

AGENDA
CITY OF MONONA
SUSTAINABILITY COMMITTEE
City Hall – Large Conference Room
Thursday, March 17, 2016
6:30 PM

1. Call to Order – 6:30 PM
2. Roll Call
3. Approval of Minutes from the **January 21, 2016 and February 16, 2016** Sustainability Committee Meetings
4. Guest Appearances - None
5. Unfinished Business
 - A. UniverCity Alliance Project Update
 1. Audit progress
 2. Summer Internship
 3. Transit Component
 - B. GTLC Annual Report Review and Discussion
 - C. Review of Annual Report and Derive 2016 Implementation Plan
 1. Review Progress in Annual Report
 2. Discussion of Projects to Implement in 2016
 3. Time Considerations, Staff and Intern
6. New Business
 - A. Monona Sustainable Business Initiative (Formerly Monona Green Map)
 1. Agreement on Program Title
 2. Review of Survey Items
7. Adjournment

Next Meeting: April, 21st of 2016 at 7:30 PM

Please notify Brad Bruun at 222-2525 or bbruun@ci.monona.wi.us if you cannot make it.

NOTE:

Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

CITY OF MONONA
Sustainability Committee
Thursday, January 21, 2016
MINUTES-Draft

1. **6:30 PM - Meeting called to order by committee Chair, Mary O'Connor**

2. **Roll Call:**

Members Present: Chair Mary O'Connor, Suzanne Wade, Teresa Radermacher, Pat Howell, Andrew Kitslaar, Brooke Logan, Brian Holmquist, and Sue Vogt

Members Excused: Teresa Radermacher, Leslie Busse

Staff Present: Brad Bruun, April Little

Guests: None

3. **Approval of Minutes:**

Motion to approve by Andrew, Second by Suzanne

4. **Appearances:**

Introduction of new City Administrator, April Little to the committee.

5. **Unfinished Business**

A. Progress Report on the Annual Report

Brad gave a brief summary of progress that had been made by the Sustainability Intern, Mike. The report is estimated to be 75% of complete. It was mentioned that certain data is being waited on that includes municipal and community water usage, fuel consumption, waste data, and commuter and other transportation data needed to fill the metric. Brad inquired to how often a comprehensive annual report should be done and it was advised and generally agreed upon that they should be carried out each year.

Brad stated that some of the more difficult data to aggregate or find was data on fuel usage and transportation data. It was suggested that fuel usage should be documented continuously per fill up instead of deriving usage data from invoices. Benchmarking and logging fuel use data is a very important piece of information and could become very useful to the City. Suzanne suggested that there is possibly a mobile application for tracking fuel use. Having an app. may ease frustration, paperwork, and time spent logging information. It was also mentioned that fuel use data should be aggregated per department and possibly per vehicle. Pat stated that tracking fuel usage would provide accountability and education to department heads and staff. Brad suggested we approach it one department at a time.

B. Progress Report on the Green Tier Legacy Communities - Energy Task Force Benchmarking

Brad reported that the Energy Task Force energy benchmarking effort was close to getting feedback from the auditing process through Kevin Splain. Brad and Mike finished aggregating energy use data and have sent in the results to Megan Levy and the Dept. of Energy. Progress results will be shared soon with participating communities. Brad explained the use value of the results of the benchmarking effort and the process of utilizing the GTLC Energy Task Force in that effort. Grant funding will be easier to apply for using the results of the audit provided by the GTLC Energy Task Force and Kevin Splain. Brad stated that water use data could also be included in the benchmarking but was unavailable to the City until mid-March.

C. UniverCity Alliance Project Progress Report

Brad updated the committee on the status of the project to date and upcoming meetings and agendas. Brad will be meeting with Jason Vargo and faculty staff and professors in coming weeks to review project scope and deliverables. Interest has been raised by University of Wisconsin-Madison's Geography and GIS departments toward participating in the project. The urban planning department is providing a Fall workshop that will split students into groups to work on the housing and transportation projects.

6. New Business

A. Committee Member Additions

Brad brought the current vacancies of the Sustainability Committee forward to be discussed. Suzanne Wade updated committee that April would most likely be her last month. Currently 3 vacancies are open. Brian suggested that areas of expertise or professional background should be considered based on what the committee is currently lacking. Advice was given that subject areas from the plan should be considered in evaluation of those applying. Possibility of utilizing Next Door Monona, Aldo Leopold, or EcoAction Tuesdays to find interested applicants. Question was raised about city residence and answered the applicant does not necessarily need to be from Monona. It was discussed to get advice from the Mayor also discussed leaving a window of time for applicants. Mary was going to check with Natural Step and Suzanne with Next Door Monona.

B. MPOWER Projects – Suggestions toward Report for the Public Showcase

Brad gave an update on the MPOWER Report for the Public Showcase and asked for suggested revisions. There were none. The Sustainable Purchasing Plan was asked about. It was suggested that once finished it should be brought to committee for approval. Also, reminded that sustainability should be included in staff reviews and Sustainability Purchasing Plan was a way to create accountability with staff.

C. Bike Friendly Report Card

Brad presented the Bike Friendly Report Card from the American League of Bicyclists. Committee reviewed the attempt to get BCycle at Schluter Park. Suggestion to review and add more bike friendly laws and designated bike lanes. Brad mentioned the possible additions of bike lanes on Bridge Rd. and Frost Woods Rd. Brad suggested bike route revisions or additions, Tonyawatha Trl. Hill as a barrier to use value of the current recreational lake loop route. Brad also reminded that signage and wayfinding is important and currently there is old wayfinding signs incorrectly placed on non-designated bike routes. Re-routing the bike route on Coldspring Ave. was suggested. Winnequah Rd. should become a targeted corridor for improvements to biking and utilize UniverCity Year to accomplish this task. Devise a comprehensive survey for each project in UniverCity Year. Establish more accurate ridership counts and devise ways of doing so. Brad inquired as to how they were done for the application. Clickers and volunteers were used. For next time replicate the process and strategic planning should be done as to where the location of counts should be taken. Brad wondered who did it and what bicycle advocacy groups or volunteers were involved? Where were they found and what outreach was done to find them? Suggested that we ask Shannon Haydin.

Safe routes to school was mentioned and it was suggested that we need to pay attention to planning bikeability based on all rider types and uses. Brad inquired as to where they get the

crashes data and how it was calculated. Events were reviewed as based on suggestions in the BFC Report Card. Summary of what's been done for community ride days and what could possibly be improved. It was suggested Monona create a Ad Hoc Bike Committee and communicate with local bicycle advocacy groups on who would sit on it.

D. Implementation Plan for 2016 – Update and suggestions

Business survey for Monona Green Map was brought up by Brad. Brad suggested the application and survey be left less stringent to get businesses on board and in the door. Suzanne warned that this would not create a level field of applications and that the applicants should be weighed using a scale or tier system devised in previous attempts at the making of the Monona Green Map. The tiers were based on the Natural Step process . Green washing is diverted this way. Being a part of the program should mean something. Links for information on levels of importance of practices should be provided to the committee and to the applicant business. The results of the business survey could not be found by Brad. Suzanne said that she had copies from the last attempt. These were distributed to Brad. Suggested to find examples of this type of initiative from other cities and use them as example moving forward. Revamp the business survey and utilize MESBA.

Water star application was presented as an item to pursue for 2016. The annual report should be placed on the Implementation Plan along with the Sustainable Purchasing Policy. UniverCity and strategies/timeline for objectives should be placed on the Implementation Plan. Certain Community events and outreach efforts should be placed on the implementation plan with strategies they are tasked to accomplish. Suggested to utilize the radio station as a resource for community outreach and education. PSA program was suggested to be placed on the Implementation Plan and they should include utilizing Facebook and the website. April mentioned that there is a MMSD wish list for items for improving water quality and that certain items would be good projects to place on the implementation plan, IE – Salt reduction, pharmaceutical drop off sites, etc. Planning for a community rain garden and workshops to develop residential rain gardens were suggestions for the Implementation Plan. Suzanne brought a point that rain gardens are not easy and people seldom do them correctly. Warned about the effort it takes to make rain gardens successful in doing what they are meant to do. Brian encouraged the committee to stick to strategies laid out in the Sustainability Plan when looking at what projects should be implemented.

9:00 PM - Motion to Adjourn: Pat first and second by Sue

Any questions or additions please notify Brad Bruun, bbruun@ci.monona.wi.us – Thank you.

CITY OF MONONA
Sustainability Committee
Thursday, February 16, 2016
MINUTES-Draft

1. **6:30 PM - Meeting called to order by committee Co-Chair, Brian Holmquist**

2. **Roll Call:**
Members Present: Co-Chair Brian Holmquist, Suzanne Wade, Brooke Logan, Nina Catterall, Maureen Muldoon, and Sue Vogt
Members Excused Absent: Leslie Busse, Chair Mary O'Connor, Pat Howell, Andrew Kitslaar, and Katherine Sommers; **Members Absent:** Teresa Radermacher
Staff Present: Brad Bruun
Guests: None

3. **Approval of Minutes:**
No motion could be made without a quorum, minute approval tabled until next meeting date.

4. **Appearances:**
NONE

5. **Unfinished Business**
 - A. **UniverCity Alliance Project Update**

Brad Reported on progress made toward the UniverCity project. The Bike, Ped and the City course sponsored from UW-Madison, with adjunct professor Dave Cieslewicz will be performing a bike and ped audit of certain targeted streets and working on analyzing said audits to provide suggestions to improvements within Monona's bike and pedestrian streets network. This would include suggestions to improve Safe Routes to School for students walking or biking. Sue mentioned that there would be seasonal effects on bike and walks scores from audits. Suzanne and Brian both commented on the utilization of existing information from residents who commonly use or live on targeted streets and intersections. Nina mentioned that an intersection or roadway that scores low could us Road Art to bring awareness to issues present.

 - B. **Annual Report/GTLC Annual Report Progress**

Brad gave a report on progress made, the Annual Report on the Sustainability plan is 90% complete with only a few needed additions that are difficult to aggregate, such as fuel use data. It was suggested to condense the report and separating the "GC" titles from the descriptions that come before listing strategies. The GTLC Annual Report will be a good device to gauge scores vs. other municipalities and to learn from what others are doing in terms of sustainability.

 - C. **2016 Implementation Plan**

Updated plan was presented but could not be discussed or voted on because of the lack of a quorum. The committee in general liked the format.

7:15 PM - Meeting Adjourned

Any questions or additions please notify Brad Bruun, bbruun@ci.monona.wi.us – Thank you.



5211 SCHLUTER ROAD

MONONA, WI 53716-2598
CITY HALL (608) 222-2525
FAX (608) 222-9225
<http://www.mymonona.com>

MEMO

TO: Sustainability Committee
FROM: Brad Bruun, Public Works Project Manager
RE: UniverCity Alliance Project Update
DATE: 3/17/2016

5A1)

On Thursday, March 10th the Bike, Ped and the City students came out to Monona and performed street audits designed to rate the roadways environment in relation to biking and walking. Intersections were targeted based on several criteria:

- 1) Whether or not the route was deemed a safe route to school
- 2) If the route was used for walking and biking for recreation or commuting
- 3) If the route or intersection was a location of a biker or pedestrian accident with a motor vehicle in the last 6 years.

Attached is a map of these target areas. The map has the roadways near targeted intersections rated from high priority to lower priority (Red to Green).

In coming weeks the class will aggregate scores, analyze data gathered, decide whether or not certain intersections need to be reanalyzed based on conflicting data gathered between the two auditors at that location, or if the audit score was significantly lower than average scores for other roadways and intersections.

After data is analyzed the students will write a report that describes the data and lays out suggestions for improvements or needed steps to further analyze roadways and intersections within the city.

5A2)

Maria is a potential intern for the summer. She is currently working on a proposal for funding through University of Wisconsin – Madison affiliate, the Morgridge Center. If funding is available her preliminary scope of work would be most centered in community outreach and event planning, as well as deriving surveys for transit and bike/ped. Much of her work will be done with the stakeholders trying to answer who would ride, bike, or walk? Why would they

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and what incentives exist or should exist to promote the actions? She would also be working on connecting the UniverCity Alliance project with the Monona Sustainable Business Initiative through promotion of biking/walking/transit with business incentives.

5A3)

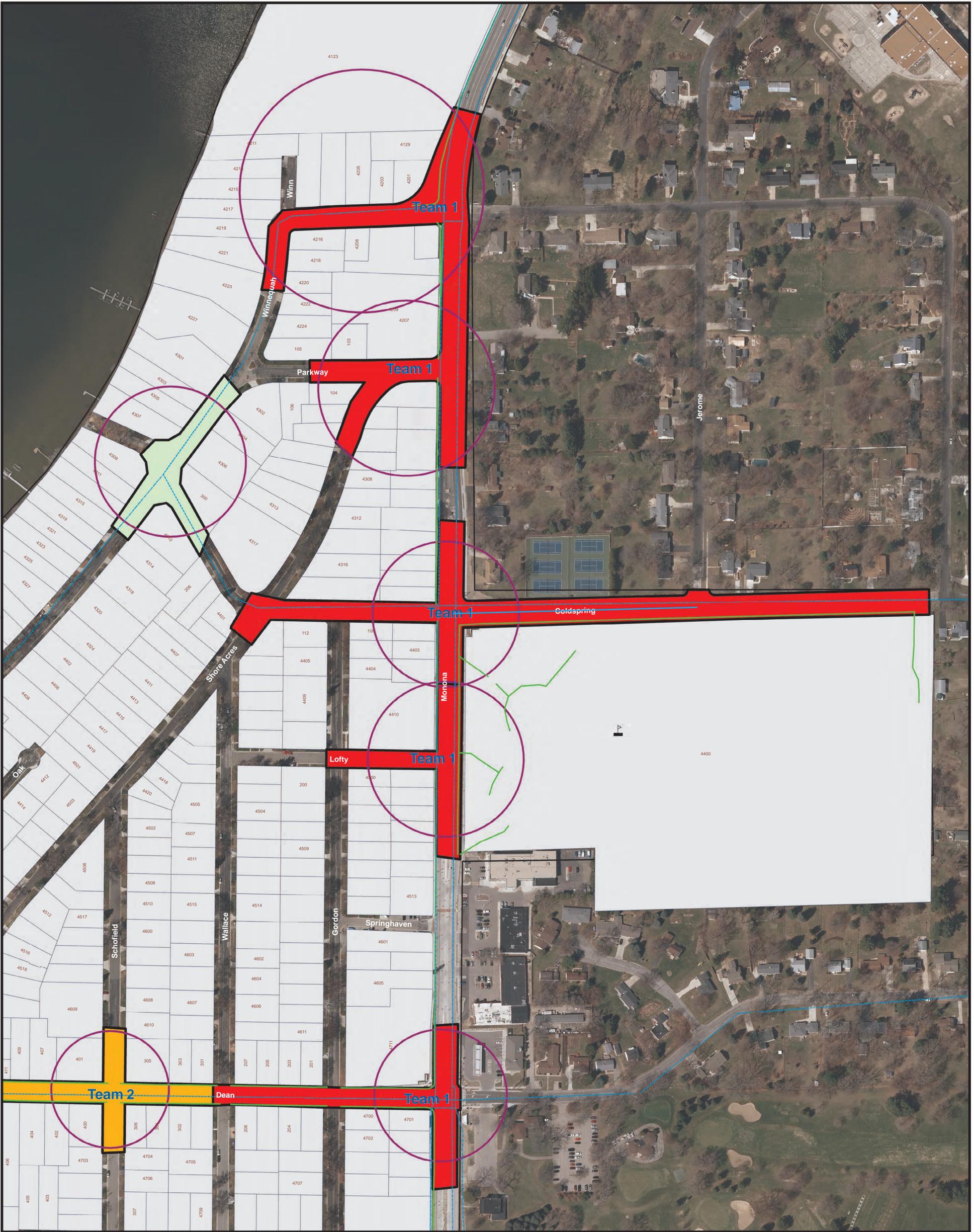
Transit should become a focus of the project if we are considering all major sustainable types of transportation. Prospectively the fall workshop can build on surveys that have recently been done to assess the Monona's current transit system. A more regional effort toward transit has just recently been proposed and large amounts of data has already been gathered by the MPO. We will be looking to do a full assessment of the current status our riders in Monona and answer the questions: who is bypassing our system, why are they bypassing, and what population needs our system but is currently not utilizing it.

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MONONA BIKE AND PED AUDITING

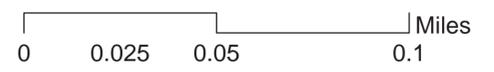
- Bike Routes, Lanes, or Shared Paths
- Public Sidewalks
- Audit Areas
- Monona Parcels
- City Limits

Destinations

- City Hall
- Community Center
- Public Library
- Monona Grove High School
- Nuestro Mundo School
- Winnequah School
- Immaculate Heart of Mary School

Road Audit Sections

- Priority**
- HIGH
 - MEDIUM
 - LOW





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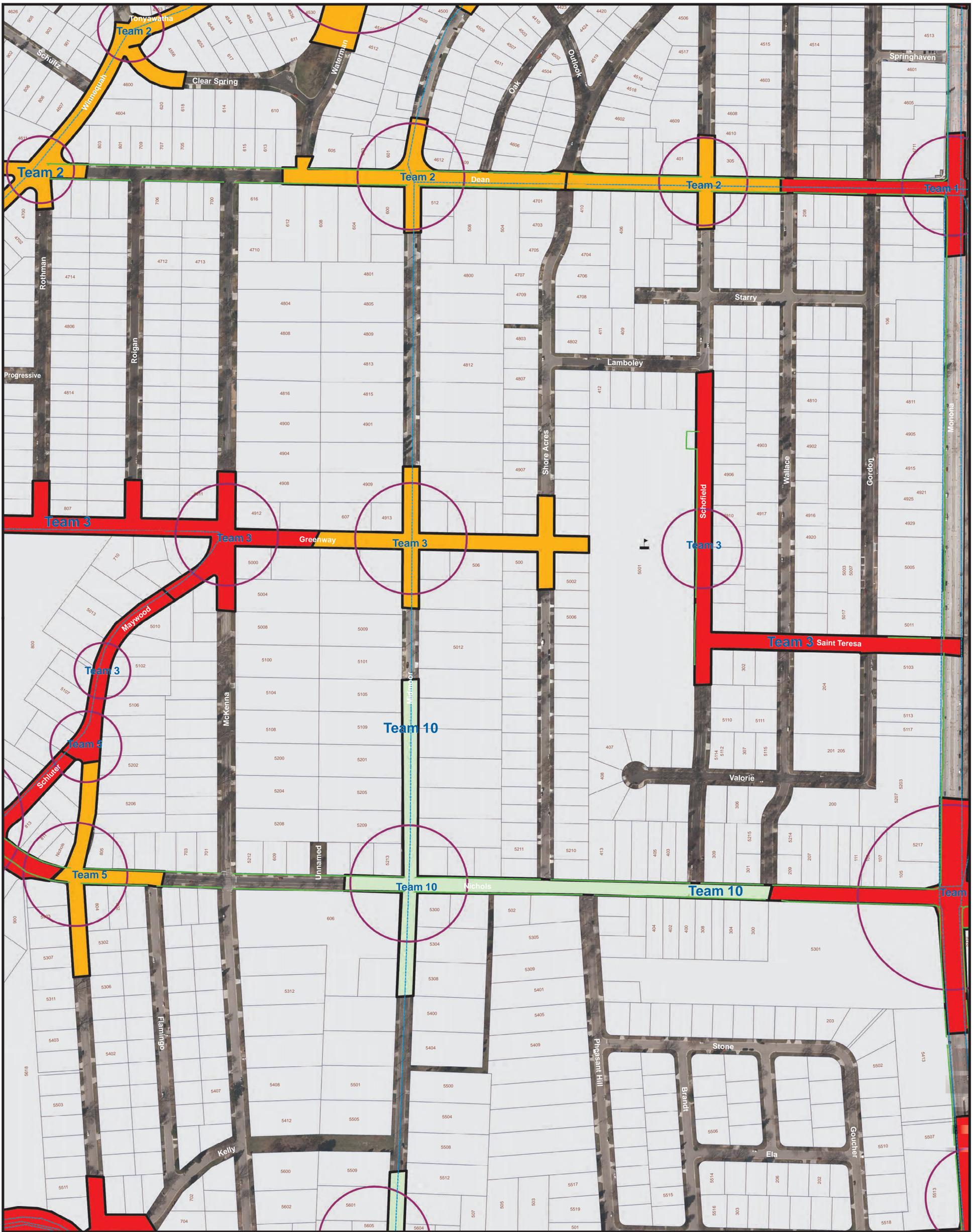
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MONONA BIKE AND PED AUDITING

