

**AGENDA
CITY OF MONONA
SUSTAINABILITY COMMITTEE
City Hall – Large Conference Room
Thursday, July 21, 2016
5:30 PM**

1. Call to Order – **5:30 PM**
2. Roll Call
3. Approval of Minutes from the **May 19, 2016** Sustainability Committee Meetings
4. Public Appearances
5. Unfinished Business
 - A. Implementation Plan: Work Plan Spreadsheet
 - C. Strategic Plan Review for Sustainability
 1. Committee to Discuss Revisions for the 2016-2017 Strategic Plan
 2. Suggest Edits for City Admin Review
 - D. MSBI: Draft Survey
 1. Review Draft Survey and Discuss
 2. Plan Steps for Moving Forward
7. Adjournment

Next Meeting: July 21, 2016 at 6:30 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, May 19, 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, Nina Catterall, Leslie Busse, Pat Howell, Katie Sommers, Sue Vogt, Brooke Logan, Maureen Muldoon, and Teresa Radermacher

Members Excused Absent: Maureen Muldoon
Members Absent: None
Staff Present: Brad Bruun
Guests: Mari Westin, Maria Castillo

3. **Approval of 4.21.16 Meeting Minutes:**
Motion to approve; First – Leslie, Second – Andrew

4. **Appearances:**
NONE

5. **Unfinished Business**
 - A. **2016 Implementation Plan**
 1. Chad stated to the committee that prioritization of objectives needs to be done so that the committee has concrete examples of completed work. Straight forward goals and a plan to accomplish said goals is important to be able to show results of work done. Leslie was concerned with the legibility of the Implementation plan, wanted bullets to make it easier to read. Mari stated that 15 items were listed in 2015, simple format, and that they got those items done. This was in reference to the idea that 2-3 specific projects may not be enough of a goal to shoot for. Chad reiterated that 1 or 2 large projects is important to show that major tasks had been completed. Sue asked who is responsible for the items in the implementation plan. Andrew stated that the implementation plan should be prioritized and work delegated to either individuals from the committee, department heads responsible, to the “Sustainability Coordinator’s position, to a subcommittee, or to the committee as a whole. Chad would like to have the process that was used previous in order to come up with implementable goals to be used again for the Sustainability Committee. That this original process seems to be lost. Chad also stated that the sustainability implementables spans departments and other committees. That Sustainability is a vital part of how and what the City does year to year. Maria stated that Shannon went to each department head and they gave a list to her. This list would then become a part of their Annual Review. Also, that as a part of the 2025 plan the entire city needs to work toward their goals aggressively. Leslie stated that assigning initiatives to the other committees and then letting them get work done is necessary. Teresa requested to see those documents and Brad is to follow up on sending.
As part of the initiatives for 2016, Chad mentioned that the recodification efforts and the revising of Monona’s Strategic Plan are in this moment being worked on. Mari mentioned that in order to plan for 2017, department heads should be looking at sustainability in terms

of budget items. Pat asked if there if any action items from the strategic plan that can be done relating to the current implementation plan? Chad mentioned that in terms of sustainability across departments, he would like to see that for anything consuming fuel, a lifetime fuel cost assessment being evaluated prior to purchase. Currently this doesn't happen. He stated that the City would have to abide by it if it were ordinance, and ordinances spawn from committees. The Sustainability Committee should champion efforts like these at council. Chad would like to see priorities set for the next meeting and asks what are the most important goals for the city?

Andrew stated that we should finish implementation of the MSBI, UCY community outreach and survey, possibly Adopt an Inlet, and delegate items from the current implementation plan to be accomplished. Teresa volunteered to build a work plan document from implementables and brad to get her department head list of sustainable objectives.

Subcommittee for Monona Sustainable Business Initiative: Chad, Nina, Brad, Mike (Sustainability Intern) to review survey

B. Memo: Summer UCY Bike/Ped Community Outreach Program

Sue asked that not just Active Transportation be considered, that the elderly would be forgotten by the survey and the work being done on the UCY project if Active was the only consideration in terms of mode of transportation. Katherine stated that she believes that public transportation should be included in the project as well. Chad agrees to this sentiment. Mari stated that health and social equity are the focus across all categories in the Sustainability Plan. We should then follow the GTLC sustainable goals and guidelines.

Subcommittee set to review UCY Active Transportation Survey: Sue, Maureen, Pat, Brad, Maria

Brad discussed UCY progress and presented logo, t-shirts, and branding ideas.

6. New Business

A. Review the Strategic Plan

Brad asked committee to review the Strategic Plan for the next meeting as April, City Administrator, has requested all departments and committees look it over and get suggested revisions back by the end of June. This will be addressed for the next committee meeting. Pat asked that City Lighting be looked at as part of a safety issue.

9:15 PM - Meeting Adjourned, first Pat, second Leslie.

Next Meeting: Thursday June 16th at 6:30 PM.

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

FOCUS AREA	COMM/MUNI	#	OBJ/STR	DESCRIPTION	START YEAR	END YEAR	OWNER	STATUS	ON- GOING	SHORT TERM	LONG TERM	IDEA BANK
General Sust	Community	GC1	Strategy	Improve sustainability information on City website, and include links to organizations and other websites with information about all of the sustainability concepts, including water conservation and pollution, energy conservation, solid waste management, sustainable transportation efforts and sustainable land use opportunities .	16	16		Comp		X		
General Sust	Community	GC1	Strategy	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 sustainability practices.			LB			X		
General Sust	Community	GC1	Strategy	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.	15	15	BB	comp		X		
General Sust	Community	GC1	Strategy	Inform community about what the City is doing (in biannual newsletter, on website, signage in park shelters and articles in HI).	17	17	TR			X		
General Sust	Community	GC1	Strategy	Arrange an art and/or photo-competition with a sustainability theme.	15	15	CS	WIP		X		
General Sust	Community	GC2	Objective	Objective GC2: Increase percentage of residents that have implemented sustainable practices, such as those listed in other sections in this plan.								
General Sust	Community	GC2	Strategy	Train community members in eco-friendly driving techniques that conserve fuels, release fewer emissions, and prolong vehicle life.	16	16	TR	Comp		X		
General Sust	Community	GC2	Strategy	Ban idling (more than 5 minutes) community-wide .	16	16	LB	Comp		X		
General Sust	Community	GC2	Strategy	Incentives for home owners to increase their sustainability efforts.	16	17	BB	WIP			X	
General Sust	Community	GC2	Strategy	Start community gardens on Monona City land.	17	17	BB					X
General Sust	Community	GC2	Strategy	Adopt LEED for Homes or Wisconsin Green Built Homes program.								X
General Sust	Community	GC2	Objective	Objective GC3: Raise the sustainability awareness of Monona businesses								
General Sust	Community	GC3	Strategy	Partner with organizations and programs that educate about environmental issues and sustainability practices.						X		
General Sust	Community	GC3	Strategy	Initiate a collaboration between the City and the Chamber of Commerce on Sustainability issues.	16	16	BB	comp		X		
General Sust	Community	GC3	Strategy	Create collateral (flyers, mailings, posters) about benefits for businesses that implement sustainable practices.			TR	comp		X		
General Sust	Community	GC3	Strategy	Encourage the creation of a sustainable business committee.						X		
General Sust	Community	GC4	Objective	Objective GC4: Increase number of businesses that have implemented sustainable practices, such as those listed in other sections in this plan.								
General Sust	Community	GC4	Strategy	Encourage participation in programs that assist businesses in implementing sustainability practices.	15	15	TR	comp		X		
General Sust	Community	GC4	Strategy	Review ordinances that require practices contrary to sustainability (e.g., minimum parking requirements) and evaluate possibilities for changes.						X		
General Sust	Community	GC4	Strategy	Have other private businesses lead by example (triple bottom line).						X		
General Sust	Municipality	GM1	Objective	Objective GM1: Ensure sustainability is considered in the decision process, including the city budget process.								
General Sust	Municipality	GM1	Strategy	Give the sustainability committee a budget each year.					X			

