



Madison Sustainability Plan

Goals & Actions

Quality, Affordable Housing

GOAL 1	Increase the availability of quality housing that is affordable to households with incomes at or below 60% of area median income by supporting new construction as well as preserving and improving existing housing, with a focus on meeting the housing needs of households with incomes at or below 30% of area median income.
ACTION 1.1	Use City programs and policies to create or preserve affordable rental housing, with a priority for locations identified in the Affordable Housing Target Area Map.
ACTION 1.2	Review and update the City's Land Banking Fund Policy and practices every five years to assess and mitigate housing gentrification and displacement.
ACTION 1.3	Ensure City programs focused on expanding opportunities for affordable home ownership, including condominiums, cooperatives, and cohousing, include support for energy efficiency and green building practices.
GOAL 2	Create and expand City policies and programs to support energy efficiency, healthy indoor air quality, sustainable building materials, and removal of environmental toxins in new and existing housing.
ACTION 2.1	Evaluate and update City's affordable housing policy for energy impacts, including both new construction and existing buildings, in collaboration with representatives from affordable housing development organizations, cooperatives and community land trusts, energy efficiency and green technology experts, Focus on Energy, low income residents and local utilities.
ACTION 2.2	Expand the City's Rehabilitation Programs to include energy audits and retrofits that improve energy efficiency, sustainability, and the health, safety, accessibility, and comfort of building residents.
ACTION 2.3	Improve coordination with Focus on Energy's programs that provide financial and technical assistance to homeowners, rental property owners, and tenants to increase the reach of these programs in Madison.
ACTION 2.4	Require all new affordable rental housing funded by the City through the Community Development Division to meet high building performance standards to ensure energy efficiency and minimize energy burden for residents.
ACTION 2.5	Explore feasibility of a program for identifying and eliminating lead, mold, and other indoor air pollutants in naturally occurring affordable rental housing.

Resilient City Design & Infrastructure

GOAL 3	Provide equitable access to parkland, lakes, and other natural areas as well as sports, recreation, education, and wellness programming offered by the City and its partners.
ACTION 3.1	Upgrade facilities, infrastructure, signage, and maps at City parks and natural areas to provide greater mobility and language access to enable enjoyment for residents of all cultures, age groups, and abilities.
ACTION 3.2	Expand parkland, natural areas, and protected shoreline through the purchase of property or easements to improve public access, in alignment with the Parks and Open Space Plan.
ACTION 3.3	Enhance City parks programs and partnerships (e.g., with schools, non-profit organizations, other governmental units, businesses, neighborhood associations) to provide public education, recreation, sports, and wellness activities that include people across cultures, age groups, and abilities.
GOAL 4	Preserve, protect, and increase access to land for urban agriculture, particularly for community members who live in rental housing.
ACTION 4.1	Facilitate the location of community gardens and edible landscapes on city-owned land in collaboration with community organizations, including proactively planning for gardens in parks and open spaces.
ACTION 4.2	Create guidelines to inform both community and City decision-makers regarding planning and permitting for the remaining farmland in our community and ensure community members, especially renters, have access to garden space.
ACTION 4.3	Support the location and development of market garden opportunities.
GOAL 5	Facilitate the development of dense, compact, and livable neighborhoods that support walking, biking, and transit use.
ACTION 5.1	Plan and facilitate the development of mixed-use activity centers featuring shops, services, employment, green space, and a mix of housing types as identified in the Growth Priority Areas Map in the City's Comprehensive Plan.
ACTION 5.2	Implement Transit-Oriented Development (TOD) Zoning along Bus Rapid Transit (BRT) and other high-frequency transit service corridors.
ACTION 5.3	Encourage formation of Transportation Management Associations to coordinate Transportation Demand Management (TDM) efforts on large projects.
GOAL 6	Increase resilience to climate change impacts including heat waves, storms, and flooding.
ACTION 6.1	Develop and implement a climate resilience plan that incorporates updated findings from the Wisconsin Institute on Climate Change Impacts 2021 Climate Assessment Report.
ACTION 6.2	Assess the location and characteristics of urban heat islands and populations sensitive to extreme heat, and collaboratively develop and implement equitable heat resilience strategies to reduce the magnitude of urban heat islands and improve community adaptive capacity to extreme heat events.
ACTION 6.3	Complete the Comprehensive Watershed Study program to determine the causes of flooding across Madison's watersheds and implement recommended projects to reduce flood risk.
ACTION 6.4	Integrate nature-based solutions, including green infrastructure and native, deep-rooted plants, into City projects to improve climate resilience and provide ecosystem services such as urban cooling, water and air quality improvements, and carbon sequestration.

