

AGENDA
CITY OF MONONA
SUSTAINABILITY COMMITTEE
City Hall – Large Conference Room
Thursday, April 21 2016
7:30 PM

1. Call to Order – **7:30 PM**
2. Roll Call
3. Approval of Minutes from the **March 17th, 2016** Sustainability Committee Meetings
4. Public Appearances
5. Unfinished Business
 - A. Implementation Plan: Updated List of Projects per Committee Input **from 3/17**
 1. Further Discussion
 2. Vote to Accept Plan
 - B. Bike Ped and the City Update: Memo on Audit Summaries -- First Draft Started on Final Reporting
 - C. Memo on Maria's Status: Proposal for Funding of Project
 1. Proposal Accepted
 2. Scope of Work
 3. Sustainability Committee Funding
 4. Discuss Possible Uses of Funding
6. New Business
 - A. Teresa to update committee: Greater Madison Engaged
 1. Brief Discussion
 2. Sign Up Info:
<https://greatermadisonengaged.eventbrite.com>
7. Adjournment

Next Meeting: May 19th, 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, March 17, 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, Co-Chair Brian Holmquist, Teresa Radermacher, Suzanne Wade, Nina Catterall, Maureen Muldoon, and Andrew Kitslaar
Members Excused Absent: Leslie Busse, Pat Howell, Sue Vogt, Brooke Logan, and Katherine Sommers;
Members Absent: NONE
Staff Present: Brad Bruun
Guests: Mari Weston
3. **Approval of Minutes:**
Motion for approval of Minutes from meeting dates, 1.21.2016 and 2.18.2016 by Pat and second by Andrew
4. **Appearances:**
NONE
5. **Unfinished Business**
 - A. **UniverCity Alliance Project Update**
 1. Brad Reported on progress made since February on the UniverCity project. The Bike, Ped and the City course sponsored from UW-Madison, with adjunct professor Dave Cieslewicz performed a bike and pedestrian audit on 3.10.16 and are now working on analyzing results from the audits. After an analysis is completed they will report in a summary per each audit area. Each report will be aggregated and a comprehensive report will be written as part of an attempt to begin drafting a Bike/Ped/Sustainable Transportation Plan. This would include suggestions to improve Safe Routes to School for students walking or biking. Brad reviewed the audit content and process that was undertaken. Brian inquired as to the purpose of recording land use types surrounding the audit area. Mari answered that it would be an essential reason for the purpose of walking or biking on a roadway (Destinations). Answers why would someone use this roadway to walk or bike and helps delineate importance of roadway to pedestrians.
 - 2 & 3. Brad updated the committee on the possibility of having an intern for the project from UW-Madison, funded by the Morgridge Center. If Maria's (the potential intern) funding proposal was accepted, the Sustainability Committee would potentially receive \$1,000 in funding to sponsor projects related to the project. Brad stated that Maria would be performing stakeholder outreach, public education on transit, biking, and walking, and marketing to the community the benefits of sustainable transportation. Brad requested assistance to come up with events in the community that tables or posters could be utilized in order to access as much of the public as possible all in one location. A list of events will be sought to educate and do outreach efforts over the summer: Concerts in the Park (2 Mondays & 2 Tuesdays), National Night Out event (August), Radio Event being held August 20th, Movies in the Park Night. Mari stated that Dream Bikes utilize donated bikes to teach youth how to

repair and appreciate bikes and biking. They could hold a training session at a hosted event while Maria is partaking in stakeholder outreach. Maureen commented that Trek sponsors Dream Bikes and she works for Trek. Training events are free to the community.

B. Annual Report/GTLC Annual Report Progress

Brad gave report on GTLC Annual Report and Progress along with an update on the Annual Report on the Sustainability Plan. Both are available in the agenda packet.

C. 2016 Implementation Plan

Mary O'Connor commented that sustainability was to be measured in annual job reviews of department head staff. April being the new administrator needs to follow through with that implementable. Mary suggested that the reviews should start in management. Suzanne added that a bullet point in a job description should be stated that all activities or tasks carried out by the position should be done so in as a sustainable manner as possible (used as a disclaimer of responsibilities and expectations). Maureen asked of the committee in regards to employees, "What do employees think sustainability looks like?" Mary stated that the 25X25 Strategic Plan should assist that all existing staff should understand what the City views as acting sustainably. Suzanne stated that there still should be some sort of language stating the employees are responsible for adhering to a strategic objective concerning their actions. Mary states that this sustainable mindset for employees should be consistently thinking about how to become more sustainable year by year. Brian commented that not all employees are needing to be reviewed based on sustainable responsibilities. Anyone managing part time or seasonal staff should have the responsibility of creating an understanding in those employees that they are responsible for doing their job tasks in as sustainable a way as possible.

