AGENDA ITEMS/Guests:**

- 6. Adjournment

cc. Mayor Swadley, Department Heads, Council, Attorney Matt Dregne, Library Clerical Asst., Receptionists, Stoughton Newspapers/Wisc State Journal \*Note: An expanded meeting may constitute a quorum of the Council. Meeting may close per Statutes 19.85 (1)(b) to consider the licensing of a person, then reopen for regular course of business.

Find your local number: <https://us06web.zoom.us/j/km4p9ML73>

## **August 22, 2022, Stoughton Sustainability Committee Meeting**

6:04 Call to order

**Members present:** Ben Heili, Scott Taylor, Heath Massey, Jeff Leverich, Donelle Scaffidi, John Hallinan

**Also present:** Mayor Swadley, Sharon Lezberg, Michelle Probst, Sarah Esmond from Diversity, Equity, Inclusion committee

### **Communications**

Sharon Lezberg: Interpreters available through her office will be available if needed, she stresses we will need to reach out to underserved groups. School board/district best mechanism to reach out these communities. Jeff will reach out to Stoughton Dems & Progressives

Sarah from DEI introduces herself. Discusses DEI survey of city staff. Aim to create a strategic plan by fall of 2023.

Discussion of incorporating DEI survey questions into our survey, or other means of coordinating surveys.

Donelle suggests we meet every other week to hasten progress on open house and to facilitate subcommittee meetings. We will consider having every other meeting virtual only.

Jeff moves that we meet every other week through mid-October or completion of Survey whichever is later. Scott seconds motion.

Mayor shows us DEI link on website and offers our committee the same. He also mentions we can put our flier on Facebook. City has quarterly digital quarterly publication.

### **Approval of July 25, 2022, Minutes**

Ben moves to approve 7-25-22 meeting minutes. Scott seconds.

### **Public Engagement Update**

Michelle Probst: changed title of event to "Community Dialogue". Michelle reviews community dialogue agenda. Clarifies that there will be 6 tables but there will only be 3 table sessions so participants will have to choose 3 out 6 tables.

Sharon proposes having an exit evaluation form asking participants what their 3 favored sustainability initiatives would be.

John suggests having participants writing their ideas on notes rather than host writing on flip chart.

We review the two draft fliers for the community dialogue. The majority of members prefer the draft with fewer words.

Michelle urges committee members to promote event through each of our networks. Post fliers in as many different, and diverse, businesses as possible.

Sarah suggests reframing our outreach. Suggests the term “sustainability” may not resonate with some community members. Also emphasizes the importance of allowing our focus areas to form organically from public comments rather than defining them ourselves.

Sharon suggests we assign event outreach tasks to committee members. Committee agrees and proceeds to assign outreach tasks that were identified in subcommittee.

**Agenda items for next meeting**

Finalize agenda for Community Dialogue.

Discussion of ramifications of recent climate bill for our work.

7:52 PM Jeff moves to adjourn. Ben seconds.

- Note: we will be adding information about a separate virtual Community Dialogue option, for those who are not comfortable attending in person. This will happen later on (after survey launch)

## Stoughton Sustainability Committee Community Dialogue Action Plan

**Goal:**

1. Providing context about environmental issues; Letting the public know about the sustainability efforts that the City of Stoughton has already done;
2. Connect and inspire the community around these efforts;
3. Harvest ideas & generating innovative actions for each of the focus areas.
4. Share the vision statement and goals developed by the committee for each focus area, and provide opportunity for the public to weigh in on this.

