

Committee members: Sienna Donelle Ben Steve Jen Heath Denise

UW: Alyssandra scanlon, Michelle, Sharon

Call to order 6:05

Land acknowledgement - Donelle

Had a chance to visit a traditional Ho-Chunk dwelling today, right outside of Dejope Residence Hall on UW's campus

About two dozen campus volunteers assisted Bill Quackenbush, tribal historic preservation officer for the Ho-Chunk Nation, in constructing the structure.

The ciiporoke (*chee-poe-doe-kay*), has long been a place of home, family, community, teaching and learning in the Ho-Chunk culture and remains an essential part of Ho-Chunk life.

"We are always looking for ways to share our culture through educational outreach, especially in November, which is National Native American Heritage Month," Quackenbush said as he led the construction. "This was a classic opportunity to build something traditional on this campus as an educational tool."

<https://news.wisc.edu/building-of-ho-chunk-structure-on-campus-promotes-awareness-of-indigenous-land-history/>

3. Communications - "are there any communications?"

12/9 2-4pm- Invitation to attend meet-up w/ UW Interns, Innovation center, and RDA (email from Katrina Becker). Donelle can give the introduction for our committee, unless someone else wants to.

The Dane County Cities and Villages Association will hold a virtual roundtable discussion from 12 p.m. to 1 p.m. on Wednesday, December 7, to discuss new funding that can benefit local government sustainability efforts. (BIL & IRA)

Ben - TIF policy update - to send info

Info event on federal money (donelle to send notes)

Upcoming meetings

Dec. 5, 19

Jan. 9

1st & 3rd Mondays through December, then shift back to 2nd & 4th Mondays in January

Scott has offered to take lead on how to re-implement hybrid option. A few others expressed interest.

Approve minutes:

Denise moved, steve second

Unanimous approval

Library Display:

Michelle: what and why we would want for a library display

Denise: show what the city has ongoing

Drive engagement with survey or toward committee. Interactivity

Something with electronic input?
Having members there to represent

Similar display at senior center suggested
Coffee with the mayor topic? Steve to follow up

Timing? Overlap with survey

How long will survey be open? Jan 9-Feb 9

Community Survey

Outreach material review

Utility mailer - the group agreed to do a 1/3 sheet insert. Aly will do design, we will figure out costs for printing.

Do we want a heavy focus on individual activities?

How to implement paper surveys?
Have a few at library, city hall?

Looking through content.
Last round of survey feedback needed by the 30th

City staff survey idea

Follow-ups:

Aly to design 1/3 sheet version for utility mailer. Ben to submit to utility.
Steve will check with Tim about Coffee with the Mayor at Senior Center
Michelle and Aly will work on a draft for library display
Ben to follow up on cost of printing through utility - what is paper circulation
Ben to find current city TIF policy

Adjourn 7:35
Steve +Ben second

Stoughton Sustainability Committee - Community Survey Plan

Purpose of the Survey:

1. Learn what the community is willing to support;
2. Inform the committee regarding the recommendations to include in the sustainability plan;
2. Provide insight on resident’s environmental attitudes and knowledge;
3. Provide rationale for funding of specific initiatives (using funds from Bipartisan Infrastructure Law and the Inflation Reduction Act);
4. Provide ‘social license’ to move forward with community-based initiatives.

Target audience:

- City of Stoughton residents
- Residents in surrounding areas who are within the school district
- Businesses / local business owners

<p>How? What do we need to do to reach our goals?</p>	<p>When? When do these tasks need to be done by</p>	<p>Who? -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?</p>	<p>Resource? What additional resources are needed?</p>
<p><input type="checkbox"/> Develop Survey; committee input & review</p>	<p>Survey development between Oct. 26 - Nov. 25</p> <p>1) Preliminary draft to committee: 10/26/2022</p> <p>2) Committee reviews draft and sends it to Sharon/Kristin by 11/2/2022.</p> <p>3) Changes incorporated; draft #2 sent to Donelle by 11/4/2022 to be included in the packet for 11/7 meeting</p> <p>4) Survey discussion at 11/7/2022 meeting - more feedback from committee gathered</p>	<p>Sharon will be point person between Kristin (survey lead) and Donelle (committee lead).</p>	<p>Note that the dates are very optimistic and represent quick turnaround times. It is possible that these will be pushed back.]</p>

