OFFICIAL NOTICE AND AGENDA

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

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

Date/Time: **Monday, November 21, 2022 @ 6:00 p.m.**

Location: The meeting of the Sustainability Committee will be conducted virtually.

Via Zoom: Join the meeting from your computer tablet or smartphone:
https://us06web.zoom.us/j/85100776841?pwd=d01rbGlvVkRoTjJ5aEhkdkp1Y2FMUT09
Meeting ID: 851 0077 6841
Passcode: 682556
One tap mobile
+19292056099,,85100776841#,,,,*682556# US (New York)
+13017158592,,85100776841#,,,,*682556# US (Washington DC)

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

Guests: Michelle Probst, Alyssandra Scanlon and Sharon Lezberg

Item # AGENDA

1. Call to Order
2. Land Acknowledgment
3. Communications
4. Approve November 7 Minutes

NEW BUSINESS

1. Library Display – Michelle and Aly
2. Community Survey
   - Discuss Survey Draft, esp. Improvements section – Sharon
   - Proposal – Reaching out to Dept. Directors – Donelle
   - Update on outreach materials – Denise and Aly
   - Next Steps
3. Discuss idea – City Staff Survey – see Sun Prairie Sustainability Report p. 32

FUTURE AGENDA ITEMS

4. Adjournment

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

Find your local number: https://us06web.zoom.us/u/km4p9ML73

Donelle, Ben, Scott, Denise, Steve, Heath
Excused Jeff, Rachel, Jen

Guests:
Sienna S - has applied to join the committee
Kristin Runge
Sharon Lezburg
Alyssandra Scanlon - Senior at UW studying business & sustainability
Student intern helping with the project until december

Land acknowledgement - Acknowledging grief for loss when Ho-Chunk people were forced out, and gratitude that it was not a total loss.
Deer-breeding moon and Deer-pawing moon are the Ho-chunk descriptions for this time of year

Communications
Ben shared that there will likely be a park named after the Ho-Chunk word for lake Kegonsa, Na-Sa-Koo or Nasakoochatela

Approving minutes
Ben moves, Denise second
Approved unanimously

Community Survey

Sharon: Proposing to delay the launch to Jan 9
Post card could be designed and sent out, would depend on our budget and fund allocation

Denise: Council would be more interested in city limits responses

Agreement on new timeline

Discussed outreach strategies

Trying to get results from people who commute to town

IP address is attached to survey and can try to filter out someone trying to submit multiples

Went through survey as a group to fine tune and cut length

Lost Steve around 6:30

Homework - send opinions on cuts/edits to p. 8 and 9 to Sharon and Kristin. Details to follow.

Ben and rachel to follow up on TIF policy. Who is in charge? What policy do we have?

Scott moves to adjourn, denise second.
Adjourn 7:56

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:

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Please continue to next page →

Personal Experiences & Relationship to Local Environment

Personal1. Please think about a typical year. Weather permitting, how often do you do the following activities in Stoughton or the surrounding area?

(Please place an X or ✓ over the circle that corresponds with your answer)

	Never	Not very often	Several times a year	At least once a month	Weekly or more
Go to a local park	○	○	○	○	○
Walk or bike within the city	○	○	○	○	○
Hike, bike, or walk on a trail or route	○	○	○	○	○
Spend time on the water	○	○	○	○	○
Go to a state park, county park, or other natural area	○	○	○	○	○
Go hunting or fishing	○	○	○	○	○

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	○	○	○	○	○
Increasing native habitat	○	○	○	○	○
The health of local lakes, rivers	○	○	○	○	○
The health of local groundwater	○	○	○	○	○
Creating an environmentally sustainable community	○	○	○	○	○
Creating an economically sustainable community	○	○	○	○	○
Creating a fair community where everyone has opportunities	○	○	○	○	○
Concentrating development in the urban area	○	○	○	○	○

Please continue to next page →

Personal Sustainability Behaviors

PSB1. How often do you do the following, if you do these things at all?

	Never	Rarely	Sometimes	Frequently	Always
Sort waste for recycling	○	○	○	○	○
Unplug or turn off electronic devices when not in use	○	○	○	○	○
Walk or bicycle for transportation instead of using a car	○	○	○	○	○
Use ride share or carpool to work or events	○	○	○	○	○
Clear grass clippings or fallen leaves from street gutters	○	○	○	○	○
Compost food or yard waste	○	○	○	○	○

PSB2. During the summer months, how often do you do the following, if you do these things at all?

	Never	Rarely	Sometimes	Frequently	Always
Water your lawn	○	○	○	○	○
Allow the lawn to go dormant when rain is scarce	○	○	○	○	○
Use the air conditioning in your house	○	○	○	○	○

PSB3. During the winter months, how often do you do the following, if you do these things at all?

	Never	**Rarely**	**Sometimes**	**Frequently**	**Always**
Turn down the heat in the house down at night	○	○	○	○	○
Use salt on icy sidewalks	○	○	○	○	○

Please continue to next page →

PSB4. The following are one-time or few-time efforts or activities that some people have undertaken. Have you done any of these, or thought about doing any of these things?

	Have not done this and am not likely to do so	Might do this	Have plans to do this	Have done this already	Does not apply
Planted a tree near your house in order to reduce cooling bills in the summertime	○	○	○	○	○
Installed a "smart" thermostat or programmable thermostat	○	○	○	○	○
Replaced regular light bulbs with LED or compact fluorescent light bulbs	○	○	○	○	○
Conducted a home energy audit	○	○	○	○	○
Improved your home's insulation	○	○	○	○	○
Installed a low-flow shower head, water faucet, or toilet	○	○	○	○	○

~~Improvements~~

In this next section we would like your opinion on areas within the City of Stoughton that may be changed or improved as part of the work to create a more sustainable community

DRAFT

Please continue to next page →

Energy and Carbon Reduction

Regardless of how much you or someone in your household would use the following, how important is it that we try to include these things in community improvements as we look for ways to become a more sustainable community?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Install solar panels on city property (facilities, parking lots, park shelters)	○	○	○	○	○
	○	○	○	○	○
Implement on-peak and off-peak metering for electricity use to reduce household energy costs and encourage off-peak use	○	○	○	○	○
Require energy efficient building standards for Stoughton Redevelopment Authority (RDA) housing	○	○	○	○	○
Provide financial incentives to developers to go above state energy efficient building standards	○	○	○	○	○
Increase grants and rebate programs to homeowners for improving energy efficiency	○	○	○	○	○
Transitioning to dark sky street lighting	○	○	○	○	○

Land Use and Development

Regardless of how much you or someone in your household would use the following, how important is it that we try to include these things in community improvements as we look for ways to become a more sustainable community?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Promote mixed-use developments that include both housing and business	○	○	○	○	○
Review ordinances and land use plan to promote increased density by allowing smaller lots, accessory units, and more multi-family units	○	○	○	○	○
Amend the comprehensive plan to allow a larger fraction of multifamily housing units	○	○	○	○	○
Find ways to promote more in-fill and re-use of existing buildings	○	○	○	○	○
Plant shade trees in public parks & terraces	○	○	○	○	○
Establish native prairie or oak savanna restoration in city parks	○	○	○	○	○

Transportation

Regardless of whether you or someone in your household would use these things, how much would you support or oppose the following?

Please continue to next page →

	Strongly Oppose	Oppose	Not sure	Support	Strongly Support
Public transportation (such as a bus service) between Stoughton and other communities	○	○	○	○	○
Park and Ride for ride sharing to Madison	○	○	○	○	○
Electric vehicle charging stations at various locations in the City	○	○	○	○	○
Safe bicycle paths and lanes that connect residences to shops, employers, and schools	○	○	○	○	○
Bicycle lanes in some city streets	○	○	○	○	○
City 'no idling' policy to reduce emissions and improve air quality	○	○	○	○	○
Intra-city transportation options such as Main Street bus trolly or city-wide ride share program	○	○	○	○	○

Water

Regardless of whether you or someone in your household would use these things, how much would you support or oppose the following?

	Strongly Oppose	Oppose	Not sure	Support	Strongly Support
Installation of rain gardens in terraces during street reconstruction projects	○	○	○	○	○
Provide incentives to convert lawns to native grasses as a storm-water management practice	○	○	○	○	○
Establishment of stormwater ponds in new developments	○	○	○	○	○
Feasibility study to identify permeable surface alternatives to sidewalks, driveways, and parking lots	○	○	○	○	○
Provide incentives for developers to incorporate stormwater management practices and water infiltration design features in new developments	○	○	○	○	○

Solid Waste Management

Regardless of how much you or someone in your household would use the following, how important is it that we try to include these things in community improvements as we look for ways to become a more sustainable community?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Work with businesses and organizations to reduce waste	○	○	○	○	○
Explore the feasibility of a community wide composting program	○	○	○	○	○
Support the school district in reducing food waste	○	○	○	○	○

Please continue to next page →

Expand efforts to educate the public about proper recycling	○	○	○	○	○
Develop incentives for recycling for larger organizations and companies	○	○	○	○	○
Explore opportunities for materials reuse in construction	○	○	○	○	○

Transportation, Schools & Employment Barriers

Transport1. Which best describes your employment situation right now?

Employed or looking	Unemployed	Self Employed	Retired	Homemaker	Student	Disabled	Other
○	○	○	○	○	○	○	○

Transport2. About how far do you live from your current or most recent employer?

Less than one mile	1-5 miles	6-10 miles	11-20 miles	21-30 miles	More than 30 miles
○	○	○	○	○	○

Transport3. How often, if at all, are you able to do your job from a remote location?

Never	Rarely	Occasionally	Frequently	Always
○	○	○	○	○

Transport4. Which of the following, if any, are available at your workplace?

Carpool or ride share program	Bus stop or other public transportation	Bicycle parking	Electric vehicle charging stations	Free parking during work hours
○	○	○	○	○

Transport5. Do you have children at home, either full time or part time? If so, which ages are they? (Please check all that apply)

I do not have children at home	Infant – Pre-School	Elementary School Age	Middle School Age	High School Age
○	○	○	○	○

Transport6. Thinking of your school age children, on a typical good weather day, how do they get to school in the morning?

Walk or bike	Ride a school bus	Carpool with another family	Parent or guardian drives	They drive themselves or ride with friends
○	○	○	○	○

Transport7. After school, do they come straight home, go to after school care, go to extra-curricular activities, or somewhere else?

Please continue to next page →

Go home	Go to after school care	Go to extra-curriculars	Go to a job or non-school activity	Other
○	○	○	○	○

Transport8. At the end of the day, how do they get home?

Walk or bike	Ride a school bus	Carpool with another family	Parent or guardian drives	They drive themselves or ride with friends
	○	○	○	○

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
Save the city money	○	○	○	○	○
Save households money	○	○	○	○	○
Make it easier to live a sustainable lifestyle	○	○	○	○	○
Cost the city money but preserve land and water	○	○	○	○	○
Cost the city more in the short term, but save money in the long term	○	○	○	○	○
Do not cost anything at all and have no impact on short term or long-term costs	○	○	○	○	○

(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? _____

Please continue to next page →

DRAFT

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.

DRAFT

Please continue to next page →

HAVE YOUR VOICE HEARD

The City of Stoughton is developing a plan to make the city more sustainable

Topics:

- ✓ Land Use
- ✓ Transportation
- ✓ Water
- ✓ Energy
- ✓ Community Engagement and Education

SCAN TO ACCESS!

https://tinyurl.com/StoughtonSustainability2023

Please fill out the survey above so we can understand what actions Stoughton residents want to take!

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including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.

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Stoughton Sustainability Survey:

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A Vision for a Sustainable Sun Prairie

CITY OF SUN PRAIRIE Wisconsin

2021

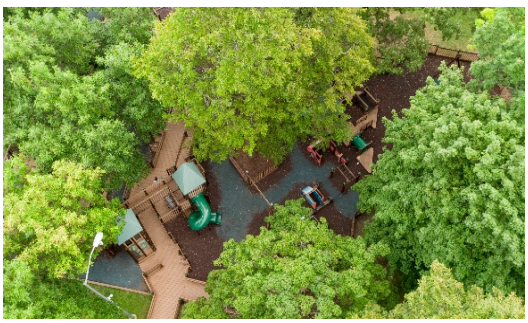
City of Sun Prairie

Task Force on Sustainability

Report

SUN PRAIRIE

SUN PRAIRIE PUBLIC LIBRARY



City of Sun Prairie Task Force on Sustainability Report

The City of Sun Prairie Common Council identified sustainability as a strategic focus area for the community, and passed a resolution on March 3, 2020 creating the Sun Prairie Task Force on Sustainability. The Task Force was assembled thereafter, composed of members of the community along with City Staff. The Task Force on Sustainability defined sustainability, developed a vision statement, and goals, and determined the focus and impact areas along with developing several strategic recommendations. These efforts provide the basis for developing a road map for a more sustainable Sun Prairie.

IN THIS REPORT

02	Letter from the Mayor
03	Task Force on Sustainability Participants
04	Executive Summary
05	Task Force Formation
06	Vision Statement
08	Sustainability Goals
09	City and Community Survey Information
11	Strategic Recommendations
26	Next Steps Forward
	Appendix A – Resolution
	Appendix B – City Department Surveys
	Appendix C – Community Surveys
	Appendix D – Task Force Schedule
	Appendix E – Guest Speakers

Sustainability for Sun Prairie is important and necessary for ensuring that every resident is healthy, has the ability to live in a quality neighborhood, and has an opportunity to prosper.

Photos throughout courtesy of Focal Flame and Neil Stechschulte

Dear Reader,

Sustainability is a community aspiration and can only be achieved when we collectively work together. The Sun Prairie City Council has identified sustainability as a priority in its Strategic and Comprehensive Plans and we are committed to pursuing a more green and equitable future for all current and future residents who call Sun Prairie home.

In recent years, the Council has reinforced its commitment to sustainability with investments in solar panel installations, hybrid squad cars and public transit. To assist the council in creating a blueprint for achieving sustainability, a group of community experts, representing the voice of our community, came together to form the Sustainability Task Force.

The COVID-19 pandemic has further highlighted the importance for sustainable planning and outcomes. It has shown us the importance of addressing sustainability holistically so we can all thrive in this community we call home. The Task Force has defined sustainability as:

> ***"Balancing the demands and impacts of economic stability, environmental protection, and social equity across our community now and in the future."***

The report you are reading is a culmination of a year's worth of discussion, planning and debate. It is a roadmap that identifies policies, programs and actions we can take to reduce our carbon footprint, enhance our natural environment and greenspaces, improve community health and wellbeing, create more economic opportunities, and reduce inequities in our community. From identifying renewable energy investments to minimizing our impact on the environment to a strong and diversified economy, the work ahead is significant.

We must take action in advancing sustainability to create a better future for everyone. Through this report, Sun Prairie is reinforcing its commitment to the sustainability and resilience of our community so all current and future generations can live healthy and happy lives. Achieving this vision will require all of us.

I invite you to please join us in this work,

Paul Esser	*Mike Jacobs*
Mayor	Alderperson and STF Chair

Task Force on Sustainability Participants

City of Sun Prairie Residents and Task Force Members

Heather Barkholtz	**Jay Chatterjee**	**Lee Gasper-Galvin**
Gary Haltaufderheide	**Mike Jacobs**, Alderperson and Chair	**Chris Kunkle**
Sue Larson	**Ava Lombardino**	**Frederick McConnell**
Amanda Schienebeck	**Amy Skicki**	**Elizabeth Volz**

Task Force Guidance Team

Jeremy Cramer, Wastewater Director, City of Sun Prairie and Task Force Co-Facilitator	**Clint Cry**, Services Manager, WPPI Energy	**Andy Hirvela**, Supervisory Engineer, Sun Prairie Utilities
Aaron Oppenheimer, City Administrator, City of Sun Prairie	**Sarah Sauer**, Planner, City of Sun Prairie and Task Force Co-Facilitator	**Sandy Xiong**, Strategic Planning and Engagement Manager, City of Sun Prairie

Executive Summary

The City of Sun Prairie Common Council identified sustainability as a strategic focus area for the community and passed a resolution in March 2020 creating the Sun Prairie Task Force on Sustainability, which began in May 2020. The Task Force was assembled thereafter, composed of 12 members of the community along with City Staff.

Over the course of approximately one year meeting twice each month, surveys, and many hours of dedicated work by its members, the Task Force has created a road map to help guide the Sustainability Coordinator and the City Departments.

In summary the Task Force has:

- Defined sustainability as it pertains to the City
- Developed a vision statement and goals to advance sustainable efforts
- Determined critical focus and impact areas where sustainability impacts City operations
- Surveyed City Departments and Citizens for sustainability initiatives
- Identified barriers and potential policies and programs to implement
- Developed detailed, measurable strategic recommendations

The Task Force hosted a series of speakers that provided a wealth of information to the group and helped advance the Task Force's mission. Speakers included City and County officials and staff, representatives from Sun Prairie School District, professionals from communities already engaged in sustainability planning, representatives from the state's Green Tier Legacy Communities program, representatives from 1000 Friends of Wisconsin, and a representative from Golden, Colorado that has been in involved in sustainability planning for many years.

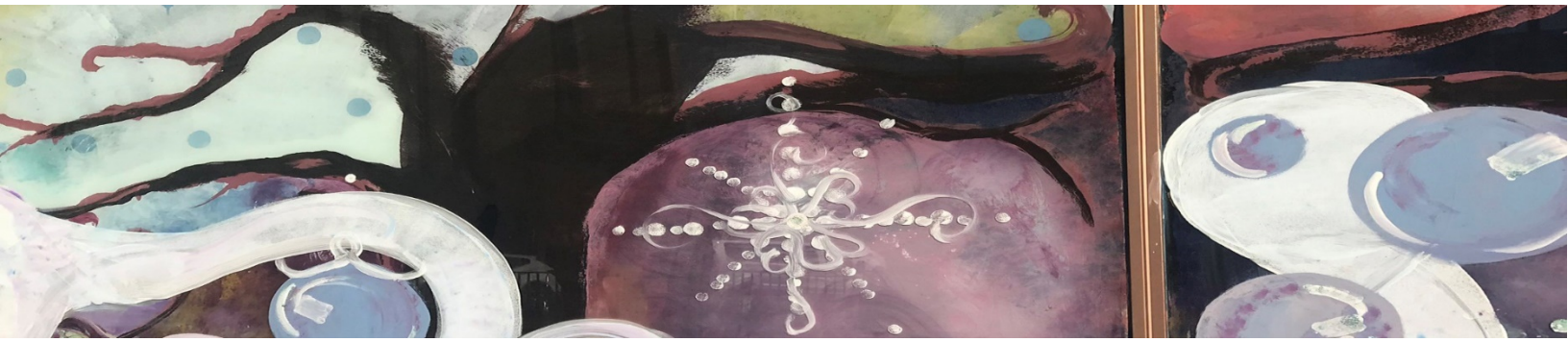
Task Force Formation

The Sustainability Task Force meetings began in May of 2020. The Task Force was comprised of 12 residents with Alder Jacobs as the Chair and facilitated by City Staff and local energy representatives (e.g., Clint Cry with WPPI Energy and Andy Hirvela with Sun Prairie Utilities).

The Task Force's initial efforts focused on establishing a common vision of sustainability, preparing goals to strive for, taking stock of the current landscape, and preparing recommendations for the future. These efforts were summarized with these tasks:

- Create a definition of sustainability for Sun Prairie
- Prepare a vision statement that will remain the focus of sustainability efforts
- Define measurable goals related to the City's vision statement
- Survey the community and City Staff
- Provide strategic recommendations to advance goals

The Task Force conducted its work in accordance with an overall one-year schedule from May 2020 to May 2021 (Appendix D). The schedule included bi-weekly meetings and approximately 20 action items culminating in the production of this report.



What is Sun Prairie Sustainability?

"Sustainability means balancing the demands and impacts of economic stability, environmental protection, and social equity across our community now and in the future."

Vision Statement

"The City of Sun Prairie will collaborate with its citizens to create and expand sustainability practices while always recognizing the interdependence of environmental quality, economic resiliency and growth, and social equity. Our mission is to promote and enable our community to embrace a culture that is inclusive, safe, resilient and sustainable."

Task Force Synergies: The Triple Bottom Line

The City's measures for success in its sustainability efforts lies at the nexus of the three focus areas of its vision statement:

- PLANET – *Environmental sustainability is to live gently and minimize any negative environmental impacts that lifestyles generate.*
- PEOPLE – *Social sustainability means that relations between people are equitable, everyone is treated respectfully, and people in Sun Prairie share strong social bonds.*
- PROFIT – *Economic sustainability means that businesses are profitable, and households are able to afford their basic needs (food, shelter, health, etc.).*

"I am so excited that the residents in Sun Prairie have embraced the idea and spirit of sustainability. I feared that we would have to embark on an arduous information campaign but so many people already understand the need and possibilities."

– Mike Jacobs, City Alderperson and Sustainability Task Force Chair

The three focus elements of the vision statement manifest themselves in impact areas where the City can work to implement sustainable initiatives. The nine impact areas targeted by the Task Force are organized within the focus elements, and are intended to provide more detailed categories in which to focus discussions on sustainability. These categories dovetail with the City's Comprehensive Plan, providing cohesive action across the City.

PLANET

- Agricultural, Natural and Cultural Resources
- Land Use
- Transportation

PEOPLE

- Housing
- Utilities and Community Facilities
- Community Engagement and Social Justice
- Lifestyle
- Housing

PROFIT

- Economic Development

Sustainability Goals

The Task Force expressed their desire to have measurable and attainable goals. The Task Force developed the following eight goals organized within the impact areas. These goals were intended to provide a framework that the Task Force could organize its detailed thoughts and initiatives while maintaining measureable progress.

PLANET

- **Provide safe, affordable, and environmentally friendly multimodal transportation to all residents of the City.**
- **Create a socially just community with an economically and environmentally sustainable development pattern.**
- **Strive to achieve net-zero for water, waste, and greenhouse gas emissions.**
- **Evaluate and measure sustainability performance benchmarks.**

PEOPLE

- **Integrate sustainability into all municipal decision-making processes.**
- **Engage and educate all community stakeholders on sustainable lifestyle and business practices.**
- **Invest in resident wellness and healthy lifestyles.**

PROFIT

- **Grow and diversify a sustainable and equitable business sector.**

City and Community Surveys

The Task Force members engaged City Departments and the Community at-large by conducting widespread surveys. Surveys were conducted with each Department Manager and Division Head. Responses by the City Departments are provided in Appendix B.

The Task Force worked with UW-River Falls to develop and conduct a survey targeted for Community members. A copy of the survey is included in Appendix C.

> "We need to hear from as many of you as possible to feel confident that the responses truly represent the hopes and wishes of this community. Sun Prairie is a great place to live, work, and play, and with your help, we can make it both better and sustainable."
>
> – Jeremy Cramer,
> Co-facilitator Sustainability Task Force

The statistically significant survey was sent to 700 randomly selected households, requesting feedback from residents as to their vision and opinions on sustainability goals and priorities for the City. 208 completed surveys were returned, then reviewed, tabulated, and discussed by the Task Force. The information gained from the surveys support the recommendations created and reflect the community's interest and desire for the City to pursue programs and actions that enhance Sun Prairie's sustainability profile.

Generally, the Community's responses largely favored prioritization of sustainability initiatives. As reported:

> *"Of the ten most popular policy options, many were focused on the environmental dimension of sustainability (preserving existing wetlands, producing compost from yard waste, stabilizing stream banks, preserving trees on public lands, bike/pedestrian friendly development, and stormwater management plans).*
>
> *A few were more sociologically focused (requiring green space in new developments and providing access to a quality education), and a couple were more economically focused (tax cuts for reuse of vacant buildings and developing an economic recovery plan for disasters)."*

A summary of survey analysis conclusions is provided here. The report is included in its entirety in Appendix C.

- A majority felt that Sun Prairie has a good mix of housing types, is open to new residents from different backgrounds, and has neighborhoods with mixed income levels and with racial/ethnic diversity. Slightly less than half felt there is adequate housing for the elderly and disabled and another one-third didn't have an opinion.
- More than half agreed that Sun Prairie should expand the amount of information they provide to citizens about renewable energy options (75% of all respondents) and build a solar installation and sell units of electricity to residents (53%).
- Majority of respondents (73%) agreed that a property owner should receive a property tax or fee reduction if they invest in energy efficiency or renewable energy.
- Large majorities agreed that new developments should be required to include natural areas/green space (88%) and be bicycle and pedestrian friendly (82%).

