

Got quorum 6:17

Donelle, Adrienne, Ben, Sienna, Kate, Lisa

Excused Rachel

Scott to be late

Heath arrived ~6:35

Communications -

Donelle and Adrienne will be having leadership meetings to plan and set agendas before meetings

Finish edits to vision statements

Scott will have a conflict with soccer games for a while, should arrive 6:45

Motion to approve minutes with correction to attendance: Lisa, second Ben

Action plan outline

For ease of reading, reorganizing objectives around goals.

Breaking down actions between municipality and community group

A few comments in support of changes to outline, none opposed

Breakout rooms

Lisa noted that materials for meeting should be included in packet.

Putting virtual post-its on boards to visualize division of labor on different tasks that have been suggested.

Breakout session 1

Group 1: Ben Donelle, Sienna

Solid waste

Group 2: Heath, Adrienne, Kate, Lisa

Energy

Suggested encouraging EV charging stations at private businesses

Breakout session 2

Group 1: Ben Sienna Adrienne Scott

Land use

Group 2: Kate Donelle Lisa Heath

Community health/education

Breakout session 3

Group 1: Lisa Heath Adrienne Sienna

Group 2: Donelle Ben Scott Kate  
Water

Group thoughts: A lot of things fell on city  
Municipal code - how to target the portions relevant to our stated actions?

Lisa: the entire zoning strategy will be up for review soon, according to CIP plan. Council members to report back with status.

Adjourn 7:35

# Vision and Goals

revisions for 9/11/23 meeting

## Energy\*

**Revised Vision Statement for Discussion:** Stoughton is *energy secure*<sup>1</sup> and considered a leader in the statewide transition to a clean energy economy. Reliable, affordable, and sustainably sourced electricity helps safeguard the city's infrastructure, property, businesses, residents, and economic growth. Community members and the city share responsibility: individuals are empowered to take personal action and city leaders are supported by the community and encouraged to take municipal-scale action.

### **Revised Goals for Discussion:**

1. Reduce greenhouse gas emissions by 80% by 2040
2. Obtain 100% of energy needs from clean and renewable sources by 2050
3. Reduce energy consumption by 40% by 2035
4. Reduce health and economic disparities with energy efficiency upgrades for low- and middle-income rental housing

### **Reducing to three Goals:**

1. Reduce energy consumption and greenhouse gas emissions. [1+3]
2. Obtain 100% of energy needs from clean and renewable sources by 2050. [2, no changes]
3. Reduce energy-related health and economic disparities. [4, minor change]

## Transportation

**Proposed New Vision Statement:** Stoughton's multi-modal transportation system reduces reliance on single occupancy vehicles and fossil fuels, reduces pollution and environmental impact, promotes livability and safety, and is easily accessible for every person.

**Heath's revised vision:** Stoughton will improve its transportation system to reduce pollution and environmental impact, and to promote safety and accessibility. The city will create a plan to design and maintain streets in a way that benefits pedestrians, bicyclists, and motorists. The transportation plan will also create opportunities for ride sharing, public transit, and a transition to more sustainable motorized vehicles.

### **Heath's revised Goals:**

1. Develop a Complete Streets transportation plan to make emissions-free transit safer and more convenient<sup>1</sup>
2. Create programs to promote walking and biking
3. Invest in alternatives to single occupancy vehicles such as ride-sharing and public transit
4. Improve electric and alternative fuel infrastructure
5. Replace internal combustion engine vehicles with hybrid, electric, and alternative fuel vehicles

### **Reducing to three Goals:**

1. Develop transportation policies<sup>1</sup> and programs to make biking, walking, and emissions-free transit more convenient, accessible, and safe. [1+2]
2. Invest in alternatives to single occupancy vehicles such as ride-sharing and public transit. [3, no changes]
3. Increase electric and alternative fuel infrastructure and vehicles. [4+5]

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<sup>1</sup> <https://smartgrowthamerica.org/what-are-complete-streets/>

## Water

**Revised Vision Statement for Discussion:** Stoughton's groundwater and surface water resources are conserved, protected, continuously restored, and advocated for. A healthy aquatic habitat is supported, and clean water is available for drinking, recreation, and fishing. Stoughton keeps harmful substances out of all water resources and works to reclaim usable land by maximizing innovative water infiltration practices.

**Scott's revised vision:**

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

**Scott recommends keeping original goals:**

1. Conserve groundwater by increasing water use efficiency and taking actions that decrease the wasteful use of water.
2. Protect groundwater from potential contaminants.
3. Protect local waters by managing surface runoff quantity and quality.
4. Manage riparian land use to protect surface water quality and enhance aquatic habitat.

**Reducing to three Goals:**

1. Implement strategies to conserve and protect the quantity and quality of groundwater. [1+2]
2. Protect local waters by managing surface runoff quantity and quality. [3, no change]
3. Manage riparian land use to protect surface water quality and enhance aquatic habitat. [4, no change]

## Solid Waste

**Revised Vision Statement for Discussion:** Stoughton's businesses, industry, institutions, and government collaborate to recirculate resources and reduce waste. Community members reduce personal consumption, prioritize sharing and reusing, properly dispose of any generated waste, and recycle or compost the rest.

**Donelle's revised vision:** Stoughton's businesses, industry, institutions, and government minimize waste through recirculation of resources and selection of products and materials that retain their value, helping to support residents in zero-waste consumerism. Community members reduce wasteful consumption, prioritize sharing and reusing, and properly dispose of any generated waste.

### **Previous Goals:**

1. Reduce wasteful consumption and overall quantity of waste generated.
2. Reduce the use of toxic products and materials that have negative impacts on environmental and human health.
3. Support the use of quality products that retain their value, usefulness and function so they can be reused and repaired.
4. Ensure systems are in place to dispose of all waste properly, including hazardous waste, recyclable materials, and compostable items.

