

APPENDIX A  
Plan Implementation Strategies

<b>General Sustainability</b>	Ongoing	Short Term	Long Term	Ideabank
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**Objective GC1: Raise the sustainability awareness of Monona residents**

*	Community	Support Green Tuesdays Film and Lectures Series.	X			
		Expand Sustainability Section at the Library.	X			
		Continue to increase events at the library with a sustainability theme.	X			
		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 .		X		
		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.		X		
		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.		X		
		Inform community about what the City is doing (in biannual newsletter, on website, signage in park shelters and articles in HI).		X		
		Arrange an art and/or photo-competition with a sustainability theme.		X		

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

*	Community	Train community members in eco-friendly driving techniques that conserve fuels, release fewer emissions, and prolong vehicle life.		X		
		Ban idling (more than 5 minutes) community-wide .		X		
		Incentives for home owners to increase their sustainability efforts.			X	
		Start community gardens on Monona City land.				X
		Adopt LEED for Homes or Wisconsin Green Built Homes program.				X

**Objective GC3: Raise the sustainability awareness of Monona businesses**

*	Community	Partner with organizations and programs that educate about environmental issues and sustainability practices.		X		
		Initiate a collaboration between the City and the Chamber of Commerce on Sustainability issues.		X		
		Create collateral (flyers, mailings, posters) about benefits for businesses that implement sustainable practices.		X		
		Encourage the creation of a sustainable business committee.		X		

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

*	Community	Encourage participation in programs that assist businesses in implementing sustainability practices.		X		
		Review ordinances that require practices contrary to sustainability (e.g., minimum parking requirements) and evaluate possibilities for changes.		X		
		Have other private businesses lead by example (triple bottom line).		X		

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

* Municipality * Municipality * Municipality * Municipality	Give the sustainability committee a budget each year.	X			
	Develop a process/system for how sustainability should be considered/accounted for in the decision process (in committees, city council and by employees).		X		
	Develop green purchasing policy.		X		
	Create a Green Cleaning Policy.		X		
	Appoint or hire a Sustainability Coordinator (PT or FT) city employee to plan/manage/implement sustainability initiatives.		X		
	Participate in the Clean Air Coalition (to lower particulate matter emissions - PM2.5).			X	
	Require that some portion of the city savings from sustainability efforts are recycled back into more sustainability efforts.			X	
	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.				X

**Objective GM2: Raise the sustainability awareness of citizen representatives to city committees.**

* Municipality * Municipality * Municipality	Give sustainability presentation to each city committee.		X		
	Regularly give sustainability presentations to new citizen representatives to city committees.		X		
	Develop sustainability checklists - one page - formatted to the needs of each specific committee and handed out for consideration in decisions.		X		
	Offer "green education" programs to citizen representatives to city committees.		X		

**Objective GM3: Raise the sustainability awareness of city employees.**

* Municipality * Municipality * Municipality	Maintain City Green Team with a clear vision and mission.	X			
	Include sustainability in job descriptions.		X		
	Include sustainability in Employee Policy/Handbook.		X		
	Include sustainability in performance reviews of city employees (especially supervisors) to assess progress towards sustainability goals.		X		
	Develop and Require robust sustainability training for city employees.		X		
	Ask employees to specifically include sustainability when giving presentations to City Council.		X		

APPENDIX E  
Plan Implementation Strategies

Land Use	Ongoing	Short Term	Long Term	Ideabank
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**\* Objective LC1: Integrate sustainability considerations in the evaluations and decisions made by Plan Commission (e.g. landscaping, building performance).**

Create a land bank to acquire and assemble priority infill sites.	X			
Identify priority areas for infill development, including those eligible for brownfields funding.	X			
Develop strategies for how to bring sustainability into consideration.		X		
Review ordinances to find those that require practices contrary to sustainability (e.g., requiring mowing). Analyze if obstacles to sustainability can be removed.		X		
Decrease exterior surface parking and other impervious surfaces.		X		
Provide developers of new areas with incentives to protect green infrastructure, sensitive areas and important wildlife habitat or to restore degraded habitat.			X	
Eliminate parking minimums from non-residential districts.			X	
Set parking maximums at X per square feet for office and retail uses .			X	
Adopt a traditional neighborhood design ordinance (if population is less than 12,500).			X	
Mixed-use language from Smart Code TBA.				X

**\* Objective LC2: Integrate sustainability components in zoning code (e.g. reduction of impermeable surfaces)**

Zoning code includes mixed use districts.	X			
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			
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		
Zoning for office and retail districts permits floor-area ratio > 1, on average.		X		
Zoning for office and retail districts requires floor-area ratio > 1, on average.				X