- Substantial majorities agreed that, to reduce urban sprawl, the City should provide tax breaks or fee reductions to adapt or reuse vacant buildings (84%) and for infill development (70%).
- Expanding or creating new community gardens (73% agreed) and increasing the educational outreach about home gardening (66% agreed) were the two most-popular ways to encourage local food production.
- To conserve, preserve and protect natural resources, three-quarters or more of the respondents would preserve existing wetlands (89%), enact a public land tree preservation policy or ordinance (81%), and adopt a stormwater management plan for Token and Koshkonong Creeks.
- The two most popular policies to improve local environmental conditions were to have the City produce compost from leaves and yard waste (86% agreed) and restore/stabilize stream banks to reduce algae blooms and erosion (84% agreed).
- The only features that a majority of respondents associated with a sustainable home were energy efficiency (75%) and affordability (64%).
- A large majority agreed that providing access to a quality education (87%) was key to attracting new residents to Sun Prairie. Similar proportions felt that having more diverse job opportunities (71%), access to training and apprenticeships (68%), and improved public infrastructure (68%) were also important.
- The most popular policy option for addressing equity and social justice was to review City ordinances for bias (67%).
- One-quarter of the respondents said there is nothing that would persuade them to choose a lower carbon-emitting form of transportation as their primary means of getting to work, school and shopping, five options garnered more support than that: better links between existing bike/pedestrian trails (33%), more electric vehicle charging options (31%), an expanded public transit network (29%), better access to public transit (28%), and extending trails to more destinations (28%)
- Developing a disaster recovery plan (76%), creating a loan program for local small businesses (72%), and expanding the skills needed and job types available in the City (69%) were the best ways to improve local economic resiliency.

In addition to survey results, guest speakers attended many of the Task Force's meetings throughout 2020 and 2021 to provide relevant experience and insight supporting sustainable initiatives. Speakers included:

- Laurel Sukup – Green Tier Legacy Communities
- Gregg May and Deb Nemeth – 1000 Friends of Wisconsin
- Sun Prairie City Department and Division Heads
- Andy Kellen – Vice President of Power Supply at WPPI
- Clint Cry – Energy Services Manager
- Kevin Sukow and Kevin Splain – Sun Prairie Area School District
- Kathy Kuntz and – Dane County Office of Energy & Climate Change Director
- Joe Parisi – Dane County Executive
- Tanja Rauch – Williams, City of Golden, CO Sustainability Advisory Board

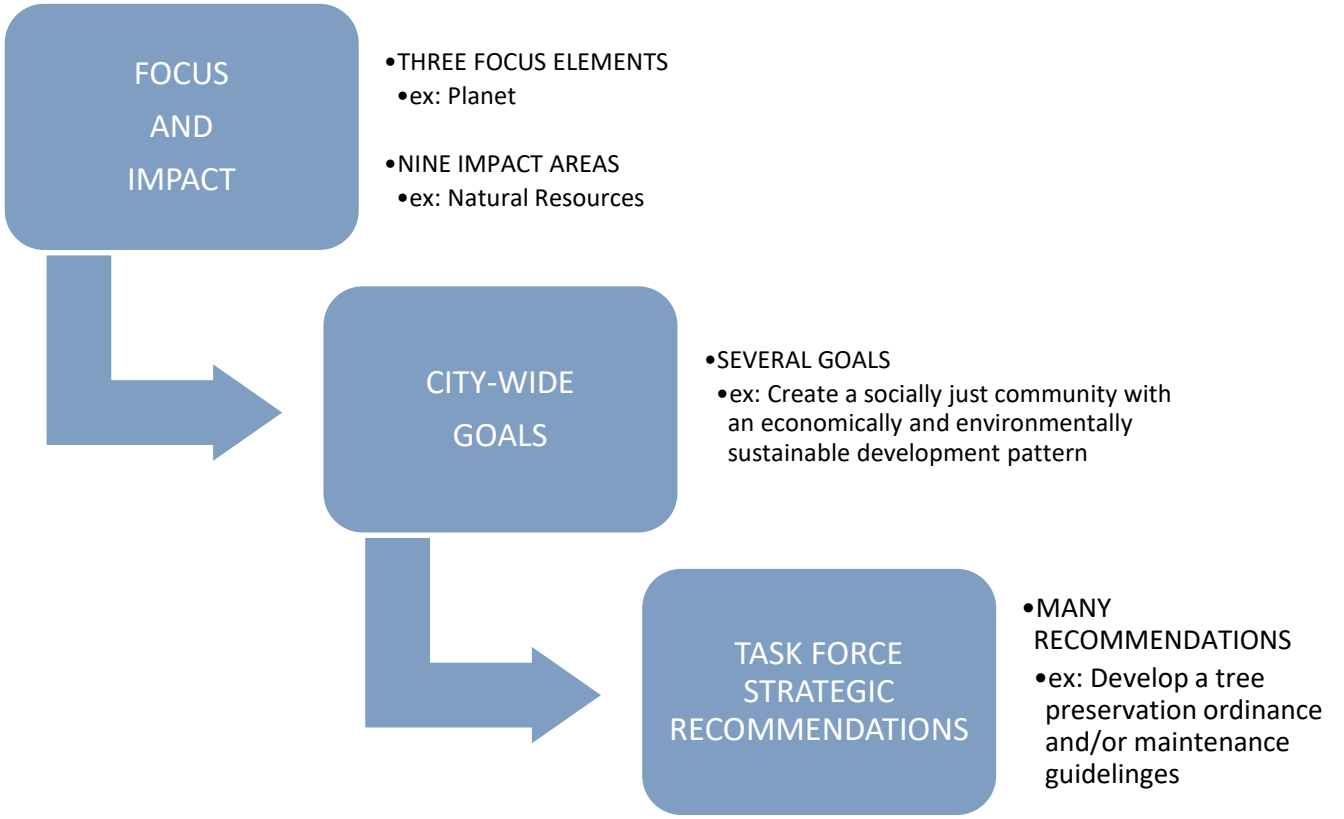
Strategic Recommendations

The Task Force's view point of sustainability was wide in scope, but its recommendations are specific and measurable. The Task Force used the following alignment to maintain continuity with the vision statement and provide organization for the recommendations.

Task Force Recommendation Alignment

The three focus elements and nine impact areas provide a high-level organization that links each recommendation; while each strategic recommendation is part of a city-wide goal that can be measured for success. This alignment is flexible to allow addition or modification of any of its components, while providing a framework that maintains connection of all elements to the triple-bottom line focus.

The Task Force's specific strategic recommendations are provided in the following pages (they are not listed in any priority order). The recommendations are provided in table format consisting of a description of the recommendations, its implementation path



(policy need, action item, or program), how the recommendation will be measured, and some of the challenges or barriers that may be encountered.

Items that feature a light green highlight emphasize recommendations that are focused on municipal operation items (City of Sun Prairie government or City Department controlled and impacted areas), whereas non-highlighted recommendations are primarily focused on Community involvement and citizen engagement.

NOTE – *Currently the City has no set benchmarks for measuring many of the recommendations contained in this report. As a result, many of the measurable metrics provided are generalized as a recommended measurable system to track improvement. Many local and recently updated sources can and should be used to begin the process. Those sources include, but are not limited to: LEED standards, Dane County Office of Energy and Climate Change's Climate Action Plan, The Wisconsin Office of Energy Innovation Municipal Energy Audit, Sun Prairie Utilities Strategic Plan, the City's Comprehensive Plan, and any other specific plans that may be published and used at this time. It was the intent of the Task Force to establish or attempt to establish measureable metrics to give some direction or guidance in measuring metrics to ensure progress is made in these areas as the time goes on. It was the understanding of the Task Force that the hiring of a City of Sun Prairie Sustainability Coordinator would provide the knowledge and ability to modify and change how metrics are measured in any area as new information is attained or better metrics are determined.*

The challenges and barriers are detailed below and represented by symbols in the table.

Funding

Education

Infrastructure

Time

Viewpoint/Buy-in

Ordinances/Statutes/Government

Staff

Technology

Resources

PLANET – Environmental Superiority

Provide Safe, Affordable, and Environmentally-Friendly Multimodal Transportation to All Residents of the City

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Convert City-operated public transit (taxis and shuttles) to electric hybrid	Policy	100% electric hybrid	
●	Create and adopt an Active Transportation plan to identify and prioritize bicycle and pedestrian infrastructure	Action	Adoption of Active Transportation Plan	
●	Activate a bike share program	Program	Program activated	
●	Require bicycle facilities on all collector and arterial streets, where feasible	Policy	80% of all collector and arterial streets	
●	Link local bike facilities to regional commuter routes	Program	0 gaps in connecting commuter routes	
●	Provide all day fixed-route transportation on both weekdays and weekends throughout the City	Program Action	All day, 7 days a week	
●	Expand partnerships with City of Madison to increase public transit services	Program	Increase in services	
●	Require/Incentivize installation of electric vehicle charging infrastructure in new and existing retail commercial development on principal arterial streets (Main St., Grand Ave., Windsor St., and Grove St.)	Policy	2 per year or per LEED standards	
●	Remain active and updated in the Safe Routes to School Program	Program Action	Annual evaluation; 0 child injuries; School entrance accessible via multi-use paths	
●	Encourage/Facilitate employers to provide subsidized transit	Program	Reduced annual averaged daily traffic counts	

Create a Socially-Just Community with an Economically and Environmentally Sustainable Development Pattern

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Incentivize development and reuse of vacant or underutilized urban areas currently served by sewer and water (infill development)	Program	Reduce vacancy rates by 50% by 2030	
●	Evaluate and update commercial parking requirements in the City's ordinance to reduce impervious surface	Action	Reduce impervious surfaces for commercial parking lots by 30%	
●	Integrate small-scale commercial nodes into residential neighborhoods as appropriate	Program	Decreased average daily trip generation on collector streets	
●	Update the City's zoning ordinance to permit multi-family residential development in single-family zoning districts	Action	Ordinance Amendment	
●	Establish a policy for requiring public charging infrastructure in all nonresidential development	Policy	Policy Adoption	
●	Develop a tree preservation ordinance and/or maintenance guidelines	Program Action	Ordinance Adoption	
●	Create a Street Tree Master Plan. Update the community tree canopy map regularly and identify strategies to increasing the overall coverage percentage	Program Action	Plan Adopted and updated biannually	
●	Increase availability of permanently protected natural green space for public use	Program	Undisturbed natural green space available for public recreation	
●	Plant more native plant species in parks where only grass exists	Action	5% Annual increase in foliage cover	
●	Obtain certification as a Bird City Wisconsin Community	Program Action	Certificate obtained	
●	Inventory wetlands within the City's corporate limit and ensure no net loss annually	Action	0 net loss	
●	Use Smart Growth Principles as a tool throughout the development review process	Program	Better community health rating	

Strive to Achieve Net-Zero for Water, Waste, and Greenhouse Gas Emissions

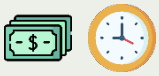
Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Require a LEED Green Associate be involved in the design of all newly constructed/remodeled/expanded municipal buildings	Action Policy	All newly constructed/remodeled/ expanded municipal building have a LEED Green Associate involved in design	
●	All newly constructed municipal buildings shall be enrolled in the WPPI New Construction program to evaluate energy efficiency options before construction	Policy	All new constructed municipal buildings shall be evaluated by WPPI New Construction program	
●	Install at least one municipal building solar PV project per year using WPPI renewable energy grant dollars to help with install costs	Action Policy	One solar PV installed per year	
●	Incorporate more permeable surfaces in City-led projects	Policy	All City-led projects incorporate permeable surfaces	
●	All mechanical equipment or upgrades at municipal buildings should be evaluated by Focus on Energy to determine the most energy efficient models for replacement	Action Policy	FOE evaluates all mechanical equipment and upgrades at municipal buildings by 2023	
●	Purchase renewable energy blocks from WPPI to reduce greenhouse gas emissions from municipal operations	Action	Reduce GHG emissions by 50% by 2030	
●	Commit to studying strategies to ramp up clean energy adoption in local utilities	Action	Establishment of a program or ongoing committee that requires City Staff, Sun Prairie Utilities staff, and WPPI Energy staff to meet on a regular basis in an effort to identify pathways to 100% clean energy by 2035.	
●	Require coordination between the City, Sun Prairie Utilities, and WPPI Energy to identify pathways to achieving 100% clean energy by 2035	Action Policy	Establishment of a program or ongoing committee	
●	Establish a goal of 100% of city street lights be LED	Action	50% of all City street lights LED by 2025, 75% of all City street lights LED by 2027, 100% of all City street lights LED by 2030	
●	Reduce inflow and infiltration (I/I) into the sanitary sewer annually	Action	1% of City sewer main lined annually (7,392 feet lined per	

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
			year) or a reduction of dry weather per capita flow rates in Sun Prairie by 5 gallons/capita/day	
●	Increase water conservation and identify ways to reuse clean wastewater for watering lawns, city parks, and plants	Program Action	25% of average daily flow of wastewater effluent reused daily by 2030	
●	Dedicate funds for improving local waterways to control phosphorus and total solids release	Program	Implementation of a fund or dedication to a fund to improve local waterways by 2025	
●	Commit to achieving science-based, community-wide greenhouse gas emission reduction goals	Policy	Reduction of greenhouse gas emission from municipal operations of 25% by 2025	
●	Achieve State of Wisconsin Energy Independent Community designation by sourcing 25% of energy used from renewables by the year 2025	Policy Action	City operations to use 25% of total energy from energy that was produced from renewable sources by 2025	
●	Provide financial incentives with City permits encouraging solar ready roofs, electric vehicle charging infrastructure, and permeable pavement	Action	A program and/or policy is created by 2025 to provide incentives with City permits encouraging solar ready roofs, electric vehicle charging infrastructure, and permeable pavement	
●	Promote composting of yard waste by offering rebates on the sale of compost bins and provide education on the importance of diverting food waste from the landfill.	Program Action	Establish a rebate for compost bins by 2025	
●	Invite school district shop students, Habitat for Humanity volunteers, or others to construct a model passive home for the community to tour	Action	School district shop students and Habitat for Humanity volunteers are invited to construct a passive home for the community to tour by 2025	
●	Provide incentives for businesses and contractors who incorporate sustainability and net-zero impacts into building design	Action Policy	A program and/or policy is created by 2025 to provide incentives to businesses and contractors that incorporated sustainability and net-zero impacts into building design	
●	Adopt Residential Energy Conservation Ordinance as a policy tool	Policy	A residential energy conservation ordinance is passed by 2025	

Evaluate and Measure Sustainability Performance Benchmarks

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Benchmark and track all City energy consumption, water use, electric meters, and air/water pollution	Program Action	Establish benchmarks for all municipal operations by 2023	
●	Measure usage and clean energy production against benchmarks monthly and provide annual reports of progress to ensure the City is on pace to meet their goals	Program Action	Energy production reported monthly	
●	All applicable municipal purchases shall meet Energy Star or equivalent	Policy	Policy or program adopted	
●	Enroll all municipal buildings in the EPA Energy Star Portfolio Manager program	Policy Action	All municipal buildings enrolled by 2023	
●	Commit to implementing a third-party annual audit of all new sustainable programs to assure implementation is in line with environment, social justice, and economic targets as mandated in the Sustainability Plan	Policy	Complete audit by 2035	
●	Strive to achieve WaterSense and Energy Star Certification for all municipal facilities	Policy	Achieve certification by 2025	
●	Increase use of biogas at the wastewater treatment plant	Policy	Increase 50% by 2025	
●	Calculate annual governmental fleet use of motor fuels and develop a plan for reductions	Program	All municipal motor fuel usage is documented and a plan is implemented for reductions by 2025	
●	Complete a baseline study to identify where City operations are at and monthly use of water, waste, and greenhouse gas emissions	Action	A baseline study of City operations showing monthly use of water, waste, and greenhouse gas emissions is completed by 2023	
●	Inform City residents and City Staff of sustainability targets, goals, and methods intended to be achieved by them	Policy Action	City residents and City Staff is informed of sustainability of targets, goals, and methods by 2025	
●	Achieve a Diamond-level Bicycle Friendly Community (BFC) award from the League of American Bicyclists	Program	League of American Bicyclists certification achieved by 2025	

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Benchmark and regularly survey residents' perceptions of environmentally and socially just sustainable decision-making	Action	Benchmark and annually survey residents' perceptions of environmentally and socially just sustainable decision-making by 2025	

PEOPLE – Social Equality

Integrate Sustainability into All Municipal Decision-Making Processes

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	City policy development to be guided by a long term vision of sustainability	Policy Action	Policy Adopted	
●	City policy development shall be sustainable in nature and economically viable	Policy Action	Adopted policies include sustainability and economic viability	
●	Hire a full-time Sustainability Coordinator/Buyer to promote implementation of sustainable strategies such as renewable energy, energy efficiency, municipal purchasing, financial assistance programs, and public outreach and education	Action	Position Filled	
●	Establish a Sustainability Committee responsible for the sustainability strategy and performance of the City	Action	Established Committee meeting regularly	
●	Ensure a City budget that includes and prioritizes sustainability projects	Action	Establish sustainability rating system for budget items; priority and budget for top 5 sustainable projects	
●	Establish a dedicated all-City Department sustainability meeting that meets regularly to discuss and coordinate sustainability practices	Policy	Established Green Team; regularly scheduled meetings	
●	City Request for Proposals and Request for Bids shall incorporate sustainability priorities into the selection process	Policy	Sustainability prioritized into RFP and RFB and selection process	
●	City Departments to purchase renewable generated electric energy	Action	Ordinance or policy adopted	
●	Establish a policy that all City purchases of electrical appliances and equipment meet EPA EnergyStar standards	Policy	Policy established	

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Increase the use of alternative fuels in City Fleet	Action	Decrease in carbon emissions	
●	Refer to the community survey, sustainability guidelines set by the Task Force and/or Sustainability Committee when making municipal decisions	Policy Program	Policy or program established	
●	Provide financial assistance/incentives for prospective homeowners earning less than 30% of the Area Median Income	Policy Program	Program established and resources made available	
●	Provide financial assistance/incentives to landlords and homeowners of low- and moderate-income housing for energy efficient maintenance	Program	Benchmark and identify program assistance	
●	Provide incentives for new residential development to implement sustainable initiatives for new housing units	Program	Increased residential sustainability (reduced utility costs, reduced water bills, reduced SW runoff)	
●	Establish a grant program assisting neighborhoods with resident wellness	Program	Program Established	
●	Ensure that City contracts go to businesses that focus on employee training, fairness in hiring, workplace safety, and fair wages	Program	Inclusion and Diversity	

Engage and Educate All Community Stakeholders on Sustainable Lifestyle and Business Practices

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Annually publish a progress report on sustainability in the community, in municipal operations, and around the region.	Action	Annual report to be established and available to specific media outlets	
●	Require sustainability training for all City Staff	Policy Action	100% of City Staff attended sustainability training annually	
●	Develop a plan to reduce and reuse waste at the City's wastewater treatment plant.	Action	Plan developed and being implemented	
●	Create a public forum on the City's website announcing sustainability workshops, webinars, grants, events, etc.	Action	Announcement page on City's website; establish tracking system for views, registration, and attendees	
●	Host sustainability community outreach events and regularly scheduled Town Hall meetings, including an annual sustainability fair	Action Program	Regularly scheduled events, meetings	
●	Invite experts in the sustainability field to host a series of training lectures and educational events at the public library, municipal buildings, and schools	Action Program	Regularly scheduled events and trainings	
	Provide education and resources guiding healthy self-sustaining lifestyles (e.g., urban farming, gardening, composting, rainwater harvesting)		Regularly scheduled events and trainings	
●	Work with the Sun Prairie School District to establish local sustainability initiatives	Action Program	Collaboration on local sustainability initiatives	
●	Work with the Sun Prairie School District to offer sustainability and environmental education in early education (grades K-5)		Increased collaboration on education opportunities with early education	
●	Collaborate with Focus on Energy, WPPI, and Sun Prairie Utilities to offer annual audits to homeowners to discuss energy efficiency options	Action	Establish collaboration and regular check-ins	
●	Provide resources to neighborhood associations encouraging residents to install rain barrels, rain gardens, and plantings to retain water on their lots	Action Program	Free resources readily available	

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Coordinate and develop a community solar project allowing residents and businesses a mechanism to purchase shares of electricity generated through local renewable projects	Action	Project initiated and participants enrolled; regularly track consumption	
●	Educate community members on the benefits of electrically powered machines instead of internal combustion engines	Action	Reduced use of combustion engines	
●	Educate residents and businesses about smart meters, Focus on Energy programs, and other energy savings and incentives	Action	Increased participation, enrollment, and inquiries in energy-saving programs	
●	Communicate with the Business Improvement District (BID) board and other local business organizations to initiate sustainable business practices	Action Program	Increased programming on sustainable business practices within business community	
●	Monitor and educate residents and businesses on community waste streams and food waste separation.	Action	Events and trainings held at regular intervals throughout the year	
●	Inform City residents and City Staff of sustainability targets, goals, and methods intended to be used to achieved them	Action	Status reports on targets, goals, and methods at regular intervals to community	
●	Develop and execute a Diversity, Equity, and Inclusion (DEI) Plan with annual reporting on the City's website	Action Program	Status reports on targets, goals, and methods at regular intervals to community	

Invest in Resident Wellness and Healthy Lifestyles

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Create a City program or practice to use public green space for community food production or pollinator plants	Program	Public green space dedicated	
●	Donate food grown in public agricultural plots to food pantries and nonprofit organizations	Action	Program established for donation	
●	Incentivize new residential development and local businesses who provide community gardens and public access to healthy food	Program	Increased community gardens and health food stores. One garden plot per 10.,00 people	
●	Assess and improve accessibility to healthy food options	Program	Healthy food options available	
●	Explore options for assisting with services offered by the Sunshine Place and strategies to increase access to fresh foods, including EBT, WIC, and SNAP	Action	Expanded partnerships	
●	Collaborate with Sunshine Place/Food Pantry to publish a pantry cookbook using commonly available and purchased goods	Action	Expanded partnerships	
●	Explore outlets for creating programs on cooking with garden produce and healthy options	Action	Increased programming on healthy cooking	
●	Increase Farmers Market visibility and vendors to ensure fresh produce options	Action	Increased attendance and vendors	
●	Consult with Neighborhood Navigators and Community Schools for ways to address the issues that affect people they work with.	Action	Expanded partnerships	
●	Offer ADA-accessible natural preserve and trails	Action	ADA compliance	
●	Offer health and wellness programs to all City Staff and residents	Program Action	Health and wellness programming provided	
●	Conduct Health Impact Assessments (HIA) to review the potential health effects of a policy, program, or project	Program	Annual Health Impact Assessment reported to Council	

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Adopt a Health in All Policies (HiAP) resolution incorporating health considerations into decision making that influence community design and engages residents into the process	Policy	Policy adopted	
●	Educate and promote Property Assessed Clean Energy Financing (PACE) to assist property owners investing in sustainable building improvements	Program	Increase in building permits issued for energy updates and maintenance	
	Establish discounts and incentives for low-income and elderly residents to enroll in health and recreational activities organized by the Parks and Recreation Department	Program	Increased enrollment of low-income and elderly residents	
●	Partner with local businesses, utility providers, etc. to assist with providing heating and cooling equipment for low-income and elderly residents	Program	Expanded partnerships. Increase in building permits issued for energy updates and building maintenance	
●	Establish a program addressing chronic homelessness and affordable housing	Program	Program established	
●	Host City-sponsored biking and run/walk events (moved from transportation goal)	Action	Regularly schedule events – monthly, quarterly, biannual, semiannual	

Grow and Diversify a Sustainable and Equitable Business Sector

Priority Legend: ● High (0-2 years) | ● Medium (2-6 years) | ● Low (6-10 year) | ● Ongoing

	Strategic Recommendation	Implementation	Measurable Metric	Challenges/Barriers
●	Provide monetary incentives (TIF districts, expedited review, etc.) for businesses to adopt sustainable building practices, including rooftop solar, energy/water efficiency, and electric vehicle charging infrastructure	Policy Program	Increase in building permits issued for energy updates and maintenance	
●	Provide monetary incentives (TIF districts, expedited review, etc.) to businesses for infill development and adaptive reuse of vacant buildings	Program	Reduce vacancy rates by 50% by 2030	
●	Educate local businesses on sustainable and equitable practices	Action	Regularly scheduled education series	
●	Highlight Sun Prairie businesses that prioritize sustainability and equity in their business practices through City awards	Action	Awards program initiated	
●	Increase accessibility and availability of entrepreneurial resources through the creation of a business incubator and/or coworking space while encouraging businesses to adopt sustainable practices	Program Action	Publish resources; Establish programs	
●	Develop a plan to diversify the City's economy and provide incentives to small, local, female-owned, or minority-owned businesses	Program Action	Plan developed; Reserved budget for incentives	
●	Encourage the formation of new markets that exploit new technology or new trading methods	Program Action	Advancement and growth in economy	
●	Invest in human capital by allocating more resources to education and training (SPASD-BEP)	Program	Reserved budget for training/education	
●	Encourage/Incentivize businesses to join programs such as the Wisconsin Sustainable Business Council	Program	Education; Increased programs in Business Council	
●	Provide a permanent, indoor, year-round public market	Action	Construct a public market	

Next Steps Forward…

The City of Sun Prairie approved the creation of the position for a Sustainability Coordinator for inclusion in the 2021 budget. The Sustainability Coordinator will lead the City's efforts to plan, coordinate, and implement sustainability initiatives. This position will provide strategic vision, coordinate with other departments and external agencies, and use a holistic approach to achieve goals in energy use reduction, resource conservation, economic growth, and social equity.