FOCUS AREA	COMM/MUNI	#	OBJ/STR	DESCRIPTION	START YEAR	END YEAR	OWNER	STATUS	ON- GOING	SHORT TERM	LONG TERM	IDEA BANK
Land Use	Community	LC1	Strategy	Eliminate parking minimums from non-residential districts.							X	
Land Use	Community	LC1	Strategy	Set parking maximums at X per square feet for office and retail uses .							X	
Land Use	Community	LC1	Strategy	Adopt a traditional neighborhood design ordinance (if population is less than 12,500).	16						X	
Land Use	Community	LC1	Strategy	Mixed-use language from Smart Code TBA.								X
Land Use	Community	LC2	Objective	Objective LC2: Integrate sustainability components in zoning code (e.g. reduction of impermeable surfaces)								
Land Use	Community	LC2	Strategy	Zoning code includes mixed use districts.					X			
Land Use	Community	LC2	Strategy	As part of the landscaping standards, the zoning code includes canopy tree requirements, set as a function of the amount of parking proposed for new development.					X			
Land Use	Community	LC2	Strategy	Review zoning code to find those that require practices contrary to sustainability (e.g., requiring mowing). Analyze if obstacles to sustainability can be removed (e.g.- zoning regulations that prohibit/limit installation of solar panels)						X		
Land Use	Community	LC2	Strategy	Zoning for office and retail districts permits floor-area ratio > 1, on average.						X		
Land Use	Community	LC2	Strategy	Zoning for office and retail districts requires floor-area ratio > 1, on average.								X
Land Use	Community	LC3	Objective	Objective LC3: Integrate sustainability components in comprehensive plan (e.g. efficient use of resources, mixed-use centers, high density/compact/transit oriented development, walkability).								
Land Use	Community	LC3	Strategy	Comprehensive Plan encourages the development and redevelopment of compact highly planned mixed-use activity centers that include shopping, employment, housing, and recreation opportunities.					X			
Land Use	Community	LC3	Strategy	Identify priority areas for infill development, including those eligible for brownfields funding.					X			
Land Use	Community	LC3	Strategy	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application.					X			
Land Use	Community	LC3	Strategy	Adopt Sustainability Plan as component of Comprehensive Plan.					X			
Land Use	Community	LC3	Strategy	Develop a comprehensive plan that establishes surface water and groundwater recharge protection areas and ensure zoning code protects areas identified for development.						X		
Land Use	Community	LC3	Objective	Objective LC4: Increase proximity and walkability to stores, restaurants and other amenities.								
Land Use	Community	LC3	Strategy	Encourage mixed use buildings/development along business corridors.					X			
Land Use	Community	LC3	Strategy	Track and improve Walkscore.						X		
Land Use	Community	LC3	Strategy	Increase walkability.						X		
Land Use	Community	LC3	Strategy	Allow light commercialization in the area of community center/library/Winnequah park.							X	
Land Use	Municipality	LM1	Objective	Objective LM1: Maintain protection and restoration of natural habitats including wetlands.								
Land Use	Municipality	LM1	Strategy	Inventory wetlands and ensure no net annual loss.					X			
Land Use	Municipality	LM1	Strategy	Certification as Tree City USA.					X			
Land Use	Municipality	LM1	Strategy	Establish environmental corridors linking natural areas to facilitate wildlife movement.					X			

FOCUS AREA	COMM/MUNI	#	OBJ/STR	DESCRIPTION	START YEAR	END YEAR	OWNER	STATUS	ON- GOING	SHORT TERM	LONG TERM	IDEA BANK
Land Use	Municipality	LM1	Strategy	Preserve environmental corridors, scenic views, natural land and areas of ecological significance.						X		
Land Use	Municipality	LM1	Strategy	Establish native plantings in boulevards.						X		
Land Use	Municipality	LM1	Strategy	Inventory natural habitats.						X		
Land Use	Municipality	LM1	Strategy	Adopt tree preservation ordinance per GTLC standards.						X		
Land Use	Municipality	LM1	Strategy	Implement an invasive species management plan for public lands that includes controlling aquatic invasive species.						X		
Land Use	Municipality	LM1	Strategy	Replace concrete channels or ditched streams with re-meandered and naturalized streams, wetlands, or swales.	16	18		WIP			X	
Land Use	Municipality	LM1	Strategy	Local government rights of way mown or cleared only for safe sightlines and/or to remove invasive species.							X	
Land Use	Municipality	LM1	Strategy	Identify culverts that obstruct fish migration and install fish-friendly culverts where needed.							X	
Land Use	Municipality	LM2	Objective	Objective LM2: Integrate sustainability in landscape management.								
Land Use	Municipality	LM2	Strategy	Use organic compost in the parks as fertilizer.					X			
Land Use	Municipality	LM2	Strategy	Coordinate Arbor Day Tree Planting Day for volunteer planting of trees in local parks.					X			
Land Use	Municipality	LM2	Strategy	Set a tree canopy goal and develop a management plan to achieve it.						X		
Land Use	Municipality	LM2	Strategy	Assess current landscape management practices.						X		
Land Use	Municipality	LM2	Strategy	Develop a sustainable landscape management plan.						X		
Land Use	Municipality	LM2	Strategy	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 prohibits use of pesticides for aesthetic purposes.						X		
Land Use	Municipality	LM3	Objective	Objective LM3: Maintain percentage of land devoted to open space/parks/recreation								
Land Use	Municipality	LM3	Strategy	Inventory present land devoted to open space/parks/recreation.					X			
Land Use	Municipality	LM3	Strategy	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas.						X		
Water Use	Community	WC1	Objective	Objective WC1: Increase water efficiency and conservation by residents								
Water Use	Community	WC1	Strategy	Community-wide conservation of water competition.								X
Water Use	Community	WC1	Strategy	Develop an incentive program for citizens to encourage conservation. E.g. incentives for low flow toilets, faucets and showerheads and water softener.						X		
Water Use	Community	WC1	Strategy	Develop a smart water metering system for assessment and consumer feedback.						X		
Water Use	Community	WC1	Strategy	Increase use of rain barrels.						X		
Water Use	Community	WC1	Strategy	Develop a plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years .	15	17		WIP			X	
Water Use	Community	WC1	Strategy	Improve/develop and implement storage and usage of grey water for things like watering lawns, trees, and gardens.								X
Water Use	Community	WC2	Objective	Objective WC2: Increase water efficiency and conservation by commercial and industrial properties.								
Water Use	Community	WC2	Strategy	Promote EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program to local businesses.						X		
Water Use	Community	WC2	Strategy	Educate hotels and other high users.						X		

FOCUS AREA	COMM/MUNI	#	OBJ/STR	DESCRIPTION	START YEAR	END YEAR	OWNER	STATUS	ON- GOING	SHORT TERM	LONG TERM	IDEA BANK
Water Use	Municipality	WM1	Strategy	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program.					X			
Water Use	Municipality	WM1	Strategy	Develop a leak detection program for municipal buildings.					X			
Water Use	Municipality	WM1	Strategy	Develop a water efficiency and conservation plan for municipal buildings.						X		
Water Use	Municipality	WM1	Strategy	Encourage the installation of WaterSense or other low-flow faucets, urinals, sink aerators, and toilets in all public facilities.						X		
Water Use	Municipality	WM1	Strategy	Make sure water engineering is up to date.						X		
Water Use	Municipality	WM1	Strategy	Require new automatic lawn sprinkler and irrigation systems to have rain detection or soil moisture monitoring devices.						X		
Water Use	Municipality	WM1	Strategy	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.).	15	18		WIP			X	
Water Use	Municipality	WM1	Strategy	Encourage outdoor watering by local government, (excluding parks and golf courses) using rainwater							X	
Water Use	Municipality	WM2	Objective	Objective WM2: Maintain percentage of groundwater lost in distribution system.								
Water Use	Municipality	WM2	Strategy	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.								X
Water Use	Municipality	WM3	Objective	Objective WM3: Decrease quantity of stormwater runoff to lakes.								
Water Use	Municipality	WM3	Strategy	Landscaping on Municipal land uses plants that minimize need for irrigation (Xeriscaping).						X		
Water Use	Municipality	WM3	Strategy	Decrease impermeable surfaces, increase permeable. (E.g. decrease exterior surface parking, increase parking structure density).	15	17		WIP			X	
Water Use	Municipality	WM3	Strategy	Offer storm water utility credits to schools with a storm water education program.								X
Water Use	Municipality	WM4	Objective	Objective WM4: Decrease pollutants and debris in stormwater runoff.								
Water Use	Municipality	WM4	Strategy	Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.						X		
Water Use	Municipality	WM4	Strategy	Improve regular street sweeping program to reduce total suspended solids .								
Water Use	Municipality	WM4	Strategy	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 .						X		
Water Use	Municipality	WM5	Objective	Objective WM5: Continue participation in the Wisconsin Water Star Program and improve Monona's score and ranking.								
Water Use	Municipality	WM5	Strategy	Analyze current status of WI Water Star application each year and plan for improvements.						X		
Water Use	Municipality	WM5	Strategy	Manage beaches for E. coli, bacteria, and blue-green algae.						X		
Water Use	Municipality	WM5	Strategy	Provide teachers or youth group facilitators with curriculum and training on water issues.						X		
Water Use	Municipality	WM5	Strategy	Develop a public education program presenting what this program is and identification of good practices (and bad practices).						X		
Energy Use	Community	EC1	Objective	Objective EC1: Increase energy efficiency and conservation by residents								
Energy Use	Community	EC1	Strategy	Watt meters available to the public.					X			
Energy Use	Community	EC1	Strategy	WECC Residential Energy Efficiency Upgrades Loan.						X		