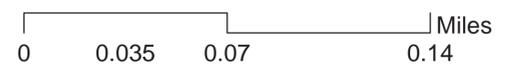
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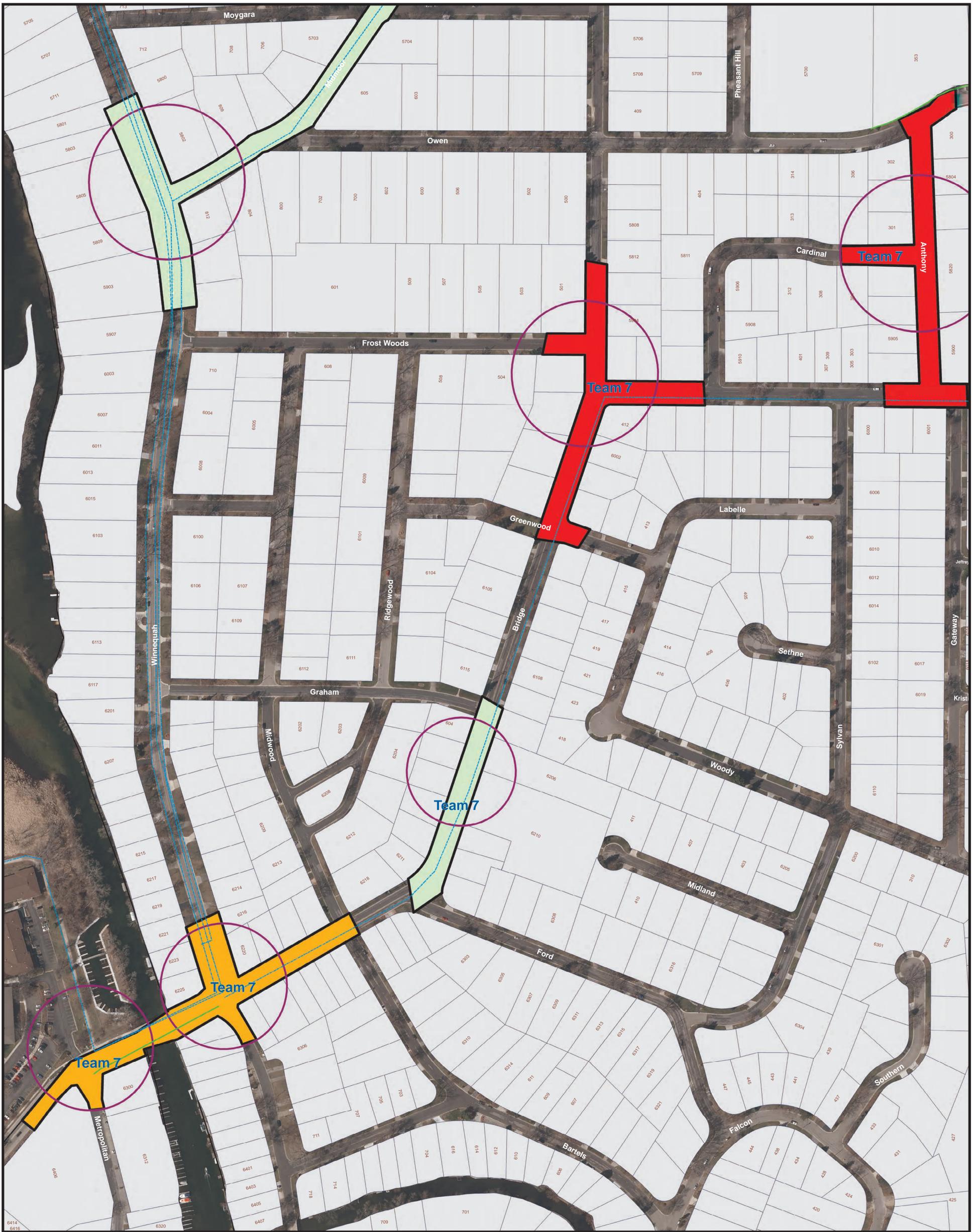
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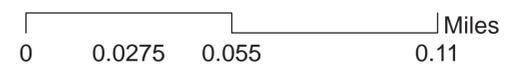
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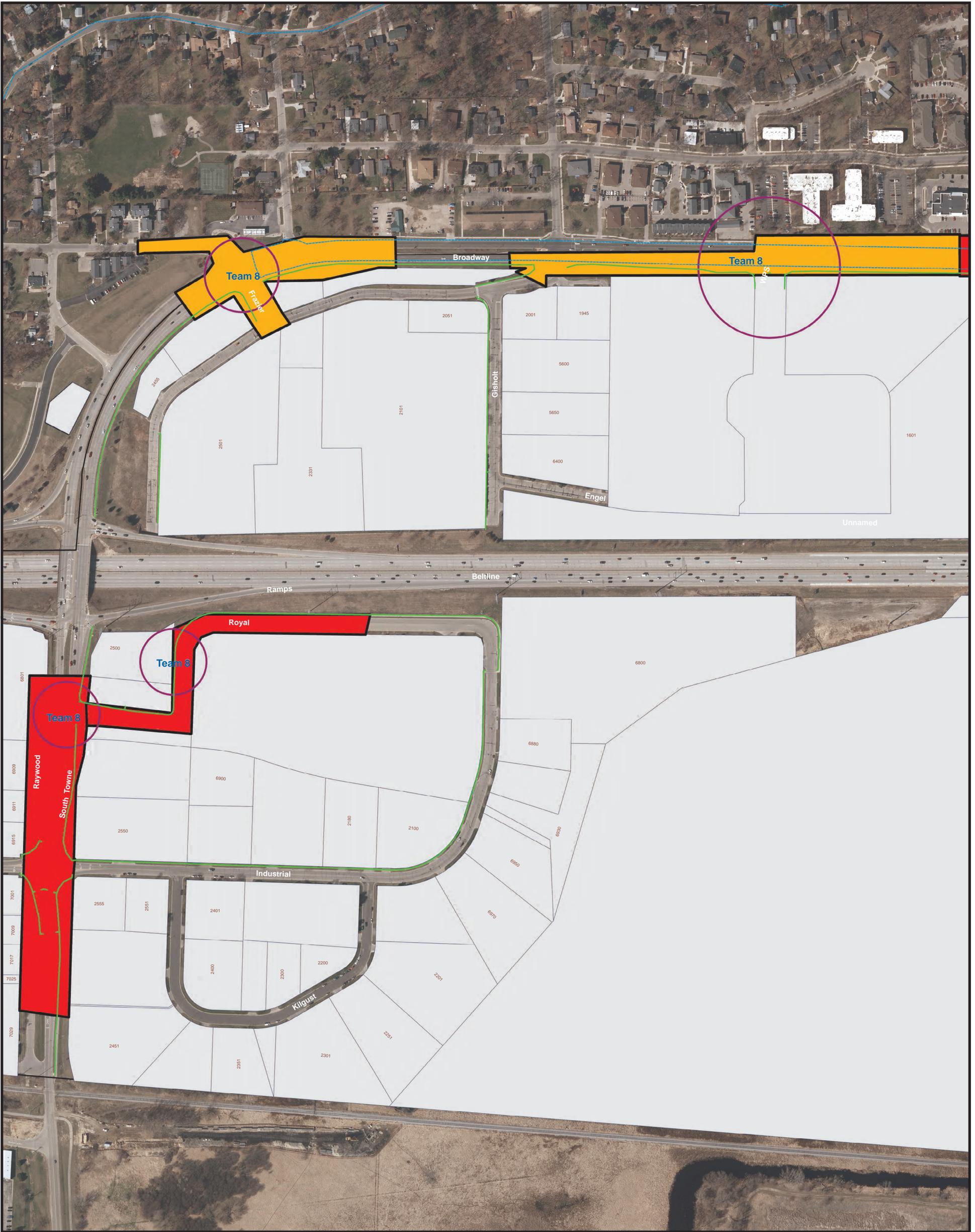
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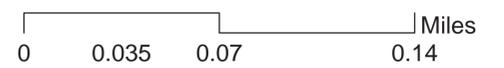
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MONONA BIKE AND PED AUDITING

Bike Routes, Lanes, or Shared Paths
 Public Sidewalks

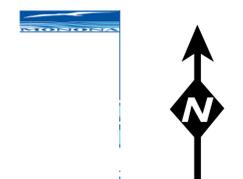
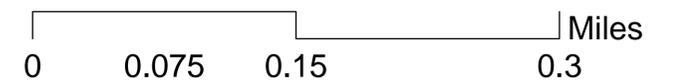
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Project Title:

Biking for Monona, for the people, and for the Earth:

Improving Monona's biking culture and promoting community awareness.

Project Description (500 words maximum):

The "UniverCity Year" project and its partnership with the city of Monona are trying to make Monona the best city possible following the livable cities initiative. However, my WOECF project aims specifically to work with the community in improving the biking culture in the city of Monona and promoting active transportation in citizens of all ages and in businesses. In order to achieve this, I need to work very closely with the Monona's Sustainability Committee and under the guidance of my mentor, Carolina Sarmiento.

The first step of the project is to identify the main needs of the community and the interests of citizens. This will be done through providing opportunities for public input by creating interviews, surveys and opinion polls. Carolina's Sarmiento expertise in urban planning and interest in sustainable communities are fundamental in the planning and preparation of this step, reassuring that the community is the most important aspect of the project. That said, it is important the the locals feel that the WOECF will benefit them. Then, we will be able to get the most accurate information and provide a positive outcome. Simultaneously, an observation study will be done to calculate the ratio of bikes to cars at community destinations, and the main community destinations will be targeted. We will look at rider type based on need, time of day, and destination.

Once the main needs of the city and concerns of the citizens have been identified, we will proceed to educating the community. We will utilize the Monona's Radio Station, which is run by volunteers, to provide educational information, especially in youth radio programs that are being implemented, and to promote the multiple activities the Sustainability Committee hosts during the summer. Additionally I will work on improving its facebook page, making it more educational, more fun, and posting every other day. We will strive to make the community aware of the Sustainability Committee's summer events, especially those in which we will host informative sessions at.

We will be identifying groups of stakeholders and creating focus groups with them, in which they will have the space to provide input on what aspects they want to improve and how they want to do it. Additionally, we will be looking for partnerships with other organizations with similar purposes such as the Wisconsin Bike Fed.

This agenda will be part of the Monona Sustainable Business initiative. This particular project is directed to build sustainable awareness in the business community and reward businesses who are making strides to be green. Sustainable transportation incentives through the business model is a way to outreach to businesses as well as connect the two projects – UniverCity Alliance Sustainable Transportation with Monona Sustainable Business Initiative.

Finally, this project will be the bridge between the Spring and Fall Urban and Regional Planning courses, making a substantial contribution to the community topic that is not taught thoroughly

in the classroom setting. Filling in the gap between both and exploring new themes and ideas for the classes.

Project Major goals and timeline (Summer 2016):

❖ STEP 1:

- Identify major needs and concerns
 - Create opportunities for public input
 - Increase outreach opportunities by utilizing Monona's Radio Station and improving the Monona Sustainability Committee's social media sites
 - Create networking opportunities with similar organizations
- May 16th - 22nd:
 - Develop interviews and surveys questions and opinion polls
 - May 23rd - 29th:
 - Create and perform surveys of visitors to main community destinations
 - May 30th - June 5th:
 - Continue surveys and start utilizing the Monona Radio Station to inform the citizens about the project and get them engaged,
 - Work on improving the Monona Sustainability facebook page to get more followers and bring more educational information to them.
 - June 6th - 12th:
 - Continue using the Monona Radio Station, the Facebook page, and more social media.
 - Look for volunteers from other organizations that want to volunteer with the project, such as the Wisconsin Bike Fed.
 - June 13th - 19th: Observation study:
 - Calculate the ratio of bikes to cars at community Destinations.

❖ STEP 2:

- Plan informative sessions and workshops to be held at this year's summer events, host them and study the results and their potential to be used during future events
 - Educating the local community about the multiple benefits biking possess such as health and economic benefits.
- June 20th - 26th:
 - Reach out to and involve stakeholders to create focus groups with them.
 - Plan informative sessions (workshops) to be held at summer events.
 - June 27th - July 3rd:
 - First summer event with informative session.
 - July 4th - 10th:
 - Review information collected from the event and draw conclusions.
 - July 11th -31st:

- Inform the community about the results and develop educational and provide them with external resources for them to increase their biking cultural awareness.

❖ **STEP 3:**

- Identify stakeholders interested in being more green and helping the Monona Sustainable Business Initiative.
- Connect the two projects UniverCity Alliance and the Monona Sustainable Business Initiative
- Fill in the gap between the spring and fall urban and regional planning courses and identify major themes for future classes

- August 1st - August 7th:
 - Continue focus groups with stakeholders and plan the second summer events.
- August 8th - 14th:
 - Second summer event with informative session.
- August 15th - August 28th:
 - Gather information from the two summer events, identify any improvements and strengths of the project. Collect the findings to create themes and ideas for Fall and Spring Transport classes

Describe how your project aligns with one of the six relevant MOOC topics (200 words max):

As Jonathan Patz mentioned in the Climate Change Policy and Public Health MOOC, human activities are responsible for today's climate crisis. 'Biking for Monona, for the people, and for the Earth' aligns with the Sustainable Development Goal #11: Sustainable Cities and Communities, as well as with #13: Climate Action; and #17: Partnership for the Goals, from the Sustainable Development Agenda mentioned in the MOOC and that is increasingly being implemented by young leaders around the world.

From a climate change and air pollution perspective, we need to create investments that improve social health of communities, such as improving a city's biking culture, which also offers enormous potential benefits to our physical and mental health. Thus, this project possess the potential to promote a healthier and more active environment. Both the MOOC and this project take into consideration the co-benefits and near term opportunities of alternatives that tackle climate change.

Scientists and educators behind this MOOC care about the future of our planet, and so do we. We do not need to spend millions to help solve climate change; instead, we can inspire others to pursue a better present and future planet for the us and the unborn.

Describe how your project benefits your community partner, including how you will measure its impact on the community as a whole (250 words max):

The community partner, Monona's Sustainability Committee will benefit by gaining a better understanding of the community members' needs, allowing them to develop plans accordingly into the future. I will help them develop the social media and advertising strategies to get more locals involved in the summer ridership events and I will encourage locals to be attentive of the work the Committee is doing.

During the project the locals of city of Monona will gain insight about the multiple co-benefits active transportation brings to them and understand how they can implement biking in their day to day lives. The results from this project are a great starting point for future investments in urban planning and in educational courses in elementary schools. This project will allow the Sustainability Committee to comply with the mission of achieving a biking friendly Monona with healthier citizens while reducing CO2 emissions and helping our planet.

The impacts will be measured by the number of followers we can get in social media and the size of the audience we can get in the radio station programs. We will also measure our impact by the number of stakeholders we identify and work with and with the number of organizations we can create partnerships with. We expect to have a large participation in the ridership events and we hope to attract the attention of schools for future educational courses and workshops.

Describe how your project will positively affect your educational and professional development goals (200 words maximum):

This project will give me the opportunity to explore first hand sustainability, not only as a climate change concern, but from a sustainable community perspective as a whole, which includes creating cultural awareness and the city working closely with its citizens. I am very interested in learning about community development but this is an area that is hard to learn in a classroom setting. Therefore an extraordinary opportunity is the best option to get hands-on experience with community issues and involvement.

Since I started developing this project, I have created networking opportunities that go beyond UW faculty and staff, and I have been learning from every person I have talked to during this process. In fact, this has given me the space to explore new areas of interests such as Public Health and Urban Planning, which I now hope to take courses in next academic year.

I believe this project will give me the opportunity to continue growing my understanding of the co-benefits one activity may have in our lives. I wish to continue finding ways to implement the Sustainable Development Agenda and I believe this is a great opportunity to develop leadership skills and promote awareness about the Sustainable Development Goals, with which we need many more youth engaged.

Describe your resources and process you used to identify your community partner (200):

All WOECF Fellows are required to have a strong, personal connection to the Wisconsin community in which they implement their project. Please describe your relationship with the community you propose to work with:

I came to Madison before I was a student at UW. Since then, I started learning more about Madison and its surrounding communities and felt matched with it due to its desire to be more sustainable. Thus, I set my goal to study at UW Madison to take advantage of the community involvement and research opportunities this area has to offer me.



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MEMO

TO: Sustainability Committee
FROM: Brad Bruun, Public Works Project Manager
RE: GTLC Annual Report, Agenda Item 5B
DATE: 3/17/2016

Recently I have attempted to fill in and update the GTLC Annual Report and Scoresheet. We have made a good amount of progress since 2012. There have been new fields added to the scoresheet since 2012, especially in the way of health and safety. The agenda includes a copy of the updated scoresheet and annual report document for 2015 and the version from 2012. A copy of the same scoresheet from 2013 and 2014 was not found or was never done.



City of Monona

5211 Schluter Road
Monona, Wisconsin 53716
Phone: 608-222-2525
Fax: 608-222-9225
Website: www.mymonona.com



2012 GTLC Annual Report

For Monona's participation in the Sustainability Component
of the Green Tier Legacy Communities Charter

MISSION STATEMENT:

The **mission** of the Sustainability Committee is to guide and assist Monona's government, residents and businesses in becoming a community that meets the needs of the present without compromising the resources available for future generations. Its vision is that Monona will share a culture that embraces, is vested in, and uses best practices for sustainable living.

Monona became part of the Green Tier Legacy Communities Charter (Sustainability Component) in July of 2012, under which the City agreed to carry out sustainability initiatives in five categories. The following projects were promoted during 2012.

2012 City of Monona Accomplishments:

Adoption of a Sustainability Resolution
SusCom requested funding for Sustainability Plan consultant

TRANSPORTATION

1. Reconstruction of Monona Drive, including incorporation of native landscaping and bike lanes
2. Hosted Bike Safety day for children

LAND USE:

1. Green Monona Map
2. Arbor Day Tree Planting Day events – Coordinated volunteer planting of trees in local parks.
3. Inventory of known contaminated properties for reuse planning
4. Certified as Tree City USA
5. Government rights of way mown or cleared only for safe sightlines or to remove invasive species

ENERGY:

1. Express Energy Efficiency Program
2. LED Exterior Lighting retrofit Project
3. HVAC systems upgrades
4. Two Electric Vehicle Charging Stations installed – near the Community Center

WATER:

1. Year of Water
2. Monona Water Walk
3. Water Conservation Challenge
4. Stormwater study project launch, surveyed existing stormwater outfalls/prioritized repair/replacement schedule.
5. WI Water Star – Bronze
6. Water Sense Partnership with the EPA

7. H2OScore Website

WASTE

1. Preparing Construction and Demolition Recycling Ordinance
2. Med-Drop Collection - Promoted local medication drop off day at local Pharmacy.

The most paramount accomplishment of this list was the adoption of the sustainability resolution to create a sustainability plan. This resolution has put Monona on the map for progressiveness in the state of Wisconsin. Already we can note benefits attributed to the resolution; for example, being approached by the WDNR to become one of ten Green Tier Legacy Communities. The City of Monona is taking a stance on sustainability and others are taking note.

The collaboration between the City of Monona, the non-profit organization The Natural Step Monona, and the University of Wisconsin has made the “Year of Water” a huge success. Monona has made great strides in improving its water conservation and management. Efforts have shown direct increases in awareness, conservation, and management techniques on behalf of the residents and the City of Monona.

During the “Year of Water,” the City of Monona launched a Water Conservation Challenge contest among residents that included prizes for households saving the most water and implementing innovative water saving techniques. Monona also established a partnership with Marquette University to create monona.H2OScore.com. The website allows residents to translate their water bills into a gallons consumed format to make water conservation easier to track. This tool grants all residents of Monona, especially the WCC participants, a way to understand their consumption habits and how to improve upon them.

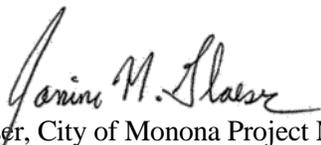
To highlight some of the other significant accomplishments, the Sustainability Committee has developed the “Green Monona Map.” It is a map that acknowledges businesses and residents in the community that are going the extra mile for sustainability. Each participant self-ranks themselves against a list of sustainable practices, and depending on the number of points achieved, a spot and degree of greenness is granted on the map. We launched the map’s creation by sending out the survey to all members of the Monona Chamber of Commerce and look forward to sharing the finished prototype by the end of this summer.

While the City of Monona and its Sustainability Committee have achieved great success this spring, the work does not end here. Much of the recent accomplishment is due to high levels of commitment of all involved parties. It is crucial that this degree of dedication continues in order to build upon our realizations. From this point on, we encourage more parties to get involved in the movement of the City of Monona becoming a more sustainable place. All environmental issues are caused by a combination of problems, varying in degrees and subject matter. In order to build a thriving environment in Monona, everyone must come together to do their part.

LEGACY COMMUNITIES STRATEGY OPTIONS MATRIX

A copy of the Legacy Communities Strategy Options Matrix (Appendix 3 of the Legacy Communities Charter) is included as an attachment to this report for years 2012, and future. The baseline year is 2012, our first year of participation in the GTLC program. We will hire a Sustainability Consultant in 2013 to assist the City with establishing our future goals and a timeline for completing them.