Brian commented that per the Annual Report, there should be a change in language regarding what was not implemented in a given year. The language should be changed to "Not targeted for 'Year' Implementation. "Will be implemented 'Year' OR Not planned to be implemented at this time for 'Year'". Teresa asked that if in the future that there could be a tabular way of tracking progress related to sustainability and implemented projects relating to strategies laid out in the Sustainability Plan.

2016 Implementables Reviewed: Mary – Fuel and Miles driven logging, benchmarking mileage and fuel usage. Andrew stated that any city vehicle should be having fuel use recorded so that the City knows more about it's consumption amounts and can hold staff accountable. Create a log of receipts. Mary asked of Brad that at the next GTLC meeting, could he ask representatives there if and how other communities are tracking this data. Mari stated that department heads were supposed to be planning regarding sustainable strategies related to their projects that they would be implementing in the coming year and reporting this to Brad's position. Andrew stated that at budget time could department heads, by request of administration, report what they would be doing in terms of budgeting sustainably. Mary stated that she and Brad would touch base with April (City Admin). Andrew closed with the idea of accountability to department heads is important and to record in the budget, money saved and spent regarding sustainable practices would be important in staff review and overall review of operations. Also, that the zoning code should be reviewed.

2016 Implementation Plan Items Suggested:

- Change in job descriptions to include a disclaimer of sustainable actions per the position's responsibilities.
- Fuel Use Tracking
- LED's Retrofit Grant Funding research and data aggregation
- Work with city planner to review zoning code
- Sustainable Purchasing Policy adoption and implementation
- UniverCity Alliance Sustainable Transportation Project
- Former Monona Green Map – Monona Sustainable Business Initiative
- Installation of Stormwater Treatment devices at Schluter Park
- Adopt an Inlet program, and Inlet Marking
- New Leaf Management Initiatives

6. New Business

A. Brad stated his concern of using the old method of the Monona Green Map to opening up the survey and application to Residents. Suggested keeping the program constrained only to businesses and multi-family property owners or rental companies. Monona Sustainable Business Initiative as the new title for the program was agreed upon. Was tabled for review at next month's meeting.

8:33 PM - Meeting Adjourned, first Andrew, second Pat.

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: Agenda Items 5B & 5C
DATE: 4/21/2016

Agenda Item 5B: Bike Ped and the City Course Update

The students have finished summarizing the audits and have moved on to drafting their reports. The audit summaries are attached in the packet. The reports in their first draft form should be finished by this week's end. They should be finalized by next week's end and will begin to be edited in order to bring them together in one congruent document. Each report will be done by summarizing the Bikeability and Walkability of Monona's street network based on the Planning Principles of the 5 E's: Engineering, Enforcement, Encouragement, Education, and Evaluation. The 5 E's is directly related to our Bike Friendly Report Card and is a basis on how the League of American Bicyclists evaluates the City's biking score.

Agenda Item 5C: Maria's Status for Funding and Summer Internship

Maria's proposal for funding was approved and she will be finalizing her documentation and meeting with appropriate staff in the coming week. I will be meeting with her and a cohort of associated people to her project this next week as well. Her project scope is attached in the packet. The Sustainability Committee is awarded \$1,000 to use to support Maria's project with the City. The committee will need to decide what the best use of that funding will be.