"The citizens of Sun Prairie deserve to be healthy and to live in a safe and equitable community with many opportunities to prosper. I am confident that the forthcoming Sustainability Committee and Sustainability Coordinator will take our vision of a more successful and sustainable Sun Prairie and make it a reality we all benefit from."

– Heather Barkholtz,
City of Sun Prairie Resident
Sustainability Task Force Member

In addition to hiring a sustainability coordinator, the City has the intent and desire to create a permanent Sustainability Committee. The Task Force's recommendations will be reviewed and considered by the Sustainability Committee, similar to the functionality of other City Departments.

"The expertise and drive for sustainability that exists in this community was an education in itself. I am so grateful that so many people have stepped forward to help organize the sustainability efforts in this city.

The creation of the Sustainability Committee will be an important step in seeing this vision to fruition. I thought the Council might have to lead the city to the idea of sustainability - it turns out it is the residents who are leading the Council in that direction.

The Sustainability Committee will be the vehicle that brings sustainable practices to our community…There are many who say that a Sustainability Coordinator for this city is long overdue. This person is going to be responsible not only for catching us up, but for bounds forward."

– Mike Jacobs, City Alderperson and
Sustainability Task Force Chair

Appendix A - Resolution

CITY OF
SUN PRAIRIE
Wisconsin

City of Sun Prairie, Wisconsin

RESOLUTION CREATING SUN PRAIRIE TASK FORCE ON SUSTAINABILITY

Presented: March 3, 2020

Adopted: March 3, 2020

Resolution No.: 20/029

RESOLUTION

WHEREAS, the Common Council has declared sustainability a focus area of the Council Strategic Plan and has identified sustainability as a community aspiration; and

WHEREAS, the Comprehensive Plan further reinforces the City's commitment to sustainability and resilience; and

WHEREAS, sustainability impacts all residents, businesses and taxpayers of Sun Prairie; and

WHEREAS, planning for a Sustainable Sun Prairie promotes responsible decision making and development, conservation of natural resources, and the health and welfare of current and future generations; and

WHEREAS, a task force will be created to assist the City in identifying sustainable goals and objectives; and

WHEREAS, Alder Mike Jacobs will chair the task force and Wastewater Treatment Director Jeremy Cramer will serve as facilitator; and

WHEREAS, the task force will consist of a minimum of 9 members up to 11 members appointed by the Mayor and will begin evaluating sustainable decision making and meet as soon as practicable with an end date of May 1, 2021; and

WHEREAS, after May 1, 2021 the task force will present their findings to the Common Council.

NOW THEREFORE BE IT RESOLVED, that the Common Council of the City of Sun Prairie, Dane County, Wisconsin, hereby establishes a task force named the "Sun Prairie Task Force on Sustainability" to convene local leaders and advocates for the purpose of creating a vision for sustainability in Sun Prairie and developing strategic goals to assist the City in meeting the vision;

BE IT FURTHER RESOLVED, a permanent committee will be established at the conclusion of the work by the task force to review and recommend the action steps to reach the vision and achieve the strategic goals.

APPROVED: Paul T. Esser

Paul T. Esser, Mayor

Date Approved: March 3, 2020

Date Signed: March 6, 2020

This is to certify that the foregoing Resolution was approved by the Common Council of the City of Sun Prairie at a meeting held on the 3rd day of March 2020, and was submitted for signatures on the 6th day of March 2020.

Jennifer Wood for

Elena Hilby, City Clerk

Appendix B – City Department Surveys

CITY OF
SUN PRAIRIE
Wisconsin

300 East Main Street
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DIVISION: Public Works

DIVISION HEAD: Benjamin John

1. What does sustainability mean to your division?

Sustainability to Public Works means operating in a manner that balances the need for efficient and cost effective solutions, with a desire to act in an environmentally friendly way.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

When planning operations, sustainability is considered in terms of how current practices can be altered or improved to incorporate; more efficient, less resource intensive, and more environmentally activities.

3. Please describe to what extent your department is currently or could be practicing sustainability.

    a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

Staff are conscious of the amount of resources consumed, a prime example being the monitoring of salt applied to the roadway during snow operations.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

Prior to COVID, staff would gather every workday to review safety procedures. Moving forward this will be put into practice again. Personal health and wellness is an area that the department should focus on addressing, especially given the toll the pandemic is taking on mental & physical well-being of our staff.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

Public Works has an impact upon the local economy in that well maintained infrastructure is crucial for economic growth.

4. What metrics are in place to measure your progress?

Staff have been monitoring the amount of salt used per year. Management are continuing to develop metrics to track our activities.

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5. What challenges or barriers prevent you from practicing sustainability and why?

Often times more sustainable options are cost prohibative. Additionally there is a small segment of the workforce who are resistant to change and hesitant to embrace more sustainable practices.

6. What do you consider to be the least sustainable aspects of your department's operation?

Our reliance on gas and diesel vehicles. Unfortunately, for much of our heavy equipment including our patrol trucks, a more sustainable option is not yet available. However, Dane County and the City of Madison who are both leaders in Fleet sustainability practices, are providing our staff with excellent learning opportunities for changes we can make here.

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DIVISION: Economic Development

DIVISION HEAD: Neil Stechschulte

1. What does sustainability mean to your division?

Economic sustainability of projects, reducing environmental impacts on projects, and encouraging energy efficiency in projects.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

Included as part of our criteria for evaluating requests for financial assistance. Highlight successful examples in the private sector.

3. Please describe to what extent your department is currently or could be practicing sustainability.

    a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

Department operations have little impact. Biggest opportunities are saving electricity and recycling paper.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

Virtual check ins twice per week, and other division and departmental meetings where resources are shared.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

Sharing resources, tracking economic data, networking, retention surveys, offering $ assistance, community partnerships; etc.

4. What metrics are in place to measure your progress?

Division - Major projects, DA's, Lot Sales, marketing efforts, presentations, community and site tours, retention contacts, potential startups, specific workforce development efforts, and site search responses.
CDA - Applications for $, city council initiatives passed, # on inquiries on publicly owned parcels, completed projects related to blight elimination, planning efforts on redevelopment.

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5. What challenges or barriers prevent you from practicing sustainability and why?

Not always enough time to address it, lack of interest from the private developer, perceived cost impacts, lack of knowledge on financial payback, doesn't always get prioritized over other factors, lack of direction on what the City's priorities are.

6. What do you consider to be the least sustainable aspects of your department's operation?

Sustainability is not prioritized in the overall negotiations on requests for financial assistance--in part because we haven't defined our own goals for the City.

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DIVISION: Public Services

DIVISION HEAD: Engineering

1. What does sustainability mean to your division?

Analyzing decisions with a focus and consideration for sustainability.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

Discussions are here and there, but the analysis of the decisions being made have a sustainable goal. The stormwater department goals mirror that of sustainability.

3. Please describe to what extent your department is currently or could be practicing sustainability.

    a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

Generally by ordinance requirements for handling of stormwater. City standard specifications take into account the sustainability of the infrastructure being built.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

We have OSHA requirements for construction safety that we follow. We often are communicating with contractors and residents on the safety of our projects.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

Our projects and specifications are designed to be efficient with taxpayer dollars.

4. What metrics are in place to measure your progress?

CIP budgets

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5. What challenges or barriers prevent you from practicing sustainability and why?

funding - stormwater could create much more sustainable features throughout the city but they require investment and maintenance
staffing - more staff would free up time and efforts to focus on implementing sustainability programs

6. What do you consider to be the least sustainable aspects of your department's operation?

dependency on paper, one-call field marking

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DIVISION: _____Finance_____

DIVISION HEAD: __Kristin Vander Kooi-------_____

1. What does sustainability mean to your division?

Sustainability means trying to be proactive in the use of natural resources. It also means assisting other departments in purchasing sustainable goods and materials.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

The finance department does not discuss sustainability on a regular basis. We discuss when staff bring up ideas to improve ways to be sustainable.

3. Please describe to what extent your department is currently or could be practicing sustainability.

   a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

The finance department tries to cut down on paper usage where possible. This is difficult as two of our larger functions (payroll and AP) require the use of paper. We address this by purchasing recycled paper and products as much as possible to cut down on waste. We also try not to print unless it is needed.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

The finance department is conscious of the safety and wellbeing of our coworkers and the public. We maintain social distancing, encourage payments to be paid on-line or through the mail. We encourage ergonomic office equipment like standing desks to assist with the health of our employees. Lastly, similar to other departments, we support our coworkers by encouraging them to stay home when they feel sick or need a mental health day. We work together to make sure that work gets done, whether we are short staff or not.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

The finance department assists other city departments in the purchasing of goods and services. Through our RFP process, we encourage buying local by giving points to vendors who are within Sun Prairie/Dane County. The department also assists departments in purchasing goods/services for the lowest price possible. This keeps the costs of the city down, which in turn assists in keeping the property taxes that our community pays lower than it would be if we were not searching out these opportunities.

4. What metrics are in place to measure your progress?

The finance department does not currently have formal metrics in place to measure progress. The department is an internal service department and many of our outputs are located in other departments.

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5. What challenges or barriers prevent you from practicing sustainability and why?

Current systems to process payroll and AP are very paper driven. Until our ERP software provider can assist us with keeping information digital, we will need to process with paper. It is also difficult to keep these processes electronic due to the checks and balances we have to have in place. We have to have at least two people reviewing and verifying these processes before they can be complete. Processing these tasks electronically would currently be inefficient.

6. What do you consider to be the least sustainable aspects of your department's operation?

The paper we need to process payroll, AP, create the CIP, and create the budget.

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DIVISION: GIS & Asset Management

DIVISION HEAD: Lou Rada

1. What does sustainability mean to your division?

- ✓ It means finding ways to reduce our impact on the environment both driven by our department, and operations citywide.
  - ✓ WebGIS applications reduce plotting and printing demand.
  - ✓ Infrastructure asset management maximizes asset life cycles.
  - ✓ Public apps. reduce the use of environmental resources.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

- ✓ Our department does this in two ways:
  - ✓ Build databases to track and inventory assets (mains, valves, etc.).
  - ✓ Work with other departments to communicate a valuable city resource (CIP Storymap, School Locator Bus Service, My Government Services, Bike Routes, etc.).

3. Please describe to what extent your department is currently or could be practicing sustainability.

   a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

- ✓ Infrastructure inventories - Wastewater Collection, Stormwater Collection webGIS applications and asset management.
- ✓ Recycle and Refuse webGIS applications.
- ✓ Lot more can be done, just have to dream it up.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

- ✓ WebGIS applications like Prairie Maps contains Police Districts and contacts to key staff.
- ✓ EMS incident dashboard is used to understand all the calls over a period of time. Could be used for staffing, future buildings, etc.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

- ✓ Department has not allocated a lot of resources to this to date.
- ✓ A project has started to address cost of single family affordable housing.
- ✓ Can work with Econ. Dev. and Planning to address these topics.

4. What metrics are in place to measure your progress?

- ✓ None at this time

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5. What challenges or barriers prevent you from practicing sustainability and why?

- ✓ None, Public Services and Engineering support GIS develoment.
- ✓ In a round about way, GIS addresses these issues everyday.
- ✓ A challenge is our department doesn't use a sustainability thought process on a daily basis. Need to train our brains to think this way.

6. What do you consider to be the least sustainable aspects of your department's operation?

- ✓ As a department manager, my lack of understanding of just what sustainability is and how it can make for better services. This has been talked about for years, but it has an obscure meaning to me. Maybe some training to help focus on what is important to our community.

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DIVISION: Sun Prairie Public Library

DIVISION HEAD: Svetha Hetzler

1. What does sustainability mean to your division?

Sustainability at the library means the ability to provide 21st century public library services within and outside our facility. This includes outreach efforts, facility improvements, technology, digital services and traditional resources. Sustainability also means that we are able to meet the needs of our most marginalized and underrepresented residents.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

The library has a five year Strategic Plan with five initiatives. We have an established Strategic Planning Committee and Facilities Committee. Together we assess current needs as well as future needs so that we can prioritize projects and work towards future goals. This year we have identified: 1) safe reopening & continuity of service, 2) service to those most impacted by Covid-19, and 3) racial literacy. Our plan includes establishing a Digital Services Team.

3. Please describe to what extent your department is currently or could be practicing sustainability.

   a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

1) Expansion of digital resources and use of technology to reduce waste.
2) Staff kitchen is equipped with dishes and silverware to reduce paper waste.
3) Digital communication
4) Scanning documents and utilizing Adobe Acrobat to reduce paper waste.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

Library staff is represented on the City's Safety & Security committee and Health & Wellness committee. The Library also has an internal "Sunshine Team" for overall staff well-being. The library offers a collection and programs for residents on a variety of topics include safety, security, health and wellness. Last year, our Beyond the Page grant funded programs and collection to support mental health.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

One of the main areas of focus for Wisconsin Public Library's is workforce development. We have traditional and digital resources to support our residents in this area. SCLS has dedicated staff to support member libraries with new resources and partners.

4. What metrics are in place to measure your progress?

Metrics are collected annually as part of the DPI's annual report for all WI Public Libraries. We measure a variety of output measures including library visits, circulation, computer usage, program attendance and collection size. We are able to track our facility repairs and maintenance costs through MUNIS.

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5. What challenges or barriers prevent you from practicing sustainability and why?

Financial resources and dedicated staff .

6. What do you consider to be the least sustainable aspects of your department's operation?

An inefficient facility that lacks flexibility and is in need of constant repair due to age and inefficiency. Aging mechanicals are not environmentally sustainable. Our IT plan is a replacement plan but not necessarily a plan that has the room for new innovations that is necessary for sustainability. We lack a dedicated budget for 21st century digital services.

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DIVISION: Sun Prairie Historicl Library & Museum

DIVISION HEAD: Jennifer Harper

1. What does sustainability mean to your division?

Set goals to be more self-sufficient by creating new revenue streams.
Reduce our carbon footprint and use of non-renewable resources.
Rely heavily on volunteers and donations.
Make sure we are a valued part of community.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

We are actively brainstoming various ideas to create renewable revenue streams. We are also developing a "wish list" for our website in order to actively seek not only items we are missing in our museum collection, but also random operational needs.

3. Please describe to what extent your department is currently or could be practicing sustainability.

   a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

We receycle our garbage, use recycled paper towels and use water only in our restrooms.
We have accepted a donation of paper from a retiring school teacher and are open to al donations.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

This is a priority. This year we have repaired smoke detectors, installed security cameras, installed a cold plasma air filter in HVAC, and repaired wheelchair lift doors. we are open to the public but require face masks, limit capacity to six people at a time and regularly wipe down doors, handrails and desks. Director was recently re-certified in CPR.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

Admission is free and appropriate for most age groups. We have just joined the Chamber of Commerce in order to network and find new ways to partner. We promote local businesses and other non-profit organizations on our social media platforms. We are altering our historic walking tours to include information about current businesses hours and specials.

4. What metrics are in place to measure your progress?

We currently have no sustainability metrics (besides financial), but we have recently developed a Dashboard to report Key performance Indicators to our Board. Adding new metrics will be easy for us to do.

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5. What challenges or barriers prevent you from practicing sustainability and why?

We have a great space for solar panels on our roof, but cost and space for batteries are significant barriers. Lack of information on how we, as a city division, can improve our sustainability practices is also preventing us from doing better in this area.

6. What do you consider to be the least sustainable aspects of your department's operation?

Ideally, our collection of artifacts should be kept in cold storage. Because we share our space with other city departments in the Westside Community Center, we can't keep the rooms as cold as we would like. We also cannot change the temperatures at night for this same reason.

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DIVISION: Parks, Recreation, and Forestry

DIVISION HEAD: Kristin Grissom

The SP Sustainability Task Force Survey – Parks, Rec & Forestry

1.) What does sustainability mean to your department?

- Self-sufficiency
- Finding balance/being balanced
- Not being wasteful
- Identifying and implementing practices that create efficiencies

2.) To what extent does your department focus and strategize sustainability? How does sustainability factor into department decision-making?

Currently, we do have many underlying conversations and strategies as it relates to sustainability, but there is certainly room for improvement. Specific examples of our sustainable strategies include:

- Developing, implementing and annually updating the PRF fees and charges policy built on principals of self-sufficiency in recreation budgets
- Moving Recreation programs into a 100% cost recovery special revenue account
- Retaining a large pool of summer seasonal staff that we can also utilize for fall, winter and spring programming. Sharing seasonal staff between both the parks and recreation divisions.
- Discussions with the PRF Leadership team (Chad, Joleen and Kristin) regarding succession planning. Identifying gaps in skill sets/preparing for retirements/departures that will leave a gap in skill sets and developing a plan to address this, such as professional development, org restructure and/or cross training.
- Repurposing of items. Small thing such as used printer paper for things such as scratch paper notepads and for filing receipts, and larger things such as scrapping old playground equipment and auctioning off old, unneeded recreation program equipment instead of these items going to a landfill.

3.) Please describe to what extend your department is currently or could be practicing sustainability:

a. How does your departmental operations address environmental issues like waste, resource consumption and water use?

This is an area that we need to improve upon. Examples of things that we already do include:

- Recycling in our offices
- Elimination of a printed Recreation Guide (this was due to COVID-19, but is now forcing us to rethink the future of a paper copy rec guide even after COVID)
- Moving many of our “in-person” services to online such as shelter and Westside Community Services Building reservation requests. This was also due to COVID, but will continue to be offered online even after COVID. This reduces the need for folks to drive to WCSB.

Examples of things we could do include:

- Recycling in parks – we currently don’t do it because the public doesn’t typically cooperate. A city-wide campaign about recycling in parks could be something that could be effective.
- Implementing low-flow faucets in park restroom facilities
- Use of solar lighting in parks and park facilities

- Use of recycled paper for publications and marketing materials

b. How does your departmental operations address social issues like safety and security, and health and wellness?

This is an area that team PRF excels in. Examples include:

- Parks and open spaces provide excellent opportunities for community health and wellness.
- Recreation programs include fitness classes and programs centered around health and wellness.
- Neighborhood navigators program addresses safety, security and health and wellness by understanding the needs of the community and finding ways to meet those needs.
- Working towards inclusiveness and accessibility throughout the park system. The Vandenburg Heights Park redevelopment project is an obvious example of this, but also smaller projects that include adding poured in place pathways from playground entry points to transfer stations as a standard for ALL new playground replacement projects.
- Ensuring staff safety by providing training on Stop the Bleed, Active Shooter, and building safety. We also have emergency numbers posted by all office phones.
- Free Wi-Fi has been installed at Wetmore Park and the Family Aquatic Center and will be expanding to Sheehan Park, Liberty Park and Vandenburg Heights Park in 2021.
- Park security cameras are being installed throughout the park system.

c. How does your departmental operations address economic issues like unemployment, inflation and local business/local economy?

This is also an area that Team PRF does well in. Examples include:

- Hiring over 150 seasonal employees on an annual basis. We provide several seasonal positions with competitive wages that offer great job experience.
- We support local economy through programs, services and sponsorship opportunities. We invite local businesses to events such as Concerts and Movies in the Park.
- The park system provides free access to playgrounds, greenspace, trails, athletic fields and sport courts.
- Recreation programs are priced based on a model that subsidizes programs with the most community benefit/impact, while recovering over 100% of costs for programs that have the most individual/personal benefit and impact, which then allows us to achieve 100% cost recovery, while offering very low cost or free programs and events to the community.

4.) What metrics are in place to measure your progress?

This is definitely an area of improvement, but the following are metrics we currently utilize to measure progress:

- Cost recovery levels – we have goals for each category of programs and we evaluate this on a broad level after the previous year's budget is reconciled and throughout the year, looking at individual programs and program categories.
- Scholarships – we want our programs to be accessible and reduce barriers. We evaluate the number of scholarships provided monthly and annually as well as the total dollar amount that was scholarshipped.
- The Neighborhood Navigators keep track of the unduplicated number of people served annually. We also collect stories of impact and narratives of success stories of those who we've touched through our work.

- The Rec team is constantly evaluating programs and services through surveys and program evaluations. We are intentional about the programming that we offer to ensure it meets the needs of the community. The fact that we do have 100% cost recovery on direct program costs illustrates that we are meeting the needs and offering programs that are relevant to the community.

5.) What challenges or barriers prevent you from practicing sustainability and why?

- Cost. There are many opportunities to practice sustainability such as solar power, green roofs, recycled products, low-flow fixtures, etc.
- Compliance/User habits. This relates to both the public and staff. From a waste/recycling perspective in parks and programs, it is challenging to get the general public to comply. From a staff perspective and generally speaking, we have some bad habits, too such as the use of paper and printing large paper copy manuals for seasonal staff.

6.) What do you consider to be the least sustainable aspect of your department's operations?

Our least sustainable aspect is probably park facility utility usage - from the FAC, to park lighting to shelter restrooms. There are solutions to address this, but they would require investment.

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DIVISION: Wastewater

DIVISION HEAD: Jeremy Cramer

1. What does sustainability mean to your division?

Wastewater treatment is a true sustainability activity. Water is cleaned and returned back to our enviironment to be used again by the people and other organisms of our planet. Sustainability to our department means accomplishing our job as efficiantly as possible and doing so in a manner that doesn't negitively impact our community or planet now or in the future.

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

Our team discusses how we can improve our process and operation regularly. as part of these discussions, sustainable operations and new ways of utilizing the renewable energy we produce daily (biogas), and renewable soil fertilizer (biosolids), and clean water are strategized. We have included a $400,000.00 solar array and $12,000,000.00 solids handling and biogas project in the CIP. These projects are sustainability driven and will help the city do more renewable related projects.

3. Please describe to what extent your department is currently or could be practicing sustainability.

   a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

Yes. We try to re-use as much water as we can on a daily basis. We use approximately 300,000 gallon of treated wastewater on a daily basis instead of city drinking water for operations around the plant. we also utilize plant produced biogas to heat our buildings and digesters instead of using purchased natural gas.

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b. **How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?**

Our team has monthly meetings related to safety training and safety related items. We also have recently started meeting as a full team to discuss inclusion and health and wellness issues.

c. **How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?**

Our department does not impact these economic issues.

4. **What metrics are in place to measure your progress?**

The current metrics we use are cost per pound of BOD removed, average kWh consumed per day, kWh per 1000 PE, kWh/1000 lb of BOD/yr, amount of biogas produced and consumed, amount of biosolids produced, and amount of water reuse.

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5. What challenges or barriers prevent you from practicing sustainability and why?

Our barrier is like that most departments face, money to implement sustainability ~~activities~~. related projects.

6. What do you consider to be the least sustainable aspects of your department's operation?

~~Our~~ Our biosolids operation is the least sustainable of our operations.

7. Other

As a piece of related sustainability measures, ~~we~~ we will investigate the potential to change the sewer use ordinance to have food/garbage disposal units on home sinks. ~~This~~ This could keep food waste out of landfills and be a way to help turn food scraps into renewable energy by getting the food to the wastewater plant and then going into anaerobic digestion and producing valuable biogas.

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DEPARTMENT: Administrative Services

DEPARTMENT MANAGER: Connie M DeKemper

1. **What are your department's sustainability initiatives?**

OnBase and OpenGov – Allows City to go paperless and reduce the footprint for storage of documents. Also allows remote transactions for City Business.

Telecommuting. Reduces the City's building footprint requirements and transportation emissions.

2. **What are your department's strategies for future sustainable implementation?**

Would like to see more centralized purchasing. This will save time and resources for various supplies the City needs.

Get more departments converted to Onbase and OpenGov.

Our Department is support services and are most effective in assisting other department's success such as the recommendation for investment in the City's green space in the CIP.

3. **Does your department experience challenges or barriers to implementing sustainability? If so, please describe?**

The current processes require expertise knowledge, time and money. We have been moving at a slower pace as much of this work requires IT personnel to build and assist with implementation. They are typically drive the progress. They are all really good but they can only do so much within our financial constraints.

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DEPARTMENT: Emergency Medical Services

DEPARTMENT MANAGER: Brian Goff

1. **What are your department's sustainability initiatives?**

We have moved, and continue to move, key business functions from an individual and into an automated solution.
We perform annual review of financial management and service fees.
We address succession planning through development of career progression opportunities.
We leverage training/education to bring industry best-practice into the organization.

2. **What are your department's strategies for future sustainable implementation?**

We are pursuing continued development of career progression through first-level supervisor positions, as well as other support positions.
We seek partnerships with external organizations to share workload and improve operational efficiencies.
We aspire to implement entry pathways into the organization.
We wish to take further advantage of training and education opportunities.