Sincerely,



Janine Glaeser, City of Monona Project Manager



File #	Value	Wisconsin Legacy Communities Strategy Options		City of Monona 2012 Baseline*	City of Monona Near Future Goals
		energy, land use, water, and waste. This list is not inclusive. Prospective signatories should use the strategy options to gauge environmental performance and then use this baseline to strive for superior results. Superior environmental performance may be achieved when municipalities use the strategy options to develop a sustainability plan that reduces their overall negative			
		TRANSPORTATION DEMAND MANAGEMENT:			
		Transportation demand management strategies aim to reduce GHG emissions and VMT by influencing change in individual behavior. These strategies encourage walking, bicycling, and transit as modes of transportation within a community and seek to curb the number and length of trips by vehicle.			
		<u>Bicycle and Pedestrian Programs/Projects</u>			
	2	Require bike parking for all new non-residential and multifamily uses.		0	2
	1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.		0	2
	3	Commuter bike routes identified and cleared.		1	3
	5 to 10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)		0	0
	3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.		1	3
	1	Conduct annual survey of students' mode of transport to school.		0	1
		<u>Employer-Based Programs</u>			
	5	Require large employers seeking rezoning to set a price signal (cash-out or charge).		0	0
	5	Require large employers seeking rezoning to provide subsidized transit.		0	0
	5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.		0	0
		<u>Traffic Volume</u>			
	3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).		1	3
	3	Eliminate parking minimums from non-residential districts.		0	0
	5	Set parking maximums at X per square feet for office and retail uses.		0	0
	5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).		1	5
	10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).		0	0
		TRANSPORTATION SYSTEM MANAGEMENT			
		Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.			
		<u>Preservation and Improvement</u>			
	3	Develop and fully fund comprehensive maintenance program for existing roads.		1	3
	1 to 5	Charge impact fees for new roads.		0	0
	5	Calculate lane-miles per capita for arterials and collectors, and show reductions		0	0
	5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.		1	5
	5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.		3	5
	3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking		0	0
		<u>Electric Vehicles</u>			
	1	Allow NEVs on appropriate roadways.		0	0
	2	Provide public charging stations		2	2
		<u>Vehicle Idling</u>			
	2	Ban idling (more than 5 minutes) with local government vehicles.		0	0
	5	Ban idling (more than 5 minutes) community-wide.		0	0



		ZONING AND DEVELOPMENT		
L A N D U S E		Zoning and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.		
		<u>Infill Development</u>		
	5	Identify priority areas for infill development, including those eligible for brownfields funding.	2	5
	1	Create land bank to acquire and assemble priority infill sites	0	0
	1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application	1	1
		<u>Walkscore</u>		
	10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score	0	10
		<u>Zoning</u>		
	5	Adopt traditional neighborhood design ordinance (if population is less than 12,500)	0	10
	5	Zoning for office and retail districts permits floor-area ratio > 1, on average.	0	0
8	Zoning for office and retail districts requires floor-area ratio > 1, on average.	0	0	
5	Zoning code includes mixed use districts	1	5	
8	Mixed-use language from Smart Code TBA.	0	0	
		NATURAL RESOURCE MANAGEMENT		
	Natural resource management strategies seek to conserve, preserve, protect and promote a community's greenspace, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.			
	<u>Canopy</u>			
3	Adopt tree preservation ordinance per GLTC standards.	0	0	
4	Set a tree canopy goal and develop a management plan to achieve it	2	4	
2	Require trees to be planted in all new developments	1	2	
2	Certification as Tree City USA	1	2	
	<u>Mowing</u>			
2	Local government rights of way mown or cleared only for safe sightlines and/or to remove invasive species.	2	2	
	<u>Water Protection</u>			
10	Establish 75-foot natural vegetation zone by surface water.	0	0	
5	Inventory wetlands and ensure no net annual loss.	1	5	
		COMMUNITY ENERGY USE		
	Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community			
	<u>Community Energy Use Policies</u>			
6	Use PACE financing	0		
1	Watt meters available to the public	0		
10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).	0	5	
	<u>Measuring Community Energy Use</u>			
4	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.	0	4	
1	State of Wisconsin Energy Independent (EI) Community designation.	1		
		MUNICIPAL ENERGY USE		
	Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.			
	<u>Government Energy Use Policies</u>			
5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.	0	5	
3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score	2	3	
3	Reduce motor fuels use for non-transit activities --	0	3	
6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.	0	0	
5	Streetlights operate at 75 lumens/Watt or higher	0	5	
3	Stoplights are LED or functional equivalent	0	3	
5	Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.	0	5	
	<u>Measuring Government Energy Use</u>			
5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.	0	2	
2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.	0	2	
10	All new and renovated municipal buildings must meet LEED Silver or greater.	0	5	



		WATER USE CONSERVATION		
		Water Conservation strategy options set baselines and goals for water and energy performance in municipalities. They measure progress and promote water conservation by the government, business, and the community at-large.		
		<u>Water Conservation</u>		
6		Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.	3	6
4		Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table	1	4
2		Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.	2	2
6		Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.	2	6
1		Financial assistance for sewer lateral replacements.	0	0
2 to 6		Upgrade water utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency.	0	6
3		Infiltration and inflow reduction by 10%	0	2
5		Wastewater biogas captured and used in operations.	0	3
5		Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.	0	3
		<u>Local Government Use</u>		
2		Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)	0	0
3		All outdoor watering by local government, excluding parks and golf courses, from rain collection.	0	2
4		Develop a water efficiency and conservation plan for municipal buildings	0	0
		STORMWATER MANAGEMENT		
		Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.		
3		Develop a regular street sweeping program to reduce total suspended solids	2	3
3		Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving	0	3
2		Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction	0	2
2		Work with commercial or light industrial businesses to develop stormwater pollution plans	0	2
		WATER AND DEVELOPMENT		
		Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning.		
		<u>Land Development</u>		
5		Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas	0	0
		<u>Waters, Wetlands, and Wildlife</u>		
1 to 6		Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales	0	3
3		Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed	0	2
4		Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements	0	0
		WASTE MANAGEMENT AND REDUCTION		
		Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.		
3		Community waste stream monitored at least annually. Waste reduction plan prepared and updated annually	1	3
4		Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	0	4
3		Construction/deconstruction waste recycling ordinance	0	3
3		Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	1	3
5		Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery	1	5
3		Develop and promote programs that dispose of household hazardous, medical, and electronic waste	1	3
4		Use anaerobic digesters to process organic waste and produce energy	0	2
3		Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	0	0
2		Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable packaging	0	2
2		Pay-as-you-throw system implemented by municipality or required of private waste haulers	0	2
1		Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	1	1
323			40	199
			12%	62%



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2016 GTLC Annual Report

For Monona's participation in the Sustainability Component
of the Green Tier Legacy Communities Charter

MISSION STATEMENT:

The **mission** of the Sustainability Committee is to guide and assist Monona's government, residents and businesses in becoming a community that meets the needs of the present without compromising the resources available for future generations. Its vision is that Monona will share a culture that embraces, is vested in, and uses best practices for sustainable living.

Monona became part of the Green Tier Legacy Communities Charter (Sustainability Component) in July of 2012, under which the City agreed to carry out sustainability initiatives in five categories. The following projects were promoted during 2016.

2016 City of Monona Accomplishments:

MISCELLANEOUS:

1. Sustainability plan was completed and adopted by committee on August 3, 2015.
2. Participated in Sustain Dane's MPower program.
3. Allocated funds in budget for ongoing UniverCity partnership.

TRANSPORTATION:

1. Transit committee evaluated which transportation options are currently subsidized by the community and where those subsidies promote sustainable transportation choices.
2. Comprehensive data was collected from residents on what they want in mass transit.
3. Received designation as a Bronze Bike Friendly Community

LAND USE:

1. The city successfully replaced culverts that obstructed fish migration at Winnequah Park and Summer Lagoons .

ENERGY:

1. Upgraded water utility equipment by installing variable frequency drive motors to wells.
2. EPA Energy Star Portfolio has been updated to include all municipal properties as well as street lights.
3. Stoplights have been upgraded to LED.

WATER:

1. Successfully partnered with Clean Lake Alliance, MAMSSWaP, YaharaWins, and the Dane County Rain Barrel Program to promote stormwater reduction initiatives.
2. City installed four new sediment removal devices throughout the City. New PermitTrack software will allow residents to report construction erosion control problems online. These devices will significantly reduce the discharge of pollutants such as sediment, phosphorous and garbage into the waterway.
3. Remained a WI Water Star "Bronze" city.

WASTE:

1. Offered more public recycling receptacles in public places and at events.
2. Developed a green purchasing policy and is nearly finished being implemented.

After two years of hard work by the Sustainability Committee and the City's Green Team, the Monona Sustainability Plan was officially approved by the City Council. While this marks the culmination of efforts by both groups, it is only the beginning. This plan will provide more focused projects that meet the municipal and community objectives outlined in the six areas of sustainability. One of these key objectives is reducing energy dependence on fossil fuels by 25% by the year 2025. Benchmarking energy usage will be crucial in reaching this goal. This year we began this process by updating the EPA Energy Star Portfolio to include all electric and natural gas use for every property along with street lighting. This will allow us to better analyze energy usage, as well as energy production from our four solar arrays that we have installed on municipal properties. As we move forward with this work, the City of Monona will remain committed to being a resilient and sustainable community with a quality of life and strength of economy that meet the needs of all who live, work and play within its boundaries.

LEGACY COMMUNITIES STRATEGY OPTIONS MATRIX

A copy of the Legacy Communities Strategy Options Matrix (Appendix 3 of the Legacy Communities Charter) is included as an attachment to this report for years 2012, and future. The baseline year is 2012, our first year of participation in the GTLC program.

Sincerely,

City of Monona Project Manager

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>						
			Community Name 2011 Scores*	Community Name 2012 Scores*	Community Name 2013 Scores*	Community Name 2014 Scores*	Community Name 2015 Scores*	Community Name 2016 Goal*	
		     							
		<p>This Sustainability Strategies Scoresheet is provided for member communities to track sustainability management strategies in transportation, energy, land use, water, waste, and health. This scoresheet is intended to be dynamic and flexible. In the spirit of continuous improvement toward superior environmental performance, suggested revisions to this scoresheet are always encouraged.</p>							
T R A N S P O R T A T I O N		TRANSPORTATION DEMAND MANAGEMENT:							
		<p>Transportation demand management strategies aim to reduce GHG emissions and VMT by influencing change in individual behavior. These strategies encourage walking, bicycling, and transit as modes of transportation within a community and seek to curb the number and length of trips by vehicle.</p>							
		<u>Bicycle and Pedestrian Programs/Projects</u>							
		2	Require bike parking for all new non-residential and multifamily uses.	0	0	0	0	0	0
		1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.	0	0	0	0	0	0
		3	Commuter bike routes identified and cleared.	0	1	0	0	2	0
		10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)	0	5	0	0	5	0
		3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.	0	1	0	0	1	0
		1	Conduct annual survey of students' mode of transport to school.	0	0	0	0	0	0
		<u>Employer-Based Programs</u>							
		5	Require large employers seeking rezoning to set a price signal (cash-out or charge).	0	0	0	0	0	0
		5	Require large employers seeking rezoning to provide subsidized transit.	0	0	0	0	0	0
		5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.	0	0	0	0	0	0
		<u>Traffic Volume</u>							
		3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).	0	1	0	0	1	0
		3	Eliminate parking minimums from non-residential districts.	0	0	0	0	0	0
		5	Set parking maximums at X per square feet for office and retail uses.	0	0	0	0	0	0
		5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).	0	1	0	0	1	0
		10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).	0	0	0	0	0	0
		TRANSPORTATION SYSTEM MANAGEMENT							
	<p>Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.</p>								
	<u>Preservation and Improvement</u>								
	3	Develop and fully fund comprehensive maintenance program for existing roads.	0	1	0	0	1	0	
	5	Charge impact fees for new roads.	0	0	0	0	0	0	
	5	Calculate lane-miles per capita for arterials and collectors, and show reductions	0	0	0	0	0	0	
	5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.	0	1	0	0	1	0	
	5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.	0	3	0	0	3	0	

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center; font-size: small;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>						
			Community Name 2011 Scores*	Community Name 2012 Scores*	Community Name 2013 Scores*	Community Name 2014 Scores*	Community Name 2015 Scores*	Community Name 2016 Goal*	
L A N D U S E	3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking	0	0	0	0	0	0	
	<u>Electric Vehicles</u>								
	1	Allow NEVs on appropriate roadways.	0	0	0	0	0	0	
	2	Provide public charging stations	0	2	0	0	2	0	
	<u>Vehicle Idling</u>								
	2	Ban idling (more than 5 minutes) with local government vehicles.	0	0	0	0	0	0	
	5	Ban idling (more than 5 minutes) community-wide.	0	0	0	0	0	0	
	ZONING AND DEVELOPMENT								
	Zoning and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.								
	<u>Infill Development</u>								
5	Identify priority areas for infill development, including those eligible for brownfields funding.	0	2	0	0	2	0	0	
1	Create land bank to acquire and assemble priority infill sites	0	0	0	0	0	0	0	
1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application	0	1	0	0	1	0	0	
<u>Walkscore</u>									
10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score	0	0	0	0	0	0	0	
<u>Zoning</u>									
5	Adopt traditional neighborhood design ordinance (if population is less than 12,500)	0	0	0	0	0	0	0	
5	Zoning for office and retail districts permits floor-area ratio > 1, on average.	0	0	0	0	0	0	0	
8	Zoning for office and retail districts requires floor-area ratio > 1, on average.	0	0	0	0	0	0	0	
5	Zoning code includes mixed use districts	0	1	0	0	1	0	0	
8	Mixed-use language from Smart Code TBA.	0	0	0	0	0	0	0	
NATURAL RESOURCE MANAGEMENT									
Natural resource management strategies seek to conserve, preserve, protect and promote a community's greenspace, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.									
<u>Canopy</u>									
3	Adopt tree preservation ordinance per GTLC standards.	0	0	0	0	0	0	0	
4	Set a tree canopy goal and develop a management plan to achieve it	0	2	0	0	2	0	0	
2	Require trees to be planted in all new developments	0	1	0	0	1	0	0	
2	Certification as tree City USA	0	1	0	0	2	0	0	
2	Certification as Bird City Wisconsin Community	0	0	0	0	0	0	0	
<u>Vegetation Management</u>									
2	Public properties and rights of way mown or cleared only for safe sightlines and/or to remove invasive species.	0	0	0	0	0	0	0	
2	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties	0	0	0	0	0	0	0	
<u>Water Protection</u>									
10	Establish 75-foot natural vegetation zone by surface water.	0	0	0	0	0	0	0	
5	Inventory wetlands and ensure no net annual loss.	0	1	0	0	1	0	0	
COMMUNITY ENERGY USE									

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center; font-size: small;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>					
			Community Name 2011 Scores*	Community Name 2012 Scores*	Community Name 2013 Scores*	Community Name 2014 Scores*	Community Name 2015 Scores*	Community Name 2016 Goal*
ENERGY	Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community							
	<u>Community Energy Use Policies</u>							
	6	Use PACE financing					0	
	1	Watt meters available to the public					0	
	10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).					0	
	<u>Measuring Community Energy Use</u>							
	4	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.					0	
	1	State of Wisconsin Energy Independent (EI) Community designation.					0	
	MUNICIPAL ENERGY USE							
	Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.							
	<u>Government Energy Use Policies</u>							
	5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.					0	
	3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score					0	
	3	Reduce motor fuels use for non-transit activities --					0	
	6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.					0	
	5	Streetlights operate at 75 lumens/Watt or higher					0	
	3	Stoplights are LED or functional equivalent					0	
	5	Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.					0	
<u>Measuring Government Energy Use</u>								
5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.					0		
2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.					0		
10	All new and renovated municipal buildings must meet LEED Silver or greater.					0		
WATER USE CONSERVATION								
Water Conservation strategy options set baselines and goals for water and energy performance in municipalities. They measure progress and promote water conservation by the government, business, and the community at-large.								
<u>Water Conservation</u>								
6	Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.					0		
4	Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table					0		
2	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.					0		
6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.					0		
3	Infiltration and inflow reduction by 10%					0		
5	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.					0		
<u>Local Government Use</u>								
2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)					0		
3	All outdoor watering by local government, excluding parks and golf courses, from rain collection.					0		

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center; font-size: small;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>										
			Community Name 2011 Scores*	Community Name 2012 Scores*	Community Name 2013 Scores*	Community Name 2014 Scores*	Community Name 2015 Scores*	Community Name 2016 Goal*					
W A T E R	4	Develop a water efficiency and conservation plan for municipal buildings						0	0	0	0	0	0
	WATER AND WASTEWATER INFRASTRUCTURE MANAGEMENT												
	Setting goals for the sustainable management of water and wastewater infrastructure reduces costs; saves energy; and ensures the protection of public health and the environment.												
	10	Develop and implement asset management plans that set targets for the sustainable maintenance, operation and renewal of water and wastewater infrastructure.						0	0	0	0	0	0
	5	Wastewater biogas captured and used in operations.						0	0	0	0	0	0
	1	Financial assistance for sewer lateral replacements.						0	0	0	0	0	0
	5	Set goals for increasing the recovery of resources from wastewater for energy generation (heat or electricity) and fertilizer.						0	0	0	0	0	0
	2	Explore partnership options with high-strength waste.						0	0	0	0	0	0
	6	Upgrade water and wastewater utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency based on total life cycle, triple bottom line costs (e.g. maintenance and replacement strategies in asset management plans).						0	0	0	0	6	0
	STORMWATER MANAGEMENT												
	Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.												
	3	Develop a regular street sweeping program to reduce total suspended solids						0	2	0	0	2	0
	3	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving						0	0	0	0	0	0
	2	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction						0	2	0	0	2	0
	2	Work with commercial or light industrial businesses to develop stormwater pollution plans						0	0	0	0	0	0
	WATER AND DEVELOPMENT												
	Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning.												
	Land Development												
5	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas						0	0	0	0	0	0	
Waters, Wetlands, and Wildlife													
6	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales						0	0	0	0	0	0	
3	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed						0	3	0	0	3	0	
4	Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements						0	0	0	0	0	0	
WASTE MANAGEMENT AND REDUCTION													
Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.													
3	Community waste stream monitored at least annually . Waste reduction plan prepared and updated annually						0	1	0	0	1	0	
4	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually						0	0	0	0	0	0	
3	Construction/deconstruction waste recycling ordinance						0	0	0	0	0	0	
3	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles						0	3	0	0	3	0	
5	Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery						0	1	0	0	1	0	
3	Develop and promote programs that dispose of household hazardous, medical, and electronic waste						0	1	0	0	1	0	
4	Use anaerobic digesters to process organic waste and produce energy						0	0	0	0	0	0	
3	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices						0	0	0	0	0	0	
2	Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable packaging						0	0	0	0	0	0	

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>					
			Community Name 2011 Scores*	Community Name 2012 Scores*	Community Name 2013 Scores*	Community Name 2014 Scores*	Community Name 2015 Scores*	Community Name 2016 Goal*
2		Pay-as-you-throw system implemented by municipality or required of private waste haulers	0	0	0	0	0	0
1		Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	0	0	0	0	1	0
HEALTHY COMMUNITY PLANNING								
Policies and projects related to incorporating health living into community design- whether by built form, programs, education, etc. in an effort to reduce trends in poor nutrition, inactive lifestyles, chronic diseases, such as obesity and heart disease, and other negative health risk factors.								
<u>Policies Affecting Multiple Program Areas</u>								
5		Adopt a resolution that promotes Health in All Policies at the community level (e.g., HEAL Resolution). Include that educational campaigns supporting a program covered by the resolution are appropriately targeted to all of the populations addressed by the program	0	0	0	0	0	0
8		Establish a Health Impact Assessments policy, including when an assessment is required and its scope	0	0	0	0	0	0
<u>Planning</u>								
8		Add health policies in 1 or more of the community's plans, including the comprehensive plan, long-range transportation plan, bicycle/pedestrian plan and open spaces recreation plan (embedded or stand-alone chapter) or develop a comprehensive, community wide wellness plan.	0	0	0	0	?	0
3		Site schools in the Comprehensive Plan for accessibility with existing or new bicycle and pedestrian infrastructure	0	0	0	0	?	0
5		Encourage the formation and/or support of Neighborhood Improvement Districts (NIDs), Neighborhood Development Corporations, or other similar types of neighborhood reinvestment and enhancement strategies in plans or policies.	0	0	0	0	?	0
<u>Healthy Food Access</u>								
6		Implement strategies (urban agriculture, community gardens on public land, diversified farmer's markets, expanded traditional retail food options, ordinances to allow urban chickens and beekeeping and vegetable gardening in rights of way) that help increase fresh food access in the community, in particular in areas with food insecurity (e.g., "food deserts" and "food swamps"), including access by EBT and WIC participants.	0	0	0	0	2	0
7		Create a Food Systems Plan that addresses the production, distribution, value-added, marketing, end-market, and disposal of food, and charge a new or existing governmental body to oversee the plan's implementation.	0	0	0	0	0	0
<u>Physical Activity and Access</u>								
4		Provide an on-street and/or off-street trail network connecting recreational areas in the community (e.g. safe routes to parks) and other trip generators, such as shopping malls, ensuring all neighborhoods are included in planning and implementation.	0	0	0	0	0	0
4		Encourage pedestrian and bicycle site connections from front door of businesses or apartments to a public sidewalk and/or bike lane ensuring connections to all neighborhoods.	0	0	0	0	0	0
3		Provide education and establish programming to encourage physical activity, especially by youth.	0	0	0	0	?	0
7		Establish an expanded public transit that serves commuters from all neighborhoods and major parks and recreation facilities, and has racks on vehicles for carrying bicycles.	0	0	0	0	0	0
6		Require sidewalks in new residential areas and establish a policy for adding sidewalks, as appropriate, in areas built out without sidewalks.	0	0	0	0	0	0
8		Implement a Complete Streets policy.	0	0	0	0	0	0
5		Provide recreation programs for youth, adults, senior citizens and disabled persons.	0	0	0	0	?	0
3		Establish a pedestrian safety task force.	0	0	0	0	0	0
<u>Housing</u>								
7		Adopt ordinances and programs to maintain a healthy housing stock (code enforcement, landlord licenses, volunteer program, truth-in housing disclosure before sale, etc.).	0	0	0	0	?	0
6		Allow life cycle or adaptable housing options, such as "aging in place", accessory dwelling units, Universal or Inclusive Design, Dementia Friendly Communities, Age-Friendly Communities, etc.	0	0	0	0	?	0
8		Establish a program to make housing more affordable.	0	0	0	0	0	0
7		Establish a program to address chronic homelessness, such as "permanent housing".	0	0	0	0	0	0

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center; font-size: small;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>					
			Community Name 2011 Scores*	Community Name 2012 Scores*	Community Name 2013 Scores*	Community Name 2014 Scores*	Community Name 2015 Scores*	Community Name 2016 Goal*
		<u>Crime Prevention and Other Harm Reduction</u>						
	6	Use by policy, ordinance or practice, Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.	0	0	0	0	0	0
	5	Establish and implement Harm Reduction strategies for alcohol outlet density and sexual oriented establishments (e.g. zoning limitations)	0	0	0	0	?	0
	4	Adopt an ordinance or policy that requires tobacco-free and e-cigarette free apartments or places limitations on such structures.	0	0	0	0	0	0
	3	Adopt an ordinance or policy that promotes tobacco-free and e-cigarette free parks and/or public events on local government-owned property.	0	0	0	0	0	0
		<u>Climate Change</u>						
	7	Create and implement a climate change action plan that includes a carbon footprint study, and health related components on reducing air pollution from combustion of fossil fuels and responding to heat episodes and flooding, focusing in particular on most vulnerable populations.	0	0	0	0	0	0
		<u>Noise</u>	0	0	0	0	0	0
	2	Adopt an ordinance, including conditional use permits, on noise abatement for various zoning districts.	0	0	0	0	?	0
		<u>Employee Health</u>						
	5	Implement a wellness program for employees of the local jurisdiction.	0	0	0	0	0	0
	6	Encourage or partner with others, such as the Chamber of Commerce, etc., to advance workplace wellness programs within the community.	0	0	0	0	0	0
		<u>Placemaking</u>						
	5	Support placemaking at varying scale (neighborhood to major city facility) and permanence (temporary to permanent) through programming, financial support and removal of regulatory barriers to promote healthy living and social capital in the community.	0	0	0	0	0	0
	8	Adopt form-based codes or similar type design guidelines for healthy active living environments.	0	0	0	0	0	0
		<u>Waste Pharmaceuticals</u>						
	4	Establish partnerships to reduce waste pharmaceuticals generated in the community and to efficiently collect remaining wastes to prevent their abuse and entry into solid waste or wastewater.	0	0	0	0	?	0
	536		0	48	0	0	71	0
			0%	9%	0%	0%	13%	0%



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Appendix A	Glossary and Definitions
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IMPLEMENTATION & EVALUATION



SECTION OVERVIEW

In this section, a short introduction is given for each focus area, listing projects that have already been implemented in Monona, and upon which future work can be built. Following that, for each focus area all objectives are listed and divided into two categories, municipality and community. Municipality objectives pertain primarily to the city's public lands, buildings, and operations. Community objectives more directly affect and involve private residents and businesses. Both sets of objectives cover overlapping interests, however, and are best met through the thoughtful collaboration of all interested stakeholders.