**Target audience:**

- As many people as possible; all ages (youth to elderly)
- Renters/Homeowners
- Businesses / local business owners
- New residents/long-term residents

<b>How?</b> What do we need to do to reach our goals?	<b>When?</b> When do these tasks need to be done by	<b>Who?</b> -Who will help lead each action? -Who else in the group will need to be involved? -Who outside of the group will need to be involved?	<b>Resource?</b> What additional resources are needed?
<input checked="" type="checkbox"/> <del>Write blurb about SSC and open house</del>	ASAP	Donelle will send it to Sharon and Michelle. They will put in a google doc to send out for comments	
<input checked="" type="checkbox"/> Review <del>Blurb</del>	Aug 8	Scott	
<input checked="" type="checkbox"/> <del>Solidify date and location for open house</del>	ASAP	Donelle	Funding to rent event space  Tables and chairs?  Food (potentially pizza, veggie tray, beverage)
<input checked="" type="checkbox"/> <del>Create flier about</del>	Aug 1-12	Sharon and Michelle	Will create a pdf for

Draft document, 8-5-2022 (Community Dialogue Action Plan, Outreach Calendar, Agenda)

open house			distribution; Will send flier for translation
<input checked="" type="checkbox"/> Workgroup review flier and social post	August 15-19	Entire workgroup	
<input type="checkbox"/> Update Stoughton Sustainability Committee webpage to include detailed info about the Community Dialogue	August 15-19	Donelle	Donelle is working with the City
<input type="checkbox"/> Determine if rsvp is needed and create event brite	August 15-19	Workgroup decides on rsvp. Michelle and Sharon can create eventbrite.	Eventbrite
<input type="checkbox"/> Make final edits to flyer and print	August 19-23	Michelle and Sharon	Printing assistance from Dane county or the City
<input type="checkbox"/> Start outreach. See calendar below	Aug 11-Sept	Everyone, make notes in the outreach table below	
<input type="checkbox"/> Contact speakers for: 1) Intro about Stoughton Sustainability Committee 2) Context on Environmental issues and 3)What the City is doing (see agenda below)	Aug 1-19	Community Dialogue Committee	Donelle emailed PW, Planning & Development, Utilities
<input type="checkbox"/> Recruit table hosts and recorders	August 22nd	Michelle and Sharon will recruit at next Committee meeting	
<input type="checkbox"/> Train table hosts & recorders	September	Michelle and Sharon will organize a zoom training so that table hosts and recorders know what they will be doing	

<input type="checkbox"/> Create detailed facilitator agenda	Beginning September	Michelle and Sharon	
<input type="checkbox"/> Order food and refreshments	Mid-September	Donelle will look into making event Zero Waste	
<input type="checkbox"/> Create 'displays' and other materials for outreach events and Community Dialogue	August, ASAP	Donelle (assistance available from Michelle and Sharon, and possibly printing)	

DRAFT

## **Outreach Calendar**

Flyer. Size is 11x17 or 5.5x8.5 The City will be able to print these

Note: QR code needs to be updated to a website that can house the entire blurb about the Community Dialogue

Facebook image to post with the following caption:

Did you know that the City of Stoughton recently formed a Sustainability Committee? The committee will be writing a Sustainability Plan, considering the long term impact of actions and policies on our community's environmental, social, and economic health... And we want your participation!

Join us for an evening of community dialogue as we kick off our public engagement process on Wednesday Sept. 21st from 5:30-7:30pm at Chorus Public House

Learn more and register

here: <https://www.eventbrite.com/e/stoughton-sustainability-community-dialogue-tickets-402960193787>

To request an interpreter for this event, please contact Dane County Extension at 608-224-3704 or [Extension@countyofdane.com](mailto:Extension@countyofdane.com)

Event, Venue, or organization	Type of Media	Who	When	Status
Gazebo Music Series: Thursday Events in August	Table, with a poster board and flyers to hand out - Talking with People	<b>Donelle</b> 8/25 (she'll set up a table); with <b>Ben</b> (possibly) 9/1 : <b>seeking a volunteer</b> 9/8: <b>Jeff &amp; Donelle</b>	8/25, 9/1, 9/8	
Movie in the park	Talking with people	<b>Ben</b>		
Print flyer	Paper; full sheets and half sheets	<b>Donelle</b> will talk with Mayor Swadley about getting these printed and everyone can pick up flyers for distribution at City Hall	Aug. 23	
Local businesses, restaurants, etc. downtown	Fliers and physical advertising at local community spaces	<b>Jeff</b> will distribute after Sept. 5 - at local businesses/shops, restaurants, etc.	Sept. 6	
Chamber of commerce	Fliers, print-press, e-mail, social media	<b>Scott</b>	Week of Aug 22	
School District	Newsletter	<b>Scott</b>		
Walmart and Picknsave	Fliers	<b>Jeff</b>		
Library	Signage and email	<b>Signage: Jeff</b> <b>Email: Scott</b>		