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Energy Use	Municipality	EM2	Strategy	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.							X	
Energy Use	Municipality	EM2	Strategy	Use anaerobic digesters to process organic waste and produce energy.								X
Energy Use	Municipality	EM3	Objective	Objective EM3: Decrease fuel consumption from work related (city business) transportation and motor driven vehicles.								
Energy Use	Municipality	EM3	Strategy	Encourage ride sharing and other transportation alternatives such as biking or walking, where appropriate, for city business.					X			
Energy Use	Municipality	EM3	Strategy	Ban idling of vehicles.					X			
Energy Use	Municipality	EM3	Strategy	Encourage all vehicle and mechanized equipment purchases to be energy efficient.					X			
Transportation	Community	TC1	Objective	Objective TC1: Increase percentage of residents using alternative transportation to destinations within Monona (e.g. library, pool, city hall, community center, stores, restaurants).								
Transportation	Community	TC1	Strategy	Set standards for placement and number (as function of intensity of use) of bike parking spaces.					X			
Transportation	Community	TC1	Strategy	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes, and identifying potential funding sources for the most important projects.							X	
Transportation	Community	TC1	Strategy	Provide bike racks at municipal buildings and other city operated destinations, e.g. parks.							X	
Transportation	Community	TC1	Strategy	Require bike parking for all new non-residential and multifamily uses. Set standards for placement and number (as function of intensity of use) for bike parking spaces (Ordinance for bike parking at businesses?).							X	
Transportation	Community	TC1	Strategy	Educate citizens about the health and environmental benefits of walking and/or riding a bicycle in lieu of driving a vehicle.							X	
Transportation	Community	TC1	Strategy	Evaluate which transportation options are currently subsidized by the community and whether those subsidies promote sustainable transportation choices.							X	
Transportation	Community	TC1	Strategy	Encourage Community Car or similar program to extend to Monona.							X	
Transportation	Community	TC1	Strategy	Encourage Bcycle to expand to Monona.							X	
Transportation	Community	TC1	Strategy	Attain League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10).								X
Transportation	Community	TC1	Strategy	Introduce more sidewalks in neighborhoods.								X
Transportation	Community	TC1	Strategy	Create more businesses/restaurants/cafes in central area that is within walking distance.								X
Transportation	Community	TC1	Strategy	Provide parking priority to people who ride share or drive super-low emitting hybrids or electric vehicles.					X	X		
Transportation	Community	TC1	Strategy	Track VMT or traffic counts and report on efforts at reduction (including those on this list).								X
Transportation	Community	TC2	Objective	Objective TC2: Increase percentage of students (K-12) using alternative transportation.								
Transportation	Community	TC2	Strategy	Arrange biking education for children and parents.					X	X		
Transportation	Community	TC2	Strategy	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.						X		
Transportation	Community	TC2	Strategy	Initiate carpool programs at Monona schools.						X		

FOCUS AREA	COMM/MUNI	#	OBJ/STR	DESCRIPTION	START YEAR	END YEAR	OWNER	STATUS	ON- GOING	SHORT TERM	LONG TERM	IDEA BANK
Transportation	Community	TC3	Objective	Objective TC3: Increase percentage of residents using alternative transportation for commuting.								
Transportation	Community	TC3	Strategy	Allow NEVs on appropriate roadways.					X			
Transportation	Community	TC3	Strategy	Commuter bike routes identified and cleared of snow and ice.					X	X		
Transportation	Community	TC3	Strategy	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).					X		X	
Transportation	Community	TC3	Strategy	Track bus stops/routes/times that are most crowded and increase trips or range to meet/grow demand.						X		X
Transportation	Community	TC3	Strategy	Reroute some of the bus lines to make more parts of the city and surrounding areas more accessible via bus.						X		X
Transportation	Community	TC3	Strategy	Establish additional stop locations to make more parts of the city and surrounding areas more accessible via bus.						X		X
Transportation	Community	TC3	Strategy	Promote available transit.						X		
Transportation	Community	TC3	Strategy	Get better data on what residents want in mass transit.						X		
Transportation	Community	TC3	Strategy	Work with neighboring local governments to coordinate regional public transit opportunities including mass transit, shuttle buses, carpooling and van pooling, bicycle and pedestrian infrastructure.							X	
Transportation	Community	TC3	Strategy	Improve connections to Madison city transit.								X
Transportation	Community	TC3	Strategy	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.								X
Transportation	Community	TC3	Strategy	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).								X
Transportation	Community	TC3	Strategy	Add bike racks to Monona Express buses.								X
Transportation	Community	TC3	Strategy	Make park and ride site in Monona.								X
Transportation	Municipality	TM1	Objective	Objective TM1: Increase percentage of city employees using alternative transportation for commuting.								
Transportation	Municipality	TM1	Strategy	Encourage participation in regional transit.						X		
Transportation	Municipality	TM1	Strategy	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.							X	
Transportation	Municipality	TM2	Objective	Objective TM2: Decrease greenhouse gas emissions from work related (city business) transportation.								
Transportation	Municipality	TM2	Strategy	Keep city vehicles well maintained to ensure efficient performance (tire pressure, regular tuning, etc.).					X			
Transportation	Municipality	TM2	Strategy	CNG (compressed natural gas) retrofit for the city fleet vehicles.					X			
Transportation	Municipality	TM2	Strategy	Train employees in eco-friendly driving techniques that conserve fuels, release fewer emissions, and prolong vehicle life.						X		
Transportation	Municipality	TM2	Strategy	Ban idling (more than 5 minutes) with local government vehicles/city vehicles.						X		
Transportation	Municipality	TM2	Strategy	Electric cars available to city employees for work transportation.							X	
Transportation	Municipality	TM2	Strategy	Create a "bicycle fleet" for employees to use for local work-related trips, improving employee health and air quality, and reducing fleet vehicle costs (Bcycle?).								X
Solid Waste	Community	SC1	Objective	Objective SC1: Decrease total solid waste collected								
Solid Waste	Community	SC1	Strategy	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction.						X		
Solid Waste	Community	SC1	Strategy	Create incentives for backyard compost bins.						X		

**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.

Memo

To: Dan Stephany, Marc Houtakker, Sonja Reichertz, Joan Andrusz,
Walter Ostrenga, Scott Sullivan, Jake Anderson, Marty Pilger, Jeremy Small,
and Carol Hermsdorf

From: April Little

Date: March 22, 2016

Re: Recodification Review

Here is the information that you will need for our recodification project. I tried my best to only give you the chapters (or parts of chapters) that relate to your department. However in some cases, you may need to hand them off to a different department or review the sections with another department (i.e. “emergency management”). If you do so, just let me know where they went so I can keep track.