For each objective a few potential strategies are given, to show the type of actions that could be implemented to reach the targets. (Note: strategies that will be implemented will be determined through the regular city decision process.) This is followed by a presentation of how each objective will be evaluated, as well as baseline data for 2012 and targets to be met in 2025. In cases where data for 2013 and/or 2014 was readily available, these have been included to provide further reference points. (Note, for some objectives a baseline year other than 2012 has been used due to availability of data. In those cases this has been pointed out.) For some objectives, it was not possible to establish baselines during the time that the plan was developed. Establishing these baselines and corresponding targets will be a priority during implementation of the plan.

The targets for each objective have been established based on baseline data, internal knowledge, and current research. Information has been collected from governmental entities such as the EPA and DNR, and organizations such as the U.S. Green Building Council. Other cities' sustainability plans have also been a source of information. For each objective, the Monona Sustainability Committee has discussed the evaluation method and target setting during at least two different meetings for each focus area prior to formalizing a final decision.

IMPLEMENTATION PROCESS

During the development of the MSP, all ideas that have been brought forward and strategies have been noted and categorized based on the objective they work towards (see Appendix E). Ideas for strategies come from many sources including but not limited to: residents, businesses, city employees, other cities' sustainability plans, the LEED (Leadership in Energy & Environmental Design) green building certification program, Green Tier Legacy Communities and Water Star Wisconsin. In the future, this part of the MSP will be a separate document, continuously updated to reflect new ideas, possibilities, and challenges in the community. As pointed out earlier, both formal and informal opportunities for further stakeholder input will be available and encouraged.

Each year an annual implementation plan will be developed in conjunction with the city budget process. This plan will contain the strategies suggested for implementation in the upcoming year. The sustainability committee will coordinate this work, but most of the strategies will be the responsibility of other city committees and city staff. Each year, an annual progress report will be compiled to follow up on the work done by various stakeholders. In addition, the report will present updated statuses for each objective, to track the progress made towards meeting the targets. An analysis of the progress report will be the basis for the development of the following year's annual implementation plan. At this stage in the annual process, a

targeted effort will be made to engage the public for input.

GENERAL SUSTAINABILITY: COMMUNITY

OBJECTIVE GC1: GENERAL SUSTAINABILITY, COMMUNITY RAISE THE SUSTAINABILITY AWARENESS OF MONONA RESIDENTS

Potential strategies to help achieve this objective:

1. Improve sustainability information on the city website – include links to organizations and other websites with information about all sustainability concepts, including water conservation and pollution, energy conservation, solid waste management, sustainable transportation efforts and sustainable land use opportunities.
 - **Report 2015:** Intern Jacqui Ptacek greatly improved our website, but more can be done in 2016. Recommend keeping this for 2016.
2. Partner with organizations and programs that educate about and promote environmental issues and sustainability practices to raise awareness about sustainability and increase the percentage of residents that have implemented sustainable practices.
 - **Report 2015:** Completed on a limited basis in 2015 (e.g. Clean Lakes Alliance, Madison Area Municipal Stormwater Partnership (MaMSWaP), YaharaWINS).
3. Create an esthetically pleasing sustainability plan for outreach (sustainability committee).
 - **Report 2015:** Completed and adopted August 3, 2015
4. Make an education and marketing plan for how to spread information about general sustainability. The plan should include direction for spreading the word about all of the sustainability concepts, including water conservation and pollution, energy conservation awareness, solid waste reduction, land use impacts and sustainable transportation actions.
 - **Report 2015:** Nothing has been done for this strategy in 2015.
5. Increase the number of events at the library with sustainability theme.
 - **Report 2015:** EcoAction Tuesdays have started up again.
6. Inform the community about what the city is doing through media such as the bi-yearly newsletter, city website, signage in park shelters and articles in the local newspaper.
 - **Report 2015:** Nothing has been done for this strategy in 2015.

The evaluation of this objective will be based partly on evaluations of objectives for residents within the other five focus areas. To complement this, the outcome of each implemented strategy will be evaluated. For example, when the city’s sustainability website is updated, the number of visitors will be tracked. Another evaluation example would be to follow residents’ participation in sustainability programs and projects arranged by other organizations, such as Green Power Tomorrow. In addition, storytelling will be included as a qualitative evaluation in future reports.

Potential Evaluation Indicators and Metrics
1. Summary of evaluation of other objectives for residents within the other five focus areas
2. Number of visits to the city’s sustainability website, Facebook, Twitter
3. Number of library check-outs from the sustainability section
4. Frequency of wattmeter checkouts from the library
5. Attendance at local sustainability workshops, seminars, etc.
6. Evaluations of other initiated strategies
7. Number of Green Power Tomorrow residential participants

8. Storytelling

Additional information and explanations:

Wattmeter: An instrument for measuring the electric supply (in watts) of any given circuit; can be used to cut energy costs and learn which electrical appliances are worth keeping plugged in. Green Power Tomorrow: A program that allows Madison Gas and Electric customers to purchase renewable energy for their home or business.

OBJECTIVE GC2: GENERAL SUSTAINABILITY, COMMUNITY

INCREASE PERCENTAGE OF RESIDENTS WHO HAVE IMPLEMENTED SUSTAINABLE PRACTICES, SUCH AS THOSE LISTED IN OTHER FOCUS AREAS WITHIN THIS PLAN

Potential strategies to help achieve this objective:

*** See objective GC1 above and strategies for objectives within the other five focus areas.*

This objective has a strong correlation to objective GC1 and many strategies will lead to results for both of them. Similarly to objective GC1, the evaluation of this objective will partly be based on evaluations of objectives for residents within the other five focus areas. To complement this, evaluations will be done of the outcome of implemented strategies. For example, when the city works together with other organizations to help with outreach, the number of participants will be tracked. One such collaboration, which has already been implemented but could be repeated, is energy audits through Focus on Energy. In addition, storytelling will be included as a qualitative evaluation in future reports.

Potential Evaluation Indicators and Metrics
1. Summary of evaluation of other objectives for residents within the other five focus areas
2. Number of home energy audits through Focus on Energy or MGE
3. Annual number of Focus on Energy financial incentives awarded to Monona residents*
4. Evaluations of initiated strategies.
5. Storytelling

Additional information and explanations:

*** There were 294 Focus on Energy financial incentives awarded to Monona residents in 2013.*

Focus on Energy: offers energy efficiency rebates and programs to assist homeowners in reducing their energy use and costs.

Home energy audit: allows individuals to assess their home's energy use and evaluate which measures to take in order to improve efficiency.

OBJECTIVE GC3: GENERAL SUSTAINABILITY, COMMUNITY RAISE THE SUSTAINABILITY AWARENESS OF MONONA BUSINESSES

Potential strategies to help achieve this objective:

1. Partner with organizations and programs that educate about environmental issues and sustainability practices.
 - **Report 2015**: Nothing was done in 2015 to meet this strategy.
2. Initiate collaboration between the city and the local Chamber of Commerce on sustainability issues.
 - **Report 2015**: This was done on a limited basis, and the Monona Green Map will help with this strategy.

For this objective, similar to objective GC1 and GC2, the evaluation will partly be based on evaluations of objectives for businesses within the other five focus areas. Also for this objective, evaluations will be done of the outcomes of implemented strategies including collaborations with other organizations. In addition, storytelling will be included as a qualitative evaluation in future reports.

Potential Evaluation Indicators and Metrics
1. Summary of evaluation of other objectives for businesses within the other five focus areas
2. Number of Green Power Tomorrow commercial participants
3. Evaluations of initiated strategies.
4. Storytelling

Additional information and explanations:

Green Power Tomorrow: A program allowing Madison Gas and Electric customers to purchase renewable energy for their home or business.

OBJECTIVE GC4: GENERAL SUSTAINABILITY, COMMUNITY

INCREASE THE NUMBER OF BUSINESSES THAT HAVE IMPLEMENTED SUSTAINABLE PRACTICES, SUCH AS THOSE LISTED IN OTHER FOCUS AREAS IN THIS PLAN

Potential strategies to help achieve this objective:

*** See objective GC3 above and strategies for objectives within the other five focus areas.*

This objective has a strong correlation to objective GC3 and many strategies will lead to results for both of them. Similarly to objective GC1, GC2 and GC3, the evaluation will partly be based on evaluations of objectives for businesses within the other five focus areas. Also for this objective, evaluations will be done of the outcome of implemented strategies including collaborations with other organizations. In addition, storytelling will be included as a qualitative evaluation in future reports. Review ordinance that require practices contrary to sustainability (e.g. minimum parking requirements) and evaluate possibilities for changes.

Report 2015: This was not done, but the Monona Green map will help with this strategy.

Potential Evaluation Indicators and Metrics
1. Summary of evaluation of other objectives for residents within the other five focus areas
2. Number of businesses participating in Green Tier, Green Masters, MPower Champions, Travel Green Wisconsin, Main Street Green, Clean Clear Waters, Green Built Home, and other programs
3. Number of energy audits through Focus on Energy or MGE
4. Annual number of Focus on Energy financial incentives awarded to businesses (174 in 2013)
5. Evaluations of initiated strategies.
6. Story telling

Additional information and explanations:

*** There were 174 Focus on Energy financial incentives awarded to Monona residents in 2013.*

Green Tier: A sustainable development program developed by the Wisconsin DNR; main goal is to assess environmental impacts within businesses, communities, and individuals, and then to develop strategies to eliminate causes of negative impacts.

Green Masters: Coordinated by the Wisconsin Sustainable Business Council in conjunction with the University of Wisconsin-Madison; points-based recognition program that helps to recognize leading

Wisconsin sustainable businesses and to encourage continuous improvement within these businesses.

MPower: Administered by Sustain Dane; provides participating businesses with tools to reduce their energy, transportation, waste, and water use in order to save money and become more sustainable.

Travel Green Wisconsin: Initiated by the Wisconsin Department of Tourism; certification program highlighting tourism businesses that promote environmentally friendly travel practices.

Main Street Green: Coordinated by the Wisconsin Environmental Initiative (WEI); certifies and supports local businesses implementing technologies and practices that help the surrounding community and environment.

Clean Clear Waters: Administered by the Madison Area Builders Association and the WEI; recognizes homes and businesses that have made efforts to reduce runoff and erosion around Wisconsin waterways.

Green Built Home: WEI initiative that reviews and certifies new homes that meet relevant sustainable building and energy standards.

GENERAL SUSTAINABILITY: MUNICIPALITY

OBJECTIVE GM1: GENERAL SUSTAINABILITY, MUNICIPALITY

ENSURE SUSTAINABILITY IS CONSIDERED IN DECISION-MAKING, INCLUDING THE CITY BUDGET PROCESS

Potential strategies to help achieve this objective:

1. Develop a process/system for how sustainability should be considered/accounted for in the decision-making processes (in committees, city council and by employees).
 - **Report 2015:** Nothing was done for this objective in 2015. Further develop for 2016.
2. Develop a green purchasing policy.
 - **Report 2015:** This policy was created and will be finished being implemented by the sustainability intern in 2016.
3. Create a green cleaning policy.
 - **Report 2015:** Nothing was done for this strategy in 2015.
4. Appoint or hire a sustainability coordinator; a part or full-time city employee to plan/manage/implement sustainability initiatives.
 - **Report 2015:** Nothing was done for this strategy in 2015.

Evaluation of this objective will be based on the success of implemented strategies. These strategies will be decided upon after a system has been developed to provoke accounting for sustainability in the decision-making processes of committees, city council and employees. Some potential evaluation metrics being the percentage of budget items for which a sustainable alternative was considered or number of decisions in a committee in which sustainability was evaluated.

Potential Evaluation Indicators and Metrics
1. Survey responses from committee representatives
2. Evaluations of initiated strategies

OBJECTIVE GM2: GENERAL SUSTAINABILITY, MUNICIPALITY

RAISE THE SUSTAINABILITY AWARENESS OF CITIZEN REPRESENTATIVES TO CITY COMMITTEES

Potential strategies to help achieve this objective:

1. Give sustainability presentation to each city committee.
 - **Report 2015:** This strategy was not implemented in 2015. Retain for 2016.
2. Regularly give sustainability presentations to new citizen representatives to city committees.
 - **Report 2015:** This strategy was not implemented in 2015.
3. Require that some portion of the city savings from sustainability efforts is recycled back into more sustainability efforts.
 - **Report 2015:** Nothing was done for this strategy in 2015, but should remain for 2016.
4. Develop sustainability checklists-one-page-formatted to the needs of each specific committee and handed out for consideration in decisions.
 - **Report 2015:** This strategy was not implemented in 2015. Retain for 2016.
5. Offer "green education" programs to citizen representatives to city committees.
 - **Report 2015:** This strategy was not implemented in 2015.

Evaluation of this objective will be founded on survey responses from committee representatives. In addition the evaluation of staff members' implemented strategies will be considered. Potential evaluation metrics could be the number of participants in sustainability education programs, if such were to be developed.

Potential Evaluation Indicators and Metrics
1. Survey responses from committee representatives
2. Evaluations of initiated strategies

OBJECTIVE GM3: GENERAL SUSTAINABILITY, MUNICIPALITY RAISE THE SUSTAINABILITY AWARENESS OF CITY EMPLOYEES

Potential strategies to help achieve this objective:

1. Include sustainability in job descriptions.
 - **Report 2015:** This was not implemented in 2015. Retain for 2016.
2. Include sustainability in employee policy/handbook.
 - **Report 2015:** This was not implemented in 2015. Retain for 2016.
3. Include sustainability in performance reviews of city employees (especially supervisors) to assess progress towards sustainability goals.
 - **Report 2015:** This was not implemented in 2015. Retain for 2016.
4. Maintain Green Team.
 - **Report 2015:** This was successful in 2015.
5. Develop and require robust sustainability training for city employees.
 - **Report 2015:** This was not implemented in 2015. Retain for 2016.

For this objective the evaluation will be based on survey responses from city employees and on attendance at sustainability education programs. Some employees have already gone through a short training in The Natural Step framework; others have participated in programs through Sustain Dane. In addition to these metrics, evaluations of implemented strategies will be considered.

Potential Evaluation Indicators and Metrics
1. Survey responses from city employees
2. Attendance at sustainability education programs
3. Evaluations of initiated strategies

LAND USE: COMMUNITY

OBJECTIVE LC1: LAND USE, COMMUNITY

INTEGRATE SUSTAINABILITY CONSIDERATIONS IN THE EVALUATIONS AND DECISIONS MADE BY PLAN COMMISSION

Potential strategies to help achieve this objective:

1. Develop strategies for bringing sustainability into consideration.
 - **Report 2015:** This was included in the Comprehensive Plan for 2016 and is an ongoing effort.
2. Review ordinances to find those that require practices contrary to sustainability (e.g., requiring mowing) - analyze if obstacles to sustainability can be removed.
 - **Report 2015:** This was not completed in 2015. Retain for 2016.
3. Decrease exterior surface parking and other impervious surfaces.
 - **Report 2015:** This was not completed in 2015.

Evaluation Indicators and Metrics	Baseline	2015	2025
Number of “Sustainable Community Development Principles” which was addressed in each community development project decision	n/a	n/a	Increase

Additional information and explanations:

In the annual summary of decisions made by the City of Monona Plan Commission, an analysis will be added to evaluate each decision from a sustainability point of view. The evaluation will be based on if the following sustainability principles from the Planning Advisory Service series (PAS 567 (2012)) has been addresses or not:

1. Liveable Built Environment – ensure that all elements of the built environment, including land use, transportation, housing, energy and infrastructure, work together to provide sustainable, green places for living, working and recreation, with a high quality of life.
2. Harmony with Nature – ensure that the contributions of natural resources to human well- being are explicitly recognized and valued and that maintaining their health is a primary objective.
3. Resilient Economy – ensure that the community is prepared to deal with both positive and negative changes in its economic health and to initiate sustainable urban development and redevelopment strategies that foster green business growth and build reliance on local assets.
4. Interwoven Equity – ensure fairness and equity in providing for the housing, services, health, safety, and livelihood needs of all citizens and groups.
5. Healthy Community – ensure that public health needs are recognized and addressed through provisions for healthy foods, physical activity, access to recreation, health care, environmental justice, and safe neighborhoods.
6. Responsible Regionalism – ensure that all local proposals account for, connect with and support the plans of adjacent jurisdictions and the surrounding region.

For each of these six sustainability principles several practices are given, building part of a matrix for evaluation, see www.planning.org. Some examples of practices are:

1. Multi-modal transportation choices
2. Natural habitat protection
3. Economic growth capacity

4. Range of housing types
5. Toxin exposure reduction
6. Local land use plans coordinated with regional transportation

OBJECTIVE LC2: LAND USE, COMMUNITY INTEGRATE SUSTAINABILITY COMPONENTS IN ZONING CODE

Potential strategies to help achieve this objective:

1. Review zoning code to find those that include practices contrary to sustainability, (e.g., requiring mowing) analyze if obstacles to sustainability can be removed (e.g., zoning regulations that prohibit or limit the installation of solar panels).
 - **Report 2015:** This was not completed in 2015. Retain for 2016.
2. Review zoning code to encourage sustainability practices (e.g. reduction of impermeable surfaces).
 - **Report 2015:** This was not completed in 2015. Retain for 2016.

Evaluation Indicators and Metrics	Baseline	2015	2025 Target
1) Number of zoning code <i>reviewed</i> to include sustainability aspects	0	0	All
2) Number of zoning code <i>revised</i> to consider sustainability aspects	0	0	Increase

Additional information and explanations:

Reviewing the zoning code consists of looking again into the zoning code to determine whether or not sustainability aspects need to be included. If changes do need to be made, the zoning code can be amended to make such changes.

OBJECTIVE LC3: LAND USE, COMMUNITY INTEGRATE SUSTAINABILITY COMPONENTS IN COMPREHENSIVE PLAN

Potential strategies to help achieve this objective:

1. Analyze all City of Monona Comprehensive Plan elements based on sustainability criteria.
 - **Report 2015:** This task was not completed in 2015.

Evaluation Indicators and Metrics	Baseline	2015	2025 Target
1) Analysis of the increase in sustainability components from one Comprehensive Plan to the next	Existing plan from 2004	n/a	Increase

Additional information and explanations:

The existing comprehensive plan is from 2004, with a new one currently under development. It is expected that another update of the plan will be implemented before 2025. Each consecutive plan will be evaluated and compared to the previous to find improvements based on the scoring matrix for sustainability principles listed under LC1.

OBJECTIVE LC4: LAND USE, COMMUNITY INCREASE WALKABILITY TO STORES, RESTAURANTS AND OTHER AMENITIES

Potential strategies to help achieve this objective:

1. Track and improve Walk Score.
 - **Report 2015:** This was not completed in 2015. UniverCity could help with this strategy.
2. Encourage mixed-use buildings/development along business corridors.
 - **Report 2015:** This was not completed in 2015.
3. Allow light commercialization in the area of community center/library/Winnequah Park.
 - **Report 2015:** This was not completed in 2015.

Walkability is a concept that determines the extent to which a built environment is friendly to walking. Walkability is commonly defined by factors such as:

- Proximity: the distance to stores, restaurants, mass transit access points, parks and other community amenities.
- Connectivity: how efficient street and walk path patterns are for walking; distance between intersections and if walking routes are direct or cumbersome (e.g. large sub- divisions with cul-de-sacs).
- Safety: room to walk, trip hazards, safe crossing of streets, behavior of motorists, well/dimly lit walk paths, occurrence of crime.
- Convenience and Pleasantness: quality of walk paths, waiting time to cross streets, obstructions, type of environment (e.g. by an interstate or a small local street, by a warehouse or a park), cleanliness, beauty of surroundings.