	<p>5) Survey changes made by 11/15/2022. Draft #3 sent to committee for review</p> <p>6) Survey discussion at 11/21/2022 meeting</p> <p>7) Additional survey changes made and sent to committee 11/25/2022</p> <p>8) Finalize survey at 12/12/2022 meeting</p>		
<input type="checkbox"/> Programming and validation	<p>1) Survey transferred to Qualtrics and tested Dec. 13 - Dec. 20, 2022</p> <p>2) Link tested</p>	Kristin Runge, Aly & team	
<input type="checkbox"/> Send survey to Institutional Review Board for review	<p>Anticipated send date: Dec. 20</p>	Kristin Runge	
<input type="checkbox"/> Anticipated IRB approval	<p>Anticipated approval date: December 28-Jan.4th, 2022*</p> <p><i>This is a guess - Donelle</i></p>	IRB	
<input type="checkbox"/> Anticipated survey launch	<p>January 10, 2023</p>	<p>Kristin Runge: activate survey link</p> <p>Committee: launch outreach (see below the green cells)</p>	
<input type="checkbox"/> Survey active	<p>January 10-Feb 10, 2023</p>		
<input type="checkbox"/> Survey Analysis and report writing	<p>1) Initial powerpoint: Feb 10 - Feb. 27, 2023</p> <p>2) Report: March 20, 2023</p>		
Design of Outreach materials; preparation for survey launch			
<input type="checkbox"/> Develop outreach materials for	<p>Nov. 8 - Dec. 21, 2022</p>	<p>Aly (intern with Extension Dane County)</p>	<p>Committee liaison?</p>

survey distribution			
<input type="checkbox"/> Determine outreach venues and submission dates	Nov. 8 - Dec. 21, 2022	Aly (intern with Extension Dane County)	Committee liaison?
<input type="checkbox"/> Review flyers and social media drafts	January 3-6, 2023	Aly & Sustainability Committee	Printing assistance from City of Stoughton
<input type="checkbox"/> Start outreach. See calendar below	Unknown; depends on date of survey launch (Jan. 10, 2023?)	Everyone, make notes in the outreach table below	
<input type="checkbox"/> Initial outreach push	Jan 10-Jan 21, 2023		
<input type="checkbox"/> Check response rate	Jan 23-Jan 27, 2023		
<input type="checkbox"/> Second outreach push	Jan 30-Feb 6, 2023		
<input type="checkbox"/> Stuffer for Stoughton Utilities	Printed inserts needed by Jan. 1, 2023 Insert design version needed by Dec. 1, 2022	Aly, Ben, Denise (Aly to redesign); Ben to get final version to utility (he has been the contact person). By next Thursday	

Outreach Calendar

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

Note: QR code or web-link?

Facebook image to post with the following caption:

The City of Stoughton’s Sustainability Committee is developing a Sustainability Plan that addresses the long term impact of actions and policies on our community’s environmental, social, and economic health. We want to hear from you about your concerns, ideas, and suggestions.

Event, Venue, or organization	Type of Media	Who	When	Status
Postcards to all households within Stoughton???	Mailing	Inkworks (printing and mailing) Design - Aly Liaison:	Right before survey launch; needs QR code	
Community event (e.g., X mas celebration)				
Community Event (e.g., New Years’ events)				
Print flyer with QR code	Paper; full sheets	Donelle will talk with Mayor Swadley about getting these printed and everyone can pick up flyers for	Right before survey launch; needs QR code	

		distribution at City Hall		
Local businesses, restaurants, etc. downtown	Fliers and physical advertising at local community spaces		Right before survey launch; needs QR code	
Chamber of commerce				
School District	E list-serve		Early January	
Walmart and Picknsave	Fliers		Right before survey launch; needs QR code	
Library	Signage and email		Right before survey launch; needs QR code	
Senior Center & Senior Housing	Signage		Right before survey launch; needs QR code	
Meals on Wheels volunteers			Right before survey launch; needs QR code	
Assisted Living (Nazareth home, Skaalen home)	Signage		Right before survey launch; needs QR code	
City facebook page; City Quarterly publication	Social media		Right before survey launch; needs QR code	
Stoughton Neighborhood Facebook pages	Social post		Right before survey launch; needs QR code	
The Hub	Print press and social media			

Churches	Fliers, emails, social			
Sustainable Stoughton	Email, social, fliers?			
All committee members	Utilize their networks of members/connections			
City Council Members	Share in their own social media and constituent communications	Ben		
Utilities	Email/newsletters			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)

Stoughton Community Survey

Project summary here

What is the Purpose of This Survey? The information collected in this survey will be used by community leaders as they work to understand resident opinions related to sustainability.