3. **Does your department experience challenges or barriers to implementing sustainability? If so, please describe?**

There is little opportunity to leverage existing talent within the City's workforce; employees are not able to transfer from one department to another.
There is inadequate investment into staff positions such as those that create career paths and/or allow for pursuit of diversity.
Cultural barriers to entry exist in the form of standards/qualifications that are too high and fail to consider systemic challenges of culturally diverse people.

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DEPARTMENT: Police

DEPARTMENT MANAGER: Brian Teasdale

What are your department's sustainability initiatives?

- Patrol fleet moving to hybrid squads. Fuel savings/emissions.
- Recycling containers throughout all buildings
- Shredder boxes in east/west buildings; recycling all paper products
- Operational paperless efforts; converted most operations to paperless
- Departmental forms moved to digital format
- Thermal paper squad printers; replaced 3-ply paper forms
- Rotating squad equipment into replacement cars on turn over
- Squad camera/body camera storage; digital server storage
- Crime scene photography is digital; digital storage
- District Attorney/Court paperless system; criminal paperwork processed electronically
- Transfer of open records files; drop box for City Attorney/CVMIC attorneys, DA
- Property and evidence; inventory completed by using scanners connected to RMS system
- Roll call systems are all electronic/no paper systems
- Smart Force software being used for electronic storage and tracking of patrol efforts
- Policy manual transitioned to electronic; paperless
- Dispatch movement of work processing to paperless systems
- Dictation of reporting; digital; no paper or tapes

What are your department's strategies for future sustainable implementation?

- Replacing multiple cars a year until the entire fleet is hybrid. Fleet plan initiatives.
- Evaluation system to be transferred to electronic format
- Personnel filing system to be transferred to electronic system
- Internal complaint reviews, use of force, pursuits, squad crash software implementation

Does your department experience challenges or barriers to implementation?

- Fleet adjustments for vehicle maintenance.
- Operational challenges with functionality of the hybrid squads.
- Squad equipment adjustments, staff education, and minor adjustments made successfully.
- Information Technology cost challenges to implement paperless systems
- Digital format compatibility with other departments that you need
- Wear and tear of equipment when rotating to new squads
- Cost of added software and transitions

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DEPARTMENT: ADMINISTRATION

DEPARTMENT MANAGER: AARON OPPENHEIMER

1. **What are your department's sustainability initiatives?**

To connect with other municipalities and engage on sustainability topics and projects
Collaborate with other departments on sustainability projects (i.e. LED lights, solar panels)
Advocate for sustainable purchasing practices (i.e. hybrid police cars)
Engage with residents and elected officials on sustainability

2. **What are your department's strategies for future sustainable implementation?**

Continue to invest in and advocate for sustainability projects
Pursue a sustainability coordinator/buyer in the 2021 budget
Pursue a sustainability committee following the task force

3. **Does your department experience challenges or barriers to implementing sustainability? If so, please describe?**

Knowledge of grants available for implementing sustainability initiatives

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DEPARTMENT: Community Development

DEPARTMENT MANAGER: Scott Kugler

1. **What are your department's sustainability initiatives?**

In the Planning Division, implementation of the Comprehensive Plan policies, which contain many explicit and implicit sustainability initiatives. They include, among others, land use patterns that foster density, public transit, non-motorized modes of transportation, and more efficient use of infrastructure, as well as more direct recommendations and policies dealing with green technologies and initiatives. In the Economic Development Division, encouraging green architecture on publicly funded projects. In the Building Inspection Division, implementation of codes that incorporate, to the extent allowed by statutes, sustainable materials and practices.

2. **What are your department's strategies for future sustainable implementation?**

Examples include: Education of the public and elected officials on matters pertaining to density and efficient development. Considering sustainable practices and concepts when providing recommendations and guidance on development projects. Supporting recommendations from other departments and agencies pertaining to the protection of environmental resources and sustainable storm water management practices during the development review process. Monitoring erosion control practices as part of the construction inspection process. Providing increased consideration of development incentives for green building technologies and features during TIF negotiations.

3. **Does your department experience challenges or barriers to implementing sustainability? If so, please describe?**

Certainly funding is always a challenge. Many sustainability initiatives compete for limited public resources with other necessary investments such as street reconstructions, facility upgrades, and other desired amenities that are sought after by residents and their elected representatives. Initiatives aimed at creating an active transportation plan to better focus efforts to encourage and provide infrastructure for non-motorized modes of transportation, for instance, have gone unfunded the past two years. Political pressures also provide a challenge anytime density is proposed. Push back from developers on green initiatives, usually related to the financial investment that might be necessary to implement such technologies, is also common.

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DIVISION: Human Resources

DIVISION HEAD: Brenda Sukenik

1. What does sustainability mean to your division?

Avoiding the depletion of natural resources—

Energy usage and physical waste maintain at a certain level (economic)?

Separate concept

2. To what extent does your department discuss and strategize sustainability? How does sustainability factor into department decision-making?

Discussions have focused on digital solutions to avoid paper usage but also to provide remote access to information.

3. Please describe to what extent your department is currently or could be practicing sustainability.

   a. **How does your departmental operations address ENVIRONMENTAL issues like waste, resource consumption and water use?**

Focus has been on keeping electronic information electronic—not printing. Using Onboard and Onbase solutions.

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b. How does your departmental operations address SOCIAL issues like safety and security, and health and wellness?

Security of electronic data is very important, IT has provided solutions in file transfer.
Lead conversations in employee safety, health and wellness.

c. How does your departmental operations address ECONOMIC issues like unemployment, inflation, and local business/local economy?

HR would be a partner in any day of (UI) conversations but workload of departments will drive unemployment.
Part of joint Employee Wellness clinic initiative to control health insurance costs and provide low cost health care options to employees.

4. What metrics are in place to measure your progress?

Developing metrics for Employee Wellness Clinic ROI.
Analyze health insurance utilization
Monitor turnover and annual UI costs.

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5. What challenges or barriers prevent you from practicing sustainability and why?

Clear organizational goals not defined.

6. What do you consider to be the least sustainable aspects of your department's operation?

When outside legislation changes are made without clear direction – we spend so much time interpreting the information because guidelines are not in place.

Speed of enactment without guidance: Families First Leave, Social Security deferral

Formal guidance comes after effective dates – we attempt to educate our employees on action taken without all of the information ourselves.

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DEPARTMENT: Sun Prairie Public Library

DEPARTMENT MANAGER: Svetha Hetzler

1. **What are your department's sustainability initiatives?**

Specific initiatives this year include budget initiatives as well as projects currently in place:

1) Increased funding for digital resources
2) Funding to bring Dream Bus services to our higher need neighborhoods
3) Funding for virtual programs and new collections to support racial literacy efforts
4) Funding for new service delivery: drive-up window, walk-up window, curbside pick-up
5) Our Strategic Plan has identified the need to establish a digital services team

2. **What are your department's strategies for future sustainable implementation?**

1) IT Replacement plan
2) Expansion/Renovation project to include green features such as: solar panels, permeable concrete, electric vehicle charging stations, and improved HVAC
3) Design considerations for flexible spaces so we can adapt to changing circumstances

3. **Does your department experience challenges or barriers to implementing sustainability? If so, please describe?**

Yes, we have an aging facility with end-of-life mechanicals which require regular repair and maintenance. We have consistent issues with a leaking roof and inefficient temperature control. In addition, financial resources for technology and digital services are limited.

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DEPARTMENT: Public Services

DEPARTMENT MANAGER: Adam Schleicher

1. **What are your department's sustainability initiatives?**

The overall goals of the department are related to energy use.
We have begun to implement fleet vehicles that use alternative energy sources, energy reduction projects at City Facilities and the installation of rooftop solar panels. Additionally, at the WWTP energy consumption was a major factor in the design of the upgrade

2. **What are your department's strategies for future sustainable implementation?**

Purchase or lease more fuel efficient or alternative fuel vehicles
Consider energy conservation in all building projects

3. **Does your department experience challenges or barriers to implementing sustainability? If so, please describe?**

The costs for newer or alternative fuel vehicles is higher that traditional vehicles, so funding is a concern
We have placed Solar panels on two large roof areas at City Hall and WSCB, rooftop is often the easiest and most cost efficient, additional solar installations will need to be of a different type and suitable sites may be hard to identify.

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Appendix C – Community Survey

CITY OF
SUN PRAIRIE
Wisconsin

300 East Main Street
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(608) 837-2511

PRESS RELEASE – December 8, 2020
FOR IMMEDIATE RELEASE
Contact: Sandy Xiong
Strategic Planning & Engagement Manager
(608) 825-1193

Sustainability Task Force to Survey Residents on Sustainability

The City of Sun Prairie's Task Force on Sustainability is seeking input from Sun Prairie residents about sustainability goals and priorities for the city. Starting in early January 2021, 700 randomly selected Sun Prairie households will receive a survey from the University of Wisconsin at River Falls asking for their feedback on a range of sustainable policy options and actions.

Planning for a sustainable Sun Prairie promotes responsible decision making and development, conservation of natural resources, and the health and welfare of current and future generations. Sustainability means meeting current needs without compromising the ability of future generations to meet their own needs. There are environmental, economic and social dimensions to sustainability:

- Environmental sustainability is to live gently in this place and minimize any negative environmental impacts our lifestyles generate.
- Social sustainability means that relations between people are equitable, everyone is treated respectfully, and people in Sun Prairie share strong social bonds.
- Economic sustainability means that businesses are profitable, and households are able to afford their basic needs (food, shelter, health, etc.).

The Survey Research Center at the University of Wisconsin–River Falls is implementing the survey on the city's behalf. Responses are confidential, and your name and information will not be associated with your answers. Survey results will be available in summarized form only and will be reported back to the task force and included in a final report to the Common Council. Results from the survey will help shape the city's future sustainability vision and priorities. "We need to hear from as many of you as possible to feel confident that the responses truly represent the hopes and wishes of this community," said Jeremy Cramer, co-facilitator and director of the Wastewater Treatment Plant. "Sun Prairie is a great place to live, work, and play, and with your help, we can make it both better and sustainable."

About the Survey Research Center at UW-River Falls

The Survey Research Center, located on the campus of the University of Wisconsin-River Falls, provides statistically sound, low cost information gathering services for towns, municipalities, cities, non-profit

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groups, agricultural, consumer and food cooperatives, school districts, and other organizations. The Center works in conjunction with the University of Wisconsin Cooperative Extension program and is staffed by University of Wisconsin-River Falls students.

About the Sustainability Task Force

The Sustainability Task Force began meeting in May of 2020 and consists of 12 citizen members including alderman Mike Jacobs who serves as chair. Jeremy Cramer, Wastewater Treatment Director and Sarah Sauer, City Planner serve as co-facilitators for the Task Force. The task force has been charged with identifying goals and objectives to create a vision for sustainability in Sun Prairie. The Task Force meets the first and third Thursday of the month from 6:30-8:00pm. Residents can join in on the conversation by watching the remote meetings on KSUN or online at sunprairiemediacenter.com.

###

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Website: https://cityofsunprairie.com

Date

Dear Sun Prairie Resident,

As commonly understood, sustainability means meeting our current needs without compromising the ability of future generations to meet their own needs. There are environmental, economic and social dimensions to sustainability. The City of Sun Prairie's Task Force on Sustainability is seeking input from Sun Prairie residents about sustainability goals and priorities for the City. You are one of a small number of Sun Prairie residents receiving this survey, which will touch on all three dimensions of sustainability. Your participation is voluntary, but we hope you will complete and return the survey so that we can use your input to help guide the City's sustainability efforts and implementation of its Comprehensive and Strategic Plans. We hope to receive your completed survey by _____.

The Survey Research Center at the University of Wisconsin–River Falls is implementing the survey on our behalf. Responses are confidential, and your name will not be associated with your answers. Survey results will be available in summarized form only. The ID number on your survey is there so we don't inconvenience you with reminders once you've completed and returned your survey.

If you have any questions about the motivation for the survey and how the results will be used, contact Sandy Xiong (sxiong@cityofsunprairie.com). If you have questions about the implementation of the survey, contact Dr. David Trechter (david.d.trechter@uwrf.edu) at the Survey Research Center at UW-River Falls.

Thank you, your time and opinions are greatly appreciated!

Alderman Michael Jacobs
District 3
City of Sun Prairie
(608) 438-6983

This project has been approved by the UW-River Falls Institutional Review Board for the Protection of Human Subjects. If you have concerns about this study, please contact Tammy Kincaid at the University of Wisconsin at River Falls, tamara.kincaid@uwrf.edu and reference study IRB-FY2020-133.

Sustainability Survey

Please return in the postage-paid envelope provided by _____

All responses will be kept confidential. Thank you for your participation.

Fill the circle that most closely matches your opinion about the following questions.

Like this: ● Not like this: ✓ ✗ /

1) Which of the following best describes your residence in Sun Prairie?

I own my residence	I rent my residence
O	O

2) Which of the following best describes your current residence?

Smaller, single-family home	Larger, single-family home	Duplex/Twin home	Townhome or condominium	Apartment	Senior housing	Mobile home
O	O	O	O	O	O	O

3) To what extent do you agree or disagree that the City of Sun Prairie should:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Require that new construction include electric vehicle charging capability	O	O	O	O	O
b. Expand information about residential renewable energy options (solar, geothermal, electric, etc.)	O	O	O	O	O
c. Build a solar installation from which residents could buy units of electricity	O	O	O	O	O

4) If a property owner invests in energy efficiency or renewable energy, should they receive the following? (select all that apply)

One-time Property tax reduction	Reduced fees for new construction	Would not support any subsidy
O	O	O

5) To what extent do you think that <u>new developments</u> in Sun Prairie should:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Require new developments be bicycle/pedestrian friendly	O	O	O	O	O
b. Have parking maximums rather than minimums	O	O	O	O	O
c. Encourage higher density (e.g. smaller lots)	O	O	O	O	O
d. Require natural areas/green spaces	O	O	O	O	O

6) To what extent do you think that Sun Prairie should reduce urban sprawl and protect natural resources by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Subsidizing re-development of vacant/underutilized land in the city (infill development)	O	O	O	O	O
b. Providing incentives to adapt/reuse vacant buildings	O	O	O	O	O
c. Integrating small scale businesses (restaurants, coffee shops, etc.) in residential neighborhoods	O	O	O	O	O
d. Requiring green infrastructure, (e.g. green roofs, rain gardens, permeable surfaces, etc.) in new construction proposed on previously undeveloped, rural land	O	O	O	O	O

7) To what extent do you think Sun Prairie should <u>encourage local food</u> production by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Expanding or creating additional community gardens	O	O	O	O	O
b. Subsidizing urban farming	O	O	O	O	O
c. Encouraging home gardens by expanding educational offerings	O	O	O	O	O
d. Conducting feasibility study for a permanent public food market	O	O	O	O	O
e. Planting fruits and vegetables on public lands	O	O	O	O	O

8) To what extent do you think Sun Prairie should conserve, preserve, and protect its natural resources by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Adopting a tree preservation policy or ordinance	O	O	O	O	O
b. Preserving existing wetlands	O	O	O	O	O
c. Charging water rates that increase with use (tiered pricing)	O	O	O	O	O
d. Adopting a stormwater management plan to protect the Token Creek and Koshkonong Creek watersheds	O	O	O	O	O
e. Establishing an “adopt a storm drain” program to keep gutters and storm inlets clean of leaves and debris	O	O	O	O	O

9) To what extent do you think Sun Prairie should improve local environmental conditions by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Producing soil amendments/fertilizers for lawns and landscapes at its wastewater facility	O	O	O	O	O
b. Utilizing food waste to produce biogas	O	O	O	O	O
c. Restoring or stabilizing stream banks to reducing algae blooms and erosion	O	O	O	O	O
d. Producing compost from grass clippings, leaves, etc.	O	O	O	O	O

10) To what extent do you think Sun Prairie has:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Adequate housing for the elderly/disabled	O	O	O	O	O
b. A good mix of housing types (single-family vs. condos vs. apartments, etc.)	O	O	O	O	O
c. Neighborhoods with a mix of household incomes	O	O	O	O	O
d. Harmonious relations between racial/ethnic groups	O	O	O	O	O
e. Openness to new residents from different backgrounds	O	O	O	O	O

11) What do you think are the <u>three</u> most important features of a "sustainable home?" *(Select up to three)*

O a. Affordability
O b. Energy efficiency
O c. Water efficiency
O d. Near reliable/affordable public transit
O e. Near parks/green space
O f. Near businesses/shops
O g. Near employment
O h. Eco-friendly building materials
O i. Low maintenance
O j. Other (specify) _____

12) To what extent do you agree/disagree that the following are barriers to people living <u>and</u> working in Sun Prairie?

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Lack of affordable housing options	O	O	O	O	O
b. Lack of access to quality education	O	O	O	O	O
c. Lack of access to training and apprenticeships for skilled trades	O	O	O	O	O
d. Lack of diverse jobs	O	O	O	O	O
e. Lack of investments in public infrastructure (e.g. roads, parks, schools, etc.)	O	O	O	O	O

13) Do you agree/disagree that Sun Prairie should address equity and social justice issues in the city by:

	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
a. Requiring new residential developments include healthy living designs that ensure access to medical care, food, public transit, and educational opportunities	O	O	O	O	O
b. Developing ordinances allowing accessory dwelling units (e.g. in-law flats)	O	O	O	O	O
c. Expanding the Neighborhood Navigator program that connects residents with community resources	O	O	O	O	O
d. Developing a multi-cultural community center	O	O	O	O	O

14) What is your primary method of transportation to get to work, school, and shopping?

- O Personal automobile
- O Public transit (bus, taxi, etc.)
- O Bicycle
- O Walking
- O Car/Vanpool
- O Ridesharing app (Uber, Lift, etc.)
- O Other (specify) _____ _____

15) Which <u>three</u> of the following factors would be most likely to persuade you to choose a lower carbon-emitting form of transportation as your primary means of getting to work, school, and shopping? *(Select up to three)*

- O a. My primary transport is already zero carbon emitting
- O b. Nothing would persuade me to change to a lower carbon-emitting option
- O c. Improved access to public transit
- O d. Expanded network of public transit destinations
- O e. Lower cost of public transit
- O f. Improved links between existing biking/walking trails
- O g. Extensions of biking/walking trails to my typical destinations
- O h. Improved sidewalk network
- O i. Improved bike maintenance stations on paths
- O j. Improved links between biking/walking trails and public transit stops
- O k. Improved availability of electrical vehicle charging stations
- O l. Other (specify) _____

16) To what extent do you agree/disagree that Sun Prairie should address instabilities and inequality within our local economy to improve resiliency by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Creation of a community foundation to support local non-profits	O	O	O	O	O
b. Creation of a loan program for local small businesses	O	O	O	O	O
c. Expansion of sustainable business practice training with Chamber of Commerce members	O	O	O	O	O
d. Facilitation of local business-to-business economic activity	O	O	O	O	O
e. Expansion of skills needed/job types available in Sun Prairie	O	O	O	O	O
f. Creation of an economic recovery strategy for times of disasters	O	O	O	O	O

17) As Sun Prairie develops a sustainability plan, which of the following are the ways you would feel most comfortable to provide feedback about what you like/don't like? *(Choose Up To Three)*

- O a. Interacting with city officials at small meetings in my neighborhood
- O b. Participating in small discussion groups
- O c. Responding to an anonymous online survey
- O d. Responding to an anonymous paper survey
- O e. Providing feedback on social media
- O f. Interacting with city officials at booths at community events
- O g. Providing input at city council meetings
- O h. Meeting one-on-one with my alderman
- O i. Meeting one-on-one with city workers
- O j. I don't want to provide feedback
- O k. Other (specify) _____

Demographic Information

18) With which gender do you identify?

Male	Female	Non-Binary	Other
O	O	O	O

19) What is your age?

18-24	25-34	35-44	45-54	55-64	65 and older
O	O	O	O	O	O

20) What is the highest level of education you have completed?

No High School or GED	High School or GED	Some Tech or College	2-Yr/ Associate Degree	Bachelor's Degree	Professional or Grad Degree
O	O	O	O	O	O

21) What is your household's annual income range?

Less than $25,000	$25,000 - $34,999	$35,000 – $49,999	$50,000 – $74,999	$75,000 – $99,999	$100,000+	Prefer not to say
O	O	O	O	O	O	O

22) Please tell us how you identify your ethnicity. (mark all that apply)

- O Asian or Asian American
- O Black or African American
- O White or Caucasian
- O Hispanic/Latino/Latinx
- O American Indian or Alaska Native
- O Native Hawaiian or Pacific Islander
- O Prefer not to say
- O Other (specify): _____

Thank you for completing this survey. Please return it in the enclosed, postage-paid envelope by _____.

Extension
UNIVERSITY OF WISCONSIN–MADISON

UNIVERSITY OF WISCONSIN
River Falls
GLOBAL. INNOVATIVE. EXCELLENT.

Sun Prairie Residents' Opinions about Sustainability

David Trechter
Shaheer Burney
Denise Parks

Survey Research Center Report 2021/5
April 2021

Students working for the Survey Research Center (SRC) at UW-River Falls were instrumental in the completion of this study. We would like to thank Hannah Nelson, David Foerster, Tyler Schmidt, Luke Spaeth, Ellisa Fredrickson, Brigitte Ledford, Rachel Milbauer, and Jerry LaFord. We gratefully acknowledge their hard work and dedication.

The Survey Research Center at UW-River Falls extends appreciation to City of Sun Prairie employees Sandy Xiong, Sarah Sauer, and Jeremy Cramer, and the Sustainability Task Force for their input throughout this project.

Finally, we thank the residents of the City of Sun Prairie who completed their questionnaires.

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Executive Summary

The 208 completed surveys (33% of deliverable surveys) was close to the expected rate of response and should produce estimates accurate to within plus/minus 6.8% with 95% confidence.

Demographics of the Sample

Compared to data from the U.S. Census, the sample had:

- About half the proportion of renters expected (19% of the sample compared to 40% in the U.S. Census) given how many people in Sun Prairie rent their residence (Figure 1).
- Slightly more males (54%) than expected (Figure 3).
- Somewhat fewer respondents under 35 years of age and more who were 65 or older (Figure 4) than expected (Figure 4).
- Somewhat higher levels of education; 64% had at least a bachelor's degree vs. 43% with that level of education according to the Census (Figure 5).
- Slightly higher average household incomes than expected; 66% had household incomes of $75,000 or more compared to 52% according to the Census (Figure 6).
- Slightly fewer people of color than expected (Figure 7).

Sustainability Preferences

In terms of **residents' opinions about their city**, a majority felt that Sun Prairie has a good mix of housing types, is open to new residents from different backgrounds, and has neighborhoods with mixed income levels and with racial/ethnic diversity. Slightly less than half felt there is adequate housing for the elderly and disabled and another one-third didn't have an opinion about this (Figure 8).

In terms of their **opinions about energy issues**, more than half agreed that Sun Prairie should expand the amount of information they provide to citizens about renewable energy options (75% of all respondents) and build a solar installation and sell units of electricity to residents (53%) (Figure 9).

A majority of respondents (73%) agreed that a property owner should receive a property tax or fee reduction if they invest in **energy efficiency or renewable energy** (Figure 10).

Large majorities agreed that **new developments** should be required to include natural areas/green space (88%) and be bicycle and pedestrian friendly (82%) (Figure 11).

Substantial majorities agreed that, to reduce **urban sprawl**, the City should provide tax breaks or fee reductions to adapt or reuse vacant buildings (84%) and for infill development (70%) (Figure 12).

Expanding or creating new community gardens (73% agreed) and increasing the educational outreach about home gardening (66% agreed) were the two most-popular ways to **encourage local food production** (Figure 13).

To **conserve, preserve and protect natural resources**, three-quarters or more of the respondents would preserve existing wetlands (89%), enact a public land tree preservation policy or ordinance (81%), and adopt a stormwater management plan for Token and Koshkonong Creeks (Figure 14).

The two most popular policies to **improve local environmental conditions** were to have the City produce compost from leaves and yard waste (86% agreed) and restore/stabilize stream banks to reduce algae blooms and erosion (84% agreed) (Figure 15).

The only features that a majority of respondents associated with a **sustainable home** were energy efficiency (75%) and affordability (64%) (Figure 16).

A large majority agreed that providing access to a quality education (87%) was key to **attracting new residents** to Sun Prairie. Similar proportions felt that having more diverse job opportunities (71%), access to training and apprenticeships (68%), and improved public infrastructure (68%) were also important (Figure 17).

The most popular policy option for **addressing equity and social justice** was to review City ordinances for bias (67%) (Figure 18).

While one-quarter of the respondents said there is nothing that would persuade them to choose **a lower carbon-emitting form of transportation** as their primary means of getting to work, school and shopping, five options garnered more support than that: better links between existing bike/pedestrian trails (33%), more electric vehicle charging options (31%), an expanded public transit network (29%), better access to public transit (28%), and extending trails to more destinations (28%) (Figure 19).