This objective will be evaluated through a combination of metrics for proximity and other aspects of walkability as listed above. Before deciding on the details of the measurements, different existing tools will be tested and evaluated for suitability for the City of Monona. One potential metric is Walk Score, a rating based on households' proximity to stores, restaurants, parks, schools and other amenities. Higher values indicate more walkable areas, whereas lower values indicate more car dependent areas. See walkscore.com. A walk audit is a tool for evaluating walkability aspects other than proximity. To perform a walk audit, first, several walks are done, preferable by two or more people, originating from households at a variety of points in the community and ending at community amenities. The walks are then evaluated using an index of walkability based on factors such as those listed above.

See <http://www2.epa.gov/smart-growth/walkability-checklist>.

Potential Evaluation Indicators and	2012	2015	2025 Target
1) Walk Score rating for a number of households distributed over a grid of Monona	n/a	n/a	Increase
2) Percentage of households within 0.25mi and 0.5mi of mass transit access point, stores, restaurants, library, park and other community amenities	n/a	n/a	Increase
3) Walk audits for a number of households distributed over a grid of Monona	n/a	n/a	Improve

Additional information and explanations:

Walkability is partly covered by other objectives in the MSP both under the land use and transportation focus areas. However, walkability has been included in the MSP as a separate objective due to its multi-faceted impact on the community. Listed below are some areas where positive impacts have been identified by research:

- Environment: Walking as an alternative to motorized transportation lowers the negative environmental impact both on a global scale (e.g. less greenhouse gas emissions) but also on a local scale with less air pollution.
- Health: walking, like other forms of physical activity, results in significant health benefits. It has been found that residents living in walkable neighborhoods are at less risk of being obese or overweight, and there are higher levels of physical activity in children. It has also been shown that walking contributes to a reduction of cancer.
- Community Engagement: neighborhood walkability leads to enhanced levels of social and community engagement. People that live in walkable neighborhoods are more likely to know their neighbors, participate politically, trust others, have an increased sense of pride, show increased volunteerism and be socially engaged.
- Social Justice: A highly walkable community ensures that people who cannot drive are not restricted and it makes it possible to avoid the expensive costs of private transportation.
- Safety: walkable neighborhoods have been linked with decreased crime rates.
- Economics: the presence of sidewalks and other walking facilities is shown to increase property value and promote tourism. A highly walkable community will also increase economic activity due to the higher probability of residents using local businesses.

LAND USE: MUNICIPALITY

OBJECTIVE LM1: LAND USE, MUNICIPALITY

MAINTAIN PROTECTION AND RESTORATION OF NATURAL HABITATS INCLUDING WETLANDS

Potential strategies to help achieve this objective:

1. Update the City of Monona Wetland Management Plan.
 - **Report 2015:** This was not completed in 2015.
2. Inventory natural habitats.
 - **Report 2015:** This was not completed in 2015.
3. Identify culverts that obstruct fish migration and install fish friendly culverts where needed.
 - **Report 2015:** The city successfully replaced culverts at Winnequah Park and Summer Lagoons.
4. Implement an invasive species management plan for public lands that includes controlling aquatic invasive species.
 - **Report 2015:** This was not completed in 2015. No strategies planned for 2016.

Evaluation Indicators and Metrics	2012	2015	2025 Target
1) Square miles of land reserved for natural habitat	260*	260	Increase by 8%
2) Square miles of land restored to natural habitat	0	0	20

*Aldo Leopold Nature Center (40 acres) and the Wetland Conservancy (220 acres)

Additional information and explanations:

Land reserved for natural habitat consists of space that is protected from development projects, human influence, etc. Land restored to natural habitat consists of space that has been reconstructed from a previous condition to support natural life. In addition to large parcels of land set aside, this could include having areas with natural/indigenous plants and trees in existing parks and open spaces in support of wildlife. Probable areas for this would be; Winnequah Park shoreline restoration, wetland restoration in Three Meadows Park and pockets in other parks switched to no-mow, native plantings.

OBJECTIVE LM2: LAND USE, MUNICIPALITY INTEGRATE SUSTAINABILITY IN LANDSCAPE MANAGEMENT

Potential strategies to help achieve this objective:

1. Set a tree canopy goal and develop a management plan to achieve it.
 - **Report 2015:** This strategy was not implemented in 2015.
2. Assess current landscape management practices.
 - **Report 2015:** This strategy was not implemented in 2015.
3. Develop a sustainable landscape management plan.
 - **Report 2015:** This strategy was not implemented in 2015.
4. Develop a pest management plan that limits the use of insecticides, fungicides, and rodenticides to applications needed to avoid significant ecological or public health damage and that prohibits use of pesticides for aesthetic purposes.
 - **Report 2015:** This strategy was not implemented in 2015.

This objective would be evaluated by a combination of metrics, all of which need to be assessed before a target can be set.

Evaluation Indicators and Metrics	2012 Baseline	2015	2025
1) Acres of city land planted with native plant species	n/a	n/a	n/a
2) Pounds per year used on city land: <ul style="list-style-type: none"> • synthetic fertilizer, • pesticides • herbicides used on city land 	n/a	n/a	n/a
3) Number of trees planted per year (new plantings and replacements) <ul style="list-style-type: none"> • in parks and open spaces • in terraces (right of way) 	15 new and replacement		n/a
4) Irrigation with potable water (not including rainwater or lake water)	n/a	n/a	n/a
5) Fuel use (or emissions) by powered equipment	n/a	n/a	n/a

OBJECTIVE LM3: LAND USE, MUNICIPALITY MAINTAIN PERCENTAGE OF LAND DEVOTED TO OPEN SPACE/PARKS/RECREATION

Potential strategies to help achieve this objective:

1. Inventory present land devoted to open space/parks/recreation.
 - **Report 2015:** This strategy was not implemented in 2015.
2. Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas.
 - **Report 2015:** This strategy was not implemented in 2015.

Evaluation Indicators and Metrics	2010 Baseline*	2015	2025 Target
1) Outdoor recreation area, developed (acres)	427.5	427.5	Keep at same or above
2) Woodlands (acres)	16.0**	16.0	Keep at same or above
3) Wetland (acres)	27.6***	27.6	Keep at same or above
4) Open space/park/recreation land per resident	0.07	0.06	Keep at same or above
5) Open space/park/recreation land as percentage of total Monona land area	23%	23%	Keep at or above 23%

Additional information and explanations:

** Evaluation of land use data for Monona was done in 2010 and therefore this year is used instead of 2012 as baseline for this Objective. The numbers in the table comes from Capital Area Regional Planning Commission (CARPC)

**Aldo Leopold Nature Center (40 acres) is not included in this number.

*** The Wetland Conservancy (220 acres) is not included in this number, but is included in the “Outdoor recreation area, developed (acres)” inventory.

The City is hoping to undertake a comprehensive inventory of the street trees and trees in its parks in an effort to verify the baseline of the tree canopy. Moving forward, this updated inventory will allow us to manage data about the tree canopy using the City’s GIS programming.

WATER: COMMUNITY

OBJECTIVE WC1: WATER, COMMUNITY

INCREASE WATER EFFICIENCY AND CONSERVATION BY RESIDENTS

Potential strategies to help achieve this objective:

1. Arrange educational events.
 - **Report 2015:** This strategy was not implemented in 2015.
2. Develop an incentive program for citizens to encourage conservation. E.g. incentives for low flow toilets, faucets, showerheads, and water softeners.
 - **Report 2015:** This strategy was not implemented in 2015.
3. Develop a smart water metering system for assessment and consumer feedback.
 - **Report 2015:** This strategy was not implemented in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1) Absolute household residential water use (thousand gallons/year)	146,164	126,625	167,004		*
1a) Water use intensity (thousand gal/resident/year)	19	17	22		Reduce by 20%
1b) Water use intensity (thousand gal/household /year)	54	47	61.5		*

Data from the Public Service Commission of Wisconsin, WEGS Annual Report.
 *This metric has been included for background information, not for the purpose of target setting.

Additional information and explanations:

A portion of Monona residents are served by the Madison Water Utility. The water usage by these households has been estimated based on the water usage of those served by the Monona Water Utility.

Base year for target setting: Because water usage fluctuates with the average temperature and precipitation it is difficult to accurately choose a base year, compare water usage over several years and set a target for reduction. Using the actual data for the baseline and target years could produce skewed results if those years happen to be extreme weather years. Using five-year averages would make it difficult to see any results from implemented strategies to lower water consumption. A two-year average might be the best option, however we suggest making the decision on an annual basis about which years, or averages, to compare with which and to track actual yearly water usage for the duration of the MSP so that patterns and irregularities can be recognized.

OBJECTIVE WC2: WATER, COMMUNITY

INCREASE WATER EFFICIENCY AND CONSERVATION BY COMMERCIAL AND INDUSTRIAL PROPERTIES

Potential strategies to help achieve this objective:

1. Promote EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites

program to local business.

- **Report 2015:** This strategy was not used in 2015.
2. Educate hotels and other high-volume users.
 - **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1) Absolute commercial/industrial water use (thousand gallons/year)*	122,512	124,551	153,799		***
2) Water use intensity (thousand gallons/customer)	378	383	479		Decrease by 10
3) Water use intensity (thousand gallons/sq ft commercial building area)**	10.92	10.74	8.7		***

* Data from the Public Service Commission of Wisconsin, WEGS Annual Report.

**This number has not been estimated for 2012 and 2013.

*** This metric has been included for background information, not for the purpose of target setting.

Additional information and explanations:

For a discussion about how to choose base year and absolute or average values, see Objective WC1. Similar to residential customers there are some commercial customers in Monona served by Madison Water Utility, however they represent a negligible percentage of commercial water use.

OBJECTIVE WC3: WATER, COMMUNITY DECREASE QUANTITY OF STORMWATER RUNOFF TO LAKES

Potential strategies to help achieve this objective:

1. Create private-public partnerships for stormwater reduction initiatives.
 - **Report 2015:** This was successful – Clean Lakes Alliance, MAMSWaP, YaharaWins, Dane County Rain barrel program
2. Provide incentives to businesses and industries for implementing best management practices that exceed regulations in reducing impervious surfaces and increasing infiltration.
 - **Report 2015:** This strategy was not used in 2015.
3. Offer stormwater utility fee credits to residents for best management practices such as rain barrels, rain gardens and pervious paving.
 - **Report 2015:** This strategy was not used in 2015.

This objective will be evaluated in the same way, and has the same baseline and target as objective WM3: Decrease quantity of stormwater runoff to lakes, see below.

Evaluation Indicators and Metrics	2013 Baseline	2015	2025 Target
1. Volume (gal/year) of stormwater reductions	1,489,993,889		10% reduction

Objective WC4: Water, Community

DECREASE POLLUTANTS AND DEBRIS IN STORMWATER RUNOFF

Potential strategies to help achieve this objective:

1. Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.
 - **Report 2015:** This strategy was not used in 2015.
2. Work with commercial or light industrial businesses to develop stormwater pollution plans.
 - **Report 2015:** This strategy was not used in 2015.
3. Develop a website or other media to publicize methods by which the public can report spills, leaks, discharges, or other contamination events.
 - **Report 2015:** City installed four new sediment removal devices throughout the City this summer. New PermitTrack software will allow residents to report construction erosion control problems online. These devices will significantly reduce the discharge of pollutants such as sediment, phosphorous and garbage into the water way. (Retain as a project for 2016)

This objective will be evaluated in the same way, and have the same baseline and target, as objective WM4: decrease pollutants and debris in stormwater runoff, see below.

Evaluation Metrics	Indicators and	2012 Baseline	2013	2015	2025 Target
1) Pounds per year of phosphorus in effluent at stormwater outfalls		NA	479		Reduce by 40%
2) Pounds of total suspended solids in effluent at stormwater outfalls		NA	114,746		Reduce by 50%

WATER: MUNICIPALITY

OBJECTIVE WM1: WATER, MUNICIPALITY

INCREASE WATER EFFICIENCY, CONSERVATION BY MUNICIPALITY

Potential strategies to help achieve this objective:

1. Develop a water efficiency and conservation plan for municipal buildings.
 - **Report 2015:** This strategy was not used in 2015.
2. Encourage the installation of low-flow faucets, urinals, sink aerators, and toilets in all public facilities.
 - **Report 2015:** This strategy was not used in 2015.
3. Encourage outdoor watering by local government using rainwater.

- **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1. Absolute water use for municipality (thousand gallons/year)	3,454	3,034	4,601		20%

Data from the Public Service Commission of Wisconsin, WEGS Annual Report.

Additional information and explanations:

Similar to energy use, it will be important to track water use per facility to see the impact of implemented strategies.

OBJECTIVE WM2: WATER, MUNICIPALITY

MAINTAIN PERCENTAGE OF WATER LOST IN DISTRIBUTION SYSTEM

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1. Percentage of water (drinking water) lost in distribution system	5%	5%	4%		Keep under 5%

Data from the Public Service Commission of Wisconsin, WEGS Annual Report.

OBJECTIVE WM3: WATER, MUNICIPALITY DECREASE QUANTITY OF STORMWATER RUNOFF TO LAKES

Potential strategies to help achieve this objective:

1. Increase landscaping on municipal land that uses plants which minimize need for irrigation (Xeriscaping).
 - **Report 2015:** This strategy was not used in 2015.
2. Decrease impermeable surfaces, increase permeable. (E.g. decrease exterior surface parking, increase parking structure density).
 - **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and Metrics	2013 Baseline	2015	2025 Target
1. Volume (gal/year) of stormwater reductions	1,489,993,889		10% reduction

*Stormwater modeling was not done for 2012; 2013 is therefore used as the baseline year for this Objective. Data from the Public Service Commission of Wisconsin, WEGS Annual Report.

OBJECTIVE WM4: WATER, MUNICIPALITY

DECREASE POLLUTANTS AND DEBRIS IN STORMWATER RUNOFF

Potential strategies to help achieve this objective:

1. Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.
 - **Report 2015:** This strategy was not used in 2015.
2. Improve regular street sweeping programs to reduce total suspended solids.
 - **Report 2015:** This strategy was not used in 2015.
3. Develop a plan for handling hazardous material on municipal properties including a map of hazmat storage and handling facilities and inspections for safety. Provide municipal staff, including office staff, with contact lists for emergency water contamination issues.
 - **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2015	2025 Target
1) Pounds per year of phosphorus in effluent at stormwater outfalls	NA	479		Reduce by 40%
2) Pounds of total suspended solids in effluent at stormwater outfalls	NA	114,746		Reduce by 50%

Data from the Public Service Commission of Wisconsin, WEGS Annual Report.

Data found on PSC's website at: <http://psc.wi.gov> Click on the water symbol at the top of the page On the left side of the page click on Resources, Reports, & Tariffs. Then click on Annual Reports. On the left side of the page select Water, Electric, Gas and Sewer. Then select M, then Monona Water Utility. On the right side select year of WEGS Annual Report.

Additional information and explanations:

Effluent is liquid waste that is discharged into a waterway, and depending on the source can be treated or untreated. High phosphorus levels in waterways contribute to high algal growth and thus to lower water quality. Suspended solids are small particles that remain suspended in stormwater. Pollutants are often carried on the surface of these particles, and thus levels of suspended solids can also serve as an indicator of water quality.

OBJECTIVE WM5: WATER, MUNICIPALITY

CONTINUE PARTICIPATION IN THE WISCONSIN WATER STAR PROGRAM AND IMPROVE MONONA'S SCORE AND RANKING

Potential strategies to help achieve this objective:

1. Analyze the current status of WI Water Star application annually, and plan for improvements.
 - a. **Report 2015:** This strategy was not used in 2015. Will Re-apply for Silver in 2016.

Evaluation Indicators and Metrics	2012 Baseline	2013	2015	2025 Target
1. City of Monona Water Star score and ranking	"Bronze" ranking	"Bronze ranking"	"Bronze Ranking"	"Silver ranking"

Data from Water Star Wisconsin.

Additional information and explanations:

The Wisconsin Water Star Program guides, inspires, and recognizes communities taking exemplary actions to improve their local water supply. Depending on the actions taken, communities can be designated as a Bronze, Silver, or Gold Water Star Community.

ENERGY: COMMUNITY

OBJECTIVE EC1: ENERGY, COMMUNITY

INCREASE ENERGY EFFICIENCY AND CONSERVATION BY RESIDENTS

Potential strategies to help achieve this objective:

1. Encourage new homes to meet ENERGY STAR home standards.
 - **Report 2015:** This strategy was not used in 2015.
2. Work with MG&E to develop smart electricity and gas metering for assessment and consumer feedback.
 - **Report 2015:** This strategy was not used in 2015.
3. Continue collaborating with Focus on Energy to offer energy efficiency programs.
 - **Report 2015:** This strategy was not used in 2015.
4. Utilize Property Assessed Clean Energy (PACE) financing.
 - **Report 2015:** This strategy was not used in 2015.

*Data from Madison Gas and Electric.

** This metric has been included for background information, not for the purpose of target setting.

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1) Total annual residential electricity use (kWh/year)*	27,565,470	26,782,039	26,378,171		**
1a) Electricity use intensity (kWh/resident/year)	3,660	3,560	3,502		**
1b) Electricity use intensity (kWh/household/year)	7,127	6,869	6,613		10% decrease
2) Total annual residential natural gas use (therm/year)*	1,782,869	2,337,857	2,550,697		**
2a) Nat. gas use intensity (therm/resident/year)	237	311	339		**

2b) Nat. gas use intensity (therm/household/year)	461	600	654		10% decrease
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OBJECTIVE EC2: ENERGY, COMMUNITY

INCREASE ENERGY EFFICIENCY AND CONSERVATION BY COMMERCIAL AND INDUSTRIAL PROPERTIES

Potential strategies to help achieve this objective:

1. Collaborate with the local Chamber of Commerce to increase energy efficiency and conservation, and encourage renewable energy.
 - **Report 2015:** This strategy was not used in 2015.
2. Work with MG&E to develop smart electricity and/or gas metering.
 - **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and	2012 Baseline	2013	2014	2015	2025 Target
1) Total commercial electricity consumption (kWh/year)*	66,619,143	66,586,465	64,264,343		**
1a) Electricity use intensity (kWh/sq ft*year)	3.78	3.78	3.65		10% decrease
2) Total commercial natural gas consumption (therm/year)*	2,002,676	2,476,697	2,677,251		**
2a) Nat. gas use intensity (therm/sq ft*year)	1.49	1.85	1.99		10% decrease

*Data from Madison Gas and Electric.

** This metric has been included for background information, not for the purpose of target setting.

ENERGY: MUNICIPALITY

OBJECTIVE EM1: ENERGY, MUNICIPALITY

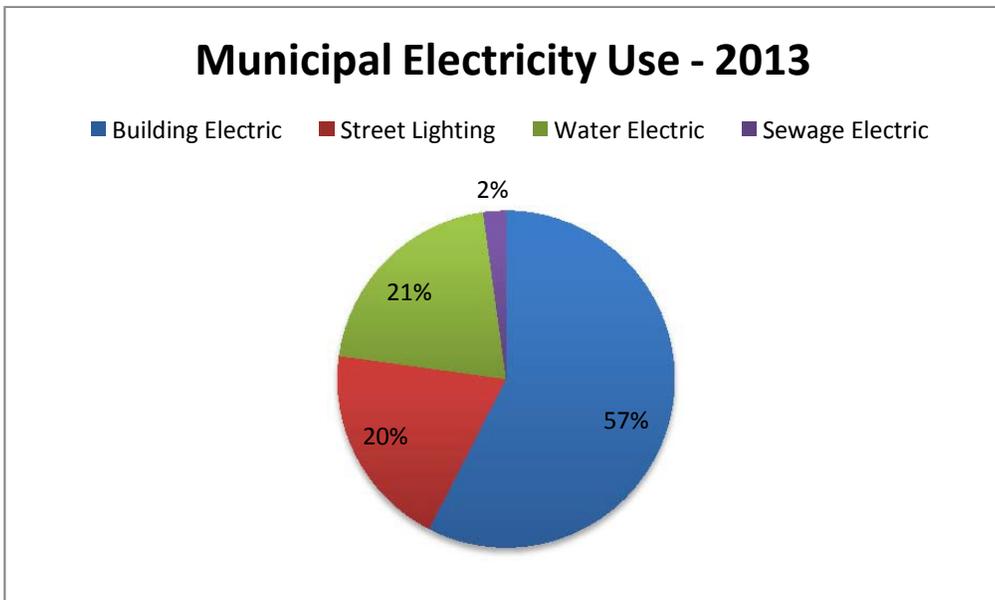
INCREASE ENERGY EFFICIENCY AND CONSERVATION OF MUNICIPAL FACILITIES AND SERVICES

Potential strategies to help achieve this objective:

1. Complete energy audits of all city facilities.

- **Report 2015:** This strategy was not used in 2015.
- 2. Upgrade water utility equipment (e.g. variable frequency drive motor) to achieve energy efficiency.
 - **Report 2015:** This was completed in 2015.
- 3. Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use or score existing buildings with LEED green building certification.
 - **Report 2015:** EPA Energy Star Portfolio has been updated for five properties, including all properties with solar arrays on them.
- 4. Develop list of lighting, HVAC and shell improvements to increase Energy Star Portfolio Manager score or LEED green building certification credits.
 - **Report 2015:** This strategy was not used in 2015.
- 5. Ensure streetlights are directed where light is needed, are full cut-off, operate at 75 lumens/Watt or higher and are LED or the functional equivalent.
 - **Report 2015:** Streetlights have been upgraded to LED.

