

AGENDA
CITY OF MONONA
SUSTAINABILITY COMMITTEE
City Hall – Large Conference Room
Thursday, May 19 2016
7:30 PM

1. Call to Order – **7:30 PM**
2. Roll Call
3. Approval of Minutes from the **April 21, 2016** Sustainability Committee Meetings
4. Public Appearances
5. Unfinished Business
 - A. Implementation Plan: Final Draft
 1. Set Priority Projects
 2. Establish Tentative Work Schedule
 - B. Memo: Summer UCY Bike/Ped Community Outreach Program
 1. Timeline and Plan thus far
 2. Review of Survey
6. New Business
 - A. Strategic Plan Review for Sustainability
 1. Committee to Review and Advise on Revisions for the 2016-2017 Strategic Plan
 2. Two Meeting Process
7. Adjournment

Next Meeting: June 16, 2016 at a time TBD

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, April 21, 2016
MINUTES-Draft

1. **7:30 PM - Meeting called to order by committee Chair, Chad Speight**

2. **Roll Call:**
Members Present: Chair Chad Speight, Co-Chair Andrew Kitslaar, Suzanne Wade, Nina Catterall, Leslie Busse, Pat Howell, Katie Sommers, Sue Vogt, Brooke Logan, and Teresa Radermacher(7:45 PM)
Members Excused Absent: Maureen Muldoon
Members Absent: None
Staff Present: Brad Bruun
Guests: None

3. **Approval of Minutes:**
Motion for approval of minutes from meeting date 3.17.16 by Suzanne and second by Pat with stipulation to change Pat from absent to present, Approved.

4. **Appearances:**
NONE

5. **Unfinished Business**
 - A. **2016 Implementation Plan**
 1. Brad opened discussion to find final input on the Implementation Plan items for 2016. Suzanne asked that on a per project basis code and policies are reviewed for sustainability. Advice for revising can then be given, instead of looking at the entire code enforcement at once and deciding comprehensively how to go about updating it for sustainability. Sue asked what departments would need to be involved and if there was any need for review by those departments/committees. In terms of the UniverCity Alliance project, Chad stated that it was not clear what the outcome would be from the UW project. Is it that they would make recommendations to the City as the University as if we were the client and they were the consultant? Then from those recommendations the City would follow up? Brad Answered Yes to each. Concern was raised over the outcomes of the UniverCity project and committee input toward the scope of the project. Brad stated that all the information that was result of the project was relayed from staff to the committee at every opportunity that was available. The outcomes were a part of the original scope that was also communicated with the committee in December and January and was agreed upon then. The scope had to be stripped slightly of a couple items due to time constraints and the items that were not covered by the Spring semester would be covered over the span of the project. Teresa raised a point about normalizing what comes from the sustainability committee by a review of the code of ordinances (example given from the Dubuque conference and how they reviewed their code). Leslie stated that the committee should take things as they come up otherwise it'd be too much to cover. Also, all other committees should be doing the same. Chad stated that if the end result is that all committees should have a perspective to contemplate the consequences of sustainable pursuits. If everyone is weighing the options than it should work that the Sustainability Committee is reinforcing other committees to

review their objectives and projects for sustainable improvements. Leslie stated that this would need to infiltrate all departments. As an example Teresa was going to send an email from Anna Haines – Zoning for Sustainability.

Addition to the Implementation plan: To include language stating that on a routine basis the committee should be looking at revisions to code of ordinance or policies thereof that are lacking in the pursuit of being sustainable. This should also be considered for all other committees and departments based on the addition of a disclaimer to employee responsibilities.

Motion to Approve 2016 Implementation Plan with additions: Pat moves so, Brooke Seconds, any further discussion – none. Approved 4/21/2016.

B. Bike, Ped, and the City Update: Audit Summaries

Brief update given by Brad and referenced memo item.

C. Status of Maria – Summer Intern

Brad to send update after meeting to the committee, referenced the memo item. Proposal was accepted along with scope of work. Funding approved for the internship. Committee responsible for deciding best use of the \$1,000 allocated for support of the project.

6. New Business

A. Teresa to give update: Greater Madison Engaged

Teresa gave an update on the Greater Madison Engage sessions. Sessions are split and open to attend, each being a stand alone session. No fees are associated, must RSVP. Involves getting people involved in sustainability and describes lessons learned through other's projects and sharing ideas.

8:30 PM - Meeting Adjourned, first Suzanne, second Leslie.