Who Should Take This Survey? This survey is intended for City of Stoughton residents who are at least 18 years of age.

Voluntary Participation: Your participation in the survey is completely voluntary. Although your input is very valuable, you are not required to take this survey.

Anonymity: Your identity is anonymous when taking this survey. Answers to the survey will be tabulated by the Division of Extension at the University of Wisconsin-Madison. Your answers will be combined with all other answers and used in aggregate form only.

Survey Sponsors: This survey is conducted by the University of Wisconsin's Division of Extension on behalf of the City of Stoughton's Sustainability Committee

Questions About the Survey? If you have any questions about this survey, please contact Kristin Runge at kristin.runge@wisc.edu.

How Do I Take the Survey? Please turn the page and complete the questions. Once you have finished, please drop the survey off at ____ by ____, and your answers will be sent to the Division of Extension at UW Madison where they will be recorded.

Can more than one household member take the survey? Yes. All household members who are at least 18 years old can fill out the survey by going to the online version at ____ or by accessing it through the QR code below. Additional paper surveys are available in several locations throughout the Village.

Prefer to take this survey online? You may take this survey online at ____ or by accessing it through the QR code below:



Please continue to next page →

Finding Common Ground

CommonGround1. When thinking of the Stoughton area, how important are the following to you, personally?

	Not important at all	Somewhat important	Moderately important	Very important	Extremely important
Preserving farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing native plant and wildlife habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The health of local lakes, rivers & groundwater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving air quality in the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sustainability Initiatives

In this next section we would like your opinion on initiatives that the City of Stoughton might undertake as part of the work to create a more sustainable community.

SI 1. Energy and Transportation

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not sure
Install solar panels on city property (facilities, parking lots, park shelters)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentivize developers to exceed state energy efficiency standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand Madison metro bus service to Stoughton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish electric vehicle charging stations at various locations in the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a Park and Ride for carpooling to Madison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop more connected, safe bicycle paths and lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish a city 'no idling' policy to reduce emissions and improve air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SI 2. Land Use and Water

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

Please continue to next page →

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not Sure
Review ordinances and land use plan to promote increased density	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant shade trees in public parks & terraces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support the installation of rain gardens in terraces during street reconstruction projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convert turf to native vegetation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

S1 3. Solid Waste Management

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not Sure
Work with businesses, the school district and residents to reduce waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explore the feasibility of a community wide composting program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand efforts to educate the public about proper recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Household Interest in Sustainability Initiatives

HIS1 1. If resources (e.g., information, assistance, rebates, other financial incentives) were available for the following, to what extent would you and/or your family members likely adopt these initiatives and/or utilize these services?

	Not likely	Minimally likely	Not sure	Very likely	Extremely likely
Install rooftop or backyard solar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct a home energy audit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade home structure or mechanical systems for greater energy efficiency (insulation, window replacement, heating and cooling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade home appliances for greater energy efficiency (smart thermostats, LED Lights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant and manage shade trees on my property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take public transportation between Stoughton and other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in ride-sharing to Madison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase bicycle commuting with a safe bicycling infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please continue to next page →

Convert some of my lawn to native plants/grasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install a low-flow shower head, water faucet, or toilet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attitudes Toward Funding Sustainability

Fund1. Some of the measures that the city undertakes to become more sustainable will be cost neutral. Some may save money in the long term, and others may cost the city money. We are curious about if you would support or oppose sustainability measures that do the following ..

Would you support or oppose sustainability measures that ...	Strongly oppose	Oppose	Not sure	Support	Strongly support
Cost the city money but preserves land and water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase your tax burden minimally (up to \$50/year) in order to fund sustainability measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase your tax burden substantially (up to \$200/year) in order to fund sustainability measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost the city money in the short term, but save money in the long term	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Because we try to get responses and opinions from many different people across the community, we would like to ask you a few questions that help us make sure we are reaching people of different ages, genders, neighborhoods, viewpoints and so on.