There are two parts to the analysis. (These PDF files are in the “ordinance – recodification 2016” folder on the S drive should you want to print more copies or see other chapters).

1. **A legal and editorial analysis.** Please review the highlighted sections that relate to your chapters. In some cases, the analysis said that no action was needed. There is no section break between the chapters, so it looks messy with some sections crossed out that you do not need to review, and other sections highlighted that you do need to review. Please check the boxes and/or fill in the information it asks for as you feel is best.
2. **The manuscript.** This is the draft chapter as edited with new numbering. This is your chance to recommend any further changes to each chapter. I only have PDF copies, so it may be easiest to write your suggested changes directly on the pages. We can access code samples from cities across the state, so if you would like that access just let me know and we will set you up. In some cases, there may be sections that would be easier just to repeal and recreate (submit a separate document). You may also suggest some sections be deleted entirely.

Review Process. Here is the general process we will follow. There may be some changes to the process along the way according to codification company (General Code) requests.

1. After you have done the initial reviews, give your suggested changes to the associated **committee for review**. I’m anticipating that this will take at least two meetings, but it is very important that your committees keep things moving.

2. After committee review, please **return sections to Leah Kimmel** as you finish them. I have attached a schedule. Our goal is to have this out of the way before we get deep into budgets.
3. Some sections will require more extensive or even legal review. Let me know and I can help you with those.
4. **Watch for sections that contain fees.** We should have that language replaced in most places with language something like “fee amount as set by the fee schedule or resolution of the City Council”.
5. After you and the committees have finished the review, the sections will go to City Council for final review and adoption.

RECODIFICATION	Due By	Notes
Hand-off editorial & legal analysis & manuscript	3/21/16	Hand out sections with logs to staff
Staff reviews; recommend responses and edits to code sections	4/18/16	Return copy w/ cover sheets to Admin
Draft fee schedule	4/30/16	w/ Joan & Leah
Draft records schedule	4/30/16	w/ Joan & Leah
Committee review 1	5/31/16	
Committee review 2	6/30/16	
City Council review 1	7/5/16	
City Council review 2	7/18/16	Return Manuscript (resolved sections)
City Council review 3	8/1/16	Return editorial analysis comments to General Code. Final changes to code approved; final edits to manuscript submitted.
Adoption of code, fee schedule and records schedule	8/1/16	Alternate date: 8/15/16. By ordinance
Code delivery	?	

Comments on City of Monona Organizational Assessment and Strategic Planning: Strategic Planning Deliverables dated December 16, 2013

June 2, 2016

Katie Sommers

Please keep in mind I'm new to the committee and relatively new to Monona, so I don't know everything we're already doing or if certain items are unrealistic or have been deemed low-priority.

I. Support Community and Economic Development

- A. The City should be cautious about facilitating "commercial waterfront development." A fair amount of Monona's shoreline is in the Special Flood Hazard Area (floodplain). For environmental and economic reasons, any development on the shoreline should be carefully monitored.
- D. Would this be a spot to discuss incentivizing green choices in business with the Green Monona program (or whatever it's called)?
- E. Could we include something about providing information regarding LEED certification?

II. Improve and Maintain our Infrastructure

- A. Is it possible to investigate using pervious pavement, maybe just for certain applications?
- B. Would this be a spot to recommend an investigation of street lighting?
- D. Would it be beneficial to say that we could investigate using transit and other alternative modes of transportation more effectively to increase access (of people with disabilities and other non-car users) to local businesses? This also pertains to II.B.

III. Support the Attractiveness...

- A. Encourage green façades and roofs?
- C. Provide information about recycling, transit, and other sustainable practices in the Welcome Wagon packet.

IV. Become More Sustainable

- B. I think the City now has an option to pay your bill online (not receive your bill), but it's less than ideal – you can't see your bill so you have to know the exact amount you want to pay. Maybe we could change that to "Continue to investigate ways to improve the electronic billing and payment system for City bills."
- C. Can we incorporate what we discussed at the last meeting about purchasing fuel-efficient vehicles and equipment? Additionally, could we recommend a rotating work-from-home schedule where reasonable, especially for employees that live outside the City? Finally, would it be feasible to investigate weatherizing City buildings to save energy costs in both winter and summer?
- D. Would this be a place to include the Green Monona business incentive program?
- E. Promote or incentivize the use of pervious pavement. Educate residents about and enforce better leaf management practices.

V. Improve Our City Operations

- D. Could one of these metrics be sustainability? Isn't the City going for some sort of green city certification?
- G. I see recycling violations all the time. I think continuing to educate the public about recycling in any way possible is extremely important. Terracycling can also be taught and promoted. I love that they're doing it in the schools!

VI. Maintain and Improve Our Quality...

- A. Involve the Senior Center in sustainability programs and projects.
- D. Since replacing the fire apparatus is a priority, investigate replacing it with a fuel-efficient apparatus.
- F. Ensure recycling containers are available in all public facilities, City-owned buildings, and open spaces.

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
5	Get Update Operations Policies in Place	Leah	2015 Project	Started in 2014 and will be completed in 2015		Will work with April Little for input as new administrator; i.e. finance policies. Get copies of and review departmental polices as needed.	
5	Safety Training - Use CVMIC as a Key Source	Dan	Ongoing	Several employees trained in 2014. Will continue in 2015 and beyond		Training scheduled for 2016, ongoing	
5	Develop Template and Standards for Department Head Progress Reports	April	Dec. 31, 2014	Winter 2014/15 project	Complete		
5	Initiate City Council "Department Visits" Prior to Budget Sessions	April	August 1, 2014	Most Dept Heads did this. Will continue in 2015 and beyond		Plan as part of 2017 budget process	
5	Review City Committee Structure	April	Ongoing	Done in 2014 Budget Cycle. Will continue to monitor	Aug-16	Reviewing as part of recodification process.	Implement new committee structures at annual turnover in 2017.
5	Review Compensation and Incentives	April	Ongoing	Compensation Study done in the Summer of 2014		Discuss further needs with Finance and Personnel Committee	
1. SUPPORT COMMUNITY AND ECONOMIC DEVELOPMENT							
1.A. Focus on Targeted Developments (Community Development)							
1.B. Update Development Plans (Community Development)							
1.C. Identify / Develop Partnerships and Funding Sources (Community Development)							
1.D. Improve the Marketing / Communication of Economic Development (Community Development)							
1.E. Make it Easier for Potential Business / Developers (Community Development)							
1A	Consider Overlay Districts (BIDS) on Commercial Corridors	Sonja	Dec. 31, 2014	Initial Mtg. held with Chamber Exec's. & Staff		Revisit discussions as needed. Other development projects are currently a priority.	
1A	Facilitate Development of North Monona Drive	Sonja	Ongoing	Current work with Developer to Redevelop some of this site		CDA decided not to purchase property. Ongoing efforts to respond to interested developers.	
1A	Facilitate Public Access and Commercial Waterfront Development	Sonja	Start in 2014	Treysta and Monona Riverfront Projects Kicked Off		Treysta boardwalk complete. Riverfront ongoing.	
1A	Focus Business Attraction on South Towne Industrial Park	Sonja	Dec. 31, 2014	Ongoing efforts to meet with current and potential businesses		Ongoing efforts to meet with current and potential businesses	
1B	Update Broadway Corridor Plan	Sonja	Dec. 31, 2018	2018 Project		Consider updating plan in 2018.	
1B	Update Comprehensive Plan in 2014	Sonja	Dec. 31, 2014	In Progress - 50% completed. Moving into Public input stage later this fall		Done.	
1B	Update Economic Development Plan in 2015	Sonja	Dec. 31, 2015	Trade area market data is collected. Will complete work in 2015		Economic Development Element Done.	
1B	Develop Maintenance Plan for Monona Drive	April	Dec. 31, 2014	Part of BID Discussion		Unsure of the status of this project; Still a priority?	
1C	Develop Financial Assistance (TIF) Package for potenital businesses - Put on Website	Sonja	Dec. 31, 2014	No Progress - Will work on in 2015		Economic Development Website Created. Vierbicher began updating TIF applications.	
1C	Gauge Support for Monona Drive BID	Sonja	Dec. 31, 2014	In Progress - Through Chamber Exec's.		No progress. Seems to not be a priority/issue at this time. Public Works will be developing a tree planting/replacement plan for any median trees that failed.	
1C	Identify outside funding sources for business and Residential Improvements	Sonja	Ongoing	Currently working on grant opportunities for Riverfront Development		Grant spreadsheet created and meetings with grantors held. Waiting for developer.	