The graph below shows energy consumption for different parts of the municipality.



Electricity

Evaluation Indicators and	2012	2013	2014	2015	2025
1) Grand total annual municipal electricity use (kWh/year)*	2,000,827	1,970,302	1,784,148	2,832,882	n/a
1a) Total annual city building electricity use (kWh/year)	1,455,232	888,679	733,475	1,151,358	20% decrease
1b) Annual street lighting electricity use (kWh/year)	545,595	515,170	515,579	155,194	50% decrease
1d) Annual public works lighting	n/a	n/a	n/a	39,155	

1d) Annual utility electricity use (kWh/year)	Data missing	566,453	535,144	443,242	?
2) Intensity of city building electricity use (kWh/sq ft*year)	14.6	n/a	n/a	9.9	20% decrease

Natural Gas

Evaluation Indicators and Metrics	2012 Baselines	2013	2014	2015	2025 Target
3) Total annual municipal nat. gas use (therm/year)*	57,802	72,847	86,015	66,325	20% decrease
4) Intensity of city building natural gas use (therm/sq ft*year)	0.6	0.7	n/a	.6	20% decrease

*Data retrieved from Madison Gas and Electric.

Data entered for 2015 Electricity use includes newly entered street lighting data.

Data entered for 2015 Natural Gas use includes all properties now.

1b includes only Street Lighting for 2015

OBJECTIVE EM2: ENERGY, MUNICIPALITY

INCREASE PERCENTAGE OF ENERGY CONSUMPTION FROM RENEWABLE SOURCES

Potential strategies to help achieve this objective:

1. Install more solar cells.
 - **Report 2015:** This strategy was not used in 2015.
2. Consume less energy.
 - **Report 2015:** This strategy was completed for 2015.
3. Install solar water heaters.
 - **Report 2015:** This was not done for 2015.

Evaluation Indicators and Metrics	2012	2014	2015	2025
1) Energy generated from renewables (kWh/year)	0	163,030		*
1a) Renewable energy as percentage of total municipal electricity use (kWh from RE/total municipal kWh per year)	0 %	8 %		25 %
2) Installed renewable energy capacity	0	157		*

Data from the City of Monona's own renewable energy tracking system.

* This metric has been included for background information, not for the purpose of target setting.

OBJECTIVE EM3: ENERGY, MUNICIPALITY

DECREASE FUEL CONSUMPTION FROM WORK RELATED (CITY BUSINESS) TRANSPORTATION AND MOTOR DRIVEN EQUIPMENT

Potential strategies to help achieve this objective:

1. Retrofit city fleet vehicles for CNG (compressed natural gas).
 - **Report 2015:** This strategy was not used in 2015.
2. Train employees in eco-friendly driving techniques that conserve fuels, release fewer emissions, and prolong vehicle life.
 - **Report 2015:** This strategy was not used in 2015.
3. Upgrade to more efficient motor driven equipment.
 - **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and Metrics	2014 Baseline	2015	2025 Target
1) Total fuel consumed per department (gal/year)	See table below		Decrease

2014 Fuel Consumption Divided by Department and Fuel Type:

Department	Number of Vehicles /Equipment	Number of Gasoline Vehicles/ Equipment	Gallons Gasoline	Diesel Vehicles/ Equipment	Gallons Diesel
Police	11	11	6,807	0	0
Fire	8	2	1,506	6	720
Public Works	29	17	8,687	12	6,020
Total	48	30	17,000	18	6,740

Additional information and explanations:

Targets will have to be set after further analysis.

TRANSPORTATION: COMMUNITY

OBJECTIVE TC1: TRANSPORTATION, COMMUNITY

INCREASE PERCENTAGE OF RESIDENTS USING ALTERNATIVE TRANSPORTATION TO DESTINATIONS WITHIN MONONA (E.G. LIBRARY, POOL, CITY HALL, COMMUNITY CENTER, STORES, RESTAURANTS)

Potential strategies to help achieve this objective:

1. Prepare a plan that identifies disconnections in bike and pedestrian networks, prioritizes fixes, and identifies potential funding sources for the most important projects.
 - **Report 2015:** This strategy was not used in 2015.
2. Provide bike racks at municipal buildings and other city operated destinations, e.g. parks.
 - **Report 2015:** This strategy was not used in 2015. Retain for 2016.
3. Evaluate which transportation options are currently subsidized by the community and where those subsidies promote sustainable transportation choices.
 - **Report 2015:** This was successful in 2015 and the transit committee is actively reviewing this. Retain for 2016.

Potential Evaluation Indicators and Metrics	2012 Baseline	2014	2015	2016	2025
1) On-site survey of visitors to community destinations (i.e. library area, stores)	n/a	n/a	n/a	implement	
2) Ratio of bikes to cars at community destinations- observation study (i.e. library area, stores)	n/a	n/a	n/a	implement	
3) Bus ridership (number rides/year) (Monona Lift)	6,972	6,415	5,849	5,883	
4) Bus ridership (number rides/year) Monona Express)	7,715	8,469	9,396	9,283	

3. Measures of potential:

5) Bike Score

3* Look up report card, provide link

Additional information and explanations:

Monona Lift is a handicapped-accessible bus service that meets the needs of the elderly and disabled, as well as the general public. The bus has six scheduled daily loops: four through Monona and downtown Madison, and two within Monona. Bike Score is similar to the Walk Score in that it measures how feasible a given location is for biking. The score is based on a scale of 0-100, and is based on the presence of four components: bike lanes, hills, destinations and road connectivity, and bike commuting road share.

OBJECTIVE TC2: TRANSPORTATION, COMMUNITY INCREASE PERCENTAGE OF STUDENTS (K-12) USING ALTERNATIVE TRANSPORTATION

Potential strategies to help achieve this objective:

1. Arrange biking education for children and parents.
 - **Report 2015:** This was not implemented in 2015.
2. Fund and operate a Safe-Routes-to-School (SRTS) program (or functional equivalent) covering at least 10 percent of students.
 - **Report 2015:** This was not implemented in 2015.
3. Initiate carpool programs at Monona schools.
 - **Report 2015:** This was not implemented in 2015.

For this objective, baselines and potential targets would have to be evaluated before strategies are implemented.

Potential Evaluation Indicators and Metrics
1. Survey of students reporting mode of transportation (walk/bike/bus/car)

Alternative – Observation Study

1a. School bus ridership/year
1b. Number of bicycles parked at schools (observation)
1c. Number of autos dropping off/picking up at schools (observation)
1d. Number of students walking (observation)

**OBJECTIVE TC3: TRANSPORTATION, COMMUNITY
INCREASE PERCENTAGE OF RESIDENTS USING ALTERNATIVE TRANSPORTATION FOR
COMMUTING**

Potential strategies to help achieve this objective:

1. Track bus stops/routes/times that are most crowded and increase trips or range to meet/grow demand.
 - **Report 2015:** This strategy was not used in 2015.
2. Promote transit services.
 - This strategy was implemented in 2015.
3. Collect more comprehensive data on what residents want in mass transit.
 - **Report 2015:** This was accomplished in 2015.
4. Reroute some of the bus lines to make more parts of the city and surrounding areas more accessible via bus.
 - **Report 2015:** This strategy was not used in 2015.
5. Establish additional stop locations to make more parts of the city and surrounding areas more accessible via bus.
 - **Report 2015:** This strategy was not used in 2015.
6. Work with neighboring local governments to coordinate regional public transit opportunities including mass transit, shuttle buses, carpooling and vanpooling, bicycle and pedestrian infrastructure.
 - **Report 2015:** This strategy was not used in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2015	2025 Target
1) Percentage commuting by car, truck or van -- drove alone	85.0%	82.0%	81.9%	75.0%
2) Percentage commuting by car, truck or van -- carpooled	5.4%	6.9%	7.4%	*
3) Percentage commuting by public transportation (excluding taxicab)	3.8%	3.8%	2.8%	*
4) Percentage commuting by walking	0.9%	1.8%	2.0%	*
5) Percentage commuting by other means (assumed to mainly be bicycles, but this also includes motorcycles, taxi etc.)	2.4%	3.1%	2.5%	*
6) Percentage who worked at home	2.6%	2.4%	3.3%	*

Data is for workers over age 16, taken from the American Community Survey, executed by the same entity as the US Census.
* This metric has been included for background information, not for the purpose of target setting.

TRANSPORTATION: MUNICIPALITY

**OBJECTIVE TM1: TRANSPORTATION, MUNICIPALITY INCREASE PERCENTAGE
OF CITY EMPLOYEES USING ALTERNATIVE TRANSPORTATION FOR COMMUTING**

Potential strategies to help achieve this objective:

1. Encourage participation in regional transit.

- **Report 2015:** This strategy was not used in 2015.
- 2. Keep city vehicles well maintained to ensure efficient performance (tire pressure, regular tuning, etc.)
 - **Report 2015:** This strategy was implemented in 2015.
- 3. Encourage walking and biking for those living near place of employment.
 - **Report 2015:** This strategy was not used in 2015.
- 4. Provide transit passes at 50 percent or more off the regular price.
 - **Report 2015:** This strategy was not feasible in 2015.

Evaluation Indicators and Metrics
1) Vehicle miles traveled (VMT/per city employee*year) - intensity.
2) Percentage of city employees reporting alternative transport (bike, walk, carpool, bus)

**OBJECTIVE TM2: TRANSPORTATION, MUNICIPALITY
DECREASE GREENHOUSE GAS EMISSIONS FROM WORK RELATED (CITY BUSINESS)
TRANSPORTATION**

Potential strategies to help achieve this objective:

1. Ban idling (more than five minutes) with local government vehicles/city vehicles.
 - **Report 2015:** This strategy was not implemented in 2015.
2. Make electric cars available to city employees for work transportation.
 - **Report 2015:** This strategy was not implemented in 2015.
3. Create a bicycle fleet for employees to use for local work-related trips, improving employee health and air quality, and reducing fleet vehicle costs.
 - **Report 2015:** This strategy was not implemented in 2015.
4. Install solar-powered battery pack to run safety flashers on water utility trucks to reduce idling.
 - **Report 2015:** Bob Jacobs has researched product items and will possibly purchase one in 2016.

Evaluation Indicators and Metrics	2014 Baseline	2015	2025 Target
1) Total GHG emissions for city fleet (CO ₂ e/year)	n/a	n/a	Decrease
1a) Total miles driven city fleet & per department (miles/year)	n/a	n/a	Decrease

Additional information and explanations:

Targets will have to be set when baseline data have been established (miles driven have not previously been tracked). Greenhouse gas emissions will be calculated based on miles driven for each separate vehicle.

SOLID WASTE: COMMUNITY

OBJECTIVE SC1: SOLID WASTE, COMMUNITY DECREASE TOTAL SOLID WASTE COLLECTED

Potential strategies to help achieve this objective:

1. Use public education and outreach to promote product re-use and waste reduction.
 - **Report 2015:** This strategy was not implemented in 2015.
2. Introduce pay-as-you-throw system.
 - **Report 2015:** This strategy was not implemented in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1) Absolute residential waste (pounds/year)	4,870,580	5,250,600	5,372,400	5,311,440	*
2a) Intensity (pounds of waste/household*year)	1260	1347	1378	1362	*
2b) Intensity (pounds of waste/resident*year)	647	698	713	676	Decrease by 10%

Data from the City of Monona, in conjunction with Advanced Disposal.

* This metric has been included for background information, not for the purpose of target setting.

OBJECTIVE SC2: SOLID WASTE, COMMUNITY INCREASE PERCENTAGE OF SOLID WASTE BEING RECYCLED (OR OTHERWISE DIVERTED)

Potential strategies to help achieve this objective:

1. Offer more public recycling receptacles in public places and at events (i.e. parks, community center, and libraries).
 - **Report 2015:** This strategy was successful in 2015. Retain for 2016.
2. Increase the types of materials that can be recycled.
 - **Report 2015:** This strategy was not implemented in 2015.
3. Develop a city-wide collection program that encourages the diversion of food scraps, yard materials and other organics from landfills to composting or anaerobic digestion.
 - **Report 2015:** This strategy was not implemented in 2015.
4. Use public education and outreach to promote recycling and backyard composting.
 - **Report 2015:** This strategy was not implemented in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2013	2014	2015	2025 Target
1) Annual residential recycling rate (percent)	32%	32%	32%	45%	45%

Eventual addition when infrastructure exists:

2) compost/digester (percent)	Annual rate	n/a	n/a	n/a	n/a	?
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Additional information and explanations:

Annual residential recycling rate per year currently calculated by pounds of residential recycling material at processing plant/pounds of residential waste

Annual compost/digester rate per year calculated by pounds/year of compost received at designated facilities / pounds residential waste

OBJECTIVE SC3: SOLID WASTE, COMMUNITY

INCREASE PERCENTAGE OF MATERIALS FROM CONSTRUCTION AND DECONSTRUCTION DIVERTED FROM LANDFILL

Potential strategies to help achieve this objective:

1. Create construction/deconstruction waste recycling outreach program.
 - **Report 2015:** This was not completed in 2015.
2. Require construction/deconstruction waste management plans and calculate reuse and recycling.
 - **Report 2015:** This was not completed in 2015.
3. Require construction/deconstruction reuse and recycling.
 - **Report 2015:** This was not completed in 2015.
4. Adopt a construction/deconstruction
 - **Report 2015:** This was not completed in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2015	2025 Target
1) Residential deconstruction/construction waste reuse and/or recycle rate (percent of pounds diverted/pounds total waste*year)	n/a	n/a	70%
2) Commercial deconstruction/construction waste reuse and/or recycle rate (percent of pounds diverted/pounds total waste*year)	n/a	n/a	75%

*Data is still being assessed.

Additional information and explanations:

While reuse involves any activity that extends the life of an item and recycling includes reprocessing of an item into a new raw material, these indicators and metrics combine reuse and recycle into one rate.

Information about current rates for deconstruction/construction reuse and recycling does not exist for Monona. As a first step working towards this objective, an ordinance could be implemented requiring reuse and recycling plans and reports from deconstruction/construction, without a required rate.

**OBJECTIVE SC4: SOLID WASTE, COMMUNITY
INCREASE SAFE DISPOSAL OF WASTE PRODUCTS NOT INCLUDED IN CURB PICK-UP, SUCH AS
MEDICAL, HAZARDOUS AND ELECTRICAL WASTE**

Potential strategies to help achieve this objective:

1. Develop programs that dispose of household hazardous, medical, and electronic waste.
 - **Report 2015:** This was not completed in 2015.
2. Promote existing programs that dispose of household hazardous, medical, and electronic waste.
 - **Report 2015:** This was not completed in 2015.

Evaluation Indicators and Metrics
1) Number of material types collected
2) Number of drop-off events & drop-off sites per year (available days/year)
3) Mass (pounds/year) of material brought to designated pick up locations

SOLID WASTE: MUNICIPALITY

**OBJECTIVE SM1: SOLID WASTE, MUNICIPALITY DECREASE TOTAL
SOLID WASTE COLLECTED**

Potential strategies to help achieve this objective:

1. Develop a waste and materials management plan based on zero-waste principles, with specific goals, prepared and updated annually.
 - **Report 2015:** Research has been done, but nothing has been implemented in 2015.
2. Develop a green purchasing policy.
 - **Report 2015:** A green purchasing policy has been developed and is nearly finished being implemented.
3. Develop a green printing policy.
 - **Report 2015:** This strategy was not implemented in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2015	2025 Target
1) Total waste for all municipal buildings and & department (pounds/year)	n/a	n/a	Decrease by

*Waste data for Monona currently combines residential and municipal waste. Future plans exist for implementing a Waste Management System, allowing Monona to conduct waste audits. Waste audits will assist Monona in separating the amount of waste collected by residential homes and municipal buildings and departments.

OBJECTIVE SM2: SOLID WASTE, MUNICIPALITY

INCREASE PERCENTAGE OF SOLID WASTE BEING RECYCLED OR OTHERWISE DIVERTED FROM LANDFILLS

Potential strategies to help achieve this objective:

1. Develop a waste management plan for city facilities.
 - *Report 2015:* This was not completed in 2015.
2. Conduct a waste audit at city facilities.
 - *Report 2015:* This was not completed in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2015	2025 Target
1) Annual recycling rate (percentage) for municipal facilities	n/a	n/a	60%
<i>Eventual addition when infrastructure exists:</i>			
2) Annual compost/digester rate (percentage)	n/a	n/a	-

* See SM1 for explanation about lack of municipal waste data.

OBJECTIVE SM3: SOLID WASTE, MUNICIPALITY

INCREASE PERCENTAGE OF CONSTRUCTION AND DECONSTRUCTION MATERIALS DIVERTED FROM LANDFILLS

Potential strategies to help achieve this objective:

1. Make a construction/deconstruction waste management plans and calculate reuse and recycling.
 - *Report 2015:* This was not implemented in 2015.

Evaluation Indicators and Metrics	2012 Baseline	2015	2025 Target
1) Municipal construction waste reuse and/or recycle rate (percentage, pounds diverted/pounds)	n/a	n/a	80

APPENDICES



APPENDIX A: GLOSSARY AND DEFINITIONS

Focus Area:

A major element (category) of the Monona Sustainability Plan. There are six total focus areas, taken together they are meant to encompass the many characteristics of a sustainable community. Each focus area includes a specific vision and a list of objectives and strategies.

Example: land use, energy, solid waste, etc.

Indicator:

A proxy measurement or assessment that indicates progress toward a given objective. One or more indicators are used if a direct quantifiable measurement (metric) cannot be easily/practically established for the objective.

Example: Number of green education sessions hosted, and number of visits to sustainability website, as indicators for raised sustainability awareness.

Metric:

A quantifiable measurement that can be used to assess a baseline value related to an objective, and then to evaluate progress toward meeting relevant targets.

Example: kWh electricity used/household/year.

Objective:

Each focus area includes a list of community objectives and municipal objectives. Objectives define gaps between a current practice and a sustainable practice and indicate a direction in which the practice should change.

Example: Decrease total electrical consumption (kWh).

Municipality objectives pertain to the city's public lands, buildings, and operations. Community objectives more directly affect and involve private residents and businesses.

Strategies:

Each objective includes a list of strategies. Strategies are ideas, methods and actions that, when implemented, will move the community in the direction specified by the given objective.

Example: Encourage new homes to meet ENERGY STAR home standards.

Targets:

Quantitative or qualitative measurements that are set for each objective based on relevant baseline data.

Example: Achieve a 20% reduction in total annual municipal electricity use (kWh/year).

Vision:

Each focus area has a vision, and each vision consists of an aspirational description of what the community intends to accomplish in the long-term future. A vision is intended to serve as a clear guide for choosing current and future courses of action.

APPENDIX B: REFERENCE METRICS

The tables below contain reference metrics used for the calculation of certain baselines and targets included in the MSP.

Reference metrics which will need to be updated each year:

Reference Indicator and Metrics	2011	2012	2013	2014	2015
Number of residents*	7,533	7,523	7,532	7,532	7,859
Number of households**	3,868	3,899	3,898	n/a	n/a
Number of residential water customers***	n/a	2,460	2,450	2,417	
Number of commercial water customers****	n/a	317	318	320	
Commercial Building Area (sq ft)*****				17,605,242	

*Wisconsin Department of Administration **American Fact Finder, an entity governed by the US Census ***Public Service Commission of Wisconsin ****City of Monona

Reference metrics that generally remain constant:

Reference Indicator and Metrics	Value
Total Land area, City of Monona (acres)*	2,100
Municipality Building Area (sq ft)**	
City Hall/Fire Dept/Police	29,450
Community Center	12,000
Library	26,882
Public Works Garage	28,468
Pool	3,000
Park Shelters	1,825

*Capital Area Regional Planning Commission **City of Monona's 25 x 25 Plan for Energy Independence

**City of Monona
Sustainability Implementation
Plan
2016**

DRAFT



GENERAL SUSTAINABILITY : COMMUNITY

Objective GC1: Raise the sustainability awareness of Monona residents.

- i. **Strategy 1:** Improve sustainability information on the city website. Include links to organizations and other websites with information about sustainability concepts, including water conservation and pollution, energy conservation, solid waste management, sustainable transportation efforts and sustainable land use opportunities.
 - **Process:** Implement Monona Sustainable Business Initiative.
- ii. **Strategy 2:** Partner with organizations and programs that offer education about environmental issues and sustainability practices, to raise citizen awareness about sustainability and increase the percentage of residents who have implemented sustainability practices.
 - **Process:** Implement Monona Sustainable Business Initiative.
- iii. **Strategy 4:** Make an education and marketing plan for how to spread information about general sustainability. The plan should include direction for spreading the word about all of the sustainability concepts, including water conservation and pollution, energy conservation awareness, solid waste reduction, land use impacts and sustainable transportation actions.
 - **Process:** Implement Monona Sustainable Business Initiative.
- iv. **Strategy 5:** Increase the number of events at the library with sustainability themes.
 - **Process:** Implement Monona Sustainable Business Initiative.
- v. **Strategy 6:** Inform the community about on-going sustainability work the city is doing (through the biannual newsletter, city website, signage in park shelters, articles in THI, etc.)
 - **Process:** Implement Monona Sustainable Business Initiative.

Objective GC2: Increase the percentage of residents who have implemented sustainable practices, such as those listed in other sections of this plan.

- i. **Strategy 1:** Refer to GC1
 - **Process:** Implement Monona Sustainable Business Initiative.
 - ♦ **Metric #5**

Objective GC3: Raise the sustainability awareness of Monona businesses.