Next Meeting: Thursday May 19th at 7:30 PM.

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

**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.

Objective GM3: Raise sustainability awareness of city employees.

Strategy 1: Change in job descriptions to include a disclaimer of sustainable actions per the position's responsibilities.

- **Process:** Draft an Employee disclaimer with language concerning sustainable behavior and responsibilities. Confirm language added to Employee Handbook concerning sustainable behavior.

LAND USE: COMMUNITY

Objective LC2: Integrate sustainability components in zoning code.

- i. **Strategy 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).
 - **Process:** Work with city planner to review zoning code.

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 devices at Schluter.
 - **Process:** New leaf management strategies, city ordinance revisions and community education
- ii. **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.

ENERGY: MUNICIPALITY

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

- i. **Strategy 1:** Complete energy audits for all city facilities.
 - **Process:** Implement in 2016.
- ii. **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.

Objective EM3: Decrease Fuel Consumption from work related (City Business) transportation and motor driven Equipment

- i. **Strategy 1:** Track fuel consumption for each department.
 - **Process:** Aggregate invoices and data to track consumption.

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).

- i. **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.
- ii. **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.
- iii. **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.
 - **Process:** Implement Monona Sustainable Business Initiative

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.



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MEMO

TO: Sustainability Committee
FROM: Brad Bruun, Public Works Project Manager
RE: UniverCity Alliance Project Update: Summer Stakeholder Outreach Project
DATE: 5/19/2016

Agenda Item 5B)

Maria and I have met for 3 weekly progress meetings thus far. To date we have established a tentative timeline of events to distribute surveys and perform stakeholder outreach. At this point the project is still in its infancy, but planning has gotten well on its way. Wednesday, May 18th was the first of the City's stakeholder meetings. There will be another in planning to occur during Wisconsin's Bike Week, so declared by the Wisconsin Bike Fed. These meetings are arranged to gather advocates, stakeholders, and staff together to share ideas and gather volunteers.

This evenings meeting I request that the Committee review the current status of the Bike-Ped Survey and give advice to additions, subtractions, or language revisions.

Thank you,
Brad Bruun

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Monona Sustainable Transportation: Building Community Engagement

Project Description and Information Sheet

The purpose of this project is to help create a shared, forward looking culture of sustainable and active transportation in the Monona area. This summer long process hopes to capture both the existing transportation culture as well as how the City of Monona can most effectively and efficiently seek to improve it.

This project is being done in collaboration with the City of Monona, UW-Madison's Morgridge Center for Public Service, the Department of Civil Society and Community Studies, and UW-Madison's UniverCity Alliance project, which aims to connect education, service and research on campus with cities to further the practice of sustainability;

The first stage of the project involves meeting with City officials and staff in order to plan the scope and timeline for the summer. The next stage is to derive a list of local individuals, advocate organizations, as well as local businesses who may be interested in the project. With the support and participation of these stakeholders the City hopes to create a workgroup of individuals who are involved and engaged with activities throughout the summer. The first activity is the formulation of a survey that will allow the participation of the community in identifying Monona's sustainable transportation needs. Other activities include the collection of surveys and the participation in multiple biking events at Monona, along with bike and pedestrian education during these events. Furthermore, this project looks to this group to be advocates for biking and walking in Monona by continuing the process after the summer part of the project is effectively complete. The Fellowship project's ultimate goal is to create a framework that will enhance the culture for biking and walking in Monona, which will persist through continued stakeholder engagement and involvement in City procedures. The participation of stakeholders is essential in order to ensure that the survey and project outcomes meet the needs of the community.

The third stage of the project involves the coordination of marketing in order to reach out to more members of the community and engage more people. Examples of tools that will be used are public service announcements that will educate the community on upcoming events and the opportunity for involvement in the project itself, as well as enhancing the City's Sustainability Committee's social media presence, and creating a series of engaging outreach events that can be continued annually.

The project aims to have a set of useful deliverables: a workgroup of engaged stakeholders and advocates, aggregated data gathered via survey from a statistically legitimate and diverse population, a summary of the current status of the culture for biking and walking in the City, and a summary of information that the City needs to gather in the future.

Participation in this study is completely voluntary, and there is no cost to any volunteers. The best direct benefit for the stakeholders is the opportunity to get involved and directly affect the outcome of the project by sharing their ideas and by engaging others to do the same.

Thank you for your interest in the project.