### **Donelle's Revised Goals:**

1. Reduce wasteful consumption and overall quantity of waste generated.
2. Reduce the use of toxic products and materials that have negative impacts on environmental and human health.
3. Ensure systems are in place to dispose of all waste properly, including hazardous waste, recyclable materials, and compostable items.

## Land Use and Development\*

**Revised Vision Statement for Discussion:** Proactive planning as well as resilient and efficient land use patterns have protected and restored natural resources and habitats. Compact and mixed-use development, housing type diversity, green infrastructure, and conservation practices help Stoughton meet the needs of its growing population while preserving community character, promoting thriving businesses, and enhancing quality of life.

### **Revised Goals for Discussion:**

1. Use land more efficiently by doing the following:<sup>3</sup>
  - a. Increase the number of bicycle- and pedestrian-friendly neighborhoods and business districts.
  - b. Increase the density of housing and population while providing housing for all income levels.<sup>4</sup>
2. Protect environmentally sensitive areas by doing the following:<sup>5</sup>
  - a. Increase and maintain tree canopy.
  - b. Increase the use of native plants on public and private lands.
3. Increase the use of sustainable building practices, including net-zero and passive home design.
4. Support local sustainable agriculture through the following actions:
  - a. Encourage and promote partnerships between local producers, retail grocers, and restaurants within Stoughton.
  - b. *Encourage local groups to connect with and utilize products from local producers (Like a sort of meet and greet between local farmers and those groups?)*
  - c. *Promote health and social interaction by preserving working farmland as part of new mixed-use development*<sup>6</sup>.

### **Reducing to three Goals:**

1. Prioritize health, social interaction, and equity in all land use planning and development considerations, actions, and decisions. [4]
2. Use land and construct buildings more efficiently, ensuring access to housing for all income levels and protecting environmentally sensitive areas. [1, 2, and 3]
3. Implement local policies and strategies that enhance infrastructure resilience and quality of life for generations to come. [new]

## Community Health and Engagement\*

**Revised Vision Statement for Discussion:** Stoughton's strong ethic of sustainability is a part of life for all in our community. Residents, schools, businesses, organizations, and neighbors are empowered through learning opportunities, as well as by the city's leadership and example, to take actions that improve environmental and human health.

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

### **Reducing to three Goals:**

1. Cultivate and promote an environment in which citizens, businesses, schools, city staff, city representatives, and community groups learn about and work on sustainable practices together. [combines original 1, 2, and 3]
2. Prioritize sustainability, community perspectives, and transparency in city actions, decision-making processes, and budgets. [modifications to original 4]
3. Enhance quality of life for all with solution-focused actions, strategies, and local policies that protect community health and well-being. [revised original 5]



# Community Groups

# Overlap

# City Staff

# Actions

Continue to publicize Choose Renewables program

Identify and track BIL, IRA, EPA, etc. funding opportunities; engage with WPPI/SU to diversify energy mix

Help connect residents to knowledge about solar power, available tax credits, and Focus on Energy programs (improve accessibility)

Use ordinance to require new gas stations to support EV infrastructure

Target locations for public EV charging infrastructure

Assess city's progress toward achieving WI Governor's goals: 1) 100% carbon-free electricity for gov ops by 2050. 2) All electricity consumed is 100% carbon-free by 2050. (outside help?)

Municipal solar power project (solar on buildings - funding has been approved to keep adding)

Pass an Energy Independent Community Resolution

Establish or adopt sustainable building standards for new city facilities

Retrofit city buildings with heat pumps to reduce natural gas usage

# Community Groups

Conduct outreach to private landowners to encourage improved shoreline buffer zone management, e.g., reduced mowing and establishment of native vegetation.

Encourage use of rain gardens to infiltrate rooftop runoff from large buildings on commercial, industrial & institutional sites.

Evaluate current leaf management practices against most current technical guidance.

Encourage participation in volunteer water quality monitoring in local waterways by Stoughton residents

# Overlap

Explore ways to reduce use of road salt without compromising public safety

Provide homeowners guidance for evaluating their water use & installing water saving fixtures & replacing water so fixtures

Consider ways to mitigate the risk of groundwater contaminants from planned & existing developments & projects

Educate public about the source of its drinking water & threats to its purity

Strive to further improve construction site runoff management & erosion control.

Monitor new developments and redevelopments to ensure they do not degrade our groundwater

Encourage use of rain barrels & rain gardens among homeowners (possible redundancy w/ community)

Seek ways to decrease impervious surfaces & increase porous surfaces, including porous pavement & infiltration areas, in new developments & redevelopments.

Create, or work with community members to create, a leaf management education program.

Provide homeowners guidance for conserving water in landscape irrigation

Where possible convert stormwater management areas that currently support mowed turf, e.g., stormwater basin side-slopes & swales, to native vegetation.

Provide property owners with guidance for landscaping methods that reduce runoff & decrease contamination of runoff.

Identify ways to utilize wastewater & rainwater collection for irrigation of city-owned (does the city irrigate?) & private landscapes.

# City Staff

Review water rate structure & move incentives to use large amounts of water

Work with Dane County to implement "adaptive management" practices (through NR 217 & 216 permits) to reduce phosphorus following standards in the Rock River TMD

Encourage or require protection or establishment of native vegetation in shoreline buffer zones of new developments and redevelopments.

Assess need for well head protection area mapping & planning

Investigate all potential sources of groundwater contamination, especially old & current industrial sites & superfund sites.

Investigate ways to reduce total suspended solids & phosphorus in city stormwater below levels req. by state reg. improve street sweeping & leaf collection

Adopt rain barrel use where feasible on city properties.