- i. **Strategy 1:** Partner with organizations and programs that educate about environmental issues and sustainability practices.
 - **Process:** Implement Monona Sustainable Business Initiative.
- ii. **Strategy 2:** Initiate collaboration between the city and the Chamber of Commerce on sustainability issues.
 - **Process:** Implement Monona Sustainable Business Initiative

Objective GC4: Increase the number of businesses that have implemented sustainable practices, such as those listed in other sections in this plan.

- i. **Process:** Monona Sustainable Business Initiative will do this.
 - ♦ Refer to GC4 Metric items.
- ii. **Process:** Promote participation in other sustainable business organizations. (e.g., MPower and Bike Friendly Businesses)

GENERAL SUSTAINABILITY: MUNICIPALITY

Objective GM1: Ensure sustainability is considered in the decision making process, including the city budget process.

- i. **Strategy 2:** Implement Green Purchasing Policy
 - **Process:** Finish implementation.

LAND USE: COMMUNITY

Objective LC4: Increase walkability to stores, restaurants and other amenities

- i. **Strategy 1:** Track and improve Walk Score.
 - **Process:** Conduct a walk audit.
 - ♦ Refer to Metrics 1, 2, and 3.

WATER: MUNICIPALITY

Objective WM4: Decrease pollutants and debris in stormwater runoff.

- i. **Strategy 1:** Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.
 - **Process:** Install sediment capture device at Schluter.
- ii. **Strategy 2:** Improve regular street sweeping programs to reduce total suspended solids.
 - **Process:** Sweep more often.
- iii. **Strategy 3:** Develop a plan for handling hazardous material on municipal properties including a map of hazmat storage and handling facilities and inspections for safety. Provide municipal staff, including office staff, with contact lists for emergency water contamination issues.

- **Process:** Follow through with plan.

Objective WM5: Continue participation in the Wisconsin Water Star Program and improve Monona's score and ranking.

- Strategy 1:** Analyze the current status of WI Water Star application annually, and plan for improvements
 - **Process:** Reapply for Water Star ranking.

ENERGY: MUNICIPALITY

Objective EM1: Increase energy efficiency and conservation of municipal facilities and services.

- Strategy 1:** Complete energy audits for all city facilities.
 - **Process:** Implement in 2016.
- Strategy 5:** Ensure streetlights are directed where light is needed, are full cut-off, operate at 75 lumens/Watt or higher and are LED or functional equivalent.
 - **Process:** Continue LED partnership streetlight program with MG&E.

TRANSPORTATION: COMMUNITY

Objective TC1: Increase percentage of residents using alternative transportation to destinations within Monona (e.g. library, pool, city hall, community center, stores, and restaurants).

- Strategy 1:** Prepare a plan that identifies disconnections in bike and pedestrian networks, prioritizes fixes, and identifies potential funding sources for the most important projects.
 - **Process:** The UniverCity project research and planning will address this strategy.
- Strategy 2:** Provide bike racks at municipal buildings and other city operated destinations, e.g. parks.
 - **Process:** The UniverCity project research and planning will address this strategy.
- Strategy 3:** Evaluate which transportation options are currently subsidized by the community and whether those subsidies promote sustainable transportation choices.
 - **Process:** The UniverCity project research and planning will address this strategy.

Objective TC2: Increase percentage of students (K-12) using alternative transportation.

- i. **Strategy 1:** Arrange biking education for children and parents.
 - **Process:** The UniverCity project research and planning will address this strategy.
- ii. **Strategy 2:** Fund and operate a Safe-Routes-to-School (SRTS) program (or functional equivalent) covering at least 10 percent of students.
 - **Process:** The UniverCity project research and planning will address this strategy.
- iii. **Strategy 3:** Initiate carpool programs at Monona Schools.
 - **Process:** The UniverCity project research and planning will address this strategy.

Objective TC3: Increase percentage of residents using alternative transportation for commuting.

- i. **Strategy 1:** Track bus stops/routines/times that are most crowded and increase trips or range to meet/grow demand.
 - **Process:** The UniverCity project research and planning will address this strategy.
- ii. **Strategy 2:** Promote transit services.
 - **Process:** The UniverCity project research and planning will address this strategy.
- iii. **Strategy 3:** Collect more comprehensive data on what residents want in mass transit.
 - **Process:** The UniverCity project research and planning will address this strategy.
- iv. **Strategy 4:** Reroute some of the bus lines to make more parts of the city and surrounding areas more accessible via bus.
 - **Process:** The UniverCity project research and planning will address this strategy.
- v. **Strategy 5:** Establish additional stop locations to make more parts of the city and surrounding areas more accessible via bus.
 - **Process:** The UniverCity project research and planning will address this strategy.
- vi. **Strategy 6:** Work with neighboring local governments to coordinate regional public transit opportunities including mass transit, shuttle buses, carpooling and vanpooling, bicycle and pedestrian infrastructure.
 - **Process:** The UniverCity project research and planning will address this strategy.

TRANSPORTATION: MUNICIPALITY

Objective TM2: Decrease greenhouse gas emissions from work related (city business) transportation.

- i. **Strategy 4:** Install solar powered battery pack to run safety flashers on water utility truck to reduce idling.
 - *Process:* Install and evaluate.

SOLID WASTE: COMMUNITY

Objective SC4: Increase safe disposal of waste products not included in curb pick-up, such as medical, hazardous and electrical waste.

- i. **Strategy 2:** Require construction/deconstruction waste management plans and calculate reuse and recycling.
 - *Process:* The green purchasing policy will help with this strategy.

SOLID WASTE: MUNICIPALITY

Objective SM1: Decrease total solid waste collected.

- i. **Strategy 2:** Develop a green purchasing policy.
 - *Process:* Finish implementing green purchasing policy.

SUSTAINABLE BUSINESS INITIATIVES SURVEY



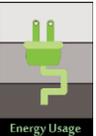
General Sustainability

- Uses x% of post-consumer or post-industrial products
- Participated in an energy audit
- Have used Focus on Energy Incentives
- Member of Green Tier, Green Masters, MPower Champions, Travel Green Wisconsin, Main Street Green, Clean Clear Waters
- Green Purchasing Policy
- Practices Ecological Accounting (triple-bottom line)
- Promotes Well-Being of Employees
- LEED certified building
- Other _____

- Stormwater practices above and beyond minimum standards (e.g.- raingardens, rain barrels)
- Policy for nonuse of Pollutants
- Other _____

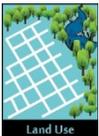
Energy

- Use/Purchase of Renewable Energy such as Solar, or Wind
- Motion-sensor lights in bathrooms
- CFL or LED bulbs instead of incandescent
- Daylighting
- LEED Rated Building
- Energy Star equipment installed within the last 2 years
- Passive Solar Heating
- Trip chaining to reduce fuel consumption
- Other _____



Land Use

- Responsible Landscape Use
- Permaculture
- Xeriscaping
- Community Gardening
- Landscape Architecture
- Other _____



Transportation

- Employees carpool to work
- Employees bus, bike, or walk to work
- Has bike racks on site
- Other _____



Water

- Low-Flo toilets
- Pressure-regulating valves
- WaterSense or ENERGY STAR Appliances installed in the last two years



Solid Waste

- Recycle
- Terracycle
- Compost
- Reuse of Excess Product
- Other _____



VALUES FOR GREEN MONONA MAP

Name:

Date:

Business Name:

Business Address:

(1) Sustainable products or services (businesses and non-profit organizations)

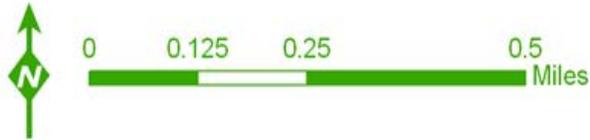
Item	X	Value (1, 2, or 3)
Locally grown and/or organic food production		2.5
Serving locally grown and/or organic foods		2.5
Construction materials and practices		2
Renewable energy systems: solar and/or wind		3
Energy products (cutting edge – not widely available commercial products)		2.5
Energy audits		3
Goods salvaged for resale		2
Waste management (electronic recycling)		2.5
Home products including cleaning supplies, paints, lawn car,		2.5
Native plants/materials		2
Community gardens		2
Sustainability education		3
Mpower Luncheon Attendee		2

(2) Sustainable practices (businesses and non-profit organizations)

Item	X	Value (1, 2, or 3)
Green built/green site certification such as LEED, Green Globe or BREEM		3
Carbon neutrality: purchase of carbon credits		2.5
Energy efficiency or conservation: solar		3
Energy efficiency or conservation: wind		3
Energy efficiency or conservation: LED lighting		2
Energy efficiency or conservation: MGE alternative power		2
Energy efficiency or conservation: efficient industrial equipment		2
Energy efficiency or conservation: motion sensors		1.5
Energy efficiency or conservation: timers		2
Energy efficiency or conservation: smart meters		1.5
Operations and maintenance: Sustainable cleaning		1.5
Operations and maintenance: Sustainable pest control		2
Operations and maintenance: Sustainable paint products		2
Operations and maintenance: office management policies and practices to reduce energy and products		3
Waste management: Solid waste		2
Waste management: Composting		2.5
Waste management: Alternatives to heavy metals		2.5

Waste management: Reuse	2.5
Waste management: Recycle	2
Water conservation technologies (indoor): greywater reuse	2.5
Water conservation technologies (indoor): automatic sinks	2
Water conservation technologies (indoor): low-flow toilets	2
Water conservation technologies (indoor): low-flow urinals	1.5
Water conservation technologies (indoor): low-flow faucets	2
Water conservation technologies (indoor): composting toilet	2.5
Water Conservation technologies (outdoor) low volume irrigation	2.5
Water Conservation technologies (outdoor) moisture sensing irrigation	2.5
Rainwater or stormwater management: rain gardens	3
Rainwater or stormwater management: green roofs	3
Rainwater or stormwater management: rain harvesting systems	3
Rainwater or stormwater management: pervious pavement	3
Grounds management: fertilization or pesticide restriction policies	1.5
Grounds management: integrated pest management	1.5
Grounds management: native plantings	2
Grounds management: native habitats restored or maintained.	2.5
Transportation: subsidized public transit	2
Transportation: use alternative fueled vehicle	1.5
Transportation: encourage biking	2
Transportation: charging stations	2
Other (to be judged by the committee)	N/A

GREEN MONONA MAP



The City of Monona is developing a “Green Monona Map” to honor businesses going the extra mile for sustainability. Businesses achieve points that correspond with the list of green practices below. To earn a spot on the map, a business must earn a **minimum of 15 points**. If a business can claim **35 points or more**, they are given a spot on the map **AND** encouraged to display their logo. Sustainability’s value and sense can translate to dollars and cents. It is good business.

To apply for a spot on the map, please fill out the form below. Check the box next to each criterion that is appropriate to your business’ practices. Return here today, or to City Hall:

Attn: Janine Glaeser
 City of Monona, City Hall
 5211 Schluter Rd.,
 Monona, WI 53716-2598
 (608) 222-2525
 jglaeser@ci.monona.wi.us



VALUES FOR GREEN MONONA MAP

Name:	Date:
Business Name:	
Business Address:	
Phone:	Email:

(1) Sustainable products or services (business and non-profit organizations)

Item	X	Value
Locally grown and/or organic food production		2.5
Serving Locally grown and/or organic foods		2.5
Construction materials and practices		2
Renewable energy systems: solar and/or wind		3
Energy products (cutting edge – not widely available commercial products)		2.5
Energy audits		3
Goods salvaged for resale		2
Waste management (electronic recycling)		2.5
Home products including cleaning supplies, paints, lawn, car		2.5
Native plants/materials		2
Community gardens		2
Sustainability education		3
Mpower Luncheon Attendee		2

(2) Sustainable practices (businesses and non-profit organizations)

Item	X	Value
Green built/green site certification such as LEED, Green Globe or BREEM		3
Carbon neutrality: purchase of carbon credits		2.5
Energy efficiency or conservation: solar		3
Energy efficiency or conservation: wind		3
Energy efficiency or conservation: LED lighting		2
Energy efficiency or conservation: MGE alternative power		2
Energy efficiency or conservation: efficient industrial equipment		2
Energy efficiency or conservation: motion sensors		1.5
Energy efficiency or conservation: timers		2
Energy efficiency or conservation: smart meters		1.5
Operations and maintenance: Sustainable cleaning		1.5
Operations and maintenance: Sustainable pest control		2
Operations and maintenance: Sustainable paint products		2
Operations and maintenance: office management policies and practices to reduce energy and products		3
Waste management: Solid waste		2
Waste management: Composting		2.5
Waste management: Alternatives to heavy metals		2.5
Waste management: Reuse		2.5
Waste management: Recycle		2
Water conservation technologies (indoor): greywater reuse		2.5
Water conservation technologies (indoor): automatic sinks		2
Water conservation technologies (indoor): low-flow toilets		2
Water conservation technologies (indoor): low-flow urinals		1.5
Water conservation technologies (indoor): low-flow faucets		2
Water conservation technologies (indoor): composting toilet		2.5
Water Conservation technologies (outdoor): low volume irrigation		2.5
Water Conservation technologies (outdoor): moisture sensing irrigation		2.5
Rainwater or stormwater management: rain gardens		3
Rainwater or stormwater management: green roofs		3
Rainwater or stormwater management: rain harvesting systems		3
Rainwater or stormwater management: pervious pavement		3
Grounds management: fertilization or pesticide restriction policies		1.5
Grounds management: integrated pest management		1.5
Grounds management: native plantings		2
Grounds management: native habitats restored or maintained.		2.5
Transportation: subsidized public transit		2
Transportation: use alternative fueled vehicle		1.5
Transportation: encourage biking		2
Transportation: charging stations		2
Other (to be judged by the committee)		N/A

English | [Español \(América Latina\)](#)

Introduction

Welcome to Version 5.0 of the Green Masters Program Application!

The Green Masters Program is an objective, points-based program that enables Wisconsin businesses from all sizes and sectors to understand what needs to be done to justifiably claim that they are “on the road to sustainability.” Please note the rules below before starting the survey.

- 1) To be considered for the Green Masters Program, companies must complete at least one action in each of the nine sustainability categories (find this menu button to the top left of the survey questions).
- 2) Only select actions that your company has undertaken and completed within the last 3 years, not actions that you are currently working on or that are planned for the future.
- 3) Only seek credit for actions taken at Wisconsin facilities.
- 4) **YOU DO NOT NEED TO ANSWER EVERY QUESTION TO COMPLETE THE SURVEY.** The survey is designed so that no company will be able to answer every question and get every possible point. Thus, if you have not taken the action(s) that are being asked about, simply skip the question.

For questions that ask for percent improvements, note that we are not asking about absolute improvements, but improvements that reflect changes in performance (we refer to this as a standardized metric). For instance, if your waste increased by 50% last year, but your output increased by 100%, you would have reduced waste on a per output basis. We refer to this as a standardized metric.

If you would like to view a full list of all the actions, please download the PDF of the application. If you've applied to the program before, we recommend that you review your previous application before re-applying. A PDF version of your completed application, along with your dashboard, can be found on your personalized website at www.greenmastersprogram.com. If you have misplaced your log-in credentials, please contact greenmastersprogram@gmail.com. Good luck!

Yes, I understand. Take me to the Green Masters Application!



General Information

General Information

Name of Company

Address of Company

Number of Employees

- 1-25
- 25-100
- 100-300
- 300-500
- 500+

Industry Sector (Refer to 2012 NAICS Code) Please choose no more than three industries you'd like to be compared against in the sustainability dashboards you will receive upon completion of your survey.

- 11: Agriculture
- 21: Mining, Quarrying, and Oil and Gas Extraction
- 22: Energy
- 23: Construction
- 31-33: Manufacturing
- 42: Business to Business Trade
- 44-45: Retail Trade
- 48-49: Transportation and Distribution
- 51: Printing
-

- 52: Finance and Insurance
 - 54: Professional, Scientific, and Technical Services
 - 56: Paper, Packaging and Forestry
 - 61: Educational Services
 - 62: Health Care and Social Assistance
 - 71: Hospitality
 - 72: Food Services
 - 92: Public Administration
 - Brewery
 - 81: Other
-

Contact Information of Person Completing Application

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email Address	<input type="text"/>
Verify Email Address	<input type="text"/>
Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
Phone Number	<input type="text"/>

Please share why you are applying to the Green Masters Program.

Energy Actions

Energy Actions

1. Have you identified relevant energy metrics and do you regularly collect information on them? Yes**2. Does your company publicly share information on the energy data that you gather?** Yes**3. During the year, have you set specific energy use reduction goals?** Yes**4. If yes:**

- Are you making progress towards that goal?
- Have you met your specific energy use reduction goals?

5. Have you invested in any of these energy efficiency alternatives? (Select all that apply.)

- Energy efficient lighting (e.g. changing lighting to LED, load shedding, etc.)
- Energy efficient electronics (e.g. switching laptops to tablets for sales force)
- Energy efficient appliances
- Energy efficient industrial equipment
- Motion sensors, timers, or other lighting controls
- Temperature control systems (e.g. HVAC upgrades)
- Smart meters/energy management software
- Automatic sleep modes for computers, printers, external hard drives, etc.
- Server/network/storage virtualization
- Other

6. Have you incorporated building-integrated energy efficiency alternatives into your facilities? (Select all that apply.)

Passive solar collection (e.g. windows face south to take in winter sunlight, overhanging eaves to shield high summer sun)

- Infrastructure to move daylighting further into spaces that are not along outside walls
- High efficiency windows
- Geothermal heating and cooling system
- Identified and insulated low R-value areas (e.g. building leaks, space around windows, etc.)
- Other

7. What percentage of your buildings are LEED, Green Globes, BREEAM, or certified under some other system?

- 1-25%
- 25-50%
- 50-75%
- >75%

8. What percentage of your buildings are certified under the Energy Star program?

- 1-25%
- 25-50%
- 50-75%
- >75%

9. Have you used your local utility or Focus on Energy to help identify energy efficiency or alternative energy opportunities?

- Yes

10. Have you implemented projects recommended by your local utility or Focus on Energy?

- Yes

11. Does your company use ISO 50001, or a similar Energy Management System, to integrate energy management into your overall efforts to improve energy management?

-

Yes

12. If your company generates any of your own energy from renewable energy sources (including solar hot water heaters, photovoltaic solar panels, wind turbines, geothermal heat pump/ground source heat pumps, biomass, etc.), what percent of your overall energy use does this represent?

- 1-25%
- 25-50%
- 50-75%
- 75-100%

13. Do you elect to purchase alternative energy from any of the utility companies that serve your Wisconsin facilities?

- Yes

14. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on energy conservation practices (e.g. energy saving tips, building operation tips, etc.)?

- Yes

15. Have you encouraged or incentivized (e.g. recognition program, rewards program) your employees to reduce their energy use while at home or at work?

- Yes

16. Do you use specific design criteria for new products or services that seek to minimize the energy demands/use of your products or services?

- Yes

17. Have your buildings been audited:

- In the past three years by certified professionals for energy conservation opportunities?
- In the past year by an internal energy professional or Green Team for energy conservation opportunities?

18. Have your processes been audited:

- In the past three years by certified professionals for energy conservation opportunities?
- In the past year by an internal energy professional or Green Team for energy conservation opportunities?

19. Estimate how much energy you have saved annually (on a standardized metric) as a result of energy conservation efforts.

- 1-3%
- 3-5%
- 5-10%
- 10-20%
- 20-50%
- >50%

Other Actions within the Energy Category:

Please describe below any other actions you have implemented that impact your energy use. Before including other actions that only indirectly relate to energy, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Carbon and Other Emission Actions

Carbon and Other Emission Actions

One key distinction between Energy and Carbon actions is "Energy" refers to the actions to take to reduce your use of energy (primarily from fossil fuels), while carbon is about understanding and tracking carbon and other emissions, as well as your communications and education surrounding your carbon footprint.

1. Have you identified relevant carbon emission metrics and do you regularly collect information on them?

Yes

2. Does your company publicly share information on the carbon and other emissions data that you gather?

Yes

3. Have you set specific carbon reduction goals?

Yes

4. Do you have a written strategy to reduce greenhouse gas emissions?

Yes

5. Do you:

Identify risks of a changing climate (weather risk or resources risk) to your operations?

Seek to manage those risks?

6. Have you identified and documented your Scope 1 and 2 emissions? [Scope 1 emissions are all direct carbon emissions from the burning of fossil fuels in company equipment (e.g. natural gas fueled boilers, company-owned vehicles), emissions from landfills and wastewater treatment, or any other direct emission of carbon, and Scope 2 emissions are all indirect carbon emissions (e.g. purchased electricity, purchased steam, etc.)]

Yes

7. Have you identified Scope 3 emissions? [Scope 3 emissions are other indirect emissions not covered in Scope 2 (e.g.

business travel, employee commuting, contracted waste disposal, contracted wastewater treatment, etc.)]

- Yes
- No/Not Applicable

8. If you reduced carbon emissions (on a standardized metric with a 2010 baseline), how much did your carbon emissions go down last year?

- 1-5%
- 5-10%
- 10-20%
- 20-40%
- >40%

9. Have you identified and documented a current list of your company's direct air emissions (both permitted and unpermitted) and leaks in your system that would allow some emissions to escape, and their sources?

- Yes

10. Are you a member of a national or state sanctioned program/partnership aimed at reducing emissions and improving air quality? (Select all that apply.)

- Green Power Partnership
- Combined Heat and Power Partnership
- GreenChill
- High Global Warming Potential Gases Voluntary Programs
- Methane Reduction Voluntary Program
- Carbon Disclosure Project
- U.S. Climate Action Partnership
- WI Partners for Clean Air
- Other

11. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) about your position on climate change?