These responses will be confidential and will only be used for research purposes.

What is your gender?

- Male
- Female
- Non-binary/Other

Is your current community your hometown?

- Yes, it is my original hometown
- Yes, it is my adopted hometown
- No, my hometown is elsewhere

Which best describes where you live?

- City of Stoughton
- Stoughton School District, but not the city
- The surrounding area
- Somewhere else

What is your age? _____

How long have you lived in the Stoughton area? _____

Have you or anyone else in your household had to work two jobs at once in order to make ends meet at any point over the past five years?

Please continue to next page →

How long have you lived in Wisconsin or the Upper Midwest? _____

- Yes
- No

Generally speaking, do you consider yourself conservative, moderate, or liberal when it comes to different issues?

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

Which best describes your race or ethnicity? (please check all that apply)

- White or Euro American
- Black or African American
- Asian or Asian American
- American Indian or Native American
- Hawaiian or Pacific Islander
- Latino/Latinx or Hispanic
- Other

Would you be interested in receiving updates from the Stoughton Sustainability Committee or interested in helping out? If so, please [click here](#).

Thank you! Please return this survey to _____ by _____.

If you have any questions, please contact Kristin Runge, PhD. at the Division of Extension, UW-Madison kristin.runge@wisc.edu or (608) 263-1432.

DRAFT

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Household Interest in Sustainability Initiatives

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	Definitely no	Probably no	Not sure	Probably yes	Definitely yes
Install rooftop or backyard solar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct a home energy audit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade home structure or mechanical systems for greater energy efficiency (insulation, window replacement, heating and cooling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade home appliances for greater energy efficiency (smart thermostats, LED Lights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant shade trees on my property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take public transportation between Stoughton and other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in ride-sharing to Madison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase bicycle commuting with a safe bicycling infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please continue to next page →

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Attitudes Toward Funding Sustainability

Fund1. Some of the measures that the city undertakes to become more sustainable will be cost neutral. Some may save money in the long term, and others may cost the city money. We are curious about if you would support or oppose sustainability measures that do the following:

Would you support or oppose sustainability measures that ...	Strongly oppose	Oppose	Not sure	Support	Strongly support
Have a cost but are budget neutral (e.g., funding is moved from other budget lines)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost the city money in the short term, and improve sustainability, but have no direct monetary return on investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost the city money in the short term, but save money in the long term	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have no costs associated with the measure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Willingness to Spend Household Dollars

Willingness1. 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.

Slider bar 0 light bulbs ... 67 light bulbs

Willingness2. 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.

Slider bar \$0 ... \$5

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

Because we try to get responses and opinions from many different people across the community, we would like to ask you a few questions that help us make sure we are reaching people of different ages, genders, neighborhoods, viewpoints and so on.

Please continue to next page →

These responses will be confidential and will only be used for research purposes.

What is your gender?

- Male
- Female
- Non-binary/Other

Is your current community your hometown?

- Yes, it is my original hometown
- Yes, it is my adopted hometown
- No, my hometown is elsewhere

Which best describes where you live?

- City of Stoughton
- Stoughton School District, but not the city
- The surrounding area
- Somewhere else

What is your age? _____

How long have you lived in the Stoughton area? _____

How long have you lived in Wisconsin or the Upper Midwest? _____

Have you or anyone else in your household had to work two jobs at once in order to make ends meet at any point over the past five years?

- Yes
- No

Generally speaking, do you consider yourself conservative, moderate, or liberal when it comes to different issues?

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

Which best describes your race or ethnicity? (please check all that apply)

- White or Euro American
- Black or African American
- Asian or Asian American
- American Indian or Native American
- Hawaiian or Pacific Islander
- Latino/Latinx or Hispanic
- Other

Would you be interested in receiving updates from the Stoughton Sustainability Committee or interested in helping out? If so, please [click here](#).

Thank you! Please return this survey to ____ by ____.

If you have any questions, please contact Kristin Runge, PhD. at the Division of Extension, UW-Madison
kristin.runge@wisc.edu or (608) 263-1432.

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