Potential Upcoming Events:

Event	Date
National Bike to Work Week	May 16-20
Bike to Work Day	Friday May 20
Memorial Day Parade	Monday May 30th
Wisconsin Bike Week	June 2-12
Bike to the Library	June 19-25
Concerts in Winnequah Park	Monday June 20th, July 11th
“Moms on the Move”	Starts on Friday June 24th, 9am
Fourth of July	July 4th
Loop The Lake Bike Ride	Saturday July 30th

If you have any comments, concerns, or questions, please do not hesitate to reach out to

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Dr. Carolina Sarmiento, Assistant Professor
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Questionnaire

Q1: Do you have a working motor vehicle in your household?

YES / NO

 If yes, how many?

Q1A: Do you have a bicycle?

YES / NO

(*If it is per household, how many people are there and how many bikes)

Q2: Which of the following modes of transportation have you used in the past year to get from one place to another?

1. Drove your car
2. Carpooled or rode as a passenger in a car
3. Bicycled
4. Used a bus or other form of public transportation (ferry, train, light rail)4
5. Or walked
6. Don't know/Not sure

(Walking:)

Q3: In the past year, in a usual week, have you walked for at least 10 minutes at a time for recreation, exercise, to get to and from places, or for any other reason?

YES / NO / No Answer

Q4: Why haven't you walked outdoors for at least 10 minutes in the past year?

1. Too busy, no opportunity
2. Disability/other health impairment
3. Bad weather/wrong season
4. Don't want to/don't enjoy it/Lazy
5. Other transportation is faster
6. No safe place to walk
7. Other (SPECIFY:)
8. Don't know/No particular reason

Q5: How many times did you walk in the past year?

1. Once
2. Once every 2 months
3. Once every month
4. Twice per month
5. Once per week
6. More than once a week but not every day

7. Every day
8. Other (please specify):
9. Don't know

Q5A: What was the average length in miles of the walks you took?

1. Less than one mile
2. 1-3 Miles
3. 3-5 Miles
4. More than 5 miles
5. Don't know

Q5B: When you walk, where do you travel to? (* Add Main destinations in Monona)

1. Work
2. A friend's house
3. Grocery store
4. Restaurant
5. Park
6. Library

Q6: How easy or difficult is it to walk in your community?

1. Very Easy
2. Somewhat Easy
3. Neither Easy nor Difficult
4. Somewhat Difficult
5. Or Very Difficult
6. Don't know

Q6A: What makes it difficult to walk in your community?

1. No sidewalks
2. Roads too busy/too much traffic
3. Health issues
4. Too many hills/big hills
5. Unsafe neighborhood/safety
6. Lazy/don't want to walk
7. No street lights/lighting is bad
8. Don't know

Q7: Which of these changes would you recommend be made in your community to make it easier for you to walk more?

1. Provide more pedestrian facilities such as sidewalks, paths, trails, lighted areas, safe signals and intersections, crosswalks
2. Improve existing facilities
3. Enforce laws governing motorist behavior

4. Initiating pedestrian safety education
5. Making areas for walking safer
6. Or something else (SPECIFY)
7. No recommendations/None
8. Don't know

(Bicycling)

Q8: In the past year, in a usual week, have you bicycled for at least 10 minutes at a time for recreation, exercise, to get to and from places, or for any other reason?

YES / NO

Q9: Why haven't you bicycled outdoors for at least 10 minutes in the past year?

1. Too busy, no opportunity
2. Disability/other health impairment
3. Bad weather/wrong season
4. Don't want to/don't enjoy it/Lazy
5. No safe place to ride
6. Don't know how to ride/Don't have a bicycle
7. Other (SPECIFY:)
8. Don't know

Q10: How many times did you ride a bicycle in the past year?

1. Once
2. Once every 2 months
3. Once every month
4. Twice per month
5. Once per week
6. More than once a week but not every day
7. Every day
8. Other (please specify):
9. Don't know

Q10A: What was the average length in miles of the bike ride you took?

1. Less than one mile
2. 1-3 Miles
3. 3-5 Miles
4. More than 5 miles
5. Don't know

Q510B: When you bike, where do you travel to? (* Add Main destinations in Monona)

1. Work
2. A friend's house

3. Grocery store
4. Restaurant
5. Park
6. Library

Q10: Would you like to bicycle more?

YES / NO / Don't know

Q11: How easy or difficult is it to bicycle in your community?

1. Very Easy
2. Somewhat Easy
3. Neither Easy nor Difficult
4. Somewhat Difficult
5. Very Difficult
6. Don't know

Q11A: What makes it difficult to bicycle in your community?