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
1C	Fund RENEW Monona	Marc	2015 Budget Cycle	2015 Budget Proposal		No applications expected in 2016. Consider budgeting \$15,000 in 2017 budget (operational).	
1C	Improve intergovernmental cooperation with Madison and neighboring communities	April	Ongoing	Ongoing		Transit is meeting with Dane County Emergency, MPO and Madison Metro 5/2016 to explore possible coop. opportunities.	Possible implementation of new cooperative initiatives.
1D	Broaden Marketing and Development Potential to Other Markets	Sonja	Dec. 31, 2016	Worked with out of region development markets for Riverfront Development efforts		Solicited developers from Riverfront from throughout the midwest. Will maintain list and use as necessary.	
1D	Create Market Report for Potential Businesses/Developers	Sonja	Dec. 31, 2016	Trade area market data is collected. Will complete work in 2015		Trade area, ESRI BAO market analysis, and demographic data all posted online in new Economic Development webpage.	
1D	Develop Marketing Plan for CDA TIF Report	Sonja	Dec. 31, 2014	Shared on Website and presentations throughout the region		Continue to disseminate report.	
1D	Partner with Madison, WEDC, WEOA & Others for Marketing Initiatives	Sonja	Dec. 31, 2014	No Progress - Will work on in 2015		No progress.	
1D	Post Data and Info on New Economic Development Webpage	Sonja	Dec. 31, 2014	ongoing		Done.	
1E	Streamline Permitting Process	Sonja	Dec. 31, 2015	Many paperless improvements already made		Intern will reformat permit applications in 2016.	
1E	Streamline/Standardize Process for Development Review	Sonja	Dec. 31, 2014	Many improvements made. Less copies required, shorter staff reports to review,		Staff reports improved. Discuss sign review process with Plan Commission.	
1E	Improve Building Inspection Process to Minimum Time	Inspections	Dec. 31, 2015	2015 Project			
1E	Streamline Permitting Process	Inspections	Dec. 31, 2015	2015 Project		Is software out there but probably costly; records logged by hand; no staff support.	
1E	Streamline Permitting Process	Dan	Dec. 31, 2015	Right of way permits have been revised and are on the website		No change needed.	
2. IMPROVE AND MAINTAIN OUR INFRASTRUCTURE							
2.A.	Improve our Street Maintenance / Repair (Public Works)						
2.B.	Improve the Safety of Our Streets, Bike, and Pedestrian Infrastructure (Public Safety, Lead)						
2.C.	Improve and Upgrade our City Facilities (Public Works, Facilities Committee, Ad Hoc)						
2.D.	Improve our Transit Effectiveness (Finance Director; Mass Transit Committee)						

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
2A	Develop More Aggressive Street Maintenance Plan - Based on Budget Constraints	Dan	Ongoing	2015 Capital and Operating Budgets call for additional funding		Ongoing, maintenance based on funding	
2A	Street Repair Gap - Investigate Gap to Learn What the True Issue is	Dan	Dec. 31, 2014	2015 Funding and monies are in the budget for crack filling. Also Jeff.		Ongoing, repairs based on funding	
2B	Create Options, Solutions & Funding for Bike and Pedestrian Safety	Walter	Dec. 31, 2016	Lt. Curt Wiegel has been assigned after taking over for Lt. Fenton		Purchased 2 new PD bikes in 2016.	
2B	Gather Data to Identify Bike and Pedestrian Issues	Walter	Dec. 31, 2016	Frank is working on this and Curt will be assigned			
2B	Create Options, Solutions & Funding for Bike and Pedestrian Safety	Dan	Dec. 31, 2016	Committee to be formed in 2015		Brad???	
2B	Gather Data to Identify Bike and Pedestrian Issues	Brad	Dec. 31, 2016	2015 & 2016 Project. Committee to be formed in 2015			
2B	Create Advisory Committee - Bike and Pedestrian Issues	April	Dec. 31, 2015	2015 Project	1-Aug	Received report "Going for Silver" from UniverCity. Work with UW classes to continue study. Need to set up committee and select priorities to implement.	Implement UniverCity and Advisory Committee recommendations
2C	Develop Long-Range Facilities Plan	April	Dec. 31, 2015	2015 Project. With department heads.		Facilities Committee discussed possible RFP for feasibility study to examine facilities maintenance and energy efficiency improvements.	
2D	Decrease Transit Cost Per User	Marc	Ongoing	We will need to increase ridership in order to decrease costs			
2D	Discuss Viability of Collaboration with Existing Transit	Marc	Dec. 31, 2014	Discussion is not going anywhere at transit committee due to cost			
2D	Promote Increased Ridership	Marc	Ongoing	Ongoing efforts including hiring a marketing firm			
2D	Review Current Transit Plan and Identify Transit Needs for Public and Seniors	Marc	Dec. 31, 2014	Ongoing efforts including hiring a marketing firm			
3. SUPPORT THE ATTRACTIVENESS AND SAFETY OF OUR BUSINESSES, NEIGHBORHOODS AND HOMES							
3.A.	Improve and Upgrade Building Facades (External Appearances of Businesses and Homes (Community Development))						
3.B.	Strengthen Code Enforcement (Building Inspection)						
3.C.	Become More Welcoming to Newcomers (Administration Staff)						
3.D.	Maintain and Improve Public Safety (Police, Fire, Building Inspection, Public Safety Comm.)						
3A	Investigate Options on Funding and Expanding of Program to Improve Housing Quality	Sonja	Ongoing	Continue to target closing of TID 2 in 2018 and RENEW Monona budgeted for 2015			
3A	Continue to Fund Renew Monona Program	Marc	2015 Budget Cycle	2015 Budget Proposal			