APPENDIX E  
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	Ongoing	Short Term	Long Term	Ideabank
<b>Land Use</b>				
<b>Community * Community</b> <b>Objective LC3: Integrate sustainability components in comprehensive plan (e.g. efficient use of resources, mixed-use centers, high density/compact/transit oriented development, walkability).</b>				
Comprehensive Plan encourages the development and redevelopment of compact highly planned mixed-use activity centers that include shopping, employment, housing, and recreation opportunities.	X			
Identify priority areas for infill development, including those eligible for brownfields funding.	X			
Develop an inventory of known contaminated properties for reuse planning, with possible GIS application.	X			
Adopt Sustainability Plan as component of Comprehensive Plan.	X			
Develop a comprehensive plan that establishes surface water and groundwater recharge protection areas and ensure zoning code protects areas identified for development.		X		
<b>Community * Community</b> <b>Objective LC4: Increase proximity and walkability to stores, restaurants and other amenities.</b>				
Encourage mixed use buildings/development along business corridors.	X			
Track and improve Walkscore.		X		
Increase walkability.		X		
Allow light commercialization in the area of community center/library/Winnequah park.			X	
<b>Community * Municipality</b> <b>Objective LM1: Maintain protection and restoration of natural habitats including wetlands.</b>				
Inventory wetlands and ensure no net annual loss.	X			
Certification as Tree City USA.	X			
Establish environmental corridors linking natural areas to facilitate wildlife movement.	X			
Preserve environmental corridors, scenic views, natural land and areas of ecological significance.		X		
Establish native plantings in boulevards.		X		



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Water Use	Ongoing	Short Term	Long Term	Ideabank
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**Objective WC1: Increase water efficiency and conservation by residents**

*	Community	Community-wide conservation of water competition.				X
		Develop an incentive program for citizens to encourage conservation. E.g. incentives for low flow toilets, faucets and showerheads and water softener.		X		
		Develop a smart water metering system for assessment and consumer feedback.		X		
		Increase use of rain barrels.		X		
*	Community	Develop a plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years .			X	
		Improve/develop and implement storage and usage of grey water for things like watering lawns, trees, and gardens.				X

**Objective WC2: Increase water efficiency and conservation by commercial and industrial properties.**

*	Community	Promote EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program to local businesses.		X		
		Educate hotels and other high users.		X		
		Provide water resource education opportunities for real estate agents, bankers, and professionals in related sectors.		X		
		Use a water billing rate structure for commercial properties that encourages conservation, such as a rate structure that charges more per unit for higher-volume users.			X	
*	Community	Require new automatic lawn sprinkler and irrigation systems to have rain detection or soil moisture monitoring devices . Limit commercial irrigation with restricted schedule.				X
		Use recycled wastewater or other non-potable water for cooling or other non-contact uses.				X

**Objective WC3: Decrease quantity of stormwater runoff to lakes.**

*	Community	Provide business or industry with incentives for implementing Best Management Practices that exceed regulations in reducing impervious surfaces and increasing infiltration.	X			
		Stormwater utility fees offer credits for residents for Best Management Practices such as rain barrels, rain gardens, and pervious paving.	X			
		Create private-public partnership for stormwater reduction initiatives.		X		

**Objective WC4: Decrease pollutants and debris in stormwater runoff.**

*	Community	Have a regular street sweeping program to reduce total suspended solids.	X			
		Curb cut rain gardens.		X		
		Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.		X		
		Work with commercial or light industrial businesses to develop stormwater pollution plans.		X		
		Develop a website or other media to publicize methods by which the public can report spills, leaks, discharges, or other contamination events .		X		
*	Community	Implement an "Adopt a Storm Sewer" system similar to the "Adopt a Highway" to keep storm sewers free of leaves and debris.		X		
		Start educational program about storm water traveling to Lake Monona -- littering, cigarette butts, etc. E.g. redo "Drains to Lake" stenciling on storm drains.		X		
		Educate the community on the effect of lawn/garden practices on lake water quality.		X		
*	Community	Educate the community on the effect of draining swimming pool water to the storm system.		X		
		Encourage local businesses to find alternatives to chemical use in their operations and production.			X	

