

## January 9, 2023, City of Stoughton Sustainability Committee Meeting Notes

Committee members present: Scott Taylor, Donelle Scaffidi, Steve Jackson, Ben Heili, Sienna S., Heath Massey

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

**Call to Order:** 6:04PM

**Land Acknowledgement:** Committee members share experiences with nature in recent weeks.

Second meeting of “Stoughton Sustainability, Innovation, and Redevelopment Groups Meet-up Part 2” is Thursday, February 3<sup>rd</sup>. Committee members were invited in a recent email.

Steve moves to approve minutes from December 19<sup>th</sup>, 2022 meeting. Ben seconds.

### **Survey Comments**

We discuss comments related to the survey that were submitted to Kristen Runge. Most comments were favorable toward the survey. Others were sharply negative, suggesting the survey questions did not reflect community input. Other comments indicated that climate change should have been directly mentioned in the survey. Committee members agree that mention of climate change in the survey is important.

Comments copied here:

**Sustainability Committee -- How did the survey work? Did you find any errors? See any sections that need improving? What was your overall experience?**

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Survey went well, I was able to quickly assess the questions- no errors I saw. and overall great. Pretty painless survey.

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I would never recommend using this service to anyone. I made clear from the beginning what the focus should be and I have had to fight tooth and nail to get some of what is important. The first survey is very different from the end result. If the writer would have reviewed the comments from the community dialogue she could have written questions that directly reflected the communities concerns and interests. We have wasted time because the community dialogue information was not used from the start!! The monetary questions will NOT give the City Council enough cover to go bold!!!! We need to be bold to make a significant change

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Survey is very user friendly. Expand Madison metro bus service to Stoughton? I think this question is too limited and doesn't provide information about cost. I like this question better.. Take public transportation between Stoughton and other communities?

Thanks for the feedback. It went by quickly so it might have been missed, but the committee does have that question plus two others about alternative ways of commuting. The Madison Metro question is in a separate section on City actions and I believe it was included in order to get an idea of the extent to which there is specific support for engaging Madison Metro in a conversation. The questions are below:

Would you be willing and able to do the following, if the infrastructure in Stoughton made this possible?

... Take public transportation between Stoughton and other communities?

... Participate in ride sharing to Madison for work?

... Commute to work by walking or biking?

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

... Expand Madison Metro bus service to Stoughton?

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I have three comments that I wish to have entered into the minutes.

- Regarding the survey development process, the committee needs more opportunity to deliberate about the ideas and suggestions of different members, rather than having members send their ideas to Extension staff individually with no time for deliberation by the overall committee.
- A few survey questions do not provide specific information for us to develop policy recommendations for the council. What recommendation would we make, for example, if a majority of respondents support reducing water usage in the shower? I don't think the council would pass an ordinance requiring folks to replace their shower heads.
  - In similar fashion, questions about homeowner willingness to replace lightbulbs, or replace lawns with prairie (which I in part have done), again beg the question about the *connection between city policy and changes in homeowner behavior*. It is more effective to ask respondents if they would attend a forum or workshop on home conservation strategies. The city (or our committee) could then organize such forums. In short, asking respondents if they will change their behavior at home does not help us develop policy; but asking if they would attend an educational forum on a specific topic is **actionable** information with which we can formulate a policy recommendation. ( I understand full well that overall sentiment about sustainability can be used to provide a rationale and basis of support for new sustainability policies, but that is a separate point from the one I am making.)

- Finally, I continue to be concerned that we are not dealing more directly with the issue of greenhouse gas emissions. This is the biggest threat to our planet and life upon it. Shower heads and rain gardens and prairies are important in their own right, but they do not reduce carbon emissions. It's embarrassing to have a survey developed by the sustainability committee that does not ask more specific questions about reduction strategies the city could adopt—such as working with local businesses on conservation, working with other communities regionally to scale-up alternative energy capacity, or adopting carbon-reduction goals for the community.

I will honor my commitment to help with the survey rollout, despite these concerns.

Jeff

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Survey notes (from Donelle):

Here are minor tweaks I didn't notice until I was taking the survey:

For this question, “ **Explore the feasibility of a community wide composting program?**” Add the words “food waste” to specify this question (city does community wide leaf and brush composting, so people may think about that)

For this question, “**Expand efforts to educate the public about proper recycling?**” add “and hazardous waste disposal”

For S6 Home Actions 1:

- Add a “not applicable” option for those who may be renting or other reasons they may not have control over these choices (as there is a n/a in S7 Home Actions 2)?
- This also may be needed for the lightbulb question - renters...