Where possible, incorporate infiltration areas, like rain gardens, bioswales & pervious pavement, into reconstructed streets, terraces, parking lots and other public areas

Map riparian zones & assess current condition of shoreline buffer zones (35 feet from shore line) in the city and its extrajurisdictional jurisdiction zone.

Evaluate water loss in water distribution system & develop control program

Evaluate water use of municipal buildings & install more water saving fixtures as needed

Halt mowing (accounting for shoreline access & infrastructure maintenance needs) &, if feasible, establish native vegetation on city-owned buffer zones.

Review use of herbicides on city-owned lands that have potential to contaminate groundwater

Evaluate benefits & feasibility of having Stoughton Utilities join EPA WaterSense program.

Further reduce phosphorus from Stoughton Utilities' effluent (seems like an objective)

Further reduce other contaminants (which ones? Are there economically feasible ways to improve our treatment of wastewater?) from Stoughton Utilities' effluent.

Evaluate the need for testing city water for additional contaminants (ex: PFAS) and listing levels of contaminants in an annual water quality report

# Actions



# Stoughton Sustainability Committee

Public Participation in Sustainability Planning:  
Recommendations on Sustainability Actions, by Sector

Prepared for the Stoughton, WI  
Sustainability Committee by:

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8/2023



# Recommendations on sustainability actions, by sector

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## Executive Summary

The public participation process elicited a great number of suggestions for how the City can become more sustainable. While most of the suggestions offered were specific actions for the City itself to initiate, support, subsidize, and monitor. Still, many sustainability actions can be taken on by other sectors (private businesses, industry, developers, community anchor institutions, nonprofit organizations), as well as by individuals. The whole community was engaged in providing input to the sustainability plan, and implementation will be most successful with the involvement of the whole community.

The suggestions offered during the public participation process are summarized below in bulleted list format. The action items are sorted first by sector/actor (e.g., who coordinates or implements the action proposed), and second by issue areas. In some cases, these items are consolidated into one issue area - that of community engagement. More specific/detailed suggestions offered during the public participation process are presented in the body of the report, in table format.

### City of Stoughton

- Energy
  - Promote solar energy through financial incentives.
  - Promote energy efficiency by conducting energy audits of city buildings and supporting energy efficiency measures for new developments / affordable multi-family housing.
  - Reduce barriers for energy efficiency in new buildings by reviewing building and zoning codes for opportunities to encourage electrification and energy conservation.
- Transportation
  - Expand multi-city transportation options to reduce vehicle miles traveled.
  - Expand intra-city transportation options to address 'last mile' transportation alternatives.
  - Convert city fleet to all electric or hybrid vehicles and support development of electric vehicle charging infrastructure for community members.
  - Expand bicycle infrastructure that is safe, accessible and connected to existing infrastructure.
  - Improve pedestrian infrastructure to provide safe and connected ways to get around Stoughton.
- Land Use
  - Expand tree canopy.
  - Promote native plantings and rain gardens.
  - Preserve farmland.
  - Expand and maintain park space & open space for wildlife corridors, woodlands.
  - Establish and promote community gardens.

- **Solid Waste Management**
  - Improve understanding and practice of recycling.
  - Expand sustainable waste management by establishing electronic recycling, community-wide composting, and more frequent recycling collection.
  - Promote strategies that will reduce waste generated.
- **Water**
  - Educate community members on practices that conserve and protect water quality by hosting demonstration sites of best management practices, programs on local water bodies, and fact sheets on water conservation tips
  - Incentivize water conservation in households
  - Plan for increased stormwater management.
- **Community Engagement**
  - Develop demonstration projects to showcase best management practices in energy, water conservation, native plantings, recycling, etc.
  - Develop outreach and education programs to inform the community about the sustainability plan and updates, and provide resources and information.
  - Support ongoing community engagement efforts to develop opportunities for community action, youth engagement, and on-going conversations around sustainability.
  - Attract and support sustainable businesses through recruitment strategies and convene discussions for business to share ideas about sustainability.
- **Air Quality and Public Health**
  - Address air quality issues from industry and notify the public about proposed remedies.
  - Reroute traffic away from major industries to reduce noise and air pollution.
  - Reduce household toxins by monitoring materials that are used in new construction.

## **Industry**

- **Energy**
  - Stoughton Utilities should continue to provide and promote metering incentives, and should educate households on energy conservation and solar.
  - City and Stoughton Utilities can expand energy sources; find another energy provider to build solar installation.
  - Energy audits to find opportunities for energy conservation.
- **Solid Waste Management**
  - Showcase industries that are ahead of the game in waste reduction.
  - Set goals and indicators for waste reduction.
  - Conduct round table discussions to learn from each other.
- **Water**
  - Showcase industries that are ahead of the game in water use reduction
  - Set goals and indicators for water use reduction
  - Conduct round table discussions to learn from each other
- **Community Engagement**

- Collaborate across industries to share information, resources, and success stories.
- Develop goal/indicators for reaching targets.

### **Developers**

- **Energy**
  - Incorporate solar energy in the design process (build solar ready homes).
  - Install energy efficient appliances.
  - Design for energy efficiency; conduct regular energy audits on buildings.
- **Land Use**
  - Reduce lot size; develop 'missing middle housing'.
  - Repurpose buildings downtown.
  - Benchmarking and reporting on building efficiency.
- **Solid Waste Management**
  - Engineering design and waste stream monitoring.
  - Use pre-manufactured materials to reduce waste.
  - Use recycled & reused building materials.
- **Water**
  - Innovate for changing conditions (sump pumps, permeable surfaces, gray water recycling).
- **Community Engagement**
  - Respond to community demand for energy efficient housing, small lot sizes, etc.
  - Respond to City priorities around development and sustainability.