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<b>Water Use</b>		Ongoing	Short Term	Long Term	Ideabank
* Commu	1000 Rain gardens.			X	
	Work with lawn care companies to educate clients regarding water quality topics (Integrated Pest Management, use of non-phosphorus fertilizers).				X
* * Municipality	Provide manufacturers, large commercial properties, and industries with technical assistance or cost sharing to reduce non-point pollution.				X
<b>Objective WM1: Decrease groundwater consumption.</b>					
	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program.	X			
	Develop a leak detection program for municipal buildings.	X			
* Municipality	Develop a water efficiency and conservation plan for municipal buildings.		X		
	Encourage the installation of WaterSense or other low-flow faucets, urinals, sink aerators, and toilets in all public facilities.		X		
	Make sure water engineering is up to date.		X		
	Require new automatic lawn sprinkler and irrigation systems to have rain detection or soil moisture monitoring devices.		X		
	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.).			X	
* Municipality	Encourage outdoor watering by local government, (excluding parks and golf courses) using rainwater			X	
<b>Objective WM2: Maintain percentage of groundwater lost in distribution system.</b>					
	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
* * Municipality	<b>Objective WM3: Decrease quantity of stormwater runoff to lakes.</b>				
	Landscaping on Municipal land uses plants that minimize need for irrigation (Xeriscaping).		X		
	Decrease impermeable surfaces, increase permeable. (E.g. decrease exterior surface parking, increase parking structure density).			X	
	Offer storm water utility credits to schools with a storm water education program.				X
* Municipality	<b>Objective WM4: Decrease pollutants and debris in stormwater runoff.</b>				
	Improve leaf containment and collection processes to reduce the amount of leaves entering lakes and streams.		X		
	Improve regular street sweeping program to reduce total suspended solids .				
* Municipality	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		
<b>Objective WM5: Continue participation in the Wisconsin Water Star Program and improve Monona's score and ranking.</b>					
* Municipality	Analyze current status of WI Water Star application each year and plan for improvements.		X		
	Manage beaches for E. coli, bacteria, and blue-green algae.		X		
	Provide teachers or youth group facilitators with curriculum and training on water issues.		X		
	Develop a public education program presenting what this program is and identification of good practices (and bad practices).		X		

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		Energy Use	Ongoing	Short Term	Long Term	Ideabank
* Community * Community * Community * Community * Community	<b>Objective EC1: Increase energy efficiency and conservation by residents</b>					
		Watt meters available to the public.	X			
		WECC Residential Energy Efficiency Upgrades Loan.		X		
		Sign and support RenewWisconsin's "Clean Energy Choice" initiative for 3rd party renewable energy hosts.		X		
		Encourage new homes to meet ENERGY STAR home standards.		X		
		Work with MG&E to develop smart electricity and gas metering for assessment and consumer feedback.			X	
		Utilize PACE financing.				X
		Assess total energy capacity from renewable sources on residents' property (PV, solar thermal, wind).				X
		Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).				X
	<b>Objective EC2: Increase energy efficiency and conservation by commercial and industrial properties.</b>					
	Collaborate with Chamber of Commerce to increase energy efficiency and conservation, and encourage renewable energy.		X			
	Sign and support RenewWisconsin's "Clean Energy Choice" initiative for 3rd party renewable energy hosts.		X			
	Assess total energy capacity from renewables on commercial/industrial properties (PV, solar thermal, wind, bio).			X		
	Work with MG&E to develop smart electricity and/or gas metering (pilot program?).			X		
	Utilize PACE financing.				X	
	Incentivize businesses to reduce energy consumption. The largest consumers should be held most responsible (help them see business and environmental benefits of efficiency & conservation).				X	
* Municipality * Municipality * Municipality * Municipality * Municipality	<b>Objective EM1: Increase energy efficiency and conservation of municipal facilities and services.</b>					
		Complete energy audits of all city facilities.		X		
		Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use or score existing buildings with LEED EBO&M.		X		
		Encourage all new and renovated municipal buildings to meet LEED Silver or greater.			X	
		Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score.		X		
		Ensure street lights are directed where light is needed, are full cut-off, and operate at 75 lumens/Watt or higher and are LED or the functional equivalent.		X		
		Upgrade water utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency.		X		
		Stoptlights are LED or functional equivalent.		X		
	<b>Objective EM2: Increase percentage of energy consumption from renewable sources.</b>					
		State of Wisconsin Energy Independent (EI) Community designation.	X			
	Encourage all new municipal buildings to be partly or fully powered by renewable energy.		X			

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Energy Use		Ongoing	Short Term	Long Term	Ideabank
* Municipality *	At least 25% of energy from renewable sources (i.e solar, wind, digesters, etc.).			X	
	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	
	Use anaerobic digesters to process organic waste and produce energy.				X
<b>Objective EM3: Decrease fuel consumption from work related (city business) transportation and motor driven vehicles.</b>					
	Encourage ride sharing and other transportation alternatives such as biking or walking, where appropriate, for city business.	X			
	Ban idling of vehicles.	X			
	Encourage all vehicle and mechanized equipment purchases to be energy efficient.	X			

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Transportation				Ongoing	Short Term	Long Term	Ideabank
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**\* Community Objective TC1: Increase percentage of residents using alternative transportation to destinations within Monona (e.g. library, pool, city hall, community center, stores, restaurants).**