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
3B	Provide Online Property Owner/Permits and Records	Leah	Dec. 31, 2015	2015 Project		GIS mapping program connects each parcel directly to AccessDane and Accurate Appraisal.	
3B	Strengthen Regulation in Property Maintenance and Nuisance Codes	Jeremy	Dec. 31, 2014	In progress - Great advancement in 2014		Refining ordinance and code enforcement process, based on citizen feedback. In 2015: A total of 1,401 ordinance violations were documented on 1,359 properties in the city. The clearance rate for 2015 was 97%, with 9 citations issued and resolved. The remaining 3% carried over to 2016.	Evaluate results of the ordinance and process changes.
3B	Provide Online Property Owner/Permits and Records	Inspections	Dec. 31, 2015	2015 project			
3B	Respond Promptly to Resident Questions and Concerns, and Follow-Up with Resident	Dept Heads	Ongoing	Ongoing		Senior Center: We have never had issues in this area. We return calls promptly.	
3B	Improve Code Enforcement with Increased Staffing	April	March 31, 2014	Hired in February 2014	1-Aug	Discussed program effectiveness at Public Safety Committee; will work on potential program and ordinance improvements.	Evaluate effectiveness of ordinance and program changes.
3C	Ensure that Information Regarding City Services is Easy to Find and Online	Leah	Ongoing	New website has made great progress in this area		Ongoing process to ensure that information is easy to find and complete. Everything that might be requested is available via online request forms.	
3C	Utilize Social Media to Contact as Many Residents as Possible	Leah	Ongoing	Staff is utilizing facebook and twitter		2017 Project; April and Leah attended webinar. Possible assistance from UniverCity	
3C	Meet and Greet for New Residents at Existing Community Events	Dept Heads	Start Summer 2014	Started in 2014 with elections booth and sustainability booth at city events			
3C	Develop Welcome Wagon Packet	Alene	July 7, 2015	Alder Thomas to spearhead committee to complete this process		Senior Center: The Senior Center distributes welcome bags to those 50 and older who move to one of the Monona Senior Housing facilities.	
3D	Regular Inspections of Multi- Family and Commercial Buildings	Scott	Ongoing	This occurs twice a year and is on schedule		Inspections are on schedule.	
3D	Regular Inspections of Multi- Family and Commercial Buildings	Inspections	Ongoing	This occurs twice a year and is on schedule		Primarily done by Fire Department	
3D	Increase Use of Technology, Including Website and Social Media to Inform Public	Dept Heads	Ongoing	New website has made great progress in this area. Also twitter and facebook being utilized. Community Radio, WVMO has integrated many public safety announcements as part of their scheduled programming.		City Clerk: Election PSAs on WVMO Senior Center: Utilizing more features of MySeniorCenter system to share information,	
4. BECOME MORE SUSTAINABLE							
4.A.	Develop Policies and Strategies to Incorporate Sustainability in Everything We Do (Sustainability Committee)						
4.B.	Utilize Technology to Minimize Paper Usage (All Staff)						
4.C.	Reduce City Government Energy Consumption (Public Works)						
4.D.	Identify / Develop Partnerships and Funding Sources (Sustainability Committee)						
4.E.	Improve our Stormwater Management and Execute our Clear Water Initiatives (Public Works, Plan Commission, Sustainability Committee)						
4A	Develop and Finalize Comprehensive Sustainability Plan	Brad	Dec. 31, 2014	Phase 2 to be completed by end of 2014. Implementation in 2015			
4A	Train Staff on Sustainability and Efficiency	Brad	Dec. 31, 2015	Training and programs for implementation will be finalized in 2014			
4B	Investigate Electronic Billing System for All City Bills	Michelle	Dec. 31, 2015	2015 project as part of new financial software upgrade			
4B	Investigate Electronic Billing System for All City Bills	Marc	Dec. 31, 2015	2015 project as part of new financial software upgrade			
4B	Investigate Electronic Billing System for All City Bills	Marc	Dec. 31, 2015	2015 project as part of new financial software upgrade			

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
4B	Investigate Electronic Billing System for All City Bills	Leah	Dec. 31, 2015	2015 project as part of new financial software upgrade		Financial software upgrade completed Q1 2016; working on this piece next with Marc Houtakker. A) Look at expanding credit card payment options and B) Look at direct pay options.	
4B	Investigate Printers that Make More Efficient Use of Toner	Leah	Dec. 31, 2014	Completed study in 2014. Purchases not approved in last budget cycle.		Review again for 2017 budget cycle.	
4B	Staff Training on Technology that will Reduce Paper and Energy Usage	Brad	Dec. 31, 2014	Will be complete by end of 2014			
4B	Eliminate Duplication of Efforts - Electronic and Hard Copy of Documents	April	Dec. 31, 2015	Some committees already paperless. Council ipads/computers in 2015. Other committees in future years	1-Oct	Revisiting the issue with CC in 2016. Possible 2017 budget item. Explore digitization of older files.	If approved, convert to paperless packets w/ new agenda format and create digitization plan.
4C	Find Ways to Reduce Energy and Fuel Usage	Dept Heads / Brad	Ongoing	ongoing. Sustainability Plan nearing completion in 2014		Senior Center: requested auto shut-off lighting in lower level restroom	
4C	Reduce Drive Time by Staff, Limit Staff Trips, Car Pooling, Webinars, Etc.	Dept Heads / Brad	Ongoing	car pooling to training and meetings is our normal practice			
4C	LED Lighting for Building Interiors	Brad	Dec. 31, 2016	Project is currently being worked on by Brad		Complete?	
4D	Continue Financing Sustainability Committee Educational Efforts	Marc	2015 Budget Cycle	2015 Budget Proposal			

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
4D	Create Plan to Fund/Incentivize Energy and Water Efficiency	Brad	Dec. 31, 2018	Future Project			
4D	Investigate State and Federal Funding for Sustainability Initiatives	Brad	Ongoing	Ongoing			
4D	Investigate Sustainability Related Grants	Brad	Ongoing	Ongoing			
4E	Continue to Prioritize/Fund Storm Water Treatment Efforts	Dan	Ongoing	Many projects planned for 2015, Stormwater management plan coming soon		Ongoing	
4E	Educate Residents/Businesses Regarding Good Storm Water Practices	Dan	Ongoing	ongoing, Clean Lakes Alliance contribution, newsletter, and website		Ongoing	
4E	Improve Water Quality by Promoting Resident/Business Involvement	Dan	Ongoing	ongoing		Ongoing	
5. IMPROVE OUR CITY OPERATIONS (ADMINISTRATION)							
5.A.	Standardize Processes and Improve On-line Access to Them						
5.B.	Clearly Define Goals and Objectives						
5.C.	Develop a Culture of Continuous Improvement						
5.D.	Develop Our Reporting Metrics						
5.E.	Improve Use of Technology						
5.F.	Improve our Communication and Response to Residents						
5.G.	Increase Public Awareness of City Services and Value						
5A	Build Out and Promote Our Website - Work order requests & follow-up; citizen engagement	Dept Heads	Dec. 31, 2014	Made great strides in 2014. We will continue to enhance in 2015 and beyond	Complete	Complete	
5D	Build Leadership Skills to Manage Performance Measures and Processes	Dept Heads / April	Ongoing	Performance Measures is a 2015 project for all Dept Heads	2017	2017 Project	
5D	Develop Service Standards	Dept Heads / April	Dec. 31, 2014	Service Standards will be developed as part of Performance Measures	2017	2017 Project	
5D	Develop Key Performance Indicators and Council Dashboard	April	Dec. 31, 2015	2015 Project	1-Nov	Obtain training, then develop plan (if training completed).	
5E	MUFN Broadband Network Upgrade	Will	Dec. 31, 2014	2015 Operating Budget Item		Tabled- June 2016 the PD now functioning on a fiber connection to Fitchburg for RMS. This eliminates need for microwave on hose tower. WO	
5E	Implement Electronic Bill Paying - All City Issues Bills	Marc	Dec. 31, 2016	Future project with new financial software authorized in 2015 budget			
5E	Investigate Ways to Improve Current Email System	Leah	Dec. 31, 2014	2015 Operating Budget Item	Complete	Complete	
5E	Train Staff in Productivity Tools (Doodle, Google Calendar, Google Docs, etc.)	Leah	Ongoing	Ongoing as required		2017 Project	
5E	Equipment Replacement Plan	Dept Heads	Dec. 31, 2014	Complete in 2014 Budget and ongoing annual updates required		Ongoing annual updates with capital budgets	
5F	Document and standardize our key customer facing processes	Leah				Not sure what this means	
6. MAINTAIN AND IMPROVE OUR QUALITY OF LIFE ASSETS, PROGRAMS, AND CITY SERVICES							
6.A.	Community / Senior Center (Senior Center Director)						
6.B.	Parks & Recreation (Director)						
6.C.	Library (Library Director)						
6.D.	Fire Protection (Fire Chief)						
6.E.	Police Protection (Police Chief)						