### **Business**

- **Energy**
  - Leadership by example: incorporate energy efficiency in buildings.
- **Solid Waste Management**
  - Restaurants, food businesses should reduce food waste and incorporate composting.
  - Group buy of recyclable containers for food products
  - Eliminate single use plastic and plastic bags
- **Community Engagement**
  - Model sustainable practices and create publicity around them.
  - Showcase and recognize businesses that are incorporating sustainable practices.

### **Nonprofit Organizations**

- **Community Engagement**
  - Collaborate with the City or Sustainable Stoughton to host educational events, demonstration projects, citizen science activities, and activities related to the focus area of the nonprofit organization.



## **Schools**

- Energy
  - Continue to emphasize energy efficiency in existing school buildings
  - Design new school buildings to incorporate solar energy
- Transportation
  - Establish and promote use of safe transportation alternatives (that are not driving).
  - Explore Federal funding for EV buses.
- Land Use
  - Establish natural areas, food gardens, and/or pollinator/native gardens on or near school grounds.
- Solid Waste Management
  - Develop composting programs for food waste reduction.
- Water
  - Demonstration rain garden and rain barrels at schools for education and for use in landscapes/gardens.
- Community Engagement
  - Educate students about sustainability; increase student & teacher involvement in clubs that address sustainable living and climate action.
  - Form partnerships among the school district, community organizations, and environmental groups.
  - Use schools for community education and demonstration of sustainable practices.

## **Anchor Institutions**

- Community Engagement
  - Organizations such as the Chamber of Commerce and the Downtown Business Association can put sustainability at the forefront of their efforts, and support local businesses with information and resources for energy efficiency, energy audits, waste reduction,
  - Anchor Institutions with a facility can lead through modeling of energy efficiency and sustainable practices.
  - The [Innovation Center Stoughton](#) can be a center for hands on learning, prototype testing, and sharing resources.
  - Community events, such as Syttende Mai, can be showcases of sustainable event planning.

## **Individuals**

- Energy
  - Rooftop solar to generate energy used by the home.
  - Conserve energy through practices that reduce energy use.
- Transportation
  - Reduce vehicle miles traveled by biking or busing to destinations.
  - Drive an EV vehicle.

- Land Use
  - Plant shade trees, native gardens, wildlife habitat on individual property.
- Solid Waste Management
  - Compost food waste.
  - Reduce, repurpose, reuse, recycle.
- Water
  - Conserve water by reducing use.
- Community Engagement
  - Engage in community organizations and ecoteams that promote sustainability.
  - Work toward cultural shift to reduce consumption habits, and talk with others about these issues.

## Introduction

### Overview of the public participation process

The Stoughton Sustainability Committee began meeting in August, 2021. The purpose of the committee was to develop a sustainability plan for the City. The committee met monthly to learn about how the City has been addressing sustainability, what other cities were doing, and to develop a process by which to create a sustainability plan.

The committee prioritized community input, and contracted with UW-Madison Division of Extension Dane County to guide the public input process. The 'pre-plan development' public input process consisted of three different methods:

- An in-person dialogue on sustainability (9/21/2022, with over 60 people in attendance);
- A community-wide survey (garnering over 560 responses); and
- A series of focus groups with specific audiences that would have a hand in implementation (a total of 5 focus groups were held, with a total of 29 participants)

There will be additional public participation after the report is released and approved.

### Sustainability suggestions

Throughout the public participation process, we heard a great number of suggestions for how the City can become more sustainable. While most of the suggestions offered were specific actions for the City to initiate, support, subsidize, and monitor, many others were actions that can be taken on by other sectors, including private businesses, industry, developers, community anchor institutions, nonprofit organizations, and individuals. We've gone through the records from the public dialogue, the survey, and the focus groups to tease out what actions were suggested for specific actors. Not all of these suggestions are feasible, and some are low impact. It is up to the committee to determine which suggestions become recommendations in the sustainability plan.

Of note is that the City can't (and shouldn't) do it all. We are at an 'all hands on deck' moment, where everyone has an opportunity to make a difference by adopting sustainable behaviors that reduce greenhouse gas emissions and cut back on waste and wasteful practices. Individuals can be involved at all levels, becoming sustainability champions in their homes, neighborhoods, schools, businesses, and places of employment. Individuals are also the bedrock of government, and can be involved as committee members or elected officials.