-

Yes

12. Have carbon offsets been purchased for any of the following? (Select all that apply.)

- Travel
- Commuting
- Office Operations/General Operations
- Shipping
- Supply Chain
- Other

13. Does your business offer customers the opportunity to voluntarily offset carbon emissions? (E.g. by providing information on purchasing offsets or green tags via www.green-e.org or www.carbonfund.org)

- Yes

14. Do you offer customers information about the carbon footprint of your good/services?

- Yes

15. Do you purchase renewable energy credits (RECs) for any of the energy you use?

- 1-5% of energy
- 5-25% of energy
- 25-50% of energy
- >50% of energy

Other Actions within the Carbon and Other Emissions Category:

Please describe below any other actions you have implemented that impact your carbon or other emissions. Before including other actions that only indirectly relate to carbon, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the environmental effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Water Actions

Water Actions

1. Have you identified relevant water quality and quantity metrics and do you regularly collect information on them?

- Yes

2. Does your company publicly share information on the water quality and quantity data that you gather?

- Yes

3. If your company knows the sources of water used at your facility, do you assess the risks related to changes in quality or quantity of that water?

- Yes

4. Have you audited your building(s) and any processes that use water for water conservation opportunities?

- In the past three years by certified professionals for water conservation opportunities?
- In the past year by an internal sustainability professional or Green Team for water conservation

opportunities?

5. Estimate how much water you have saved annually (on a standardized metric from a 2010 baseline) as a result of water conservation efforts.

- 1-3%
- 3-5%
- 5-10%
- 10-20%
- 20-50%
- >50%

6. Are you a member of an EPA, state, or local program aimed at water conservation? (E.g. EPA WaterSense Program, state or local water conservation programs, etc.)

- Yes

7. Have you invested in any of the following water conservation technologies? Select all that apply.

- Automatic sinks
- Low-flow toilets/urinals
- Low-flow faucets/shower-heads
- Low-volume or drip irrigation
- Water efficient industrial processes
- Rain sensor in automatic irrigation system
- Seasonal setting in automatic irrigation system
- Other

8. Have you implemented any of the following storm water management techniques? Select all that apply.

- Permeable pavement
- Rain gardens
- Green roofs
- Cisterns/harvest rainwater for grey water uses (irrigation, etc.)

- Detention ponds
- Riparian buffer/Buffer strips
- Biofilters
- Other

9. Have you investigated the possibility of reusing some of the water that you currently discharge?

- Yes

10. If you are reusing water that was previously discharged, how much less "new" water are you now using (use 2010 as your baseline year)?

- 1-5% less
- 5-10% less
- 10-25% less
- 25-50% less
- >50%

11. Do you maintain storm drains on a regular basis to keep them free of litter, debris, and soil?

- Yes

12. Is your property managed for any of the following? Select all that apply.

- Natural communities (e.g. native prairie, oak savannah, wetlands, etc.)
- Native, drought-resistant plants
- Minimized impact on delineated wetlands, prime agricultural land, and environmental corridors
- Reduced or eliminated application of pesticides and synthetic chemical fertilizers
- Other

13. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on water conservation and water efficiency/reuse?

-

Yes

Other Actions within the Water Category:

Please describe below any other actions you have implemented that impact your water use. Before including other actions that only indirectly relate to water, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Waste Management Actions

Waste Management Actions

1. Have you identified relevant waste and materials management metrics and do you regularly collect information on them?

- Yes

2. Does your company publicly share information on the waste and materials management data that you gather?

- Yes

3. Have you set specific waste reduction goals? Yes**4. If yes, are you on target or have you met your specific waste reduction goals?** Yes**5. Have you audited your building processes for waste management opportunities?**

- In the past three years by certified professionals for waste management opportunities?
- In the past year by an internal sustainability professional or Green Team for waste management opportunities?

6. Estimate the percentage of waste you have diverted from a landfill annually (on a standardized metric from a 2010 base year) as a result of your waste minimization and recycling efforts.

- 1-3%
- 3-5%
- 5-10%
- 10-20%
- 20-50%
- >50%

7. Are you a member of an EPA or state-sanctioned program aimed at waste management? (E.g. EPA WasteWise Program, the Responsible Appliance Disposal Partnership, etc.) Yes**8. Have you implemented office waste minimization actions? Select all that apply.**

- Recycling bins next to all trash cans at the office
- Compost bins in areas where food is present
- Eliminate individual printers/scanners in favor of fewer, shared, multi-functional devices
- Copiers and printers set to two-sided printing

- Fax and/or printer cover sheets eliminated
- Paper files replaced by an electronic system
- Removed company from bulk/junk mailing lists
- Permanent kitchenware used instead of disposable cups, plates, utensils, etc.
- If food is composted, use compostable kitchenware instead of disposables (e.g. cups, plates, utensils, etc.)
- Other

9. Do you have an internal recycling program? Please select all materials included in the program.

- Cardboard and Paper
- Plastic
- Glass
- Metal
- Ink toners/cartridges
- Batteries
- E-Waste
- Other

10. Have you invited customers and/or employees to participate in your recycling program?

- Yes

11. Have you replaced raw materials that include hazardous or undesirable constituents with less hazardous/toxic constituents?

- Yes

12. Have you designed, or do you participate in, a take-back or exchange program for products that you sell or purchase?

- Company wide take-back or exchange program implemented
- Industry wide take-back or exchange program implemented
-

- Community wide take-back or exchange program implemented

13. Are wastes that are potentially hazardous but not regulated properly identified and disposed?

- Fluorescent light bulbs
- Used Oils (automotive, process, or food-grade)
- Batteries
- Other "special wastes"

14. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on waste minimization practices? (E.g. composting, sorting, etc.)

- Yes

Other Actions within the Waste Management Category:

Please describe below other actions you have implemented that impact your waste. Before including other actions that only indirectly relate to waste management, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the environmental effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Transportation Actions

Transportation Actions

1. Have you identified relevant transportation metrics and do you regularly collect information on them?

Yes

2. Does your company publicly share information on the transportation data that you gather?

Yes

3. Are there incentives to encourage employee carpooling within the company? Select all that apply.

- Preferred parking for carpool members
- Carpooling contests or promotions
- Linking carpooling to a larger regional effort
- Guaranteed ride home in case of an emergency
- Other

4. Are there incentives for employees to commute via public transportation or by biking or walking? Select all that apply.

- Bike racks available to employees
- Showers available to employees
- Bike to work contests or promotions
- Bike lockers or indoor bike storage
- Employees have access to company bikes or bicycle-sharing memberships
- Employees are provided with bus passes
- Other

5. If your organization provides vehicles as a management perk, is that/are those vehicles rated at more than 40mpg

(city and highway combined)?

Yes

6. In your company fleet of cars, what percent of vehicles are rated at more than 40 mpg?

- 1-5%
- 5-10%
- 10-25%
- 25-50%
- > 50%

7. Have you investigated the most fuel efficient options to move your people or product? (E.g. CNG trucks, biodiesel trucks, electric vehicles, fuel cell vehicles, hybrid vehicles, rail, etc.)

Yes

8. If yes, what percentage of your product or people moves by the fuel efficient option that you identified?

- 1-10%
- 10-25%
- 25-50%
- 50-75%
- >75%

9. Does your company provide teleconference/web conference space (with or without video capabilities) for employees to use?

Yes

10. What percentage of your employees telecommute at least one day per week?

- 1-25%
- 25-50%
- 50-75%
-

>75%

11. Do you use truck carriers and/or shippers that are part of the U.S. EPA SmartWay Transport Partnership?

Yes

12. Has your fleet participated in the WI Smart Fleet Program?

Yes

13. Are policies/practices in place to minimize fuel use? Select all that apply.

- Strategic route planning software
- Truck routes planned with back hauls whenever possible
- Ship directly to customers rather than through a distribution center
- Consolidate shipping containers to fit as much product as possible
- Idle reduction policy or idle reducing units
- Side fairings or skirts are used
- Nitrogen used in tires
- Trailer tails or rear tail fairings are used
- Other

14. Do you provide incentives to employees who choose fuel efficient vehicle? (E.g. hybrid, plug-in hybrid, CNG, electric vehicles, etc.) Select all that apply.

- Preferred Parking
- Electric charging stations
- Economic incentive
- Other

15. Has your workplace signed up to be a partner in the federal DOE's Workplace Charging Challenge?

Yes

16. Is regular maintenance done for company vehicles, including checking air filters, tire air pressure, and engine performance?

Yes

17. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on more environmentally friendly transportation methods?

Yes

Other Actions within the Transportation Category:

Please describe below any other actions you have implemented that impact your fuel efficiency. Before including other actions that only indirectly relate to transportation, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Supply Chain Actions

Supply Chain Actions

1. Have you identified relevant supply chain metric related to sustainability and do you regularly collect information on them?

Yes

2. Does your company publicly share information on the supply chain metrics that you gather?

Yes

3. Do you have a formalized process in which to identify sustainability risks (weather or resource related, or workforce related) in your supply chain?

Yes

4. Do you have a standard code of conduct for your suppliers? If so, please check each box that applies:

- Environmental standards for your supplier's processes, products, or services
- Human rights (e.g. child labor, freedom of association, etc)
- Working conditions
- Occupational health
- Environmental management system
- Transparency of environmental performance information
- Business ethics

5. Do you audit your suppliers to ensure they are following the standard code of conduct?

- Via a third party
- Via a sustainability professional or Green Team within your own organization

6. Do you provide incentives for your suppliers to follow the standard code of conduct or engage in sustainability activities (e.g. longer-term contracts, sustainability training collaborations, etc.)

Yes

7. For your major suppliers, do you:

- Encourage or require reporting on environmental compliance?
- Encourage or require the development of key environmental metrics?
- Encourage or require reporting on carbon emissions?
- Encourage or require monitoring and reporting on labor practices?
- Other

8. Do you require suppliers to gather and report on environmental and/or social performance from their suppliers?

- Yes

9. Do you:

- Have a corporate purchasing policy that includes sustainability criteria?
- Encourage (in a real way, for instance by providing points in scoring bids from prospective suppliers) supplier relationships with other Green Masters Program or Green Tier participants?

10. Do you:

- Purchase office supplies in bulk?
- Purchase second-hand products?
- Purchase raw materials that are a waste from someone else?
- Other

11. Has your company implemented a program, or otherwise taken specific steps, to minimize or eliminate the use of virgin materials?

- Yes

12. Have you ever partnered with a supplier on a sustainability project?

- Yes

13. Is your business a participant, or have you nominated a supplier to become a participant, in the Green Suppliers Network or other supply chain program?

Yes

14. Have you recommended the Green Masters Program to a supplier?

Yes

15. As a supplier, have you been nominated for/won any awards recognizing your commitment to sustainability?

Yes

16. Do you participate in any industry or trade groups to promote and develop tools and standards that address sustainability? (E.g. Walmart's Sustainability Consortium, an industrial symbiosis network, etc.)

Yes

17. What percentage of your vendors are either in Wisconsin or within 100 miles of the facility using the goods or services?

- 1-5%
- 5-10%
- 10-25%
- 25-50%
- >50%

18. Have you consolidated or in some other way worked with your supplier to reduce the frequency of shipments? (E.g. from weekly to bi-weekly)

Yes

19. Is your company's packaging material chosen with sustainability criteria in mind? Select all that apply.

- FSC Certified
- At least 50% recycled

- Locally sourced (produced in Wisconsin or within 100 miles)
- Compostable
- Recyclable
- Printed with water-based inks
- Printed with vegetable-based inks
- Other

20. Do you lease any office equipment that was previously purchased? (E.g. copying machines, computers, etc.)

- Yes

17. Has your company developed a Restricted Substance List (RSL) or adopted an industry-standard list of substances that may not be used in your product or service?

- Yes

21. Has your company implemented a program to minimize or eliminate conflict minerals that may be used in your products?

- Yes

Other Actions within the Supply Chain Category:

Please describe below any other actions you have implemented that impact your supply chain. Before including other actions that only indirectly relate to your supply chain, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that have not already been identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Community and Educational Outreach Actions

Community and Educational Outreach Actions

1. Have you identified relevant community and educational outreach metrics and do you regularly collect information on them?

- Yes

2. Does your company publicly share information on the community and educational metrics that you gather?

- Yes

3. Have you shared your organization's sustainability experiences and best practices in a mentoring relationship with another business?

- Yes

4. Do you sponsor/host any events (conferences, workshops, training, etc.) related to sustainability?

- 1-2 per year
- 2-5 per year
- 5-10 per year
- Over 10 per year

5. Are you actively engaged with the local chamber of commerce or a main street program?

- Yes

6. If you do allocate corporate funds to partisan elections or political committees (PACs), do you publicly disclose who those funds are allocated to?

Yes

7. Do you produce an annual sustainability report? Select all that apply.

- Quantifiable targets related to environmental/social goals
- Quantitative results from environmental/social goals (e.g. lbs. of carbon offset)
- Consistent measurement that allows for comparisons between years
- Third-party validation of company's environmental/social performance
- Sustainability report follows the Global Reporting Initiative (GRI) guidelines

8. Does your company support state-wide organizations that promote sustainability? [E.g. Wisconsin Business Alliance, Sustain Dane (or applicable local sustainability organization), RENEW WI, an industrial symbiosis, etc.]

Yes

9. Is your company's communication and marketing material chosen with sustainability criteria in mind? Select all that apply.

- FSC Certified
- At least 50% recycled
- Produced with renewable energy
- Locally sourced (produced in Wisconsin or within 100 miles)
- Compostable
- Recyclable
- Printed with water-based inks
- Printed with vegetable-based inks
- Other

10. What percentage of your communication and marketing material is distributed digitally?

1-10%

- 10-25%
- 25-50%
- >50%

11. What percentage of your company's ownership resides within 100 miles?

- 1-10%
- 10-25%
- 25-75%
- >75%

12. What percentage of your company's customers reside within 100 miles?

- 1-10%
- 10-25%
- 25-50%
- >50%

13. Have you worked with a local high school, technical school, or university on tailored training for future employees?

- Yes

14. Do you proactively engage local human resources agencies (e.g. job programs to hire local people, veterans, programs for disabled, etc.) when hiring new employees?

- Yes

15. Do the majority of your employees take part in community service events at least annually?

- Yes

16. Do you provide paid time for employees to become involved with non-profits or other community groups? If so, how much?

- 1-10 hours/year
- 11-20 hours/year
- 20-40 hours/year
- >40 hours/year

17. Does your business allow the use of its property for community events?

- Yes

18. Do you support and promote local food? Select all that apply.

- Food drop-off location for a Community Supported Agriculture (CSA) on site
- Farmers' markets hosted on site
- Company supports (with time, money, or resources) a community garden
- Produce from an onsite vegetable garden is distributed to employees or used in the cafeteria
- Company purchases food from local sources for cafeteria or office
- Other

19. Do you philanthropically support any of the following? Select all that apply.

- Local community organizations
- Organizations committed to improving global welfare (e.g. natural disaster relief, labor rights, economic development, health, etc.)
- 1% for the Planet or comparable program (e.g. you donate a percent of sales or profit to one or more non-profit)
- Other

20. Do you:

- Financially support candidates in local, non-partisan elections (school board, city or county elections, etc.)?
- Encourage employees to serve on local or statewide committees, advisory boards, or task forces?
- Have a policy, or take actions designed to encourage your employees to vote?

Other

21. Does your organization support local schools:

- By donating money or resources?
- By sending employees to volunteer their time?
- Other

Other Actions within the Community and Educational Outreach Category

Please describe below any other actions you have implemented that impact your community and educational outreach. Before including other actions that only indirectly relate to your outreach, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Workforce Actions

Workforce Actions

1. In your estimation, are your employees paid:

- Less than competitors in comparable positions?
- The same as competitors in comparable positions?
- More than competitors in comparable positions?

2. Is training in sustainability or the sustainable performance of the company part of New Employee Orientation?

- Yes

3. After new employee orientation, is sustainability addressed in any ongoing/annual training?

- Yes

4. Do you provide financial support for employees interested in furthering their education?

- Yes

5. How many hours per year of training do you require your employees to participate in?

- 1-10
- 11-20
- 21-30
- 31-40
- 40+

6. Do you hire paid student interns?

- Yes

7. What percent of your workforce lives within 10 miles of the facility at which they work?

- < 10%
- 10-25%
- 25-50%
-

50-75%

> 75%

8. Do you provide resources for employees to maintain a healthy lifestyle? Select all that apply.

Free or subsidized gym membership

Onsite fitness center

Offer personal or fitness counseling to employees

Provide coaching on how to maintain healthy lifestyles (e.g. smoking cessation, exercise, or nutrition)

Other

9. What percent of your workforce is provided natural light while working?

1-20%

20-50%

50-75%

>75%

10. Have you adopted an employee engagement program or participated in a program to build employee engagement around sustainability? (E.g. Cool Choices, 30/30 Nature Challenge, etc.)

Yes

11. Do non-executive employees own shares in your company?

Yes

12. Does your company calculate the multiple between your highest paid and lowest paid employee?

Yes

13. If yes, is this number shared with stakeholders (employees, investors, customers, or others)?

Yes

14. What percent of your workforce turns over each year?

- 0-10%
- 10-25%
- 25-50%
- >50%

15. Does your business participate in:

- SA 8000 (an auditable social management system run by Social Accountability International)?
- Ethical Trade Audits (the most common is run by SEDEX, and drives ethical improvements in global supply chains)?
- Other systems that direct social performance?

16. Are employees members of a trade union?

- Yes

17. Have you identified the local living wage, and do you pay all full-time employees at that level?

- Yes

18. What percentage of health insurance premiums are paid by the company?

- 1-25%
- 25-75%
- >75%

19. How many fully paid weeks of vacation/sick leave/holidays are full-time employees that have been with the company for five years given?

- 1-2 weeks
- 2-4 weeks
-

- 4-6 weeks
- 6+ weeks

20. How much fully paid maternity leave for full-time employees do you provide?

- Up to 2 weeks
- 2-8 weeks
- 8+ weeks

21. How much fully paid paternity leave for full-time employees do you provide?

- Up to 2 weeks
- 2-8 weeks
- 8+ weeks

22. Do you have a system for employees to raise complaints or concerns anonymously?

- Yes

23. Do you have a system for employees to submit ideas to make the company more sustainable?

- Yes

Other Actions within the Workforce Category:

Please describe below any other actions you have implemented that impact your workforce. Before including other actions that only indirectly relate to workforce, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
-

- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Governance

Governance Actions

1. Does your mission/vision statement:

- Recognize a purpose for your business that is broader than making money?
- Specifically identify "sustainability" as a goal for the company?
- Specifically recognize the role that your business can play in serving as a model for other businesses?

2. Have you established specific, auditable sustainability goals?

- Yes

3. Is your company publicly reporting on progress you are making on your sustainability goals?

- Yes

4. Does your company have a formal policy on human rights or have you committed to support the Universal Declaration of Human Rights?

- Yes

5. If yes, is your human rights policy available for the public to see? (E.g. on your website)

- Yes

6. How are principles of sustainability (including ethics) reflected in your Human Resources policies and guidance? Select all that apply.

- Established ethics policy that all employees are trained on
- Ethics policy is available for the public to see (e.g. on your website)
- Policies and written guidance are translated to native languages spoken by employees and suppliers
- Established a diversity policy
- Established a policy on bribery and/or corruption
- Other

7. Is the position of Chairman of the Board separate from President/CEO?

- Yes

8. What percentage of your board members or C-suite managers are women?

- 0-10%
- 10-25%
- 25-50%
- 50-75%
- 75-100%

9. What percentage of your board members or C-suite managers are not white/Caucasian?

- 0-10%
- 10-25%
- 25-50%
- 50-75%
- 75-100%

10. Are employee retirement plans (e.g. pension, 401k, profit sharing, etc.) available for full-time employees?

- Unfunded/No Match

- Partially Funded/Partial Match
- Fully Funded/Full Match

11. Have you appointed a Sustainability Officer to lead, measure, and manage the journey toward sustainability?

- Yes

12. Do you have a "green team" that develops and oversees sustainability ideas/projects?

- Yes

13. Is information on sustainability performance shared with senior management at least twice a year?

- Yes

14. Have you implemented an ISO 14001 (or equivalent) environmental management system (EMS)? If yes, which one?

- Yes

15. Are management bonuses influenced by your business' sustainability performance?

- Yes

16. At what levels throughout your organization do you hold employees accountable for sustainability initiatives?

- Corporate Level only
- Corporate & B-Level
- Everyone from Corporate to the Field

17. Are your business income taxes paid in Wisconsin or are you incorporated somewhere else?

- Paid in Wisconsin
- Portion is paid in Wisconsin
-

We are incorporated somewhere else

18. Does your company release information on taxes paid/tax rate to the public?

Yes

19. Does your company operate as a "benefit" corporation or are you a Certified B Corporation?

Yes

20. Does your senior management team speak to investors about sustainability and growing long-term value?

Yes

21. Does your organization use socially responsible investing options for:

- Organizational cash (socially responsible investment options are used for at least 25%)?
- Retirement plan options (Employees are provided with socially responsible investment alternatives)?
- Bonds that you offer are qualified as Green Bonds?
- Other (identify)

22. Do you use Life Cycle Assessment (LCA) as a tool in any part of your business? (E.g. provide LCA data to your customers)

Yes

Other Actions within the Governance Category:

Please describe below any other actions you have implemented that impact your governance. Before including other actions that only indirectly relate to governance, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Final Certification

Please select one of the following and click below to continue to the final step:

- I have selected at least one action in every sustainability category, and I wish to be considered for the Green Masters program.
- I have not selected an action in every category. I understand that I will not be included in the program at this time.