POLICE DEPARTMENT
5211 Schluter Road
222-0463

COMMUNITY CENTER
1011 Nichols Road
222-4167

MONONA SENIOR CENTER
1011 Nichols Road
222-3415

FIRE DEPARTMENT
5211 Schluter Road
222-2528

2016 Implementation Plan:

Projects and Strategies

- Change in job descriptions to include a disclaimer of sustainable actions per the position's responsibilities.
 - Process:
 - Meeting with April to bring the topic to discussion
 - Draft an Employee disclaimer with language concerning sustainable behavior and responsibilities
 - Follow-up with April
 - Confirm Employee's Reviews will include a topic on Sustainable Behavior
 - Confirm language added to Employee Handbook concerning sustainable behavior
- Fuel Use Tracking
 - Process:
 - Begin aggregating data
 - Organize invoices
 - Communicate with crews foremen and dept. heads to enforce that staff are recording the necessary information to make tracking usage efficient and accurate
- Municipal Garage, PD Garage, FD Garage: LED's Retrofit Grant Funding
 - Process:
 - Research grant opportunities and perform necessary data gathering
 - Confirm with PD, PW, and FD that the project will be followed through on
 - Confirm cost share funding
 - Begin Application
- Work with city planner to review zoning code
 - Question for Committee:
 - Are we just bringing it to the attention of Sonja or are we suggesting the committee begins a review of the current code to give advice for sustainable code revisions?
 - Process:
 -
- Sustainable Purchasing Policy adoption and implementation
 - Process:
 - Final meetings with staff by Mike – Intern
 - Draft final revisions before approval
 - Committee Review
 - Committee Approval
 - Implementation
- UniverCity Alliance Sustainable Transportation Project
 - Process:
 - Complete Spring Semester cooperation with the Bike Ped and the City course through UW
 - Review audits
 - Assist with reporting questions from students
 - Review draft report on the 5 E's
 - Observe presentation by students – Committee, Council, Mayor, Admin, PW Director, City Planner
 - Confirm presentation time, date, location

- Confirm final scope and timeline for work by Maria, Summer
 - Confirm event planning dates, times, materials needed, volunteers, etc – Summer/Fall
 - Confirm scope of work for fall workshop
 - Coordinate Fall workshop
 - Confirm final deliverables, Fall Workshop
 - Confirm scope of work Spring Consortium
 - Confirm final deliverables Spring Consortium
 - Confirm final deliverable for UniverCity Alliance Sustainable Transportation Project.
- Former Monona Green Map – Monona Sustainable Business Initiative
 - Process:
 - Revise survey
 - Distribute survey
 - Aggregate Results
 - Draft online story map
 - Produce webpage for program
 - PSA's and business stakeholder outreach
 - Annual Effort
 - Prizes or certifications?
- Installation of Stormwater Treatment devices at Schluter Park
- New Leaf Management Initiatives
 - Would we be suggesting new revisions to the stormwater or city ordinances in regards to residential leaf management?
 - Process:
 - Community stakeholder outreach
 - Educational outreach
 - PSA's
 - Need more input!



MONONA, WISCONSIN

TOTAL POPULATION
7533

POPULATION DENSITY
2310.7

TOTAL AREA (sq. miles)
3.4

OF LOCAL BICYCLE FRIENDLY BUSINESSES **NA**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **NA**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	Monona
Arterial Streets with Bike Lanes	45%	20%
Total Bicycle Network Mileage to Total Road Network Mileage	30%	24%
Public Education Outreach	GOOD	GOOD
Share of Transportation Budget Spent on Bicycling	7%	0%
Bike Month and Bike to Work Events	GOOD	FEW
Active Bicycle Advocacy Group	ACTIVE	ACTIVE
Active Bicycle Advisory Committee	ACTIVE	NO ACTIVE COMMITTEE
Bicycle-Friendly Laws & Ordinances	SOME	FEW
Bike Plan is Current and is Being Implemented	YES	YES
Bike Program Staff to Population	1 PER 70K	1 PER 75.3K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	3 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	2 / 10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	3 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	1 / 10

KEY OUTCOMES

	Average Silver	Monona
RIDERSHIP <i>Percentage of daily bicyclists</i>	3.5%	2.80%
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	180	345
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	1.4	0