## Who does the Action: City Government

Topic Area	Select Comments/Concerns
Energy	<ul style="list-style-type: none"> <li>● Expand solar on municipal buildings and facilities</li> <li>● Promote solar energy by providing:               <ul style="list-style-type: none"> <li>○ Financial incentives to businesses, industry, and households</li> <li>○ Support for solar installation on school buildings and other large (viable) structures</li> <li>○ Incentives for energy efficiency, solar rooftop, and electrification for new buildings</li> <li>○ Infrastructure for solar powered charging stations for electric vehicles</li> </ul> </li> <li>● Conduct life cycle analysis of solar on buildings (understand production and disposal of solar panels); develop means to recycle components</li> <li>● Energy efficiency:               <ul style="list-style-type: none"> <li>○ Assessment of city lighting</li> <li>○ City/RDA support for energy efficiency measures for affordable multi-family housing</li> <li>○ Examine zoning policies to eliminate those policies that discourage sustainability practices</li> <li>○ Reduce fees/charges for developers who build sustainably and incorporate energy generation in new buildings</li> </ul> </li> <li>● Energy audits for city buildings; establish benchmarks for improving energy efficiency</li> <li>● Review building and zoning codes for opportunities to encourage electrification and energy conservation</li> <li>● Use non-financial incentives, recognition, social media publicity to reward developers and businesses that are building sustainably and using sustainable practices.</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>● Expand multi-city transportation options:               <ul style="list-style-type: none"> <li>○ Plan for and invest in current and future infrastructure (e.g., park and ride, train, trolley)</li> <li>○ Encourage the development of ride share programs</li> <li>○ Support employer/employee transportation programs</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Explore partnership with Madison metro for bus route to/from Stoughton</li> <li>● Expand intra-city transportation options: <ul style="list-style-type: none"> <li>○ Establish a Park and Ride and develop a City/employer partnership to address 'last mile' transportation alternatives</li> <li>○ Explore a city trolley, extended bus routes, and affordable cab service</li> <li>○ Promote reduction of car use by making downtown car free during festivals and on occasional weekends</li> </ul> </li> <li>● Convert City fleet to all electric or hybrid electric</li> <li>● Support development of electric vehicle charging infrastructure</li> <li>● Expand bicycle infrastructure <ul style="list-style-type: none"> <li>○ Develop connector bike paths and lanes</li> <li>○ Prioritize pedestrian and bicycle safety</li> <li>○ Develop more bike paths to outlying communities &amp; to Madison</li> <li>○ Increase the connectability of cycling routes, especially through the industrial area</li> <li>○ Provide programs that make biking more affordable (bike maintenance support, bike rental)</li> <li>○ Establish safe bike routes to and from Stoughton Schools</li> </ul> </li> <li>● Improve pedestrian infrastructure: <ul style="list-style-type: none"> <li>○ Prioritize pedestrian safety, with crosswalks and night-time lighting</li> <li>○ Expand sidewalks and pedestrian pathways</li> <li>○ Work on connectivity with existing paths</li> </ul> </li> <li>● Explore alternatives to salting roads and sidewalks</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>● Land use planning <ul style="list-style-type: none"> <li>○ Avoid wasteland of big-box stores, paved parking lots, and cheap construction</li> </ul> </li> <li>● Expand tree canopy <ul style="list-style-type: none"> <li>○ Maintain terrace tree plantings</li> <li>○ Preserve &amp; increase trees in parks</li> <li>○ Host educational programs</li> <li>○ Assess/revise current tree policies for housing developments, new construction, homeowners</li> <li>○ Bury wires and use alternatives to asphalt to help promote tree growth</li> <li>○ Promote trees in public spaces by providing tax incentives for maintenance and planting.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● Promote native plantings <ul style="list-style-type: none"> <li>○ Educate residents about the benefits of native plants</li> <li>○ Plant native grasses in the terraces</li> <li>○ Encourage converting lawns to native grasses <ul style="list-style-type: none"> <li>■ Change the noxious weed ordinance and restrictions on grass length</li> <li>■ Host a grant program or tax credit to support conversion of lawn to native plantings</li> </ul> </li> <li>○ Partner with a nonprofit or with Dane County Parks on a native plant sale</li> </ul> </li> <li>● Farmland preservation <ul style="list-style-type: none"> <li>○ Determine priority areas for farmland preservation</li> <li>○ Connect farmers with Dane County Land &amp; Water Resources Department to install BMPs that reduce soil erosion</li> </ul> </li> <li>● Establish/promote community gardens and rainwater catchment gardens</li> <li>● Expand and maintain park space &amp; open space for wildlife corridors, woodlands; <ul style="list-style-type: none"> <li>○ Promote natural areas restoration under terminology “conservation of natural resources”</li> </ul> </li> </ul>
<p>Solid Waste Management</p>	<ul style="list-style-type: none"> <li>● Improve understanding and practice of recycling <ul style="list-style-type: none"> <li>○ Public education campaign in partnership with John’s</li> <li>○ Reuse urban trees that are removed</li> <li>○ Establish a ‘Reuse page’ or ‘Free-cycle page’ for community members to post items that they do not want anymore</li> <li>○ Use Syttende Mai as an opportunity to educate and increase the amount of recycling at the event (go for zero waste).</li> </ul> </li> <li>● Expand recycling through the City <ul style="list-style-type: none"> <li>○ Establish fines or fees for entities who do not recycle</li> <li>○ Connect with Marc Inc. to assist with sorting recyclable materials</li> <li>○ Partner with File 13 in Madison to recycle electronic waste</li> <li>○ Provide incentives to larger entities for recycling</li> <li>○ Establish a centralized collection place for metal, food waste, and clothing swaps.</li> <li>○ Ban on single use plastics and requirements for recycling</li> <li>○ Host a Clean-Sweep for hazardous waste collection</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Establish community drop-off sites to recycle items that cannot be collected curbside such as batteries and appliances</li> <li>○ Recycle construction waste</li> <li>○ Work with businesses on waste audits</li> <li>○ Provide rebates to homeowners and businesses that use sustainable materials such as metal roofs</li> <li>● Community-wide composting <ul style="list-style-type: none"> <li>○ Food waste and yard waste collection</li> <li>○ Curbside collection</li> </ul> </li> <li>● Expand waste management <ul style="list-style-type: none"> <li>○ Pick up recycling weekly</li> <li>○ Promote recycling collection in multi-family units</li> <li>○ Discourage plastic bag use and single-use plastic packaging</li> <li>○ Provide site for shredding sensitive papers</li> <li>○ Develop and promote system for recycling electronics</li> </ul> </li> </ul>
Water	<ul style="list-style-type: none"> <li>● Demonstration &amp; Education projects <ul style="list-style-type: none"> <li>○ Include rain barrels and rain gardens at parks or public places with signage to teach about the benefits of these practices.</li> <li>○ Publish fact sheet with strategies homeowners can put in place to conserve water</li> <li>○ Educate on the process of wastewater treatment and how it relates to the vision and goals of the Committee</li> <li>○ Inform the community about Millpond and the effect taking out the dam will have on local wildlife and water quality</li> </ul> </li> <li>● Incentivize water conservation <ul style="list-style-type: none"> <li>○ Host a competition (households, neighborhoods) to decrease water use.</li> <li>○ Provide incentives for residents to purchase water saving toilets and on-demand hot water heaters.</li> <li>○ Provide tax incentives for developers to install stormwater BMPs</li> </ul> </li> <li>● Planning for increased stormwater management</li> <li>● Study the potential environmental repercussions of removing the Fourth St. Dam</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Demonstration projects <ul style="list-style-type: none"> <li>○ Businesses and community organizations, in partnership with the City, can model sustainable</li> </ul> </li> </ul>