Set standards for placement and number (as function of intensity of use) of bike parking spaces.	X			
Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes, and identifying potential funding sources for the most important projects.		X		
Provide bike racks at municipal buildings and other city operated destinations, e.g. parks.		X		
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		
Educate citizens about the health and environmental benefits of walking and/or riding a bicycle in lieu of driving a vehicle.		X		
Evaluate which transportation options are currently subsidized by the community and whether those subsidies promote sustainable transportation choices.		X		
Encourage Community Car or similar program to extend to Monona.		X		
Encourage Bicycle to expand to Monona.		X		
Attain League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10).			X	
Introduce more sidewalks in neighborhoods.			X	
Create more businesses/restaurants/cafes in central area that is within walking distance.			X	
Provide parking priority to people who ride share or drive super-low emitting hybrids or electric vehicles.	X	X		
Track VMT or traffic counts and report on efforts at reduction (including those on this list).				X

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

Arrange biking education for children and parents.	X	X		
Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.		X		
Initiate carpool programs at Monona schools.		X		

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

Allow NEVs on appropriate roadways.	X			
Commuter bike routes identified and cleared of snow and ice.	X	X		
Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).	X		X	
Track bus stops/routes/times that are most crowded and increase trips or range to meet/grow demand.		X		X
Reroute some of the bus lines to make more parts of the city and surrounding areas more accessible via bus.		X		X

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<b>Transportation</b>		Ongoing	Short Term	Long Term	Ideabank
* Community	Establish additional stop locations to make more parts of the city and surrounding areas more accessible via bus.		X		X
	Promote available transit.		X		
	Get better data on what residents want in mass transit.		X		
* Community	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	
	Improve connections to Madison city transit.				X
* Community	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.				X
	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).				X
* Community	Add bike racks to Monona Express buses.				X
	Make park and ride site in Monona.				X
* Municipality	<b>Objective TM1: Increase percentage of city employees using alternative transportation for commuting.</b>				
	Encourage participation in regional transit.		X		
	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.			X	
* Municipality	<b>Objective TM2: Decrease greenhouse gas emissions from work related (city business) transportation.</b>				
	Keep city vehicles well maintained to ensure efficient performance (tire pressure, regular tuning, etc.).	X			
	CNG (compressed natural gas) retrofit for the city fleet vehicles.	X			
* Municipality	Train employees in eco-friendly driving techniques that conserve fuels, release fewer emissions, and prolong vehicle life.		X		
	Ban idling (more than 5 minutes) with local government vehicles/city vehicles.		X		
	Electric cars available to city employees for work transportation.			X	
* Municipality	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

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		Ongoing	Short Term	Long Term	Ideabank
<b>Solid Waste</b>					
<b>Objective SC1: Decrease total solid waste collected</b>					
* Community	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction.		X		
* Community	Create incentives for backyard compost bins.		X		
* Community	Implement practices to decrease usage of plastic/disposable bags (i.e. stores charge fees for disposable bags, government mandate against disposable bags, etc.).				X
* Community	Pay-as-you-throw system implemented by municipality or required of private waste haulers.				X
<b>Objective SC2: Increase percentage of solid waste being recycled (or otherwise diverted).</b>					
* Community	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles.	X			
* Community	Offer more recycling within the city via offering more public recycling receptacles in public places and at events (i.e. parks, community center, and libraries).	X	X		
* Community	Increase the types of materials that can be recycled.		X		
* Community	Develop a city-wide collection program that encourages the diversion of food scraps, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery.		X		
* Community	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction.		X		
* Community	Return to weekly residential recycling pick up services.		X		
* Community	Encourage industrial symbiosis within Monona businesses (survey inputs and waste of businesses ... create links for exchange).			X	
<b>Objective SC3: Increase percentage of materials from construction and deconstruction diverted from landfill.</b>					
* Community	Construction/deconstruction waste recycling program.		X		
<b>Objective SC4: Increase safe disposal of waste products not included in curb pick-up, such as medical, hazardous and electrical waste is readily available and utilized.</b>					
* Community	Develop and promote programs that dispose of household hazardous, medical, and electronic waste.	X	X		
* Community	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices.				X
<b>Objective SM1: Decrease total solid waste collected.</b>					
* Municipality	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually.		X		
* Municipality	Develop green printing policy.		X		
<b>Objective SM2: Increase percentage of solid waste being recycled (or otherwise diverted).</b>					
* Municipality	Develop waste management plan for city facilities.		X		
* Municipality	Conduct a waste audit at city facilities.		X		
<b>Objective SM3: Increase percentage of materials from construction and deconstruction diverted from landfill.</b>					
* Municipality	Make construction/deconstruction waste management plans and calculate reuse and recycling.		X		