Substantial proportions of respondents agreed that developing a disaster recovery plan (76%), creating a loan program for local small businesses (72%), and expanding the skills needed and job types available in the City (69%) were the best ways to **improve local economic resiliency** (Figure 20).

Of the ten most popular policy options (Table 1), many were focused on the environmental dimension of sustainability (preserving existing wetlands, producing compost from yard waste, stabilizing stream banks, preserving trees on public lands, bike/pedestrian friendly development, and stormwater management plans). A few were more sociologically focused

(requiring green space in new developments and providing access to a quality education), and a couple were more economically focused (tax cuts for reuse of vacant buildings and developing an economic recovery plan for disasters).

Sustainability Preferences of Demographic Groups

Renters vs. Homeowners. Of the 13 policies for which there was a significant difference between those currently renting their home and those who own their home, renters were more favorably disposed to 11 of them. Renters agreed in significantly higher proportions that subsidies should be used to incentivize investments in energy efficiency/renewable energy or to encourage urban farming. They were more supportive of setting maximum parking spaces and incorporating healthy living designs in new developments, and that affordable housing and too little diversity in job opportunities were barriers to attracting new residents to Sun Prairie. They agreed in larger proportions that the City should develop a disaster recovery plan, preserve trees on public lands with an ordinance/regulation, and develop a multicultural community center.

Males vs. Females. There were only five policies about which men and women had significantly different opinions; women were more supportive of four of them. Women were less opposed to reducing urban sprawl by encouraging infill development, more likely to say that using eco-friendly materials was a key feature of a sustainable home, that affordable housing is a barrier to attracting new residents to the City, and if better public transit were available, they would reduce their carbon emissions associated with transportation.

Younger vs. Older Respondents. There were 18 policies about which those under 55 years of age had significantly different opinions than those older than that. In all but five, younger respondents were more supportive of the sustainability policies. Like renters, those under 55 were more agreeable about using subsidies/fee reductions to encourage energy efficiency/renewable energy use and to spur urban farming. They were more likely to agree that new developments should be bicycle and pedestrian friendly, that sprawl be reduced by providing incentives to renovate/repurpose vacant buildings, and to require green infrastructure in construction on previously undeveloped, rural land. Younger respondents also agreed in greater proportions that fruits and vegetables be planted on public land, that a regulation/ordinance be enacted to preserve trees on public lands and that stormwater management plans be developed for Token and Koshkonong Creeks. More of those under 55 also felt that affordable housing and access to a quality education were important to attract new residents, the City should create a multicultural community center and examine City policies for bias.

Those with or without a Four-Year College Degree. There were a dozen policies for which there were statistically significant differences between the opinions of those without a college degree

and those with at least a bachelor's degree. In nine of twelve policies, those with a college degree agreed in higher proportions. Like renters, those with more years of formal education, agreed in higher proportions that new developments should be bike/pedestrian friendly, and to reduce urban sprawl, neighborhoods should incorporate small businesses (e.g. coffee shops) and require green infrastructure. Those with a 4-year degree and above were more likely to define a sustainable home in terms of energy and water efficiency, were more likely to support allowing in-law flats and incorporate healthy living design in residential developments. Those with more formal education would be more likely to reduce their transportation-related carbon emissions if biking/walking trails were linked and/or extended.

Household Incomes Below or At Least $75,000. There were only five significant differences in the opinions of those from households with less than $75,000 in annual household income and those with higher incomes. In all five, those from households with less than $75,000 in annual household income agreed in higher proportions. Lower income households were more likely to agree that new developments should have maximum parking spaces rather than minimums, one aspect of sustainable homes is to be near one's workplace, and they would reduce their transportation-related carbon emissions if better and lower cost public transit were available and the sidewalk network was better.

White vs. People of Color. There were relatively few people of color in the dataset (25), so these results are tentative, but there were 15 policies about which white respondents and people of color held significantly different views. Neither group was consistently more supportive of sustainability policies.

People of color were more likely to have disagreed that Sun Prairie is open to new residents from different backgrounds and that small businesses should be integrated into residential neighborhoods. They agreed in higher percentages with several local food production policy options: expanding/adding community gardens, expanding educational offerings to encourage home gardening, and planting fruits and vegetables on public lands. People of color were more supportive of expanding the Neighborhood Navigator program and creating a loan/grant program for local businesses owned by under-represented groups such as women and minorities.

White respondents were significantly more supportive of requiring new construction to include electronic vehicle charging capacity and that new developments be bike/pedestrian friendly. Higher proportions of white respondents agreed that property tax cuts/fee reductions should be used to encourage energy efficiency/use of renewable energy and that energy efficiency is a key element of a sustainable home. They were also more strongly in favor of adopting a stormwater management plan for Token and Koshkonong Creeks.

Feedback Preferences

The three most popular means of providing feedback on the City's Sustainability Plan were an online survey (64%), a paper survey (58%) or interacting with City officials at small neighborhood meetings (35%).

Conclusions

There were four overall conclusions based on the results of the City of Sun Prairie Sustainability Survey:

1. There was a surprising level of agreement about almost all of the policy options about which Sun Prairie residents were asked. At least 50% of the respondents agreed or strongly agreed with 34 of 43 policy options.
2. Across all the policy questions, an average of about one-in-five respondents selected the "no opinion" answer option. This suggests that there may be a need for additional outreach and education about the options.
3. Based on the policies with the highest level of support, Sun Prairie residents seemed more open to environmentally-focused sustainability policy options than options that addressed the other dimensions of sustainability (social justice and economic profitability).
4. There were relatively few statistically significant differences across demographic groups in terms of agreement/disagreement about these policy options.

Introduction

Sandy Xiong, Strategic Planning and Engagement Manager for the City of Sun Prairie and UW-Extension Dane County requested the assistance of the Survey Research Center (SRC) at UW-River Falls on a survey to gather input from City residents regarding a range of sustainability issues. This feedback will provide input into a sustainability plan to be developed by the City of Sun Prairie.

Working with Ms. Xiong, Sarah Sauer, Jeremy Cramer and the city's Sustainability Task Force, the SRC developed the questionnaire and, during January and February of 2021, requested feedback from City residents. Respondents could either respond to the paper survey they received in the mail or via a parallel online version. A total of 208 surveys were completed, 33% of the deliverable surveys.

The U.S. Census indicates that there are 24,557 adults (18 and over) in the City of Sun Prairie. Feedback from 208 surveys is expected to provide estimates accurate to plus or minus 6.8% with 95% confidence. This means that if the same survey was administered 20 times, only once would the average value of a response be expected to be more than 6.8% larger or smaller than those presented in this report.

Any survey has to be concerned with what statisticians call "non-response bias," which refers to the case when people who don't respond to a survey hold views that are consistently different than those who do respond. Using a standard approach, described in **Appendix A**, the SRC tested for non-response bias and found little evidence that it is a serious problem for these data.

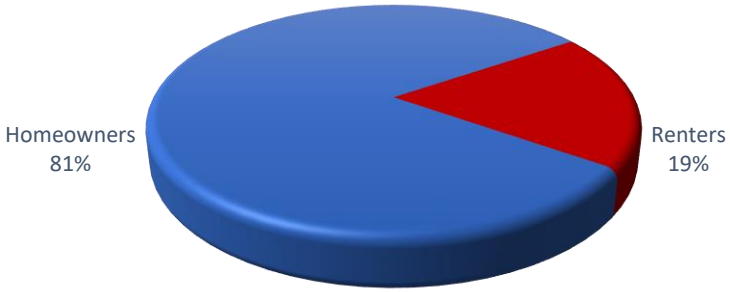
There were no open-ended questions included in the questionnaire, but there were a number of "other, please specify" answers. Those responses are included in **Appendix B**.

Appendix C provides a numeric summary of responses by question.

Characteristics of Respondents

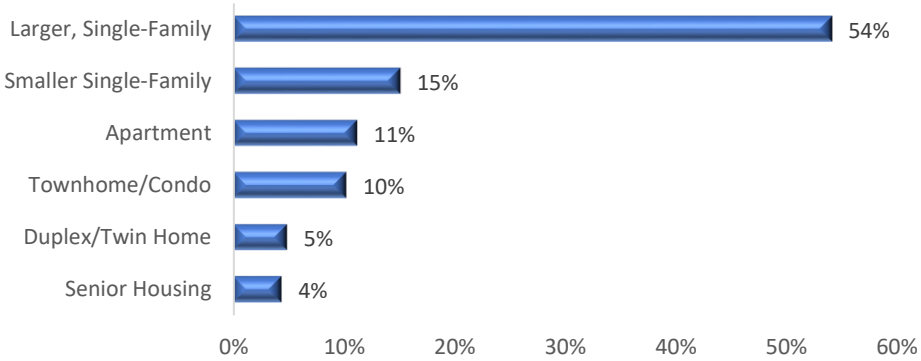
Figure 1 shows that about four of every five respondents to the City of Sun Prairie Sustainability Survey was a homeowner. The U.S. Census indicates that 5,434 of the 13,479 occupied housing units in Sun Prairie were rented (40%).[1] Thus, renters are under-represented in the sample. In the analysis to follow, statistically significant differences between renters and homeowners will be noted.

Figure 1: Residence of Respondents
(N= 203)



Slightly more than half of the respondents live in a larger, single-family home, which was described as having three or more bedrooms and two or more bathrooms. The U. S. Census indicates that about 58% of Sun Prairie homes have three or more bedrooms, so the sample appears to be representative based on this indicator.

Figure 2: Type of Current Residence of Survey Respondents *(N= 205)*



[1] Data from the U.S. Census are drawn from the American Community Survey, 5 year averages. https://data.census.gov/cedsci/table?t=Housing&g=0600000US5502578600&tid=ACSDP5Y2019.DP04&hidePreview=false

Figure 3 shows that slightly more than half the respondents identified as male (54%) and slightly fewer than half (45%) identified as female. One respondent identified as non-binary and one as "other." According to the Census, 51% of residents in Sun Prairie are female, so women were slightly under-represented in the sample. Gender differences in opinions about sustainability issues will be noted in the report.

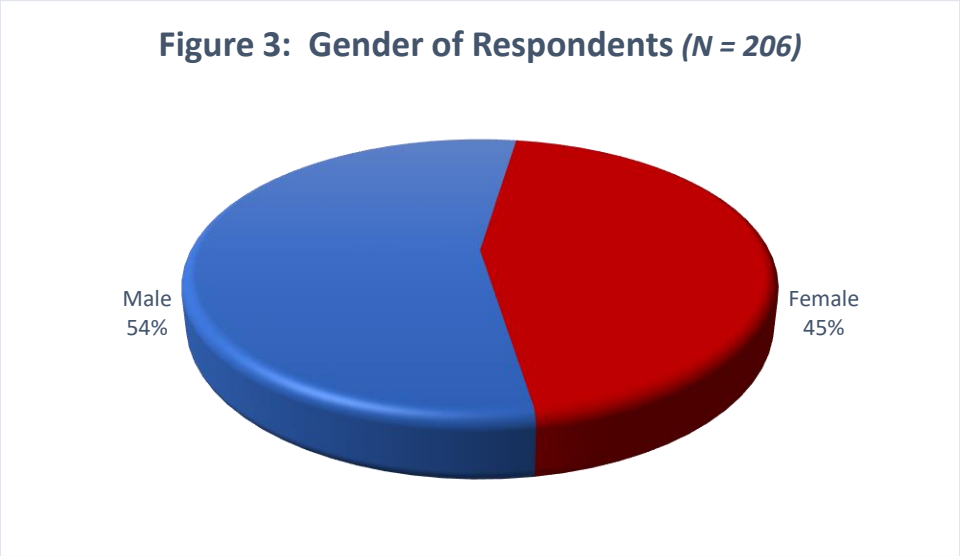
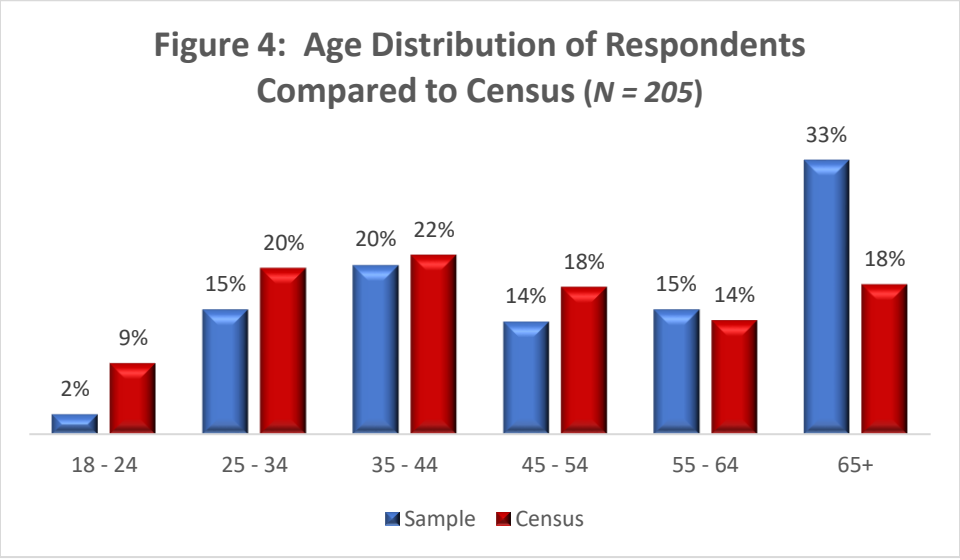


Figure 4 highlights the age distribution of the sample (blue bars) and the overall adult population in Sun Prairie according to the Census (red bars). The distribution of the sample was quite good, except at the youngest and oldest groups. The sample, compared to the Census data, had fewer respondents who were younger than 25 and substantially more 65 and older. Significant differences between those younger than 55 and those older than that will be noted in the analysis.



Compared to the Census, respondents to the City of Sun Prairie Sustainability Survey had more years of formal education (Figure 5). Nearly two-thirds of the survey respondents (64%) had at least a 4-year college degree compared to 43% for the City overall according to the Census. In the analysis to follow, we will compare the responses of those who have less than a 4-year college degree to those with at least that level of education.

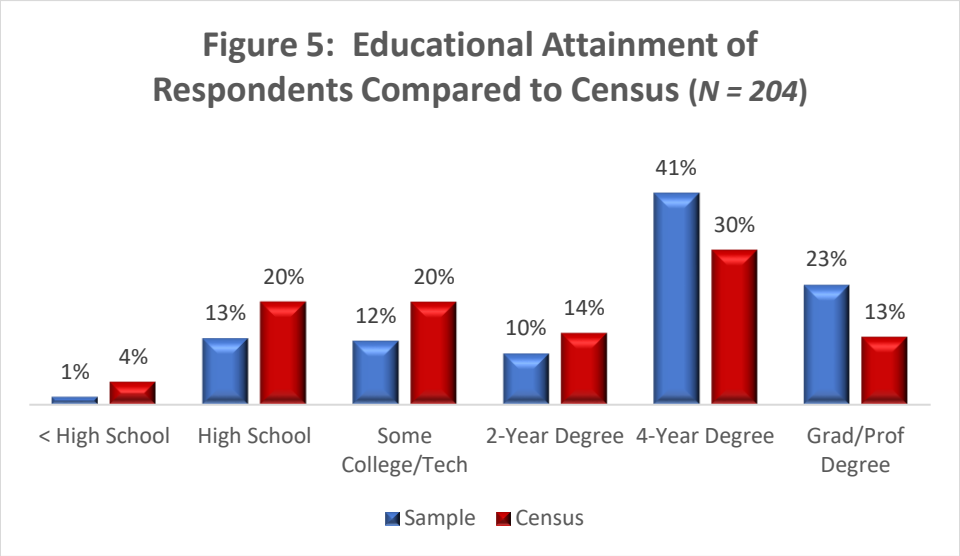
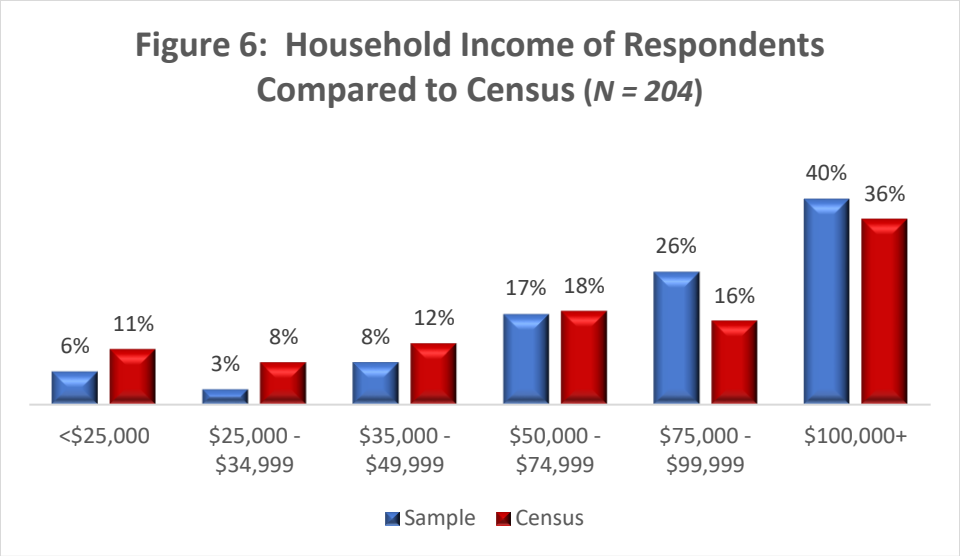
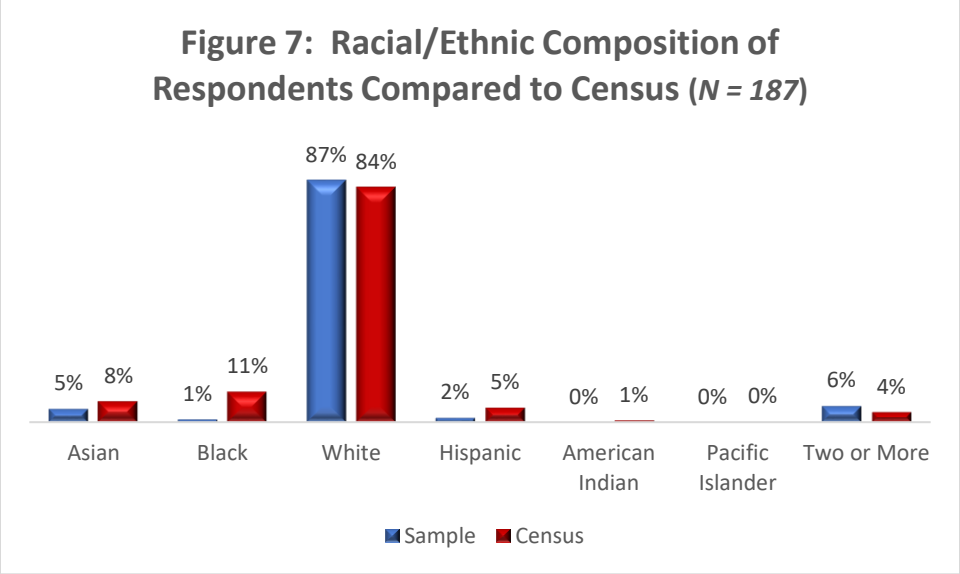


Figure 6 (next page) indicates the respondents to the sustainability survey had slightly higher household incomes than average for Sun Prairie households. Two-thirds (66%) had incomes of at least $75,000 compared to 52% according to the Census. Median household income in Sun Prairie, according to the Census, was $77,139 in 2019. In the analysis to follow, the responses of those from households reporting less than $75,000 in income will be compared to those with household incomes more than that. Sixteen percent of the Sun Prairie respondents preferred to not disclose their household income.



The sample, like the overall racial/ethnic composition of the City as a whole, was overwhelmingly white. The only notable discrepancy between the racial/ethnic composition of the sample and the Census is the lack of survey respondents self-identifying as Black or African-American; 1% of the sample vs. 11% of the overall Sun Prairie population. In the analysis to follow, we will test for significant differences between the responses of white residents and residents of color.

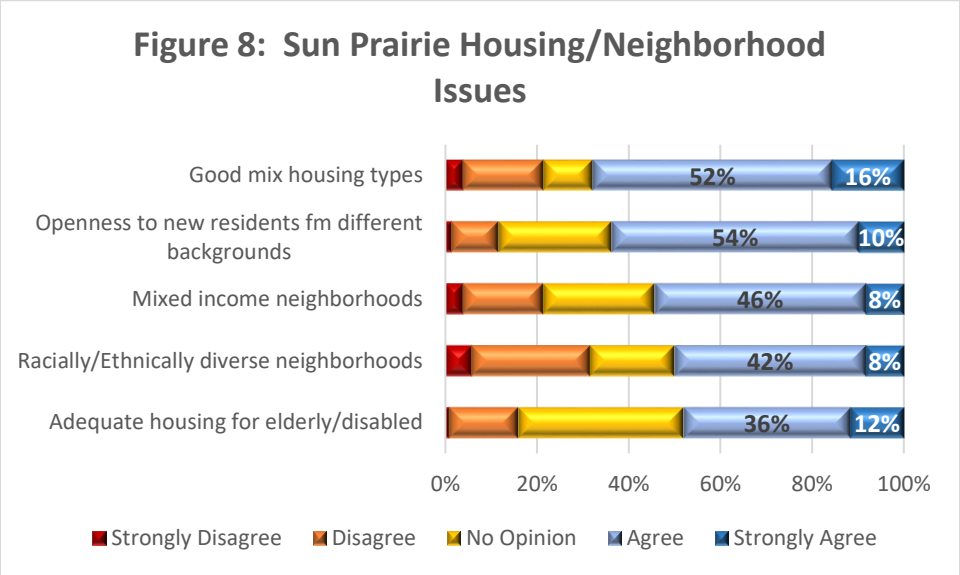


Sustainability Preferences

Sun Prairie residents were asked a series of questions about sustainability issues. Many questions asked respondents to indicate the extent to which they agreed/disagreed with a given policy-related factor. Answer options for these questions were strongly disagree, disagree, no opinion, agree, and strongly agree.[2] In the figures to follow, the SRC will show the percentage of respondents who agreed and strongly agreed with the policy option.

Sun Prairie Housing, Demographic and Development Opinions

Neighborhoods, Housing, and People. The first set of policy option questions asked residents to respond to five housing and demographic factors. As noted above, they were asked to indicate the extent to which they agreed/disagreed with the statements presented (Figure 8).

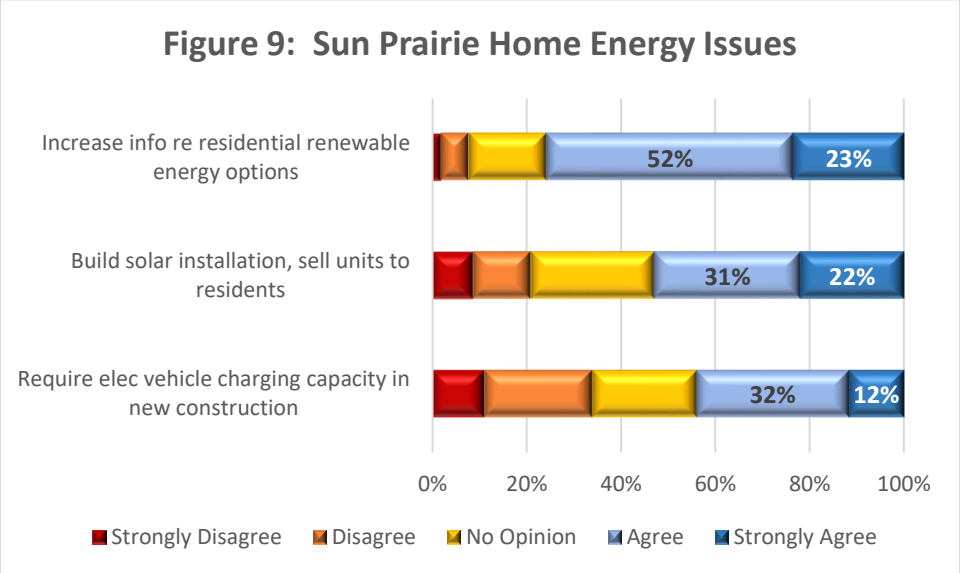


Between about one-half and two-thirds of the respondents agreed or strongly agreed with all the statements in Figure 8. Respondents were most in agreement that Sun Prairie currently has a good mix of housing types in terms of single-family homes, apartments and so on. While only 48% agreed that there was an adequate supply of housing for the elderly and disabled, more than one-third of the respondents did not have an opinion about this.

[2] Most questions in the City of Sun Prairie Sustainability Survey were designed in a matrix format, so each policy option asked about, such as the one shown in Figure 8 (adequate housing for the elderly/disabled, good mix of housing types, etc.), was asked about separately. The total number of responses per question (*n*) could differ based on each policy options being asked about.