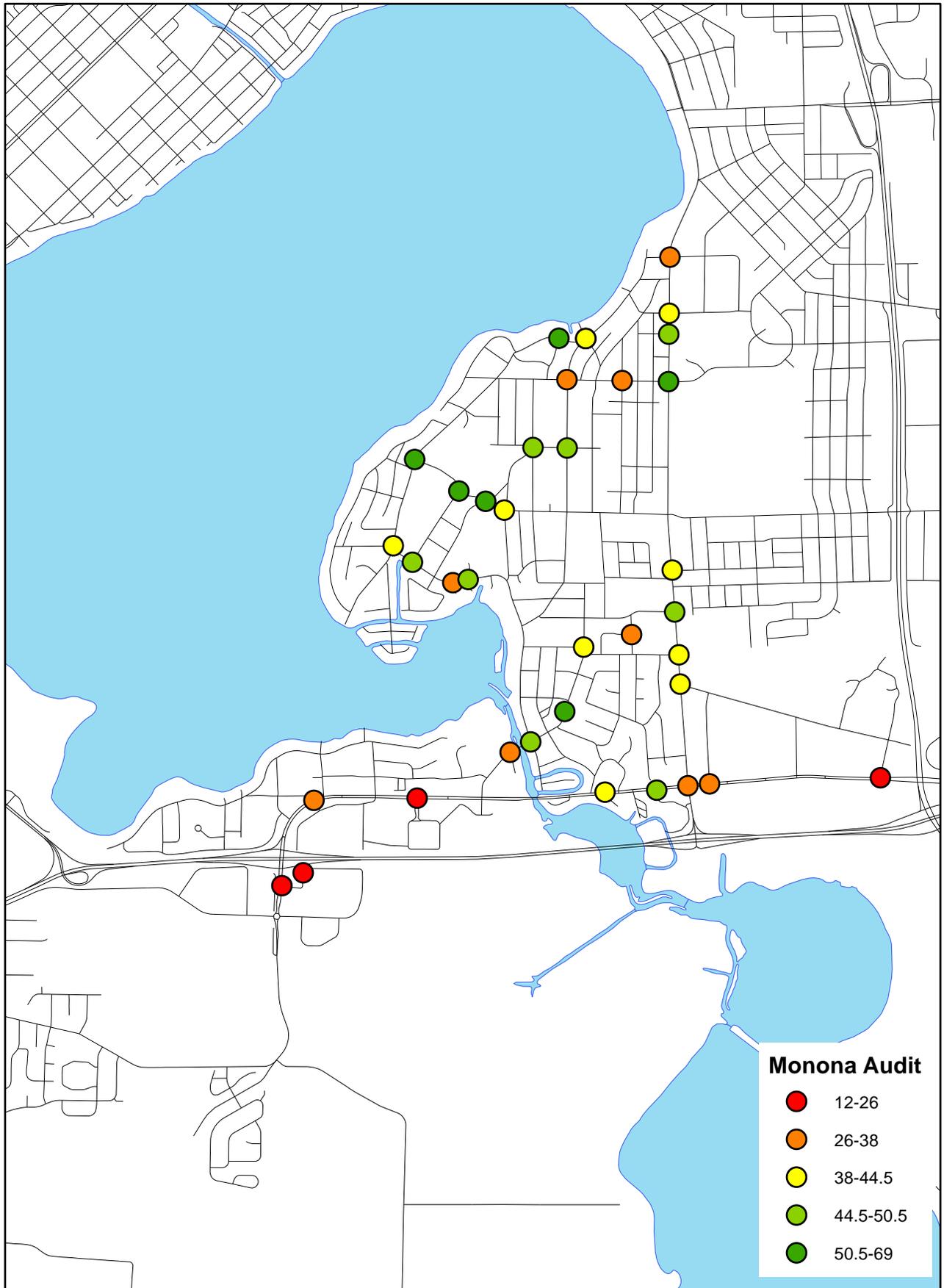


» Strengthen your Complete Streets policy to ensure rigorous implementation. A stronger policy would make it clear under what circumstances the City of Monona authorizes the establishment of bikeways and pedestrian ways in accordance with the requirement of Wisconsin's Complete Streets law for a local jurisdiction to authorize the creation of those facilities when state funds are used on a project. A stronger policy would also create a defined process for policy compliance.

» Expand encouragement efforts in partnership with local bicycle advocacy groups. Host, sponsor and encourage a greater variety of bicycle-themed community events, campaigns and programs. Increase your efforts on Bike to Work Day and Bike to School Day. Ensure to widely advertise all bicycle-themed

community events and programs. For ideas and more information, visit <http://bikeleague.org/bikemonth>.

» Organize an official Bicycle Advisory Committee (BAC) to create a systematic method for ongoing citizen input into the development of important policies, plans, and projects. BACs should meet monthly and be involved in developing relevant policy and planning documents, setting priorities, reviewing annual bicycle program work plans, and reviewing major public and private projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community. See this guide to forming a Bicycle Advisory Committee.



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.