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
6.F. & 6.G. Public Works & Utilities (Public Works Director)							
6.H.	Administrative Services (Director; IT Staff)						
6AB	Adopt Parks & Open Space Plan	Jacob	Dec. 31, 2014	Park Plan in Draft Form, Waiting on Park Board & Council Approval			
6AB	Complete Scheduled Upgrades and Improvements to Parks and Open Space	Jacob	Ongoing	Park Plan in Draft Form, Waiting on Park Board & Council Approval			
6AB	Interdepartmental Collaboration: Reduce Duplication of Services - Library, Parks & Senior Center	Jacob	Ongoing	Ongoing efforts continue			
6AB	Program Analysis and Evaluation of Library, Senior Center and Parks/Rec. Programs	Jacob	2015 Project	2015 Project			
6AB	Interdepartmental Collaboration: Reduce Duplication of Services - Library, Parks & Senior Center	Erick	Ongoing	Ongoing efforts continue			
6AB	Program Analysis and Evaluation of Library, Senior Center and Parks/Rec. Programs	Erick	2015 Project	2015 Project			
6AB	Interdepartmental Collaboration: Reduce Duplication of Services - Library, Parks & Senior Center	Diane	Ongoing	Ongoing efforts continue		Quarterly meetings among Dept. Heads bring collaboration opportunities	
6AB	Program Analysis and Evaluation of Library, Senior Center and Parks/Rec. Programs	Diane	2015 Project	2015 Project		Completed in 2015: Staff looked at programs and we continue to analyze effectiveness of programming.	
6C	Complete Planning and Events for Library's 50th Anniversary	Erick	Dec. 31, 2014	Completed in 2014			
6D	Monitor Dane Com - Work and Effectiveness	Scott	Ongoing	County has delayed DaneCom until 2015		DaneCom is scheduled to be operational in November of 2016, Monona will need to purchase approximately \$13,000 worth of equipment, including a gateway connection from the City of Fitchburg to allow for the Monona fire frequency to be utilized on the system. Talks have been taking place with Fitchburg to purchase the connection.	
6D	Replacement of Fire Apparatus	Scott	2016 Budget Item	Internal committee has been formed to address this issue.		The replacement engine has been ordered and expected delivery is in November.	
6E	Monitor Dane Com - Work and Effectiveness	Walter	Ongoing	County has delayed DaneCom until 2015		DaneCom scheduled to go live October 2016. WO	
6E	Upgrade Video Storage Systems	Walter	Dec. 31, 2014	Video Recording system replaced in 2014			
6FG	Implement New Wayfinding System	Sonja	July 1, 2014	In progress. Spring 2015 Completion scheduled			
6FG	Develop Efficient Schedule for Brush Pick-Up	Dan	July 1, 2014	Completed based on request from last fall		Ongoing	
6FG	Replace/Increase Public Trees	Dan	Ongoing	Jeff has taken this over. Ongoing efforts. Trees planted this fall, more next spring		Ongoing, trees removed and planted annually	
6FG	Stormwater Plan	Dan	Dec. 31, 2014	On target per engineers		Ongoing, reviewed annually	
6FG	Street Maintenance and Improvements	Dan	Ongoing	done for 2014, ongoing annually		Ongoing, work completed annually	
6FG	Well House Improvements	Dan	Ongoing	significant project planned for 2015		Facility upgrades completed in 2015	
6FG	Continue Emphasis on Sustainability - Investigate Recycling/Compost Opportunities	Brad	Ongoing	ongoing			
6H	Upgrade to Broadband Network MUFN	Will	Dec. 31, 2014	2015 Operating Budget Item		Tabled	
6H	Implement Vehicle Replacement Schedule	Walter	Ongoing	Complete as shown in 2015-19 Capital Budget			
6H	Replace Scheduling and Playback Server	Walter	Dec. 31, 2014	Replaced in 2014			
6H	Implement Vehicle Replacement Schedule	Scott	Ongoing	NFPA Replacement Schedule is in effect		NFPA replacement schedule will continue to be utilized.	
6H	Investigate New Payroll System	Marc	Dec. 31, 2014	In 2015 Capital Budget			

STRATEGIC PLAN 2014-2016 - UPDATE 2016

Section	Strategies/Tactics	Staff Assigned	Previous Deadline	Previous Status	New Deadline	Current Status - Plan thru 2016	2017 - 2019 Priorities
6H	City Wide Staffing Study - Compensation/Responsibilities	Leah	Dec. 31, 2014	Done in 2014		Evaluate again when?? Look at cross-training / staff backups.	
6H	Complete Server Upgrade	Leah	Dec. 31, 2014	Completed in 2014	Complete	Complete	
6H	Investigate Upgrade to Phone System	Leah	Dec. 31, 2014	2015 Capital Budget item		Completed; new system installed in 2015.	
6H	Better Use of Data in Decision Making	Dept Heads / April	Ongoing	We do not currently have a system in place to track progress. 2015 Goal	2017	2017 Project Senior Center will be implementing updated evaluation system recommended after state accreditation review - effective fall 2016	
6H	Implement Vehicle Replacement Schedule	Dan	Ongoing	ongoing, replacement per APWA adopted system		Ongoing, annual replacement as needed	
6H	Staff Retention and Development	April	Ongoing	ongoing, no planned retirements in the near future for Dept Heads		Discuss need for cross training and staff backups	Possible cross training exercises.

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

Mission

To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision

A welcoming, vibrant community where people want to be

Guiding Principles – We Will...

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4. **Collaborative** – We will work together
5. **Sustainable** - We will strive to be sustainable in everything we do

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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Target / Lead Stakeholders

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- City Leadership

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

- **Potential Owners** – Business and Homeowners
- Developers
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- City Leadership

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

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

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

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

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



Mission

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

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.



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	[]
Last Name	[]
Email Address	[]
Verify Email Address	[]
Street Address	[]
City	[]
State	[]
Zip	[]
Phone Number	[]

[]

Energy Actions

Energy Actions

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

Yes

Comment [SI1]: This is good, but I think it should be paired with question #3. **

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

Yes

Comment [SI2]: Not sure this is necessary *

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

Comment [SI3]: I would want to see it followed up with, "If so, how much?" (%'s) ***

[]

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

Comment [SI4]: Again, %'s would be useful. ***

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?

Comment [S15]: ***

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

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

Comment [S16]: ***

- 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?

Comment [S17]: I would combine questions 9 & 10 and leave space for them to describe the project.

- 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?

Comment [S18]: ** Have to look into what these programs are and if businesses in Monona would be using them.

-

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%

Comment [SI9]: ***

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

Yes

Comment [SI10]: *** What percentage?

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

Comment [SI11]: Good questions, but we should have space for narrative description of what they actually do. ***

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

Comment [SI12]: What are the incentives being used? ***

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?

Comment [SI13]: I say we combine questions 17 & 18 ***

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%

Comment [SI14]: ***

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

Comment [S115]: Questions 1,3,4, could be combined, and #2 should be reviewed to keep. ***

5. Do you:

Comment [S116]: *

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%

Comment [S117]: **

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

Comment [S118]: Good, but should have space to list what those emissions are.**

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

Comment [S119]: ***

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

-

Comment [S120]: *** How do you educate them?

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

Comment [S121]: **What Percentage offset?

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

Comment [S122]: 13 & 14 could be combined.

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

Comment [S123]: ***

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

Comment [S124]: Important but should be paired with goals related to these metrics. ***

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

Yes

Comment [S125]: *

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

Comment [S126]: *

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

Comment [S127]: Should have space for them to describe results of audit if we're going to include this.

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

Comment [S128]: Good, but they need to be able to check write in if they are WaterStar Gold, Silver, etc.

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

Comment [S129]: What's the percentage k

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.)

Comment [S130]: **

- 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

Comment [S131]: Combine with #10. ***

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

Comment [S132]: *

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

Comment [S133]: **

- 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?

Comment [S134]: How?*

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.

[Empty text input field]

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

Comment [S135]: Combine questions 1,3,4. ***

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

Yes

Comment [S136]: Maybe not needed *

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?

Comment [S137]: **

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%

Comment [S138]: ***

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

Comment [S139]: **

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 for fewer, shared, multi-functional devices
- Copiers and printers set to two-sided printing

Comment [S140]: ***

- 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.

Comment [S141]: ***

- 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?

Comment [S142]: **

- Yes

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

Comment [S143]: *

- Yes

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

Comment [S144]: *** Describe program

- 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"
[]

Comment [S145]: Could be combined with hazardous waste question.

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

Yes

Comment [S146]: How? **

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

Comment [S147]: **

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

Yes

Comment [S148]: Decide if needed *

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

[]

Comment [S149]: ***

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

[]

Comment [S150]: ***

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

Comment [S151]: **

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

Comment [S152]: •Combine with 5

- 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?

Comment [S153]: Combine 7 and 8. ***

- 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?

Comment [S154]: Combine 9 & 10

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

Comment [S155]: **

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

Yes

Comment [S156]: **

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

[]

Comment [S157]: ***

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

[]

Comment [S158]: **

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

Yes

Comment [S159]: •Evaluate if this questions applies

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

Yes

Comment [S160]: •Evaluate if we want to include this as a checklist item.