About one-third (32%) either disagreed or strongly disagreed that Sun Prairie has racially/ethnic diversity in its neighborhoods. More than one-in-five disagreed or strongly disagreed that Sun Prairie has a good mix of housing types and that it has neighborhoods with a mix of household income levels.

Low-Carbon Residential Energy Options. The next set of questions asked about three residential energy issues that could reduce carbon emissions. Figure 9 shows that three-quarters of the respondents agreed or strongly agreed that the City of Sun Prairie should expand information about residential renewable energy options such as solar and geothermal. Fewer than 10% disagreed or strongly disagreed with this option.



Slightly more than half agreed or strongly agreed that the City should build a solar installation from which residents could buy units of electricity. About one-in-five respondents disagreed or strongly disagreed with this option.

While more respondents agreed or strongly agreed (44%) that new residential construction should include electric vehicle (EV) recharging capacity than disagreed or strongly disagreed (34%), this was the least popular option in this set of questions.

Incentivizing Energy-Related Investments. Residents were asked to indicate if they think property owners should be incentivized if they make investments either to increase their home's/building's energy efficiency (e.g. by adding insulation or installing new windows) or to lower its carbon emissions (e.g. by increased use of solar or wind-generated energy). Specifically, they were asked if they thought the property owner should get a one-time property tax reduction, a lower fee for new construction or neither. Respondents could select more than one option.

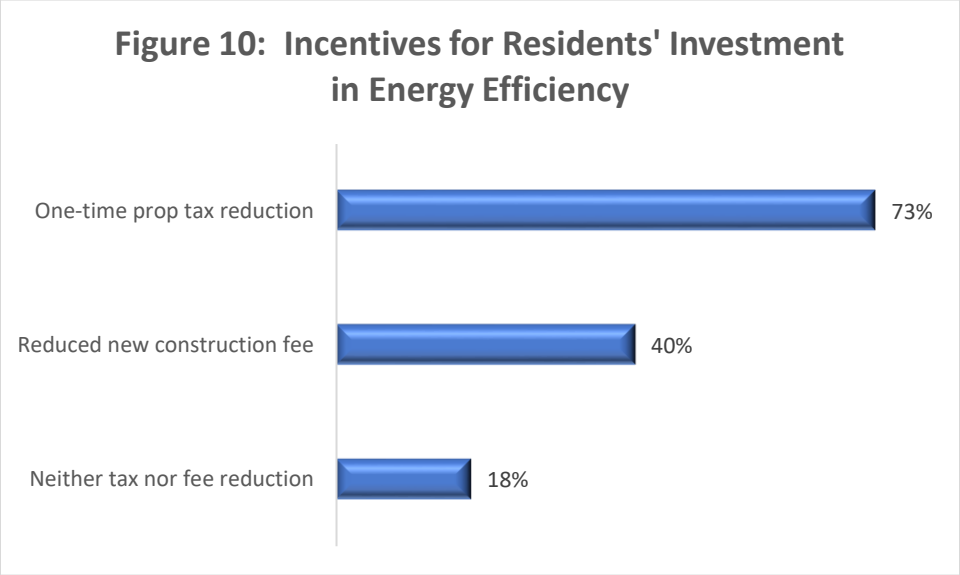


Figure 10 shows that nearly three-quarters of the respondents believed that property owners should receive a one-time property tax reduction if they make an energy-related investment in their home/building. Only four-in-ten supported providing property owners with a reduced fee for new construction as an incentive to invest in energy efficiency and about two-in-ten would offer neither a tax reduction nor a reduced fee.

New Development Options

Residents were asked to indicate the extent to which they agreed that new developments in the City of Sun Prairie should be required to include certain characteristics.

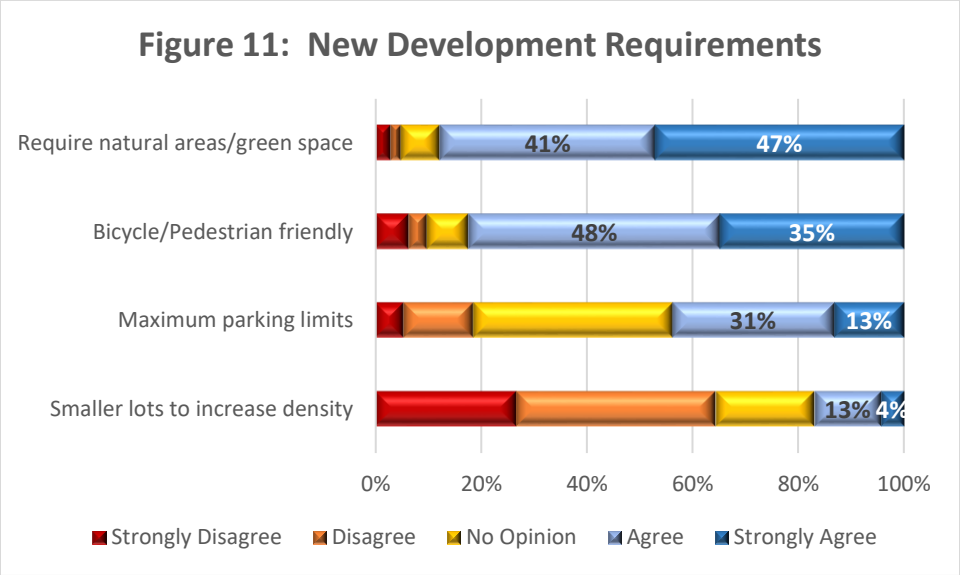


Figure 11 indicates there were two new development requirements that were quite popular and two that weren't. Between 80% and 90% of respondents agreed or strongly agreed that new developments should be required to include natural areas and/or green spaces and should be pedestrian and bicycle friendly. Fewer than 10% of respondents disagreed with either of these two requirements for new developments.

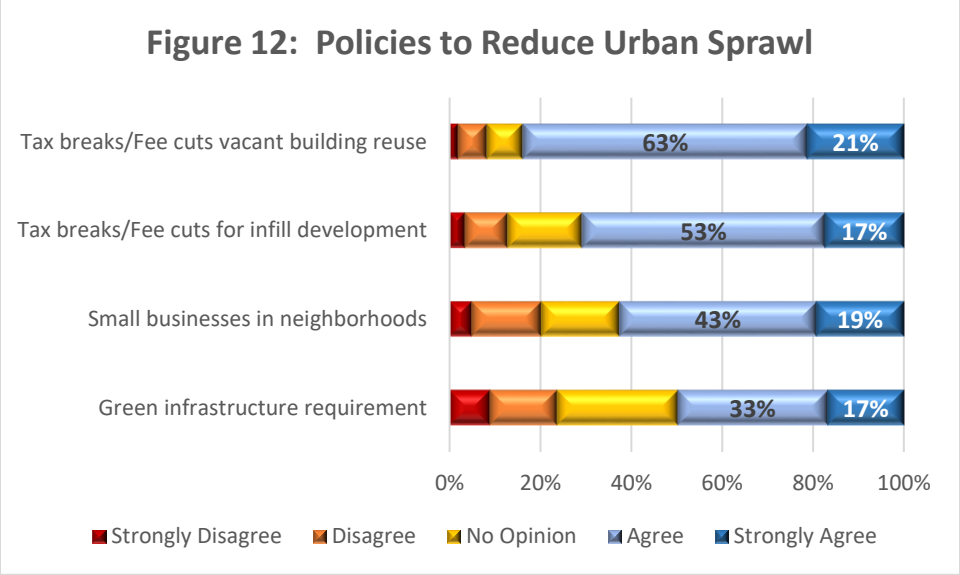
In contrast, fewer than half agreed or strongly agreed that new developments should have maximum parking requirements rather than minimums (44%) or should have smaller lots to encourage higher density (17%). **Encouraging higher density with smaller lots was the <u>only</u> policy option included in the survey for which a majority of respondents (64%) either disagreed or strongly disagreed**.

Reducing Sprawl/Protecting Natural Resources

Respondents were asked to indicate the extent to which they agreed with four options for reducing the impact of urban sprawl on the natural environment. While at least half the respondents agreed with all the options presented, there was a fair degree of variability in the responses to this question.

Providing tax breaks or fee reductions to adapt or reuse vacant buildings was supported by 84% of the respondents. Fewer than 10% of respondents disagreed or strongly disagreed with this option.

Slightly less than three-quarters of the respondents agreed or strongly agreed with providing tax cuts or fee reductions for redeveloping vacant or underutilized land within the City limits of Sun Prairie, which is also known as "infill" development. Thirteen percent of respondents disagreed, at some level, with a policy encouraging infill development.



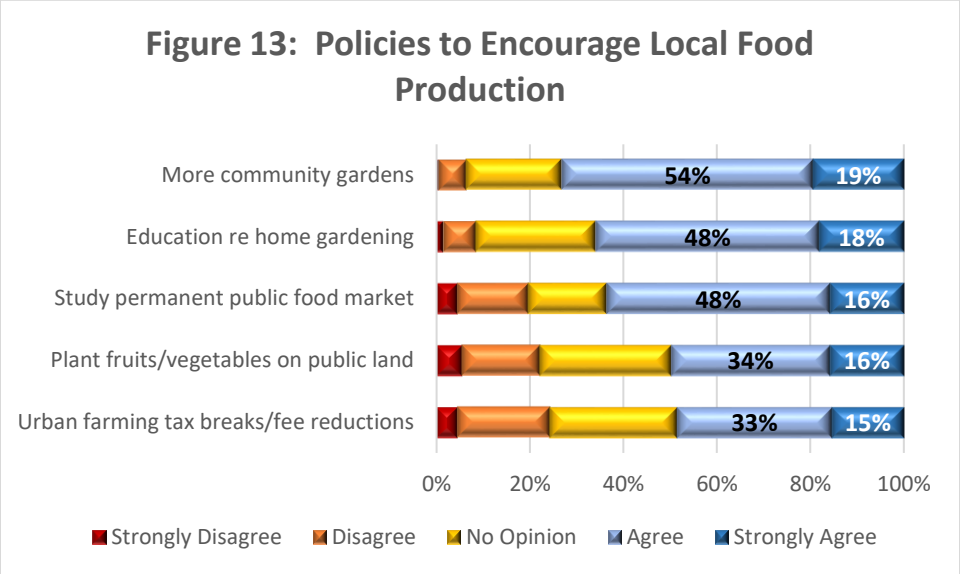
A bit less than two-thirds of respondents would support policies that would integrate small businesses such as restaurants or coffee shops in residential neighborhoods. One-in-five (20%) were opposed to this option.

Only half agreed or strongly agreed that the City should require green roofs, rain gardens and other green infrastructure in construction on rural land that had previously been undeveloped. Nearly one-in-four (24%) disagreed with this option.

Encouraging Local Food Production

Respondents were asked to consider five policy options for encouraging local food production and their responses are summarized in Figure 13.

By a substantial margin, the most popular policy option to increase local food production was for the City to expand or create additional community gardens; 73% agreed or strongly agreed. Only 6% disagreed with this option and no one strongly disagreed.



Encouraging home gardens by expanding educational offerings (66% agreed or strongly agreed) and doing a feasibility study to determine the viability of a permanent public food market (64% agreed or strongly agreed) were supported by about two-thirds of the respondents. There was roughly twice as much opposition to the feasibility study (20% disagreed or strongly disagreed) as there was for the expanded educational offerings (9% in disagreement).

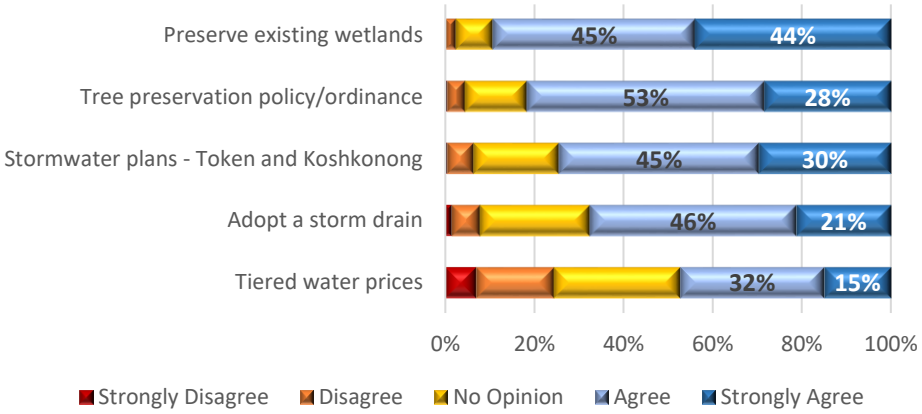
About half the respondents agreed about planting fruits and vegetables on public lands (50% agreed or strongly agreed) and providing tax breaks/fee reductions for urban farming (49% in agreement). They also had similar proportions of respondents who opposed them; 22% for the planting fruits and vegetables option and 24% for the tax break option.

Conserving, Preserving and Protecting Natural Resources

Respondents had five policy options aimed at conserving, preserving and/or protecting natural resources to which they were asked to respond. As Figure 14 indicates, relative to other topic areas, there were relatively few respondents who disagreed with these policy options.

More than eight-in-ten respondents agreed or strongly agreed with the desirability of preserving existing wetlands (89%) and with a tree preservation regulation or ordinance (82%). Less than 5% of respondents disagreed with these policy options.

Figure 14: Policies to Conserve, Preserve, Protect Natural Resources

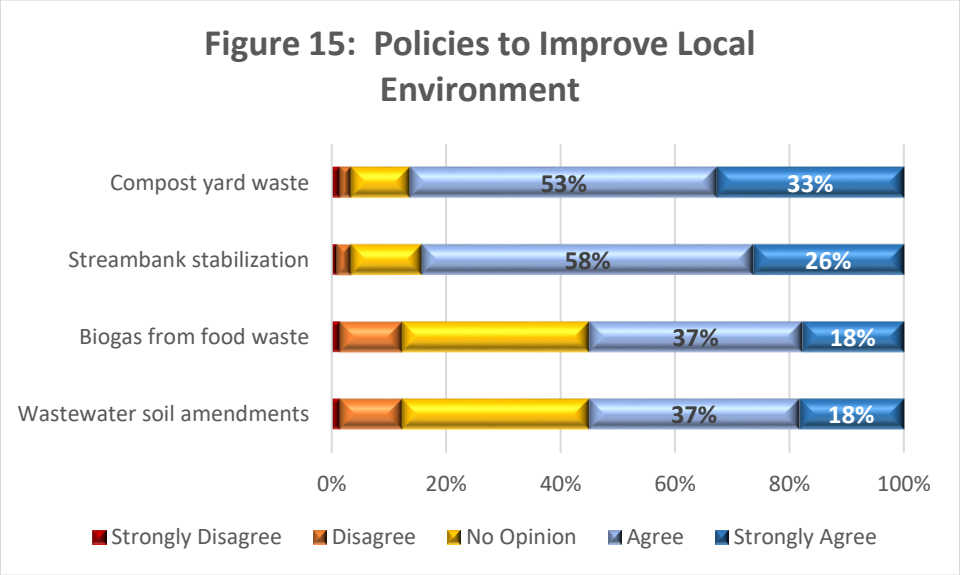


Between two-thirds and three-quarters of respondents agreed or strongly agreed that Sun Prairie should adopt stormwater management plans to protect the Token and Koshkonong Creek watersheds (74%) and establish an "adopt a storm drain" program to keep gutters and storm inlets clear of leaves and debris (67%). Fewer than one-in-ten respondents disagreed with these policy options.

Charging water rates that increase with use, also known as "tiered pricing," was supported by less than half the respondents (47%). About half that proportion (24%) opposed tiered water pricing.

Policies to Improve Local Environmental Conditions

Figure 15 indicates that there were relatively low proportions of respondents who disagreed or strongly agreed with the four options to improve local environmental conditions; none of the four had more than 12% of the respondents who opposed these options.



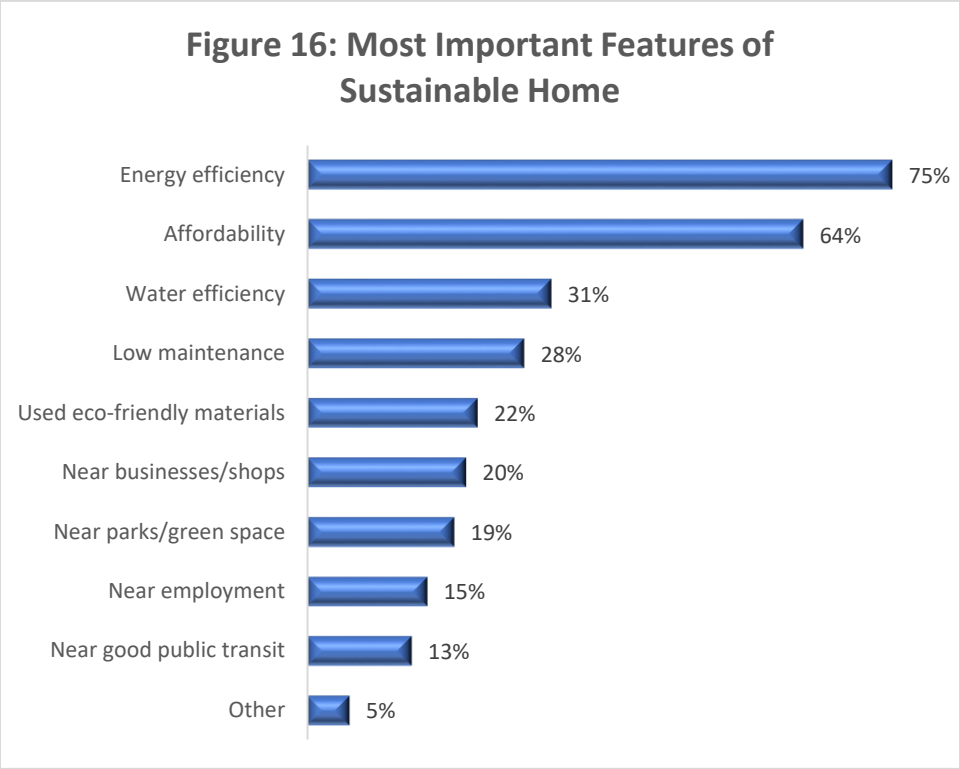
High proportions of respondents agreed or strongly agreed with the policies of producing compost from grass clippings and leaves (86%) and restoring/stabilizing stream banks to reduce algae blooms and erosion (84%). Only 3% of respondents opposed each of these policy options.

Response patterns for the other two policy options considered, producing biogas from food waste and soil amendments for lawns and landscapes at the City's wastewater treatment plant, had nearly identical response patterns. In both cases, 55% of respondents either agreed or strongly agreed with the option and 33% had no opinion. These response patterns suggest that it would be wise to undertake additional public education/outreach about these two options if the City opted to implement either.

Opinions about Important Features of a Sustainable Home

Respondents were provided a list of nine characteristics plus an "other, please specify" option and asked to select the three they felt were the most important features of a sustainable home. All but two respondents selected three or fewer and 188 of the 201 selected exactly three.

Figure 16 indicates there was fairly broad agreement that a sustainable home would be energy efficient (75% selected this option) and affordable (64% selected). After those two characteristics, there was little agreement about what constitutes a sustainable home.



Between one-quarter and one-third associated water efficiency (31%) and low maintenance (28%) with a sustainable home. About one-in-five felt that a sustainable home should use eco-friendly materials (22%), be located near businesses and shops (20%), or be near parks and green spaces (19%).

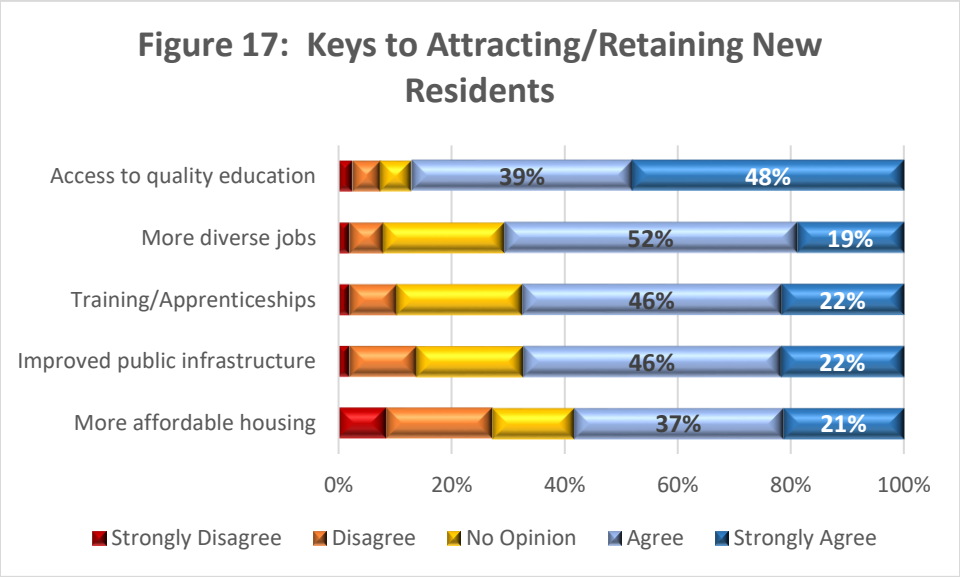
Relatively few felt that being near one's place of employment or near reliable/affordable public transit were important components of a sustainable home.

Of the 13 people who selected "other, please specify," five comments were about reducing property taxes, two were about forms of energy used in a sustainable home (solar, geothermal), and two related to durability/redevelopment of older homes. The complete list of other comments is included in Appendix B, Question 11.

Factors to Attract/Retain New Residents

Survey participants were asked to indicate the extent to which five factors were key to attracting and retaining new residents to Sun Prairie. Their responses are summarized in Figure 17.

Nearly 90% of respondents either agreed (39%) or strongly agreed (48%) that ensuring access to a quality education was key to attracting and retaining new residents to Sun Prairie. Only 8% disagreed that educational opportunities were key to this goal.

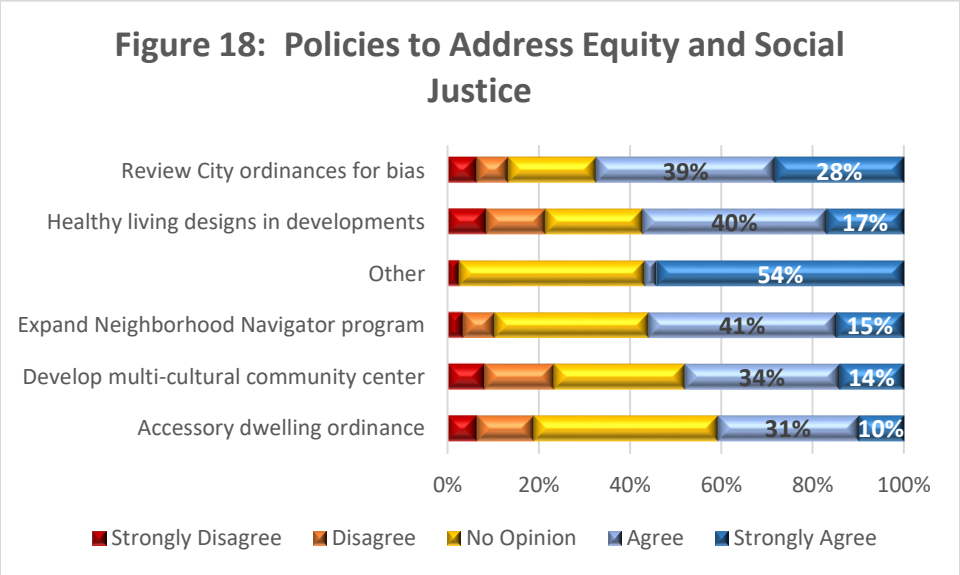


Between two-thirds and three-quarters were in agreement that having more diverse job opportunities (71% agreed or strongly agreed), having access to training and apprenticeships for skilled trades (67% agreement), and more investments in public infrastructure such as roads and parks (67% agreement) were key to attracting and retaining new residents. The proportions of respondents who disagreed with these options were relatively low, ranging from 8% for job diversity to 14% for improved infrastructure.

Slightly more than twice the proportion of respondents agreed that having more affordable housing options (58% agreement) was key to attracting/retaining new residents as disagreed with this option (27%).

Addressing Equity and Social Justice Issues

Relative to other sustainability policies considered, those designed to address equity and social justice issues received somewhat more tepid support. Two-thirds (67%) agreed or strongly agreed that the City should review its ordinances, policies, and regulations for bias; 13% disagreed with this policy option.



Slightly more than half agreed or strongly agreed that new residential developments should be required to include healthy living designs such as access to medical care, food, public transit and educational opportunities (57%) and expanding the Neighborhood Navigator program (56%).