Draft document, 8-5-2022 (Community Dialogue Action Plan, Outreach Calendar, Agenda)

Senior Center & Senior Housing	Signage	<b>Jeff</b>		
Assisted Living (Nazareth home, Skaalen home)	Signage	<b>Donelle</b>		
City facebook page; City Quarterly publication	Social media	<b>Donelle</b>		Donelle is talking with Mayor and Department Heads about posting where they can and also about making a poster about what the City is doing
Stoughton Neighborhood Facebook pages	Social post	<b>Donelle to connect with Jen</b>		Jen posted flyers in Stoughton Neighborhood, sustainability, and Outdoor enthusiast pages. Jen will also post closer to the date
Stoughton Dems	Fliers, email blasts, social media	<b>Jeff</b>		
The Hub	Print press and social media	<b>Donelle will write draft, John to review</b>		
Churches	Fliers, emails, social	<b>Donelle to talk to Jen</b>		
Sustainable Stoughton	Email, social, fliers?	<b>Donelle</b>		
Community Gardeners		<b>Donelle will send an email</b>		

		<b>to Dan</b>		
All committee members	Utilize their networks of members/connections	<b>Donelle to talk to Rachel</b>		
City Council Members	Announce at next Council Meeting	<b>Ben</b>		
City Staff	Presence at Dialogue	<b>Donelle to talk with Mayor Swadley</b>		Encourage city staff to attend as an observer and give space for the community to share their ideas
Utilities	Email/newsletters	<b>Ben</b>		They need final on the insert 30 days prior to the mailing on the first of the month. This will be to announce the survey (too late for the Community Dialogue)

## Community Dialogue Draft Agenda

Date: Wednesday Sep 21, 2022

Time: 5:30-7:30pm

Venue: Chorus Public House (\$200) 154 W. Main Street

Food: Pizza, Vegetable tray, beverages (water, soda)

[120 min. Total - does not include food time and transition times]

Materials: Projector and screen, microphone

Agenda Item	Time	Process
Welcome & Speakers	30 min	Sustainability Committee Intro  Big picture context on environmental issues  What the City is currently doing ( <b>Speaker: Mayor Swadley or Alder</b> )
Discussion tables on issue areas	55 min total <ul style="list-style-type: none"><li>• Intro, 5 min</li><li>• Table 1, 20 min</li><li>• Table 2, 15 min</li><li>• Table 3, 15 min</li></ul>	Introduce each issue area (vision and goals)  First facilitated and recorded table discussion. Participants choose the top they are most interested in  Participants rotate to their next top interesting topic  Participants rotate to their third top interesting topic

Gallery Walk/Break	15 min	Recorded notes from each topic are posted People can walk around and add comments using sticky notes
Report out/Conclusion	20 min	

DRAFT

# Focus Area Task Overview

**Next full committee meeting (Thursday 9/8/22 @ 12pm):**

1. Finalize Visions statements
2. Finalize Goals

These are the focus areas we broke up into previously, but feel free to work in any or all of the areas.

Energy (Usage) - Steve, John, Jeff

Transportation - Steve, John, Jen

Water (Quality and Use) - Scott, Donelle, Jeff, Heath

Solid waste (management) - Steve, Rachel, John, Jen

Land Use, Development, (and Building Codes) - Scott, Denise, Ben

Community (Engagement, Education, and Health) - Donelle, Ben, Jeff, Heath, Jen

- 1. Vision statements** - typically broad; aspirational statement of what we hope to achieve, guides the direction of actions
  - Example from McFarland, ENERGY Focus Area: Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making steady progress toward a 100% clean energy future.

- Example from Middleton, ENERGY: The City of Middleton is a leader in energy efficiency and renewable energy generation and use. Public and private energy users are using innovative technologies to make Middleton a “net zero” City that produces all of its energy needs from renewable sources within the City limits.