For S7 Home Actions 2:

- First question is missing the “n/a” option

For both Home Actions sections:

- Can we make the n/a option stand out from the spectrum of answers? (perhaps have it to the right of the spectrum? Or maybe put it at the top so people are sure to see it.)
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This may be in error?:

- Funding question Q2 includes the intro statement (Q1) while subsequent (Q3 & Q4) do not. Cut the intro sentence out: “Some of the sustainability measures that the City of Stoughton is looking at will be cost neutral. Others will cost money.”
  - We talked about adding an income question to the demographics section (as it ties into the IRA funding). I think you said it would be fine to add it, but if you have a reason to not include it, I don’t think it’s necessary.
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This question surprised me, it doesn’t seem to capture what we have been discussing as we tweaked the survey over the last several months. Was this addition in response to the desire to include a question on climate change/carbon reduction?

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

- Reduce energy costs for households
- Improve energy efficiency
- Improve quality of life for community residents
- Generate revenue for the City
- Generate revenue for businesses
- Improve the health and well-being of community residents
- Increase renewable energy usage

Is there a question related to climate change?

This first section: “When thinking of the Stoughton area, how important are the following to you, personally?”

I think this is where we could Add a question related to carbon and climate change.

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### **Survey Revisions**

Donelle suggests significant changes to a question in the survey (“...what should the goals of city-wide sustainability initiatives...”). We discuss replacing the responses with our goals that were previously developed.

We had a discussion about this question being an opportunity to ask specifically about carbon reduction. And also an opportunity to connect to the committee’s goals for the city.

Ideas from last night’s meeting:

- Remove 3, 4, and 5 (improve quality of life, generate revenue for the city, generate revenue for businesses)
- Ideas for additions:
  - Connect to state-wide or nation-wide efforts to reduce carbon emissions
  - Reduce total greenhouse gas emissions
  - Achieve 100% renewable electricity supply
  - Increase the sustainability awareness of Stoughton residents and businesses
  - Reduce the amount of waste sent to the landfill and ensure that all waste is disposed of properly
  - Increase use of sustainable building practices, including net-zero.

Two question ideas were brought forward that could ask specifically about carbon reduction. These could be asked in the earlier section of the survey.

- Would you support the city adopting ambitious carbon reduction goals, such as 100% renewable energy electrical supply?
- Do you support Stoughton Utilities goal of 100% renewable energy electrical supply by 2050?

We discuss numerous small revisions to the survey, including adding an income question.

We discuss at length the question “Review ordinances...to promote increased density?” and drafted a revision:

This question was confusing, wasn't sure how it connects to sustainability:

**Review ordinances and land use plan to promote increased density?**

Suggestion:

Re-word: “Review ordinances and land use plan to promote more efficient use of land and infrastructure?”

Donelle will submit revisions to Kristin Runge, who will look at it no earlier than Wednesday.

Michelle P. gives us overview of promotional materials she has prepared.

Donelle shared an email from Kristin which answers questions committee members had.

Email copied here:

Yes, partial responses will be recorded.

I'll take care of data processing and you'll get an initial report with the results for the questions, plus the comments. As part of the data analysis, I will run a check to see if/when there are statistically significant and relevant differences in answers from different groups. When these exist, they'll be noted and presented in the report.

**A Missing Piece:** We do have the ability to send respondents to a resource page at the end of the survey. Let me know if you all wish that, and where respondents should be directed.

**What to Expect with the Survey Launch:** In the first few weeks after the survey launches, I'll send frequent updates indicating how many people have taken the survey. Oftentimes these will include a rough demographic breakdown so that we can see if we are missing segments of the community.

**What is a "Survey Launch" anyway?** The survey launch is the date on which the big push for responses begins. Since Stoughton is using the school district to send an email via the parent portal, I would consider the date of that email as "Day 1" of promotion.

**When Do We Know That We've Collected Enough Responses?** A perfectly efficient sample with a confidence interval or margin of error of +/- 5% would require 373 responses from a representative group of area residents. I typically try to exceed that by about one-third. Thus, if we have 500 responses then we will have a solid statistical base on which to stand. Even if we hit that number early, we will still keep the survey open until two weeks after the utility mailer or postcard have been sent as the more responses we have, the stronger the foundation will be, and we will want to take full advantage of that investment.

**Paper Copies of the Survey?** Greta Harris, our undergrad intern, is prepping a paper version of the survey that can be placed around town or shared with residents who do not have access to the Internet. After these have been collected, we will enter each survey into Qualtrics back at the UW Extension office on campus.