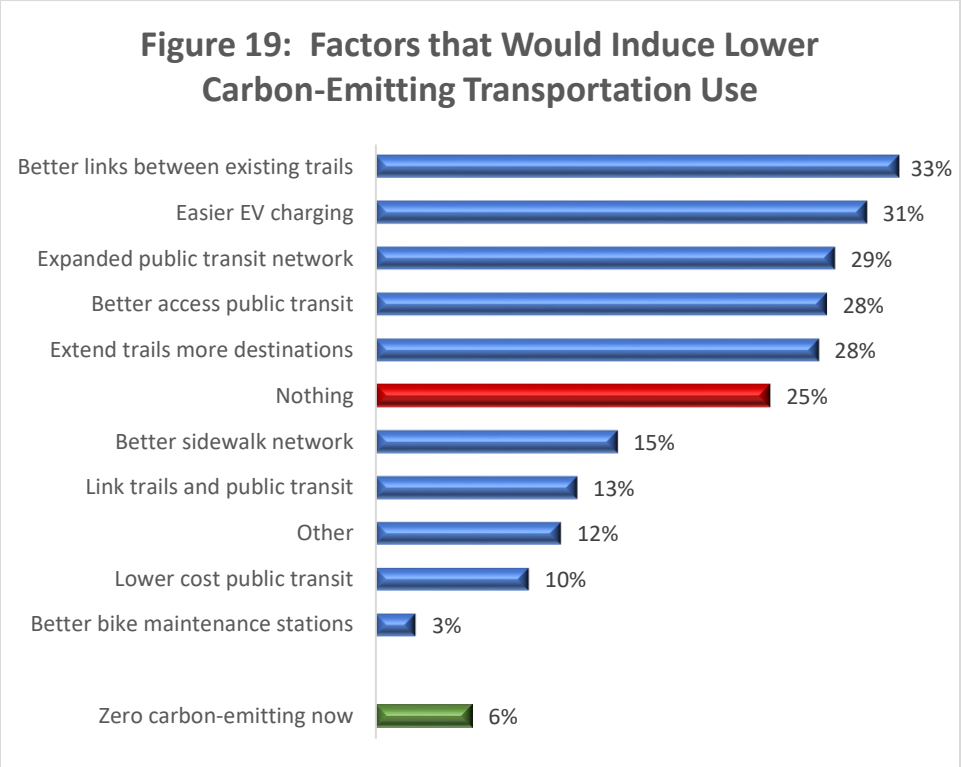
Thirty-seven people offered an "other, please specify" option. Twenty-seven of these 37 followed-up with a written comment. Six comments dealt with policing in Sun Prairie and six more with a range of housing issues. Beyond these two, there was little commonality among these other comments. The entire list of these comments are included in Appendix B, Question 13.

Slightly less than half the respondents agreed with the idea of creating a multicultural community center (48%) or developing ordinances that would allow accessory dwelling units such as in-law flats in Sun Prairie (41%). About one-in-five respondents disagreed or strongly disagreed with these options; 19% for the accessory dwelling option and 23% for the multicultural community center.

Transportation Feedback

Survey participants were asked to indicate their primary transportation to work, school and shopping. Not surprisingly, almost everyone (96%) said their primary means of transportation was a personal car. Two people said they rely on public transit, one on a ridesharing app such as Uber and four selected "other." Most of those in the other category were working from home.

The question about the respondent's primary means of transportation was followed up by a question asking them to select up to three factors that would be most likely to persuade them to choose a lower carbon-emitting form of transportation as their primary means of getting to work, school and shopping. Their responses are summarized in Figure 19.



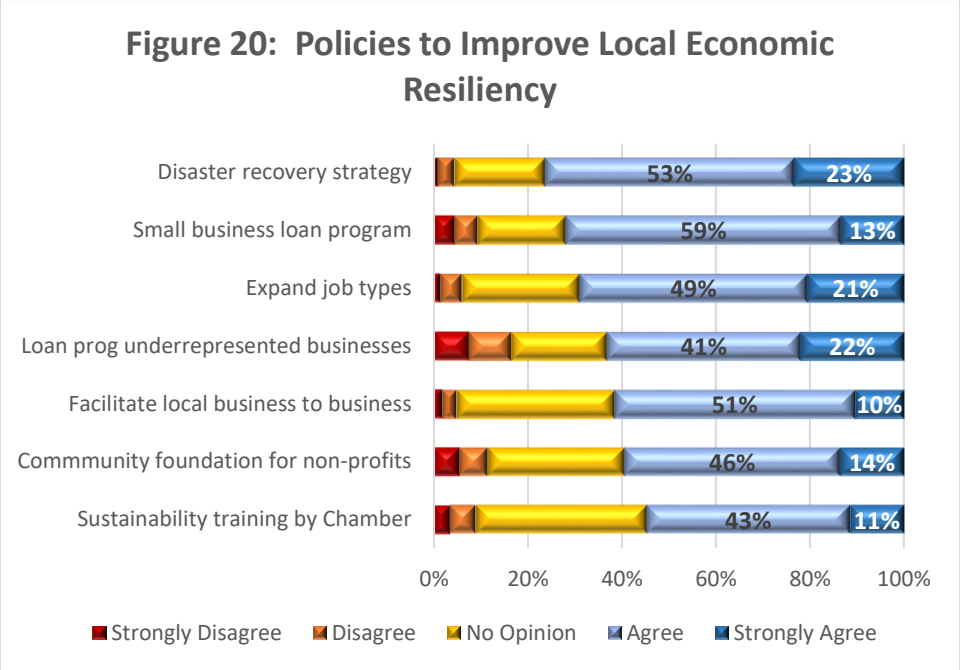
There was a small proportion of respondents (green bar) who said their primary means of transportation is already zero carbon emitting (6%, 12 respondents) and one-quarter (red bar) who said nothing would induce them to make this change.

Five factors were selected by between one-quarter and one-third of respondents as things that could induce them to reduce their transportation-related carbon footprint: improving the links between existing biking/walking trails (33%), improving the availability of charging stations for electric vehicles (31%), expanding the public transit network (29%), improving links between biking/walking trails and public transit (28%), and extending existing trails to additional destinations (28%).

Policies to Improve Local Economic Resiliency

Respondents were asked the extent to which they agreed/disagreed that Sun Prairie should address instabilities and inequality in the local economy as a means of improving the City's resiliency. Responses to the seven policy options provided are summarized in Figure 20.

Relatively low proportions of respondents disagreed with the options in Figure 20. Only two programs registered more than 10% of respondents who disagreed or strongly disagreed with it; 16% opposed a loan/grant program targeting local businesses owned by under-represented groups such as women or minorities, and 12% opposed the creation of a community foundation to support local non-profits. However, between about one-in-five and one-third selected the "no opinion" option for each of the policies in Figure 20, suggesting the need for additional education/outreach about them.



Three policies were approved of by between approximately two-thirds to three-quarters of all respondents; creating an economic recovery strategy for times of disaster (76% agreed or strongly agreed), creating a loan program for local small businesses (72%), and expanding the skills needed and job types available in Sun Prairie (69%).

Between 55% and 63% were in favor of a loan/grant programs for small businesses owned by under-representative groups, a program to facilitate local business to business economic activity, creating a community foundation to support local non-profits and expanding business sustainability business practice training for Chamber of Commerce members.

Top Ten Overall Sustainability Preferences

To compare the sustainability options discussed above and identify their overall preferences, the SRC assigned strongly disagree responses a value of -2, disagree a value of -1, no opinion a value of 0, agree a value of 1, and strongly agree a value of 2 and added these values across all respondents who answered a given question. Thus, if 200 respondents answered a question and all strongly agreed, that option would have a value of 400, and if they all strongly disagreed, a value of -400. The top ten options, based on this scoring model, are shown in Table 1.

Sustainability includes environmental, social, and economic aspects. Table 1 includes factors that fall into each of those categories, but is heavily populated by environmental factors. While there are certainly aspects of social or economic sustainability in them, items 1, 4, 5, 6, 7 and 8 seem to be primarily environmentally-related factors (shaded in green). Items 2 and 3 are primarily social elements (shaded in yellow) and items 9 and 10 more economic-related factors (shaded in purple).

Table 1: Top Ten Issues Based on Sustainability Survey Responses

Factor	Points
1. Preserve existing wetland	265
2. Require green space in new developments	259
3. Quality ed is key to attract/retain residents	250
4. Produce compost from grass/leaves	230
5. Stabilize stream banks	213
6. Tree preservation ordinance	211
7. Bike/Ped friendly new development	206
8. Storm water mgmt for Token/Koshkonong Creeks	197
9. Tax/Fee cut adapt vacant buildings	192
10. Develop econ recovery plan for disasters	190

A complete ranking of the policy options is included in Appendix D.

Based on the results of this survey, the ten items in Table 1 represent the actions Sun Prairie could take that would have the broadest popular support. A qualifier to this conclusion is that, as noted in the demographic portion of this report, some key groups (those under 35, renters, lower-income residents) are under-represented in the survey sample. If under-represented groups have significantly different opinions than those who are over-represented, the priority rankings in Table 1 could be somewhat different. The next section of this report will explore differences of opinion across demographic groups.

Sustainability Preferences of Demographic Groups

In this segment of the survey report, the SRC will compare the responses of:

- Renters vs. homeowners
- Males vs. females
- Those under 55 years of age vs. those 55 and older
- Those with at least a 4-year college degree vs. those with less formal education
- Those from households with less than $75,000 in annual income vs. those from households with incomes of $75,000 or more.
- White respondents vs. respondents of color

Testing Methodology

The SRC will report statistically significant differences in the opinions of the above demographic groups.

*In statistics, a result is **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the observed difference between two groups' averages is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the average values for the two groups are actually equal. Such a result does not mean the difference is necessarily large, important, or significant in the common meaning of the word.* ***Response patterns that vary at statistically significant levels (p <.05) are noted in the report.***

In the tables to follow, the SRC will generally show the percentages of respondents in each group who agreed and/or strongly agreed with a policy option. When the SRC opts to report the percentage who **disagree and/or strongly disagree**, we will highlight that deviation from the standard pattern by bolding the text.

Renters vs. Homeowners

Table 2 indicates that those currently renting tend to be more favorably disposed toward a number of policy options designed to improve sustainability in Sun Prairie. Renters were:

- More supportive of subsidies to incentivize investments in energy efficiency/renewable energy use or urban farming.
- More supportive of policies for new construction that sets maximum parking spaces and incorporate healthy living designs.
- More likely to agree that a number of economic opportunity factors are important: affordable housing is a barrier to attracting new residents, as is a lack of diverse job opportunities, the need for more diverse jobs and a disaster recovery plan.
- More supportive of a tree preservation ordinance.
- More supportive of developing a multicultural community center.

Since there were only about half the proportion of renters in the sample as would be expected based on Census data, the support for these policies is likely to be somewhat stronger than suggested in the first part of this report.

Table 2: Significant Differences between Homeowners and Renters

Factor	Sig Level	Owners	Renters
Q5. Percent agree reduce fees new construction – energy efficiency	0.040	36%	54%
Q6. Percent strongly + agree set max parking spaces	0.026	39%	59%
Q8. Percent strongly agree reduce fees/tax cut for urban farming	0.001	11%	38%
Q9. Percent strongly agree tree preserve ordinance	0.015	25%	46%
Q11. Percent low maintenance key sustain home	0.030	30%	13%
Q12. Percent strongly agree afford housing barrier	0.002	16%	41%
Q12. Percent strongly agree diverse jobs barrier	0.044	14%	35%
Q12 Percent strongly agree pub infrastructure barrier	0.001	16%	46%
Q13 Percent strongly agree include healthy living des.	0.001	12%	39%
Q13 Percent strongly agree multicultural com ctr	0.011	11%	29%
Q15. Percent agree nothing persuade dec carbon emissions	0.008	28%	8%
Q16. Percent strongly agree more diverse jobs needed	0.000	15%	42%
Q16. Percent strongly agree disaster recovery plan	0.023	19%	42%

Renters were less likely to say low maintenance is a key element of a sustainable home and less likely to say there is nothing that would persuade them to switch to a lower carbon-emitting form of transportation.

Males vs. Females

There were only five significant differences in the opinions of men and women (Table 3). Compared to men, women were:

- less opposed to reducing sprawl by encouraging infill development.
- more likely to associate the use of eco-friendly materials with a sustainable home.
- more likely to agree that a lack of affordable housing is a barrier to attracting new residents to Sun Prairie.
- more likely to consider moving to a lower carbon-emitting form of transportation if a better public transit system was available.

Since women were slightly under-represented in the sample, these policies would be a bit more popular than indicated in the first part of this report.

Table 3: Significant Differences between Males and Females

Factor	Sig Level	Males	Females
Q7. Percent **disagree + strongly disagree** reduce sprawl via infill development	0.020	18%	6%
Q11. Percent agree eco-friendly materials key sustain home	0.023	15%	28%
Q11. Percent agree low maintenance key sustain home	0.022	34%	20%
Q12. Percent strongly agree + agree afford housing barrier	0.029	49%	70%
Q15. Percent agree better public transit – dec carbon emissions	0.033	21%	35%

Men were more likely to associate low maintenance with a sustainable home.

Respondents Under 55 vs. Those 55 and Older

There were a substantial number of statistically significant differences between those younger than 55 and respondents 55 and older.

Table 4: Significant Differences between Younger/Older Residents			
Factor	Sig Level	Under 55	55+
Q3. Percent **disagree + strongly disagree** sufficient elder/disable housing	0.000	6%	27%
Q3. Percent **disagree + strongly disagree** good mix housing types	0.003	12%	31%
Q5. Percent agree reduce taxes/fees new construction – energy efficiency	0.014	48%	31%
Q6. Percent agree developments bike/ped friendly	0.001	47%	21%
Q6. Percent strongly agree + agree set max parking spaces	0.018	36%	53%
Q7. Percent strongly agree reduce sprawl vacant bldg. reuse	0.011	18%	6%
Q7. Percent strongly agree req green infrastructure	0.020	25%	8%
Q8. Percent strongly agree + agree reduce tax/fee for urban farming	0.024	58%	39%
Q8. Percent strongly agree + agree plant fruits/veg	0.002	61%	39%
Q9. Percent strongly agree tree preserve ordinance	0.033	36%	21%
Q9. Percent strongly agree stormwater mgmt. creeks	0.029	39%	20%
Q11. Percent affordability key sustain home	0.019	54%	70%
Q12. Percent strongly agree afford housing barrier	0.027	27%	16%
Q12. Percent strongly agree quality ed barrier	0.005	56%	39%
Q13 Percent strongly agree multicultural com ctr	0.001	23%	4%
Q13 Percent strongly review ordinances for bias	0.027	36%	20%
Q15. Percent agree better bike maint stations– dec carbon emissions	0.037	0%	4%
Q16. Percent strongly agree + agree community foundation	0.016	71%	48%

Higher proportions of younger respondents agreed in higher proportions with:

- Using tax/fee cuts to incentivize urban farming and investments in energy efficiency/renewable energy.
- Requiring new developments to be bicycle and pedestrian friendly.
- Reducing sprawl by renovating/repurposing vacant buildings and requiring green infrastructure.
- Planting fruits and vegetables on public land, enacting a tree preservation ordinance, and adopting stormwater management plans for Token and Koshkonong Creeks.
- Seeing affordable housing and access to quality education as keys to attracting new residents.

- Creating a multicultural community center and examining city ordinances and regulations for bias.

Because younger respondents were under-represented in the sample these policies were somewhat more popular than noted in the first section of this report.

Those 55 and older were less convinced that Sun Prairie has an adequate supply of housing for the elderly or disabled or a good overall mix of housing types. These respondents associated affordability with a sustainable home. Surprisingly, they were more likely to say that new developments should have maximum parking space restrictions and that better bike maintenance stations might persuade them to shift to a lower carbon-emitting form of transportation.

Responses Based on Education Level

There were a fair number of significant differences between those with at least a college degree and those with fewer years of formal education (Table 5).

Table 5: Significant Differences between Residents with Less than a Four-Year Degree and Those with a College Degree or More

Factor	Sig Level	Less than 4-Yr Deg	4-Yr Deg or More
Q6. Percent strongly agree devel be bike/ped friendly	0.001	17%	45%
Q6. Percent strongly agree + agree set max parking spaces	0.000	58%	37%
Q6. Percent **disagree + strongly disagree** increase density via smaller lots	0.020	55%	69%
Q7. Percent strongly agree reduce sprawl, include neighborhood small businesses	0.024	13%	23%
Q7. Percent strongly agree req green infrastructure	0.013	9%	22%
Q11. Percent energy efficiency key sustain home	0.014	64%	79%
Q11. Percent water efficiency key sustain home	0.040	22%	35%
Q13. Percent strongly agree include healthy living des.	0.005	7%	22%
Q13. Percent strongly agree allow in-law flats	0.018	3%	14%
Q15. Percent agree dec carbon – low cost public transit	0.002	18%	5%
Q15. Percent agree dec carbon – link trails	0.010	20%	38%
Q15. Percent agree dec carbon – extend trails	0.002	14%	34%

Compared to those with at least a 4-year degree, those with less than a college degree agree in lower proportions with most of the factors in Table 5. Specifically, those with less formal education were less supportive of:

- Requiring new developments to be bike/pedestrian friendly.
- Reducing urban sprawl by including small businesses in neighborhoods or requiring green infrastructure.
- Defining a sustainable home in terms of energy and water efficiency.
- Including healthy living design or in-law flats in residential developments.
- Linking or extending biking/walking trails as a means of decreasing their transportation-related carbon emissions.

Because the sample included a higher proportion of respondents with 4-year college degrees or higher, the level of support for the above policies noted in the first part of this report may be slightly overstated.

Those with less than a 4-year college degree, compared to those with at least a bachelor's degree, were:

- More in favor of setting parking space maximums and less opposed to smaller lots to increase density.
- More likely to agree that low-cost public transit would cause them to reduce their transportation-related carbon emissions.

Because the sample included a higher proportion of respondents with 4-year college degrees or more, these policies may have slightly more support than reported in the first part of this report.

Responses Based on Income Level

It is encouraging that there were so few significant differences based on responses from those from households with incomes under $75,000 and those from households with incomes of $75,000 more.

Table 6: Significant Differences between Residents from Households with Less than $75,000 and those from Households with $75,000 or More

Factor	Sig Level	Less than $75,000	$75,000 or More
Q6. Percent strongly agree + agree set max parking spaces	0.012	58%	39%
Q11. Percent near employment key sustain home	0.007	25%	10%
Q15. Percent agree better public transit – dec carbon emissions	0.018	38%	22%
Q15. Percent agree dec carbon – low cost public transit	0.011	17%	6%
Q15. Percent agree dec carbon – better sidewalk network	0.036	7%	18%

Respondents from households with less than $75,000 in annual income were more supportive of:

- Setting parking space maximums in new developments.
- Defining the sustainability of a home by its proximity to their workplace.
- Reducing their transportation-related carbon emissions by providing better, lower-cost public transit.

Because lower-income households were under-represented in the sample, these policies would be slightly more popular than reported in part one of this report.

Higher income respondents would likely reduce their transportation-related carbon emissions if the City improved its sidewalk network.

Responses of White and People of Color

There were relatively few people of color who responded to the Sun Prairie Sustainability Survey (25 respondents), so the results for this segment of the report should be viewed as tentative.

Table 7: Significant Differences between People of Color/White Residents			
Factor	Sig Level	White	People of Color
Q3. Percent **disagree + strongly disagree** Sun Prairie open to new/different residents	0.009	11%	29%
Q4. Percent agree + strongly agree require EV charging	0.008	50%	32%
Q5. Percent agree reduce property tax new construction – energy efficiency	0.030	77%	56%
Q5. Percent agree no subsidy new construction – energy efficiency	0.038	12%	28%
Q6. Percent agree + strongly agree developments bike/ped friendly	0.025	90%	54%
Q7. Percent **strongly disagree** reduce sprawl, include neighborhood small businesses	0.011	3%	17%
Q8. Percent strongly agree add community gardens	0.031	18%	35%
Q8. Percent strongly agree expand gardening ed	0.026	17%	29%
Q8. Percent strongly agree plant fruits/veg	0.013	14%	38%
Q9. Percent strongly agree stormwater mgmt. creeks	0.004	81%	54%
Q11. Percent energy efficiency key sustain home	0.010	77%	52%
Q13. Percent agree + strongly agree expand Navigator	0.002	58%	75%
Q12. Percent strongly agree multicultural com ctr	0.019	14%	32%
Q15. Percent agree dec carbon – better sidewalk network	0.050	13%	28%
Q16. Percent strongly agree – loans/grants under-represented business owners	0.043	21%	38%

Figure 7 indicates that there were a fair number of significant differences in the opinions of white respondents and respondents of color, but those differences tend to be of degree. Specifically, people of color:

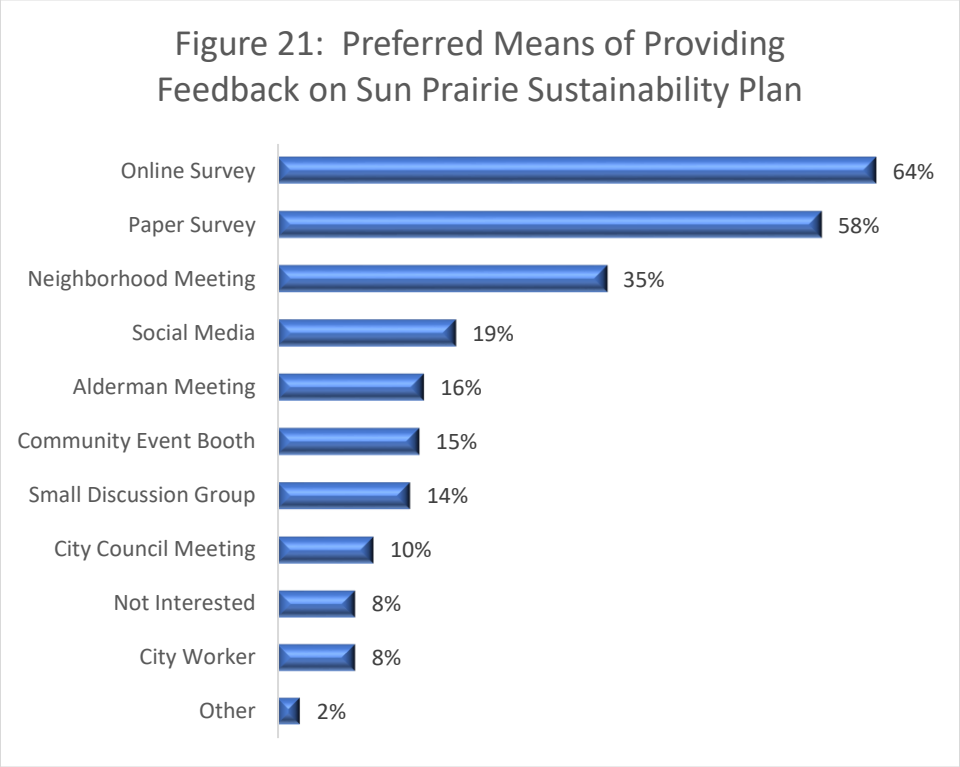
- More strongly disagreed that Sun Prairie is open to new residents from different backgrounds.
- Were less enthusiastic about requiring charging facilities for electric vehicles in new homes, offering property tax relief for property owners' investments in energy efficiency or renewable energy; they were more likely to feel that no subsidy should be offered for such investments.
- Were less enthusiastic about requiring new developments to be bicycle and pedestrian friendly, but more open to locating small businesses in neighborhoods.

- Were more supportive of several food-related policies: increasing the number/size of community gardens, expanding educational offerings about gardening, and planting fruits and vegetables on public lands.
- Agreed less enthusiastically about the need for a stormwater management plan to protect Token and Koshkonong Creeks.
- Agreed in lower proportions that a key feature of a sustainable home is energy efficiency.
- Were more likely to support expanding the Neighborhood Navigator program and developing a multi-cultural community center.
- Were more likely to say they'd reduce their transportation-related carbon footprint if the City improved its sidewalk network.
- Were more supportive of a program to provide loans or grants to local businesses owned by under-represented groups such as women or minorities.

If the people of color who responded to this survey are representative of all non-white City residents, these results suggest that several of the policies discussed in part one of this report have slightly less support than indicated in that section.

Feedback Preferences

The final substantive question asked respondents to indicate the three ways they would most likely use to provide additional feedback to Sun Prairie about its sustainability plan. Responses are summarized in Figure 21.



Only two feedback methods were favored by a majority of respondents; nearly two-thirds selected an anonymous, on-line survey and nearly six-in-ten opted for an anonymous, paper survey. About one-third selected the option of interacting with city officials at small neighborhood meetings.

Only 8% of the respondents said they were not interested in providing feedback on the City's sustainability plan.