**2. Goals** - follows from big picture vision, breaks it down a little but still broad

**Note: These goals may change with city and public input but it will be good to have as a starting point. The next level of specificity after goals will be generated from the municipal and public engagement process.**

- Examples from Monona, ENERGY Focus Area (fyi, termed “objectives”):
  - Increase energy efficiency and conservation by residents
  - Increase energy efficiency and conservation by commercial and industrial properties
  - Increase energy efficiency and conservation of municipal facilities and services
  - Increase percentage of energy consumption from renewable source (municipal)

# Energy

## Vision

Embrace energy efficiency and conservation, while decreasing the use of fossil fuels, toward achieving a 100% clean energy future.

*Comment: Change “clean to “renewable?”*

## Goals

*Comment: Need goals*

# Transportation

## Vision

Cut the energy pollution and improve livability by creating a transportation system that makes energy efficient transportation a more desirable option for city employees, residents, and businesses.

## Goals

### *Comment:*

*Need Goals - how to create an "energy efficient transportation system"?*

- Increase bike-ability*
- Increase walkability*
- Public transit for commuters*



# Water Quality and Use

## Vision

The City of Stoughton, including residents and businesses, conserve, protect, restore, and advocate\* for groundwater and surface water resources, ensuring clean water is available for drinking, recreation, fishing, and the support of healthy aquatic habitat.

## Goals

1. Conserve groundwater by increasing water use efficiency and taking actions that decrease the wasteful use of water.
2. Protect and restore the quality of surface and groundwater in the Stoughton area.
3. Protect the Yahara River watershed and surrounding lakes and tributaries from harmful non-point source pollution and runoff to maintain and improve the quality of our community's water resources.

# Solid Waste Management

## Vision

Facilitate the reduction in the amount of waste sent to the landfill, while decreasing the amount of waste generated overall. Hazardous waste disposal - make it easy for residents.

Comment: Change highlighted to: "100% of hazardous waste is disposed of properly."

## Goals

*Comment:*

*Ideas could include implementation of zero-waste practices and composting*

# Land Use, Development, and Building Codes

## Vision

The City of Stoughton encourages compact, efficient growth that incorporates mixed use development, diversity of housing types, thriving businesses, and preserved and restored natural habitats.

The city acknowledges that raw land is a precious resource and strives to increase developed areas conservatively, only as needed to meet the needs of its growing population. As the city grows, it strives to elevate the status of pedestrians and bicyclists to those of automobiles.

New development and redevelopment in Stoughton is guided toward sustainable practices, including net-zero energy use, surface water runoff reduction and non-motorized transportation.

### ***Shortened to this for council info:***

*The City of Stoughton encourages compact, efficient growth that incorporates mixed use development, diversity of housing types, thriving businesses, and preserved and restored natural habitats. The city acknowledges that land is a precious resource and strives to increase developed areas conservatively, only as needed to meet the needs of its growing population.*

## Goals

Increase the density of housing and population.

Protect environmentally sensitive areas.

Increase tree cover.

Increase land area in natural & native vegetation.

Increase use of sustainable building practices, including net-zero.

# Community Engagement, Education, and Health

*Comment: Keep "Health" and integrate into "Engagement and Education" Vision and goals (was previously separate).*

## Vision

The City of Stoughton promotes an ethic of resource conservation and environmental stewardship by encouraging and empowering residents of all ages and backgrounds, businesses, and community groups to take actions that improve environmental quality and the quality of life in our community and region. Through learning and engagement opportunities for schools, businesses, organizations, city government, and individual citizens, the City focuses on making sustainability a part of life for all in our community.

*Comment - Shorten above:*

*The City of Stoughton promotes an ethic of sustainability by encouraging and empowering residents, businesses, and community groups to take actions that improve environmental quality and the quality of life. Through learning and engagement opportunities for residents, schools, businesses and organizations, sustainability is a part of life for all in our community.*

## Goals

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

*Comment: Add goal to incorporate content from vision and goals of "Health" section:*

5. *Support high quality of life through promotion of wellness activities, healthy local food, safe walking and bicycling, and reduction in environmental toxins.*