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Sharon reminded everyone that a committee member expressed in the past that we should easily be able to get 1,000+ responses based on the response rate of a past city survey.

We discuss resource page at end of survey to send respondents to. Michelle suggests we use our sustainability website and committee members agree.

There was a question about the in-between time when we have a good amount of response and we are not promoting the survey but it is still open. Questions for Krisitn that Donelle with pass along:

Will you officially close it and then start the report? Or will you start the report and incorporate any responses that trickle in?

Will we ever want to let people know we're closing the survey? Like a final announcement via social media?

We decide to skip our 4<sup>th</sup> Monday of the month for January. Next meeting will be 2<sup>nd</sup> Monday of February, or Feb. 13<sup>th</sup>.

7:30 Steve moves to adjourn, Ben seconds.

## Outreach Calendar

Types of media needed:

- Flyer. Size is 11x17 and 5.5x8.5 The City will be able to print these
  - Flyer should have links that work and direct people to the survey
- Postcard: 4 ¼ x 11
- Facebook/social image
- Caption for social media and email blasts

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
Utility Stuffer	1/3 size of standard paper	Aly has made the stuffer	Feb. mailing (checking timing)	**stuffers were already printed, but we need to determine if link/QR code needs to be updated.



				Donelle will check with Jill about timing of mailing and about how to correspond with people who do on-line billing
Postcards to all households within Stoughton	Mailing	<b>Inkworks</b> (printing and mailing) Design - Aly Liaison: Denise	Right before survey launch; needs QR code	Flyer was sent to Inkworks. Donelle checking on timing  Inkworks said it can take up to two weeks from dropping it off at the post-office, so we will be able to get the mailer out while the survey is open.
Nors afternoon of fun	In person event—handing out half sheets	<b>Steve will follow up on details</b>	Sun Feb. 5	?
Coffee with the Mayor Jan 13	In person event—handing out half sheets	<b>Mayor Swadley</b> will put a slide and have handouts. Steve will attend and handout flyers (also with print off surveys)	Feb. event - Donelle will follow-up	Can also set up a time for assisting individuals with taking the survey
Print flyer and half sheets with QR code	Paper; full sheets	<b>Donelle</b> will talk with Mayor Swadley about getting these printed and everyone can pick up flyers for distribution at City Hall	Right before survey launch; needs QR code	<b>DONE</b>

Draft document, 12-8-2022 (Survey Planning, Outreach Calendar, Report Development)

Local businesses, restaurants, etc. downtown	Fliers and physical advertising at local community spaces	<b>Donelle and Jeff</b>	Right before survey launch; needs QR code	Done; Donelle will put up some more for second push
Chamber of commerce	Intro with link to the survey (can provide flyer as an attachment)	<b>Scott</b>		
School District	E list-serve Peach Jar	<b>Steve will send to contact and look into details</b>	Early January	Went out early Feb.
Walmart and Picknsave	Fliers	<b>Jeff</b>	Right before survey launch; needs QR code	
Library	Signage and email	Michelle will coordinate it with display right when you walk in <b>Donelle</b> will talk to Jim about email	Right before survey launch; needs QR code	Email - <b>DONE</b>
Senior Center & Senior Housing	Signage	<b>Steve</b>	Right before survey launch; needs QR code	
Meals on Wheels volunteers		<b>Steve</b>	Right before survey launch; needs QR code	Through the senior center
Assisted Living (Nazareth home, Skaalen home)	Signage	<b>Heath</b>	Right before survey launch; needs QR code	Done
City facebook page; City Quarterly publication	Social media	<b>Donelle will ask Mayor</b>	Right before survey launch; needs QR code	<b>DONE</b>
Stoughton Neighborhood	Social post	<b>Donelle will talk to Jen</b>	Right before survey launch; needs QR code	

Facebook pages				
The Hub	Print press and social media	<b>Donelle</b>		DONE
Churches	Fliers, emails, social	<b>Jen (Donelle will talk to Jen)</b>		
Sustainable Stoughton	Email, social, fliers?	<b>Sienna</b>	Done	
Sustainable Stoughton Event - Native plants talk	gathering	<b>Donelle</b>	2/18/2023	Donelle will hand out flyers and will encourage people to do survey
All committee members	Utilize their networks of members/connections	<b>Everyone</b>		
City Council Members	Share in their own social media and constituent communications	<b>Ben and reach all the committee</b>		
Utilities	Email/newsletters	<b>Done</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)	Done