	<p>practices (in energy, water conservation, land practices, recycling, etc.)</p> <ul style="list-style-type: none"> <li>● Outreach &amp; Education <ul style="list-style-type: none"> <li>○ Develop an information packet for new families, new businesses, and visitors with information about Stoughton’s sustainability plan and ongoing initiatives</li> <li>○ Public education campaign; provide information on resources available to the community</li> </ul> </li> <li>● Updates on progress <ul style="list-style-type: none"> <li>○ City Sustainability Committee: continue to report on actions of the committee and progress being made by the City</li> <li>○ City departments benchmark progress toward goals (using indicators)</li> </ul> </li> <li>● Ongoing Engagement Efforts <ul style="list-style-type: none"> <li>○ Engage youth in deliberation and decision-making</li> <li>○ Develop opportunities for community action beyond education programs</li> <li>○ On-going sustainability conversations</li> </ul> </li> <li>● Sustainable business recruitment and retention <ul style="list-style-type: none"> <li>○ Provide ‘green incentives’ to attract and support sustainable businesses</li> <li>○ Convene round table discussions for businesses to share ideas about how to implement sustainability measures</li> </ul> </li> </ul>
Air Quality & Public Health	<ul style="list-style-type: none"> <li>● Remove the Uniroyal Plant or move it to the Industrial Park; residents are concerned about toxins, smells, and particulate matter in the downtown and residential areas</li> <li>● Monitor toxins and particulate matter from the Uniroyal Plant and Stoughton Trailers</li> <li>● Reroute trucks and heavy traffic away from downtown to reduce noise and air pollution; consider restrictions on vehicle idling</li> <li>● Consider monitoring materials used in construction of new buildings to reduce household toxic chemicals</li> </ul>

### Who does the Action: Industry & Utilities

Topic Area	Select Comments/Concerns
Energy	Stoughton Utilities efforts might include:

	<ul style="list-style-type: none"> <li>○ Promote on-peak/off peak metering; provide metering incentives</li> <li>○ Work with landowners to establish wind turbines</li> <li>○ Conduct energy conservation education programs for households. Specific program topics: <ul style="list-style-type: none"> <li>■ How to find and evaluate contractors</li> <li>■ How to est. a buy-back from utility</li> <li>■ Financial incentives available for energy conservation</li> <li>■ Is solar right for me?</li> </ul> </li> <li>○ Make it easier for homeowners to install solar (collaborate with the City)</li> <li>● The City and Stoughton Utilities should look for another energy provider or put up their own solar facility, with or without WPPI</li> <li>● Industries can set energy use reduction targets and work toward renewable energy sources</li> <li>● Energy audits to find opportunities for energy conservation</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Showcase industries that have reduced their waste to provide examples for other industries</li> <li>● Industries can set goals for waste reduction, recyclable packaging, emissions reductions, and water use reduction and put together a plan to realize these goals</li> </ul>
Water	<ul style="list-style-type: none"> <li>● Showcase industries that have reduced their water use to provide examples for other industries</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Round table discussions where industries can learn from each other</li> <li>● Collaboration across industries, to learn from each other, share ideas, and support sustainability initiatives across the whole industry sector.</li> </ul>

**Who does the Action: Developers**

<b>Topic Area</b>	<b>Select Comments/Concerns</b>
Energy	<ul style="list-style-type: none"> <li>● During design process, consider incorporating solar</li> <li>● Build with solar rooftop</li> <li>● Commit to building energy efficient homes powered with electricity <ul style="list-style-type: none"> <li>○ Build homes that rooftop solar ready</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>○ Install energy efficient appliances</li> <li>● Increase tree cover in new developments</li> <li>● Conduct energy audits with 3rd party vendor</li> <li>● Cooperative buying of appliances (e.g., heat pumps) for cost savings</li> <li>● Use private and public money to reduce costs</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>● Develop more 'mixed-use' and 'missing middle' developments (multi-family housing with smaller footprint)</li> <li>● Rethink/ repurpose buildings downtown</li> <li>● Benchmarking and reporting about building efficiency, especially for new buildings</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Engineering design and waste stream monitoring can be utilized to reduce lumber loss; less waste/cost</li> <li>● Premanufacturing of wood systems in housing (unit built off-site and assembled on-site) to reduce materials waste</li> <li>● Source energy efficient windows and appliances from Habitat for Humanity ReStore</li> </ul>
Water	<ul style="list-style-type: none"> <li>● Within new developments, consider the need for sump pumps (with anticipated increased rainfall) and pervious/permeable surfaces for sidewalks</li> <li>● Commercial gray-water</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Developers will respond to community demand; residents need to make their priorities known to developers (advocacy for energy efficiency, smaller homes and lot sizes, etc.)</li> <li>● Housing Task Force and/or housing plan can emphasize energy generation and efficiency plus sustainability as community priority</li> </ul>