1. No sidewalks
2. Roads too busy/too much traffic
3. Health issues
4. Too many hills/big hills
5. Unsafe neighborhood/safety
6. Lazy/don't want to
7. No street lights/lighting is bad
8. No bike lanes/roads too narrow/no shoulder
9. Unsafe terrain
10. No trails/paths
11. Don't know

Q12: Which of these changes would you recommend be made in your community to make it easier for you to bicycle more?

1. Provide more bicycle facilities such as bike paths, bike lanes, bike parking racks, lighted areas, safe signals and intersections
2. Improve existing facilities
3. Change laws related to bicycling and motorists
4. Enforce laws governing bicycling
5. Initiating bicycle safety education
6. Making areas for bicycling safer
7. Or something else (SPECIFY:)
8. No recommendations/None

9. Don't know

Q13: Would you bike more often if more buses had bike racks?

YES / NO / MAYBE

Q14: What do you think is the most important benefit of active transportation (walking and biking)?

1. It is cheaper than driving
2. Cuts down on pollution/better for the environment
3. Health benefits
4. No benefit to me

Please rank the following from 1 to 10, one being not at all important, 10 being extremely important.

Q26A: How important do you think it is for the City to spend money to add more lanes to roads and highways?

1 2 3 4 5 6 7 8 9 10

Q26B: How important do you think it is for the state to spend money to build safe places to bicycle and walk?

1 2 3 4 5 6 7 8 9 10

Q26C: How important do you think it is for the state to spend money to expand public transportation systems and services

1 2 3 4 5 6 7 8 9 10

Q26D: How important do you think it is for the state to spend money to expand bicycle networks-bike trails, lanes and routes

1 2 3 4 5 6 7 8 9 10

Using a one to ten scale, please rate how much each of the following influences your choice of transportation mode. 10 means it is extremely influential and 1 means it doesn't influence your choice at all, or you can use any number in between.

Q27A: Please rate how much COST influences your choice of transportation mode

1 2 3 4 5 6 7 8 9 10

Q27B: Please rate how much THE AMOUNT OF TIME NEEDED influences your choice of transportation mode

1 2 3 4 5 6 7 8 9 10

Q27C: Please rate how much WEATHER influences your choice of transportation mode

1 2 3 4 5 6 7 8 9 10

Q27D: Please rate how much COMFORT influences your choice of transportation mode

1 2 3 4 5 6 7 8 9 10

(Open questions)

Q28: What one thing could the City do to encourage bicycling or walking in your area?

(Demographics)

Q29: In which range is your age?

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. 75 or older

Q30: What is the highest grade or year of school you completed?

1. Less than high school graduate
2. High school graduate
3. Some college/technical/vocational school
4. 4-year college graduate
5. Some post-graduate work
6. Post-graduate degree
7. Prefer Not to Answer

Q31: Which of the following groups best describes your racial or ethnic background?

1. White
2. African American
3. Hispanic
4. Asian
5. Native American
6. Other (please specify):
7. Prefer Not to Answer

Q32: Which of the following best describes you?

1. Employed full-time
2. Employed part-time
3. Full-time student
4. Part-time student

Q33: What group roughly includes your household's total yearly income?

1. Under \$25,000
2. \$25,000 to just under \$50,000
3. \$50,000 to just under \$75,000
4. \$75,000 to just under \$100,000
5. \$100,000 to just under \$150,000
6. Or \$150,000 or more
7. Prefer Not to Answer

Q34: In order to know how representative the survey is of the general public, please tell us if you or any member of your household work for or participate in any of the following? (select all that apply)

1. Bicycle or running club
2. Walking or biking advocacy group
3. Public Planning or Engineering Agency/Department, or Commission
4. Public transit agency
5. Private planning/engineering firm
6. None of the above

Q35: Please describe any additional comments

Q36: What is your email address (optional)?

20. Now I'd like to find out how people learn about bicycling safety. In the past five years, have you received any training in bicycling safety?