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

Yes

Comment [S161]: *** Leave space for narrative

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.

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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.

[]

- Limited Effort

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

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.



Monona Sustainable Business Initiative Survey

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.

Number of Employees

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

General Information

Name of Company

Address of Company

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"/>

Energy Actions

1. Have you identified relevant energy metrics and have you set specific energy use reduction goals?

- Yes

2. If yes:

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

3. 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

4. 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 day lighting 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

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

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

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

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

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

- Yes

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

- Yes

8. 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

9. 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%

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

Yes
What Percentage? _____

11. 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
In what ways? _____

12. 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

13. 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

14. Have your buildings or 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?

15. 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.

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 have you set specific carbon reduction goals?

Yes

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

Yes

3. 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

4. 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

5. 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%

6. 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

7. 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

[]

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

Yes

Describe how you educate them: _____

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

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

[]

What percentage? _____

10. 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

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

Yes

12. 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.

Water Actions

Water Actions

1. Have you identified relevant water quality and quantity metrics and have you set water use reduction goals?

Yes

2. 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?

Describe the results of these audits: _____

3. 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%

4. 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

Which ones? _____

5. 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

[]

6. 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

[]

Describe any relevant metrics: _____

7. 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%

8. 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

[]

Describe any relevant metrics (e.g., percentage of pervious surface): _____

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

- Yes

Describe these efforts: _____

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.

Waste Management Actions

Waste Management Actions

1. Have you identified relevant waste and materials management metrics and have you set specific waste reduction goals?

Yes

If yes, are you on target or have you met your specific waste reduction goals?

Yes

2. 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?

3. 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%

4. 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

Which ones? _____

5. 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 for 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
[]

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

- Cardboard/Paper
- Plastic
- Glass
- Metal
- Ink toners/cartridges
- Batteries
- EWaste
- Other
[]

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

- Yes

Describe your recycling program: _____

8. 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

9. 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"

[]

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

Yes

How? _____

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.

Transportation Actions

Transportation Actions

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

Yes

2. 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

[]

3. 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

4. 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%

5. 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

6. 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%

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

- Yes

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

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

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

- Yes

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

- Yes

Does it currently? _____

11. 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

[_____]

12. 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 Charing
- Economic incentive
- Other _____

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

Yes

Describe what's being done: _____

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.

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

Yes

3. 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

4. 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

5. 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

6. Do you have a corporate purchasing policy that includes sustainability criteria?

Yes

Describe any relevant sustainability metrics: _____

7. Do you:

Purchase office supplies in bulk?

Purchase second-hand products?

Purchase raw materials that are a waste from someone else?

Other

[_____]

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

Yes

9. 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

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

Yes

Which awards? _____

11. 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

12. 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%

13. 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

14. 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

15. 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.

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

Describe these metrics: _____

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

Yes

3. 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

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

Yes

5. 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

6. 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

7. 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

[]

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

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

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

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

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

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

>50%

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

Yes

12. 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

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

Yes

What percentage? _____

14. 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

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

Yes

Which community event? _____

16. 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
[]

17. 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
[]

18. 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
[]

19. 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.

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. What percent of your workforce turns over each year?

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

>50%

13. 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?
[]

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

- Yes

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

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

16. 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

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

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

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

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

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

- Yes

20. 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.

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

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

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

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

- 50-75%
- 75-100%

9. 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

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

- Yes

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

- Yes

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

- Yes

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

- Yes

[]

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

- Yes

15. 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

16. 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

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

- Yes

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

- Yes

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

- Yes

20. 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)

[]

21. 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.

DRAFT

VALUES FOR GREEN MONONA MAP

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

Item

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

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

Item

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

Water conservation technologies (indoor): greywater reuse
Water conservation technologies (indoor): automatic sinks
Water conservation technologies (indoor): low-flow toilets
Water conservation technologies (indoor): low-flow urinals
Water conservation technologies (indoor): low-flow faucets
Water conservation technologies (indoor): composting toilet
Water Conservation technologies (outdoor) low volume irrigation
Water Conservation technologies (outdoor) moisture sensing irrigation

Rainwater or stormwater management: rain gardens
Rainwater or stormwater management: green roofs
Rainwater or stormwater management: rain harvesting systems
Rainwater or stormwater management: pervious pavement

Grounds management: fertilization or pesticide restriction policies
Grounds management: integrated pest management
Grounds management: native plantings
Grounds management: native habitats restored or maintained.

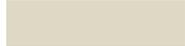
Transportation: subsidized public transit
Transportation: use alternative fueled vehicle
Transportation: encourage biking
Transportation: charging stations

Other (to be judged by the committee)



ions)

X	Value (1, 2, or 3)	3 is most valuable, 1 least
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	2.5	
	2	
	3	
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	3	
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	Value (1, 2, or 3)	
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Monona Sustainable Business Certification

❖ Must Meet x# out of 6 Categories in Sustainability

- ✓ General Sustainability
- ✓ Land Use
- ✓ Water
- ✓ Energy
- ✓ Transportation
- ✓ Solid Waste

❖ Business Categories

- Automotive
 - -Gas Station, Dealer
- Business Support & Supplies
 - -Office Supplies
- Computer & Electronics
 - -Consumer Electronics
- Construction & Contractors
- Education
 - -Learning Centers
- Entertainment
 - -Golf Courses, Movies
- Food & Dining
 - -Restaurants, Grocery
- Health & Medicine
 - -Chiropractor
- Home & Garden
 - -Flower Shops
- Legal Financial
 - -Insurance
- Manufacturing, Wholesale, Distribution
- Merchants (Retail)
- Miscellaneous

- -Funeral Services
- Personal Care & Services
 - -Dry Cleaning
- Real Estate
- Travel & Transportation
 - -Hotel

Ideas

1. Alternatives to gas-powered vehicles or equipment
2. Energy audit
3. Materials or methods for building or remodeling
4. High-efficiency appliances
5. Efficient lighting
6. Energy conservation measures
7. Personal energy conservation behaviors
8. Solar thermal or photovoltaic energy sources
9. Geothermal energy sources
10. Passive solar features
11. Sustainable landscape and garden design
12. Organic vegetable and fruit gardens
13. Rain gardens
14. Rain barrels
15. Reduction of stormwater runoff (not including rain barrels or rain gardens)
16. Mechanical reductions in the use of water (i.e. grey water system, composting toilet)
17. Composting
18. Reduction and re-use of waste (not including composting)
19. Consciously restored ecosystems

20. Compact and/or mixed-use development

21. Conserved undeveloped land or open space

22. Other measure(s) not listed

(Businesses)

What sustainable measures have you taken in your business? Have you:

encouraged alternatives to gas-powered vehicles? Such alternatives include locating near public transit, using alternatively-fueled vehicles, creating bicycle and pedestrian routes, and bicycle- and pedestrian-friendly development design.

used alternative renewable energy sources and meaningful energy conservation measures?

minimized or eliminated the use of extracted underground substances such as mercury, cadmium, phosphorus?

reduced the use of chemicals and synthetic compounds in facility construction and building materials, operations, products, and services?

encouraged methods of landscape design, landscape and park maintenance, and agriculture that reduce or eliminate the use of pesticides, herbicides, and synthetic fertilizers, as well as encouraging the use of compost and conserving water?

encouraged compact and mixed-use development that minimizes the need to drive; re-uses existing, infill, and brownfields sites that have been thoroughly reclaimed and remediated before using open land; and that avoids the extension of sprawl?

☐ conserved undeveloped land, open space, and agricultural land; protect water and soil quality; consciously restored ecosystems; and minimized or eliminated the disruption of existing natural ecosystems and floodplains?

☐ encouraged forms of development, business, and agriculture that reduce the use of water; reused wastewater on-site; or employed innovative wastewater treatment that minimizes or eliminates the use of chemicals (example: using plants for sewage treatment)?

☐ equitably protected public health, safety, and welfare, and incorporated the needs of those currently disenfranchised?

☐ pursued reduction and re-use of by-products and waste, especially approaches that also employ waste as a resource, such as eco-industrial development?