**Who does the Action: Businesses (local, entrepreneurs)**

Topic Area	Select Comments/Concerns
Energy	<ul style="list-style-type: none"> <li>● Leadership by example - businesses showcase energy conservation practices for their own businesses</li> <li>● Technology and innovation companies <ul style="list-style-type: none"> <li>○ Explore development of new technologies such as solar cells as roofing</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Provide training for workers in expanding sectors (solar, wind, electrical)</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Incorporate strategies that reduce waste</li> <li>● Restaurants can sign a community promise to reduce food waste</li> <li>● Restaurants can charge customers for single-use take-out containers, or find alternatives</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Demonstration projects <ul style="list-style-type: none"> <li>○ Businesses and community organizations, in partnership with the City, can model sustainable practices (in energy, water conservation, land practices, recycling, etc.)</li> </ul> </li> <li>● Showcasing and recognition: <ul style="list-style-type: none"> <li>○ The Chamber of Commerce and/or the Downtown Business association can develop an awards program to highlight and promote businesses that are making sustainable choices</li> </ul> </li> </ul>

**Who does the Action: Nonprofit Organizations**

Topic Area	Select Comments/Concerns
Energy	<ul style="list-style-type: none"> <li>● Energy NGOs can come to the community for education programs</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>● Establish bike rental or bike share programs; make bike repair more readily accessible</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>● Coordinate a garden tour throughout Stoughton that displays lawns that were converted to native grasses</li> <li>● Host educational programs on lawn care, gardening, native plant gardens, etc.</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Host educational programs that teach skills like mending, composting, and recycling</li> <li>● Host fix-it clinics to keep materials out of landfills</li> <li>● Establish maker-spaces to repurpose materials that would go to the landfill</li> </ul>
Water	<p>Topics within groundwater education should include:</p> <ul style="list-style-type: none"> <li>● Where Stoughton gets its water from</li> </ul>

	<ul style="list-style-type: none"> <li>● The safety of Stoughton’s water</li> <li>● Recharge areas for municipal wells</li> <li>● Education on municipal wells vs private wells and any plans to drill more municipal wells</li> <li>● Actions that homeowners can take to conserve and protect groundwater like rain barrels, rain gardens, and low flush toilets</li> <li>● Millpond Dam concerns, and if removing it will affect Stoughton's groundwater</li> <li>● Educate and provide resources to the community about rain barrels. <ul style="list-style-type: none"> <li>○ Demonstrate use of rain barrels at community gardens</li> <li>○ Youth groups could paint the rain barrels so they are attractive</li> </ul> </li> <li>● Engage the community through a service day where community members clean storm drains of leaves</li> <li>● Support citizen science for stream monitoring and aquatic invasive species detection (there are many state and regional programs to link to in this effort)</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Nonprofit organizations and educational institutions could provide free classes on how to engage sustainability at the household level</li> <li>● Collaboration of nonprofit organizations with the City and other entities to coordinate programs</li> <li>● Establish Resident science projects; residents can be involved in collecting data about water quality, natural areas, heat islands, etc.; Engage residents in understanding the issues and taking care of resources</li> </ul>

### Who does the Action: Schools

Topic Area	Select Comments/Concerns
Energy	<ul style="list-style-type: none"> <li>● Continue focus on energy efficiency <ul style="list-style-type: none"> <li>○ LED lighting, occupant sensors, HVAC remodel; working with Focus on Energy</li> <li>○ Referendum will fund solar panels and energy efficient windows (in HS)</li> </ul> </li> <li>● Prioritize energy efficiency in any new buildings or building rehabs</li> <li>● New buildings: design for solar and energy efficiency</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>● Students need safer transportation alternatives <ul style="list-style-type: none"> <li>○ Trolley within Stoughton</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Safe bike lanes</li> <li>○ Partnership with B-cycle, bike giveaway &amp; maintenance programs so that all students have access to bikes</li> <li>● Install an EV charging station at the school (for demonstration and teacher/student use)</li> <li>● EV buses: explore Federal funding (special program for school buses)</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>● All schools should have natural areas, food gardens, and/or pollinator/native gardens</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Reducing food waste is an opportunity and a priority <ul style="list-style-type: none"> <li>○ Referendum allows for upgrade of cafeteria infrastructure for food waste collection</li> <li>○ Schools need assistance with food waste composting</li> </ul> </li> <li>● Schools could teach recycling, composting, and establish gardening programs.</li> </ul>
Water	<ul style="list-style-type: none"> <li>● Water conservation efforts <ul style="list-style-type: none"> <li>○ Demonstration rain garden and rain barrels at schools</li> <li>○ Involve the high school and youth-led community groups to assist with creating outreach materials and programs about water conservation</li> <li>○ Youth can also educate family members</li> </ul> </li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Educating students about sustainability is a priority and will have long-term payoff; incorporate sustainability education into all subjects</li> <li>● Find ways to increase student interest in sustainability club; teacher involvement; community partnership</li> <li>● Partnerships between community organizations, the school district and environmental clubs would provide opportunities for youth to implement sustainability practices within the school and the community</li> <li>● Schools would be a great locus for teaching, learning and initiating sustainability actions to the whole community</li> </ul>

### **Who does the Action: Anchor Institutions**

Topic Area	Select Comments/Concerns
Energy	<ul style="list-style-type: none"> <li>● Chamber of Commerce &amp; Downtown Business Association can encourage small business owners to</li> </ul>