21. Who provided the training to you?

23. During the past year, how much of your biking was done when it was dark or nearly dark outside?

1. Nearly all
2. More than half

3. About half
4. Some
5. Almost none
6. None

24. When you ride your bike after dark, do you do anything to make yourself more visible to motorists?

25. What do you do to make yourself or your bike more visible after dark?

1. Use bike headlight
2. Use bike taillight
3. Wear fluorescent or reflective clothing/shoes
4. Wear other lights on self or belongings
5. Ensure bicycle has reflectors
6. Ride only in well-lit areas
7. Other (Specify)



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MEMO

TO: Sustainability Committee
FROM: Brad Bruun, Public Works Project Manager
RE: Strategic Plan Review: Review for Sustainability Items
DATE: 5/19/2016

Agenda Item 6A:

The City is currently in the midst of doing a major recodification project which includes the review of the Strategic Plan drafted in 2013. The committee has been asked to review the plan with the responsibility of advising on language concerning sustainability. The City Administrator, April Little, would like the committee to record this advice and suggestions through committee staff as part of the minutes. I will bring this document back with my redlined notes from review of committee in June as the committee can then finalize their review.

Thank you,
Brad Bruun

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City of Monona Organizational Assessment and Strategic Planning



Strategic Planning Deliverables

December 16, 2013



Roadmap to Our Future

City of Monona Marketplace Realities

Expectation that services will be maintained or improved

Aging facilities will need to be addressed

Interest rates are not controllable

Fixed costs will continue to increase

Monona must grow through slow and costly redevelopment

Current technology drives customer expectations

Resources and staff will continue to be stretched

Next Exit

Performance Excellence:
Culture of proactive and continuous improvement and creative planned approach to problem solving.

I. Support Community and Economic Development

II. Improve and Maintain Our City Infrastructure

III. Support the Attractiveness and Safety of Our Businesses, Neighborhoods, & Homes

IV. Become More Sustainable

Collaborative

Fiscally Responsible

Transparent

Responsive

Sustainable

V. Improve Our City Operations

VI. Maintain and Improve Our Existing Quality of Life Assets, Programs and City Services

Guiding Principles

We will be.....

Responsive

We will respond to residents' requests in a timely, informative, respectful, and thorough manner.

Transparent

We will be honest and transparent in providing information on our actions and decisions.

Fiscally Responsible

We will act in a fiscally responsible manner on behalf of our residents.

Collaborate

We will work together.

Sustainable

We will strive to be sustainable in everything we do.



CITY OF MONONA 2014-16 STRATEGIC PLAN

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Target / Lead Stakeholders

- **Potential Owners** – Business and Homeowners
- Developers
- Retirees / Seniors
- Frontline Employees
- City Leadership

EXTERNAL PRIORITY GOALS – MONONA 2.0

INTERNAL PRIORITY GOALS

SUSTAINABILITY IN EVERYTHING WE DO

I. SUPPORT COMMUNITY AND ECONOMIC DEVELOPMENT

- I.A Focus on Targeted Developments
- I.B Update Development Plans
- I.C Identify / Develop Partnerships and Funding Sources
- I.D Improve the Marketing / Communications of Economic Development
- I.E Make It Easier For Potential Businesses / Developers

II. IMPROVE AND MAINTAIN OUR CITY INFRASTRUCTURE

- II.A Improve Our Street Maintenance and Repair
- II.B Improve the Safety of Our Streets , Bike and Pedestrian Infrastructure
- II.C Improve and Upgrade Our City Buildings
- II.D Improve Our Transit Effectiveness

III. SUPPORT THE ATTRACTIVENESS AND SAFETY OF OUR BUSINESSES, NEIGHBORHOODS & HOMES

- III.A Improve and Upgrade Building Facades and Home Appearance
- III.B Strengthen Code Enforcement
- III.C Become More Welcoming to Newcomers
- III.D Maintain and Improve Public Safety

IV. BECOME MORE SUSTAINABLE

- IV.A Incorporate Sustainability in Everything We Do
- IV.B Improve Our Energy Efficiency
- IV.C Reduce City Energy Consumption and Waste
- IV.D Identify / Develop Partnerships and Funding Sources
- IV.E Improve Our Storm Water Management and Execute Our Clear Water Initiatives
- IV.F Partner with Community Organizations to Encourage residents Waste Reduction

V. IMPROVE OUR CITY OPERATIONS

- V.A Standardize Processes and Improve On-line Access to Them
- V.B More Effective Planning
- V.C Clearly Define Goals and Objectives
- V.D Develop a Culture of Continuous Improvement
- V.E Develop Our Reporting and Metrics
- V.F Improve Our Use of Technology
- V.G Improve Our Communications and Response to Our Residents
- V.H Increase Public Awareness of City Services and Value