Of the six "other" responses, one suggested a Zoom or email meeting with their alderman, one a monthly paper summary updating residents on progress, two reiterated the online survey option (one wanted to drop anonymity), one indicated a reluctance to offer opinions because of concerns about retaliation and one comment did not pertain to communications at all.

There were a handful of significant differences in terms of preferred feedback communication options:

- Education: Respondents with less than a 4-year college degree were significantly more willing to provide feedback via a one-on-one conversation with a city employee (14% vs. 5% of those with at least a bachelor's degree), but were also more likely to say they were not interested in providing feedback (18% vs. 3% of those with at least a bachelor's degree). Those with a 4-year college degree or higher were significantly more open to an anonymous, online survey (78% vs. 48% of those with less formal education).
- Income: Those from households with less than $75,000 of household income per year were more likely to say they are not interested in providing feedback (20% vs. 4% of those from household with at least $75,000 in annual income). Those with incomes of $75,000 or more were more willing to provide feedback via an online survey (71% vs. 47% of those with less than $75,000 in income), social media (22% vs. 10%), or via a one-on-one meeting with their alderman (19% vs. 7%).
- Age: Those 55 and over were significantly more likely to be uninterested in providing feedback (14% vs. 3% of those under 55). Those under 55 were more open to an anonymous, online survey (78% vs. 48%).
- Race: Respondents of color were more open to providing feedback to City officials at small meetings in their neighborhood (56% vs. 32% of white respondents).

Conclusions

One key conclusion is there was a surprising level of agreement about almost all of the policy options about which Sun Prairie residents were asked. There was only one policy option, increasing the density of the City by, for example, reducing lot size, about which a majority of respondents either disagreed or strongly disagreed. At least 50% of the respondents agreed or strongly agreed with 34 of 43 policy options.

A second key overall conclusion is there was a fairly substantial proportion of respondents who had no opinion about the policy options they were asked to assess. On average, across all the policy options, 22% selected the "no opinion" response. This suggests there may be a need for additional outreach and education about the policy options.

A third conclusion is, based on the policies with the highest level of support, Sun Prairie residents seem more open to environmentally-focused sustainability policy options than options that address other dimensions of sustainability (social justice and economic profitability).

Fourth, it is encouraging there were relatively few statistically significant differences in how demographic subgroups felt about the policy options considered. There were very few differences based on gender or income, and the differences across residence status

(renter/owner), income and race/ethnicity tended to be differences of degree than direction. Renters and those under 55 years of age tended to be more supportive of sustainability policy options. Differences based on the race/ethnicity of the respondent were more variable; people of color seemed to be more supportive of social justice and local food production policies and white respondents of more environmentally-focused policies.

Appendix A – Non-Response Bias Test

Comparing initial and late respondents. A standard way to test for non-response bias is to compare the responses of those who responded to the first invitation to take the questionnaire (initial responders) to those who responded to subsequent invitations (late respondents). Those who responded to subsequent invitations were, in effect, samples of non-respondents (to the first invitation), and we assumed they were representative of that group. In the Sun Prairie Sustainability survey, 139 people responded after the first invitation and 69 responded after the second one. A pattern of differences between these groups could be evidence of non-response bias. We tested 102 variables and found seven with statistically significant differences between the mean responses of these two groups of respondents. These differences are summarized in Table A1.

Table A1 – Statistically Significant Difference Between Responses of First Invitation and After Reminder

Variable	Mean First Invitation	Mean After Reminder	Statistical Significance	Meaning
Q4a. Require new residential construction include EV charging capacity	2.99	3.35	0.038	Second mailing respondents agree more strongly
Q11h. Eco-friendly materials important feature of sustainable home	.25	.13	0.044	Higher percentage of first mailing respondents agree
Q11i. Low maintenance important feature of sustainable home	.22	.38	0.14	Higher percentage of second mailing respondents agree
Q12b. Importance of access to quality education to attracting new residents	4.41	3.94	0.002	First mailing respondents agree more strongly
Q15k. Reduce carbon-emitting transportation by improving availability of EV charging stations	.24	.39	0.029	Higher percentage of second mailing respondents agree
Q17d. Would provide feedback on Sun Prairie sustainability plan – paper survey	.63	.46	0.028	Higher percentage of first mailing respondents agree
Q17j. Don't want to provide feedback on Sun Prairie sustainability plan	.04	.17	0.001	Higher percentage of second mailing respondents agree

Table A1 indicates that:

- Relative to second mailing respondents, first mailing respondents placed greater importance on the use of eco-friendly materials in a sustainable home, felt that access to a quality education was an important factor in attracting and retaining new residents, and would be more likely to provide feedback on the sustainability plan via an anonymous paper survey.
- Relative to first mailing respondents, those who responded to the second mailing were more likely to agree that new construction should include electric vehicle charging capacity, a higher proportion associated low maintenance with sustainable homes, would be more likely to reduce their transportation-related carbon emissions if electric

vehicle charging stations were more widely available, and were less interested in providing additional input about the city's sustainability plan.

Because there were relatively few statistically significant differences between the responses of first and second mailing participants, and because there is no clear pattern within those significant differences, the SRC concludes there is little evidence that non-response bias is a problem with this dataset.

Appendix B: Open-Ended Comments

Question 11: What do you think are the <u>three</u> most important features of a "sustainable home?" Other comments

Property tax comment (5 comments)

- Low taxes, not dense apartments
- Lower property taxes
- Lower property taxes we're being taxed to death lower the mill rate!
- Lower taxes. Look at other states for ideas
- Taxes are too high for seniors

Solar (2 Comments)

- Home energy production via therma, solar, etc.
- Solar

Durability/Re-development (2 Comments)

- Built to last
- Redevelopment of old neighborhoods

Home on one level (1 Comment)

- One level

Location (1 Comment)

- Near schools, hospitals, and grocery options

Other (2 Comments)

- Growing Community
- The "sustainable" mantra is a bunch of crap. This is still a free country today; I disagree with politicians and eco freaks telling us what we can and cannot do

Question 13: Do you agree/disagree that Sun Prairie should address equity and social justice issues in the city by: Other Comments

Police (6 Comments)

- Defend the police
- Police bias assessment
- Police Body Cameras
- Police safety programs
- Expand mental health officer programs
- Higher diverse police

Housing (6 Comments)

- Affordable housing for low-income families is very important
- Diversify housing types throughout the city
- Ensure that all housing occupants have a "stake" in their housing to lessen it from degrading into a slum.
- Independent living for people with rental assistance
- Require that new developments (i.e. apartments) can accommodate families (3+ bedrooms)
- Requiring housing diversity in new neighborhood developments

Disagree with premise (3 Comments)

- Multi-cultural community center would divide, not unite. Stop putting people in gaps, we are all SP residents
- This is an issue that is blown out of proportion
- This survey is an example of "Bias"

Elected Officials (2 Comments)

- Elect responsible officials
- Promote and recruit diversity elected officials

Ordinance review suggestions (2 Comments)

- Should include review if ordinance is even needed anymore
- Reduce burdensome city ordinances that discourage new businesses

Other (8 Comments)

- A return to city recreation dept. (to include park directors at various city parks. These people would be activity directors for kids.)
- Continue community events downtown and expand to attract a diverse crowd
- Industrial Cultural Center
- Liberal Communities
- Lower taxes for elders
- Maintain free speech for all
- Shelters for mass transit
- Social justice messaging in the schools/city buildings

Question 14: What is your <u>primary</u> method of transportation to get to work, school, and shopping? Other Comments

Retired (2 Comments)

- Retired
- Retired, lower property taxes or a tax break for seniors

Working from Home (2 Comments)

- Currently work from home during pandemic, out for shopping errands
- During COVID, limited travel for work

Other (2 Comments)

- Children
- Self-employed. Family childcare owner- none needed to get to work/children are picked up by bus for school- can walk to grocery store unless car used during bad weather

Question 15: Which <u>three</u> of the following factors would be most likely to persuade you to choose a lower carbon-emitting form of transportation as your primary means of getting to work, school, and shopping? Other Comments

Affordable EV/Hybrid Autos (5 Comments)

- Greater availability and lower cost electric or flex fuel vehicles
- Hybrid Vehicle
- Lower priced zero/low carbon cars
- More efficient and reasonably priced zero carbon cars
- Nothing you could do to help, but more options for smaller footprint autos (besides electric) i.e. the Elio car that won't happen that won't happen, more efficient and affordable

Tax credits (4 Comments)

- Tax credit
- Tax credit for hybrid vehicles
- Tax reductions
- Offsetting WI state tax on low emission vehicles

Bike related (2 Comments)

- Bike share program
- rent a bike stations- like Madison has around UW Campus. And better lighting on pathways for it.

Golf cart related (2 Comments)

- Allow golf carts on bike paths
- Allow other (electric) vehicles road or path legal access golf carts, ATV's, etc., motorized bikes or carts

Not feasible (2 Comments)

- Too difficult as I constantly transport my tools. Too much to rely on public transportation
- Unfortunately, I need my vehicle for work, otherwise I'd love to ride share.

Cost related (2 Comments)

- Cost
- Financial incentives created thru a more fair representation of carbon-based fuel costs vs alternatives

Other (5 Comments)

- Faster time of public transit to work (high speed)
- Last year working from home
- No opinion on any of your questions
- Rest benches
- Retired. I am good with my present options, own a car, I can walk or bike if I want to. Public transportation can be risky and therefore not interested, for many reasons.

Question 17: Of the following communication methods, which <u>three</u> would you most likely use to provide feedback to Sun Prairie about its sustainability plan? Other Comments

Online surveys (2 Comments)

- On-Line Surveys
- Responding to an online survey using my name

Other contact options (2 Comments)

- Email or zoom meeting w/ my alderman
- Monthly paper telling us what is going on

Other (2 Comments)

- "Cancel" culture makes it very difficult to share opinions in person without retaliation
- No more urban sprawl, make business pay their share

Appendix C: Numeric Summary of Responses

1) Which of the following best describes your residence in Sun Prairie?

I own my residence	I rent my residence
164	39

2) Which of the following best describes your current residence?

Smaller, single-family home (e.g. 2-3 bedrooms, 1 bath)	Larger, single-family home (e.g. 3+ bedrooms, 2+ baths	Duplex/ Twin home	Townhome or condominium	Apartment	Senior housing	Mobile home
164	39	164	39	164	39	0

3) To what extent do you think Sun Prairie has:

		Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a.	Adequate housing for the elderly/disabled?	2	31	74	75	24
b.	A good mix of housing types (single-family, apartments, etc.)?	8	36	22	107	32
c.	Neighborhoods with a mix of household incomes?	8	36	50	95	17
d.	Racial/Ethnic diversity in its neighborhoods?	12	53	38	86	17
e.	Openness to new residents from different backgrounds?	3	21	50	110	20

4) To what extent do you agree or disagree that the City of Sun Prairie should:

		Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
a.	Require that new residential construction include electric vehicle charging capability?	23	47	46	67	24
b.	Expand information about residential renewable energy options (solar, geothermal, etc.)?	4	12	34	108	48
c.	Build a solar installation from which residents could buy units of electricity?	18	25	54	64	45

5) If a property owner invests in energy efficiency (e.g. additional insulation, new windows, etc.) or renewable energy (e.g. wind, solar, etc.), should they receive the following? (select all that apply)

One-time property tax reduction	Reduced fees for new construction	Neither a one-time tax nor a fee reduction
148	82	37

6) To what extent do you think that <u>new developments</u> in Sun Prairie should:

		Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
a.	Be required to be bicycle/pedestrian friendly?	13	7	16	97	71
b.	Have parking maximums rather than minimums?	11	27	77	63	27
c.	Encourage higher density (e.g. smaller lots)?	55	78	39	26	9
d.	Require natural areas/green spaces?	6	4	15	83	96

7) To what extent do you think Sun Prairie should reduce urban sprawl and protect natural resources by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Giving tax breaks/fee reductions for re-development of vacant/underutilized land in the city (infill development)?	7	19	33	108	35
b. Giving tax breaks/fee reductions to adapt/reuse vacant buildings?	4	13	16	127	43
c. Integrating small scale businesses (restaurants, coffee shops, etc.) in residential neighborhoods?	10	31	35	88	39
d. Requiring green infrastructure, (e.g. green roofs, rain gardens, etc.) in construction on previously undeveloped, rural land?	18	30	54	67	34

8) To what extent do you think Sun Prairie should <u>encourage local food</u> production by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Expanding or creating additional community gardens?	1	12	41	108	39
b. Giving tax breaks/fee reductions for urban farming?	9	40	55	67	31
c. Encouraging home gardens by expanding educational offerings?	3	14	51	95	36
d. Doing a feasibility study for a permanent public food market?	9	31	34	97	32
e. Planting fruits and vegetables on public lands?	11	34	57	69	32

9) To what extent do you think Sun Prairie should conserve, preserve, and protect its natural resources by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Adopting a tree preservation policy or ordinance for public land?	1	8	28	107	57
b. Preserving existing wetlands?	0	5	17	92	89
c. Charging water rates that increase with use (tiered pricing)?	14	35	57	65	30
d. Adopting a stormwater management plan to protect the Token Creek and Koshkonong Creek watersheds?	1	12	39	91	60
e. Establishing an "adopt a storm drain" program to keep gutters and storm inlets clear of leaves and debris?	3	13	50	94	43

10) To what extent do you think Sun Prairie should improve local environmental conditions by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Producing soil amendments/fertilizers for lawns and landscapes at its wastewater facility?	3	22	66	74	37
b. Utilizing food waste to produce biogas?	3	22	66	75	36
c. Restoring/stabilizing stream banks to reduce algae blooms/erosion?	2	5	25	116	53
d. Producing compost from grass clippings, leaves, etc.?	3	4	21	108	66

11) What do you think are the <u>three</u> most important features of a "sustainable home?" *(Select up to three)*

128	a. Affordability	41	f. Near businesses/shops
151	b. Energy efficiency	31	g. Near employment
63	c. Water efficiency	44	h. Eco-friendly building materials
27	d. Near reliable/affordable public transit	56	i. Low maintenance
38	e. Near parks/green space	11	j. Other (specify) **See Appendix B**

12) To what extent do you agree/disagree that the following are key to attracting and retaining new residents to Sun Prairie?

		Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a.	More affordable housing options?	17	38	29	75	43
b.	Access to quality education?	5	10	11	78	96
c.	Access to training and apprenticeships for skilled trades?	4	17	45	93	44
d.	More diverse job opportunities?	4	12	43	104	38
e.	More investments in public infrastructure (e.g. roads, parks, etc.)?	4	24	38	92	44

13) Do you agree/disagree that Sun Prairie should address equity and social justice issues in the city by:

		Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a.	Requiring new residential developments include healthy living designs (e.g. access to medical care, food, public transit, and educational opportunities)?	17	26	43	81	34
b.	Developing ordinances allowing accessory dwelling units (e.g. in-law flats)?	13	25	81	62	20
c.	Expanding the Neighborhood Navigator program that connects residents with community resources?	7	14	68	83	30
d.	Developing a multi-cultural community center?	16	30	57	67	28
e.	Reviewing ordinances, policies, & regulations to see if bias exists?	13	14	39	79	57
f.	Other (please specify): **See Appendix B**	1	0	15	1	20

14) What is your <u>primary</u> method of transportation to get to work, school, and shopping? (*Select one only*)

190	Personal automobile	0	Carpool/Vanpool
2	Public transit (bus, taxi, etc.)	1	Ridesharing app (Uber, Lift, etc.)
0	Bicycle	4	Other (specify) **See Appendix B**
0	Walking		

15) Which <u>three</u> of the following factors would be most likely to persuade you to choose a lower carbon-emitting form of transportation as your primary means of getting to work, school, and shopping? *(Select up to three)*

12	a. My primary transport is already zero carbon emitting	55	g. Extensions of biking/walking trails to my typical destinations
49	b. Nothing would persuade me to change to a lower carbon-emitting option	30	h. Improved sidewalk network
56	c. Improved access to public transit	5	i. Improved bike maintenance stations on paths
57	d. Expanded network of public transit destinations	25	j. Improved links between biking/walking trails and public transit stops
19	e. Lower cost of public transit	61	k. Improved availability of electrical vehicle charging stations
65	f. Improved links between existing biking/walking trails	23	l. Other (specify) **See Appendix B**

16) To what extent do you agree/disagree that Sun Prairie should address instabilities and inequality within our local economy to improve resiliency by:

	Strongly Disagree	Dis-agree	No Opinion	Agree	Strongly Agree
a. Creating a community foundation to support local non-profits?	11	12	58	92	27
b. Creating a loan program for local small businesses?	9	10	38	119	27
c. Expanding sustainable business practice training with Chamber of Commerce members?	7	11	73	87	23
d. Facilitating local business-to-business economic activity?	4	6	68	104	21
e. Expanding skills needed/job types available in Sun Prairie?	3	9	50	97	41
f. Creating an economic recovery strategy for times of disasters?	2	7	39	107	47
g. Providing loans/grants to local businesses owned by under-represented groups (e.g. women or minorities)?	15	18	41	83	44

17) Of the following communication methods, which <u>three</u> would you most likely use to provide feedback to Sun Prairie about its sustainability plan? *(Select up to three)*

72	a. Interacting with city officials at small meetings in my neighborhood	31	f. Interacting with city officials at booths at community events
29	b. Participating in small discussion groups	21	g. Providing input at city council meetings
131	c. Responding to an anonymous online survey	32	h. Meeting one-on-one with my alderman
119	d. Responding to an anonymous paper survey	17	i. Meeting one-on-one with city employees
39	e. Providing feedback on social media	17	j. I don't want to provide feedback
5	k. Other (specify) **See Appendix B**		

18) With which gender do you identify?

Male	Female	Non-Binary	Other
112	92	1	1

19) What is your age?

18-24	25-34	35-44	45-54	55-64	65 and older
5	31	42	28	31	68

20) What is the highest level of education you have completed?

No High School or GED Degree	High School or GED Degree	Some Tech or College	2-Yr/ Associate Degree	Bachelor's Degree	Professional or Grad Degree
3	26	25	20	83	47

21) What is your household's annual income range?

Less than $25,000	$25,000 - $34,999	$35,000 – $49,999	$50,000 – $74,999	$75,000 – $99,999	$100,000+	Prefer not to say
11	5	14	30	44	68	32

22) Please tell us how you identify your ethnicity. (mark all that apply)

9	Asian/Asian American	0	American Indian/Alaska Native	162	White/Caucasian	18	Prefer not to say
2	Black/African American	0	Native Hawaiian/Pacific Islander	3	Hispanic/Latino/Latinx		

Appendix D: Overall Ranking of Policy Options

Rank	Factor	Points		Rank	Factor	Points
1	Preserve Existing Wetland	265		25	Create Soil Amendment at Treatment Plant	120
2	Require Green Space in New Developments	259		26	Sun Prairie has Good Mix Housing Types	119
3	Quality Ed Barrier Attract/Retain Residents	250		27	Food Waste to Bio Gas	119
4	Produce Compost fm Grass/Leaves	230		28	Small Businesses in Neighborhoods	115
5	Stabilize Stream Banks	213		29	Expand Navigator Program	115
6	Tree Preservation Ordinance	211		30	Study Public Market Feasibility	112
7	Bike/Ped Friendly New Development	206		31	Create Community Foundation	112
8	Storm Water Mgmt Token/Koshkonong Creeks	197		32	Offer Sustainability Training via C of C	108
9	Tax/Fee Cut Adapt Vacant Buildings	192		33	Build Muni Solar Installation	93
10	Econ Recovery Plan for Disasters	190		34	Need More Affordable House	89
11	Expand Info Renewable Energy	184		35	Healthy Living Design in Developments	89
12	Expand Community Gardens	172		36	Need More Elder/Disabled Housing	88
13	Expand Job Types	164		37	Sun Prairie Has Mixed Inc Neighborhoods	77
14	Adopt a Storm Drain Program	161		38	Grow Fruits/Veg on Public Land	77
15	More Diverse Work Opportunities	160		39	Tax/Fee Break for Urban Farming	71
16	More Apprenticeships	156		40	Require Green Infrastructure on Undeveloped Land	69
17	Review Ordinances re Biases	153		41	Set Maximum Parking Reg	68
18	Invest Public Infrastructure	148		42	Tiered Water Pricing	62
19	Home Garden Education	147		43	Build Multi-Cultural Ctr	61
20	Tax/Fee Breaks for Infill	145		44	Allow In-law Flats	51
21	Small Business Loan Prog	145		45	Sun Prairie Has Racial Diversity	43
22	Expand Local Business-to-Business	132		46	Require EV Charging in New Homes	22
23	Sun Prairie Open New/Diff Residents	123		47	Encourage Higher Density Development	-144
24	Loans for Underrepresented Bus Owners	123				

Appendix D – Task Force Schedule

CITY OF
SUN PRAIRIE
Wisconsin

Sustainability Task Force

Schedule of Key Action Items

Task Force Meetings / Action Item Tracking

Action Item	May				June				July				Aug				Sept				Oct				Nov				Dec				Jan				Feb				Mar				April				May			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1 Sustainability Task Force Meetings				●		●			●		●		●		●		●		●		●		●		●		●		●		●		●		●		●		●		●		●		●		●					
2 Group Introductions and Task Force Sustainability Discovery																																																				
3 Exploration of Sun Prairie and other Communities approach to Sustainablity																																																				
4 Guest Speakers									A		B												C		D		E										F						G									
5 Definition of Sustainability																	○																																			
6 Identification and Development of Focus and Impact Areas of Sustainability																	○																																			
7 Vision Statement Development																	○																																			
8 Goal Development																	○																																			
9 Develop Survey's for City Departments and Community (Current State Assessment)																○																																				
10 Send out Survey(s)																	1,2																3																			
11 Receive info back from the Survey(s)																					1,2																							3								
12 Public Survey Analysis																																													○		4					
13 Develop Strategic Recommendations																													○																							
14 Develop Measureable Metrics																																													○							
15 Support and Promote Buyer-Sustainability Coordinator (COW)																																																				
16 Identify Potential Policies and/or Programs to Implement																																							○													
17 Develop Implementation Strategies and Priority Ranking																																							○													
18 Identify Challenges/Barriers of Implementation																																							○													
19 Finalize Recommendations																																											○									
20 Sustainabilty Report of Recommendations (Deliverable - Common council May 1, 2021)																																													▼				▼			

Symbols

- ● Meeting
- Planned Activity
- Completed Activity
- Planned Task Completion
- Completed Task
- ▼ DRAFT Deliverable
- ▼ FINAL Deliverable
- Current Spot in Planner

Surveys

1 Municipal Department Manager Survey
2 Municipal Division Head Survey
3 Public Survey
4 Public Survey (Results Presented to STF)

Speakers

A Laurel Sukup, Green Tier Legacy Communities
B Gregg May and Deb Nemeth, 1000 Friends of Wisconsin
C Philip Gritzmacher (Trans) Scott Kugler (Housing), Taylor Brown (Economic), Tim Semmann (Land Use), Kristin Grissom and Joleen Stinson (Parks/Forestry)
D Tom Veith (Stormwater), Andy Hirvela & Clint Cry (Utilities), Adam Schleicher & Ben John (Public Works), Jeremy Cramer (Wastewater)
E Kevin Sukow and Kevin Splain (Sun Prairie Area School District)
F Kathy Kuntz (Dane County Director Office of Energy & Climate Change), Joe Parisi, Dane County Executive
G Tanja Rauch-Williams, City of Golden, CO Sustainability Committee

Appendix E – Guest Speakers

CITY OF
SUN PRAIRIE
Wisconsin

Task Force Speakers

Laurel Sukup, Green Tier Legacy Communities

Gregg May, 1000 Friends of Wisconsin

Deb Nemeth, 1000 Friends of Wisconsin

Philip Gritzmacher, Planning Division, City of Sun Prairie

Scott Kugler, Community Development Director, City of Sun Prairie

Taylor Brown, Economic Development Specialist, City of Sun Prairie

Tim Semmann, Planning Director, City of Sun Prairie

Kristin Grissom, Parks, Recreation & Forestry Director, City of Sun Prairie

Joleen Stinson, Parks and Forestry Division Manager, City of Sun Prairie

Tom Veith, Engineering Director, City of Sun Prairie

Andy Hirvela, Supervisory Engineer, Sun Prairie Utilities

Andy Kelle, Vice President of Power Supply at WWPI

Clint Cry, Energy Services Manager, WPPI Energy

Adam Schleicher, Director of Public Services, City of Sun Prairie

Ben John, Public Works Operations Manager, City of Sun Prairie

Jeremy Cramer, Wastewater Director, City of Sun Prairie

Kevin Sukow, Sun Prairie Area School District

Kevin Splain, Sun Prairie Area School District

Kathy Kuntz, Dane County Director, Office of Energy and Climate Change

Joe Parisi, Dane County Executive

Tanja Rauch-Williams, City of Golden, Colorado Sustainability Committee

Aaron Oppenheimer, City Administrator, City of Sun Prairie