	<p>find energy efficiency measures for their buildings</p> <ul style="list-style-type: none"> <li>○ Educational sessions on energy efficiency</li> <li>○ Support for energy audits</li> <li>○ One source 'go-to' for information on contractors, energy efficiency, and sustainability measures</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>● Anchor institutions can be sites for EV Charging stations</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Make Syttende Mai and other events zero waste events <ul style="list-style-type: none"> <li>○ Explore bulk purchase of compostable to-go containers that are Stoughton branded</li> <li>○ Explore opportunities to deal with food waste (example, Green Box Composting)</li> <li>○ Recruit volunteers to help separate recycling, compostable materials, from garbage</li> </ul> </li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● City, business, and community organizations should lead through modeling of sustainable practices.</li> <li>● Opportunities for hands-on learning would encourage residents to repurpose items (perhaps at the proposed <a href="#">Innovation Center Stoughton</a>)</li> <li>● There is a great deal of room for collaboration between and among the City, the School District, the Chamber of Commerce, the Downtown Business Association, and nonprofit organizations in promoting sustainability awareness and engagement</li> <li>● Stoughton already has very popular community events, such as Syttende Mai. A great starting point for the community would be to engage all entities mentioned above to make this event sustainable. As Syttende Mai attracts visitors from near and far, this would also serve to have Stoughton set an example for other communities.</li> </ul>

## Who does the Action: Individuals

Topic Area	Select Comments/Concerns
Energy	<ul style="list-style-type: none"> <li>● Conserve energy <ul style="list-style-type: none"> <li>○ Hang laundry to dry instead of using the clothes dryer</li> <li>○ Programmable thermostat</li> <li>○ Replace appliances (only when necessary) with more energy efficient options.</li> </ul> </li> <li>● Generate energy</li> </ul>

	<ul style="list-style-type: none"> <li>○ Rooftop solar</li> <li>○ Rural neighbors may have capacity to install wind turbines</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>● Switch to an electric vehicle</li> <li>● Reduce vehicle miles traveled and encouraging bicycling and walking for shorter trips</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>● Establish a native plant garden</li> <li>● Plant shade trees</li> </ul>
Solid Waste Management	<ul style="list-style-type: none"> <li>● Reuse, repurpose, rehome appliances and goods</li> <li>● Home composting of yard waste and food waste</li> <li>● Learn proper recycling</li> </ul>
Water	<ul style="list-style-type: none"> <li>● Low-water landscaping</li> <li>● Replace toilets with low-flush models</li> <li>● Harvest rainwater and gray water for use in gardens</li> <li>● Shorten showers</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>● Work toward cultural shift in consumption habits (simpler living, low-tech options, change expectations about travel, size of home, etc.)</li> <li>● Neighborhood eco-teams to share knowledge and encourage less purchasing/more sharing</li> <li>● Engage with Sustainable Stoughton or other organizations that promote sustainability</li> <li>● Run for office under a sustainability platform</li> <li>● Become engaged in City committees</li> </ul>

## Task Breakdown Timeline

### **8/28 meeting**

1. Categorize actions by responsible party - breakout sessions
2. Discuss Action Plan outline, including how goals and actions will be presented per focus area - committee discussion

### **9/11 meeting**

3. Communications: move 10/9 meeting to 10/2?
4. Discussion: finalizing vision statements and consolidating goals
5. Discuss latest report from Sharon
  - a. Responsibility and the breakdown of "community groups"
    - i. Who is the plan being written for?
    - ii. Exploring need for a sustainability coordinator
  - b. Assign for 9/25: Add actions to your focus area's jamboard that are identified in the report but not in current actions
6. Review timeline/task forecasting; brainstorm additional tasks

### **9/25 meeting - short check-in meeting to divvy up tasks**

7. Assign: Research potential cost of a sustainability coordinator
8. Assign: Assess opportunities for amending ordinances so we have examples (aim for one example per focus area) for future working meeting with Plan Commission representatives

### **10/2 meeting (if rescheduled from 10/9) - invite Mayor, one planning/development staff member, and one non-staff Plan Commission member**

9. Max. 30 minutes: Talk with mayor about responsibilities for implementing the plan
10. Approx. 60 minutes: Working meeting with two Plan Commission representatives (one staff, one council)
  - a. Goal: Augment actions with local policy recommendations (following assessment of ordinances and identification of opportunities for possible amendments)
  - b. Timeline for ordinance updates under CIP and working with the consultant (how to make sure sustainability is considered throughout that process?)

### **10/23 meeting - invite Sharon to attend**

11. Sharon attends to discuss ideas for sharing the plan with the public (when? how? etc.)

## Future tasks to be mapped onto future meetings

1. Goals
  - a. Finalize consolidation/simplification of goals (3 goals per focus area)
2. Objectives/Indicators
  - a. Agree on criteria for defining objectives/indicators
  - b. Further develop objectives/indicators
  - c. Ensure consistency across all focus areas
  - d. Organize objectives/indicators under goals
  - e. Finalize objectives/indicators
3. Actions
  - a. Augment actions with local policy amendment opportunities
  - b. Remove action redundancies across focus areas
  - c. Categorize actions by feasibility/impact (matrix)?
    - i. Keep only actions with reasonable feasibility and potential for positive impact
  - d. Assign remaining actions/responsibilities
    - i. City (adopted by council, staff implements)
      1. Utilities included
    - ii. Community Groups (considering how the city will engage and/or work with these groups)
      1. Industry, businesses, developers
      2. School District
      3. Nonprofit orgs, anchor institutions
      4. Individuals
  - iii. Assess need for a sustainability coordinator**
  - e. Organize actions under goals
  - f. Create “governing” implementation table (appendix) with ALL actions
  - g. Finalize first draft of the action plan
4. Whole Plan
  - a. Finalize outline for the whole plan
  - b. First draft of the plan’s Introduction
  - c. Integrate DEIA throughout the entire plan
  - d. Finalize first draft of the whole plan
5. City staff/representative feedback?
  - a. When the action plan draft is finalized or when the whole plan is finalized?
  - b. Taking what approach?
6. Sharing the plan with the public?
  - a. When?
  - b. How?