VI. MAINTAIN AND IMPROVE OUR EXISTING QUALITY OF LIFE ASSETS, PROGRAMS & CITY SERVICES

- VI.A Fire Protection
- VI.B Library
- VI.C Parks
- VI.D Police Protection
- VI.E Public Works Services
- VI.F Recreation
- VI.G Senior Center



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EXTERNAL Strategic Goals

I. SUPPORT COMMUNITY AND ECONOMIC DEVELOPMENT

Example of Potential Measures:

- Increase in Taxable Value
- Number of Qualified Contacts
- Number of Successful Contacts
- Satisfaction with Service
- Job Loss / Closings
- Local Employment Rate
- Development Cycle Time

Objectives - WHAT

I.A Focus on Targeted Developments
Attract Restaurants and Retail
Attract “Quality Job” Employers
Staff Owner: Community Development

I.B Update Development Plans
Staff Owner(s): Community Development

I.C Identify / Develop Partnerships and Funding Sources
Staff Owner(s): Community Development

I.D Improve the Marketing / Communications of Economic Development
Staff Owner(s): Community Development

I.E Make It Easier For Potential Businesses / Developers
Staff Owner: Community Development

Strategies / Tactics - HOW

- Focus business attraction efforts on South Towne industrial park (i.e., BD Diagnosis, market accessibility, CNG availability) *pre – June 2014*
- Facilitate public access and commercial waterfront development *5 year; start in 2014*
- North Monona Drive near High School *ongoing*
- Consider overlay districts in commercial corridors (business park, beltline, bridge/Broadway) *5 year*

- Update Comprehensive Plan *start Dec. 2013 to 2014Q4*
 - Include survey for commercial wants/needs for residents and developers *spring 2014*
- Update Economic Development Plan after Comprehensive Plan *2015*
- Update Broadway Corridor Plan *5 year*
- Develop maintenance plan for Monona Dr. *2014*

- Identify Federal, State, Regional, County, and Local Public and Private Funding Options for business and residential improvements *ongoing*
- Investigate/improve intergovernmental cooperation with Madison (e.g. Monona Dr. /Bridge Rd. redevelopment area/TID) *ongoing*
- Fund RENEW Monona *ongoing (*2018 key year)*
- Gauge support for Monona Dr. maintenance BID *2014*
- Develop financial assistance (TIF) package / kit for potential businesses and homeowners and include on website *2014*

- Develop communications / marketing plan for report *CDA 2014*
- Create and provide market report for potential business/developers and to expand/support existing business *2015-2016*
- Partner with mad rep, WEDC, WEOA, for marketing initiatives
- Post data and info on new economic development webpage including education/public relations content (e.g. TIF 101) *2015 - 2016*
- Broaden marketing and development potential to other markets

- Streamline/standardize process for development review - *2014Q1*
- Streamline Permitting process*
- Improve Building Inspection process to min. time*



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Target / Lead Stakeholders

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EXTERNAL Strategic Goals

II. IMPROVE AND MAINTAIN OUR INFRASTRUCTURE

Potential Measures:

General

- \$ Spent by Type of Project
- Project On-Time and within Budget Index

Infrastructure

- Sewer and Water Replacement Status (Pending, Closed, Completed)
- Street PASER Rating

Transit

- Cost per Rider
- Benefits per Rider

III. SUPPORT THE ATTRACTIVENESS AND SAFETY OF OUR BUSINESSES, NEIGHBORHOODS & HOMES

Potential Measures:

- Façade Improvement Program grants completed
- City \$ invested vs. private investment for improvements
- Renew Monona projects completed
- Number of building permits issued
- Number of code violations

Objectives - WHAT

II.A Improve Our Street Maintenance / Repair

Staff Owner(s): Public Works

II.B Improve the Safety of Our Streets, Bike, and Pedestrian Infrastructure

Q1 2014

Staff Owner(s): Public Safety (Lead Staff)
Public Works, Community Development

II.C Improve and Upgrade Our City Facilities

Staff Owner: Public Works; Facilities Committee; additional ad-hoc study review committee

II.D Improve Our Transit Effectiveness

Staff Owner(s): Finance Director and Mass Transit Commission

III.A Improve and Upgrade Building Facades (External Appearance of Businesses and Homes)

Staff Owner: Community Development

III.B Strengthen Code Enforcement Zoning

Maintenance / Condition Nuisance Properties

Staff Owner(s): Building Inspection

III.C Become More Welcoming to Newcomers

Staff Owner(s): Administration Staff

III.D Maintain and Improve Public Safety

Staff Owner(s): Police, Fire, Building Inspection, Public Safety Commission

Strategies / Tactics - HOW

- Street Repair Gap - investigate gap to learn what the true issue is
- Develop more aggressive street maintenance / repair plan based on approved budget *ongoing*

- Create advisory committee (pedestrian / bike safety program and safe routes) *2014-15*
- Gather data to Identify the problem areas *2014-15*
 - ✓ Gather speed of travel data on heavily used streets
 - ✓ Identify higher traffic walkways to schools & parks
 - ✓ Accident areas
- Create options, solutions & funding for a pedestrian & bike safety *2016*

- Develop Long-Range Facilities Plan *2015*
 - ✓ Review Bray study to assess needs (2014Q1)
 - ✓ Review options
 - ✓ Prioritize needs
 - ✓ Determine funding options and sources
 - ✓ Develop recommendations and long-range timeline
 - ✓ Develop a plan for more efficient use of office space

- Discuss viability of collaboration with existing transit. (Madison Metro and EMMCA). *ongoing*
- Decrease cost per user. *ongoing*
- Promote increased ridership. *2014*
- Review current transit plan and identify transit needs for public and seniors *2014*

- Continue to fund Renew Monona program *ongoing*
- Investigate options on funding and expanding of program to improve housing quality *ongoing*

- Respond promptly to resident questions and concerns, and follow-up with resident once action has been taken *ongoing*
- Strengthen regulations in property maintenance and nuisance codes *Q1-2014*
- Improve code enforcement with increased staffing *Q1-2014*
- Provide online property owner/permits records *2014-15*

- Develop Welcome Wagon packet *2014*
- Meet-and-greet for new residents at existing community events *2014*
- Ensure that information regarding city services is easy to find on the new website and promote it to new residents *Q1-2014*
- Utilize social networks for new residents *Q1-2014*

- Regular inspections of multi-family and commercial buildings *ongoing*
- Increase use of technology, including website and social media applications, to inform the public *ongoing*



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Target / Lead Stakeholders

- **Potential Owners** – Business and Homeowners
- Developers
- Retirees / Seniors
- Frontline Employees
- City Leadership

INT. & EXT. Strategic Goals

IV. BECOME MORE SUSTAINABLE

Achieve 25 x 25 renewable energy goal.

Potential Measures:

Energy Consumption

- Fuel purchase history

Water Management

- Water incidences (KPI)
- Volume of storm water capacity
- Annual VMT
- \$ of grants secured

Objectives - WHAT

IV.A Develop Policies and Strategies to Incorporate Sustainability in Everything We Do

Staff Owner: Sustainability Committee

IV.B Utilize Technology to Minimize Paper Usage

Staff Owner(s): All Staff

IV.C Reduce City Government Energy Consumption

Staff Owner(s): Public Works

IV.D Identify / Develop Partnerships and Funding Sources

Staff Owner(s): Sustainability Committee

IV.E Improve Our Storm Water Management and Execute Our Clear Water Initiatives

Staff Owner(s): Public Works; Plan Commission; Sustainability Committee

Strategies / Tactics - HOW

- Develop and finalize comprehensive sustainability plan *Q1-2014*
- Train staff and community on sustainability and efficiency *ongoing*

- Staff training on technology that will reduce paper and energy. *ongoing*
- Eliminate duplication of efforts (e.g. preparing both electronic and hard copy documents) *2015*
- Investigate electronic billing system for bills *3-5 year*
- Investigate printers that make more efficient use of toner (e.g. a good "draft" print function). *2014*

- Find ways to reduce energy and fuel usage *ongoing*
- Reduce drive time to and from job site due to lack of preparation; limit staff trips *2014*
- LED lighting for building interiors and exteriors *3-5 years*

- Create plan to fund/incentivize energy and water efficiency *3-5 years*
- Investigate sustainability related grants *ongoing*
- Investigate state funding for sustainability initiatives *ongoing*
- Continuing financing Sustainability Committee educational efforts *ongoing*

- Storm water treatment (e.g. improving sediment and phosphorus capture before entering lakes via structure improvements) *ongoing*
- Educate residents regarding good storm water practices *ongoing*
- Improve water quality by promoting resident/business involvement with good practices to keep water on site whenever possible *ongoing*
- Review stormwater code impervious surface on residential properties *2014*



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Target / Lead Stakeholders

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INTERNAL Strategic Goals

V. IMPROVE OUR CITY OPERATIONS

Potential Measures:

- Response time to work order requests/citizen requests
- Time spent fixing computers; down time due to down computers
- Website visits

Objectives - WHAT

V.A Standardize Processes and Improve On-line Access to Them

Staff Owner: Administration

V.B Clearly Define Goals and Objectives

Staff Owner(s): Administration

V.C Develop a Culture of Continuous Improvement

Staff Owner(s): Administration

V.D Develop Our Reporting and Metrics

Staff Owner(s): Administration

V.E Improve Use of Technology

Staff Owner(s): Administration

V.F Improve Our Communication and Response to Our Residents

Staff Owner(s): Administration

V.G Increase Public Awareness of City Services and Value

Staff Owner(s): Administration

Strategies / Tactics - HOW

COMMUNICATIONS

- Build-out and promote our website
 - ✓ Develop work order request and resident concerns system [2014](#)
 - ✓ Determine how follow-up with the resident who sent in the work order/concern will be handled and ensure follow-up with the resident once complaint has been handled [2014](#)
 - ✓ Improve access to information and promote resident engagement through updated technologies (get processes online, city website, social media, awareness of events and issues (e.g. budget, etc.). [2014](#)
- Document and standardize our key customer facing processes [2014](#)

MEASURE PROGRESS

- Develop city key performance indicators (KPIs) and council dashboard [2015](#)
- Build leadership skills to manage performance measures & process [ongoing](#)
- Develop service standards [2014](#)

TECHNOLOGY

- MUFN broadband network [2014](#)
- Equipment replacement [ongoing](#)
- Investigate ways to Improve current email system [2014](#)
- Implement electronic bill paying (water billing, permitting, police) [3-5 years](#)
- Train staff in productivity tools (Doodle, Google calendar, Google docs). Train employees for better use of email or smart phones [ongoing](#)

OTHER

- Review City Committee Structure [2014](#)
- Review compensation and incentives [ongoing](#)
- Develop template and standards for department head reports [2014](#)
- Safety training [ongoing](#)
- Get updated operations policies in place [2014](#)
- Initiate City Council "department visits" prior to budget sessions [2014](#)



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Target / Lead Stakeholders

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INTERNAL Strategic Goals

VI. MAINTAIN AND IMPROVE OUR QUALITY OF LIFE ASSETS, PROGRAMS AND CITY SERVICES

Potential Measures:

- Customer satisfaction survey
- Customer complaints

Objectives - WHAT

VI.A Community / Senior Center

Staff Owner: Senior Center Director

VI.B Park & Recreation

Staff Owner: Parks & Recreation Director

VI.C Library

Staff Owner: Library Director

VI.D Fire Protection

Staff Owner: Fire Chief

VI.E Police Protection

Staff Owner: Police Chief

VI.F Public Works

Staff Owner: Public Works Director

VI.G Utilities

Staff Owner: Public Works Director

VI.H Administrative Services

Staff Owner: Director of Administrative Services, IT Staff

Strategies / Tactics - HOW

PARKS

- Interdepartmental collaboration: reduce duplication of services between library, Senior Center, and Parks and Rec departments *ongoing*
- Program analysis and evaluation *annually*
- Adopt Parks & Open Space Plan Update *2015*
- Complete scheduled upgrades and improvements to parks and open space *ongoing*

LIBRARY

- Library's 50th Anniversary programming and fundraising drive *2014*

PUBLIC SAFETY

- Monitor Dane Com. work and cost effectiveness *ongoing*
- Replacement of apparatus (Fire) *2014*
- Upgrade video storage systems. (Police) *2014*

PUBLIC WORKS

- Stormwater Plan (e.g. Improve stormwater runoff flow through Winnequah Park to lagoon and beyond to the lake) *2014*
- Street maintenance / Street improvements *ongoing*
- Well house improvements *ongoing*
- Implement new way finding signage *2014*
- Replace/Increase public trees. *ongoing*
- Develop efficient schedule for brush pick-up *2014*
- Continue emphasis on sustainability - investigate recycling opportunities; investigate compost pickup *ongoing*

TECHNOLOGY

- Complete server upgrade *2014*
- Replace scheduling and playback server *2014*
- Upgrade to broadband network (MUFN) *ongoing*

ADMIN/OTHER

- Better use of data in decision making *2014*
- City-wide staffing study - ensure staff compensation is commensurate with responsibilities *ongoing*
- Investigate upgrade of phone system *2015*
- Staff retention and development *ongoing*
- Implement vehicle replacement schedule *ongoing*
- Investigate new payroll system *2014*

Mission and Vision



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