Renewable Energy & Decarbonization

GOAL 7	Reduce GHG emissions from City facilities and buildings 55% by 2030 from 2018 baseline.
ACTION 7.1	Establish a net-zero GHG emission buildings standard (based on carbon emissions of the energy consumed) for all new City facilities and major retrofits. The standard should be flexible to allow a combination of strategies according to the following prioritization: on-site renewable energy generation, procurement of off-site renewable energy, and purchase of Renewable Energy Credits (RECs) or carbon credits.
ACTION 7.2	Conduct deep energy retrofits of existing City facilities (starting with least efficient) with an emphasis on energy efficiency and decarbonization.
GOAL 8	Reduce GHG emissions from private facilities and buildings to achieve the City's goal of reaching net zero emissions community-wide by 2050 from a 2018 baseline.
ACTION 8.1	Develop a strategic pathway by 2026 for reducing GHG emissions from private facilities and buildings that sets aggressive, interim goals through 2050.
ACTION 8.2	Develop a voluntary stretch energy code to encourage energy efficiency in new buildings and facilities at such a time as allowed by state statute.
ACTION 8.3	Provide financial, structural, or process-based incentives to equitably implement energy efficiency and renewable energy measures in new and existing buildings, including connecting residents and business owners to state and federal programs.
ACTION 8.4	Partner with local organizations to educate private building owners and contractors on the value of energy efficiency in new and existing buildings, including energy cost savings, tenant satisfaction and retention, and real estate value.
GOAL 9	Reduce GHG emissions from City vehicles and equipment 90% by 2030 from 2018 baseline.
ACTION 9.1	Build the necessary electric vehicle charging infrastructure at City facilities to support electrification of the City's fleet.
ACTION 9.2	Purchase electric light- and medium-duty fleet vehicles to the greatest extent feasible by 2025.
ACTION 9.3	Transition the heavy duty-fleet to B100 (100% biodiesel), electric, or other low or no carbon fuels by 2030 to the greatest extent feasible, with funding assistance from public and private sector grants.
GOAL 10	Reduce greenhouse gas emissions from vehicles community-wide to achieve the City's goal of reaching net zero emissions
ACTION 10.1	Continue to encourage and promote the use of electrical vehicles and installation of charging infrastructure community-wide.
ACTION 10.2	Implement a 20 mph speed limit on all local streets and review all High Injury Network streets to determine appropriate speed limits as described in the Vision Zero Action Plan .
ACTION 10.3	Increase the number of EV charging stations available to the public to meet projected future needs, informed by market analysis, and ensure that charging is available in all neighborhoods.
GOAL 11	Meet 100% of electricity demand for City operations with renewable energy by 2030.
ACTION 11.1	Install solar at all viable City facilities by 2030, for a total of at least 10 MW of capacity.
ACTION 11.2	Procure renewable energy produced off-site or renewable energy credits (RECs) for City operations where 100% of electricity needs cannot be met by on-site renewable energy generation.
ACTION 11.3	Invest in carbon credits or carbon sequestration projects to reach net-zero emissions for City operations by 2030.

Sustainable Transportation

GOAL 12	Increase access to and use of public transit and active transportation, including walking, biking, and rolling.
ACTION 12.1	Continue to improve Metro service coverage, frequency, and travel times.
ACTION 12.2	Improve and expand bike facilities, including "All Ages and Abilities" bike infrastructure.
ACTION 12.3	Expand the availability of electric bike and bike rideshare stations into areas underserved by current services.
ACTION 12.4	Continue to improve the pedestrian network with a focus on advancing accessibility for people of all ages and abilities.
ACTION 12.5	Support education and services that remove barriers for underserved communities to use bicycle, pedestrian, and transit infrastructure, for example providing bike safety classes, free bike repairs, and bus passes.
ACTION 12.6	Increase number of low-income Metro passes available, including deeply subsidized or free youth Metro passes.
ACTION 12.7	Expand Safe Routes to School, multi-modal travel education and increase the number of students and families choosing to walk, bike, and take transit.
GOAL 13	Reduce annual vehicle miles traveled (VMT) per capita by 15% community-wide from 2020 levels by 2050.
ACTION 13.1	Create opportunities for multimodal trips that include public transit, for example by adding park and ride facilities, bike parking, bike sharing stations, and ride sharing options within a 1/4 mile of public transit stops.
ACTION 13.2	Work with major employers and promote Transportation Demand Management (TDM) strategies to reduce single-occupancy vehicle trips.

Clean, Abundant Water

GOAL 14	Ensure surface and drinking waters remain clean by reducing existing sources of contamination and preventing new ones from developing.
ACTION 14.1	Reduce and eliminate the spread of PFAS contamination into surface and groundwaters in collaboration with county, state, and federal partners, eventually removing surface waters from the WDNR's Impaired Waters List for PFAS and achieving levels of PFAS below state and federal drinking, ground, and surface water standards.
ACTION 14.2	Minimize the use of chlorides (salt) as part of winter street operations and water softeners to help reduce their movement into surface and groundwater, with the goal of eventually removing Lake Wingra from the WDNR's Impaired Waters List for chlorides, preventing additional listings on the 303D list, and achieving declining levels of chlorides in our drinking water.
ACTION 14.3	Reduce urban non-point source pollution discharges to surface water and meet the City's NR151 removal requirement, for example through continuous improvement of leaf collection and street sweeping, expanding green infrastructure, and implementing other practices that reduce phosphorus and total suspended solids in urban runoff.
ACTION 14.4	Support increased stormwater management on private properties, for example by expanding the pilot grant program to help property owners install rain gardens, rain barrels, cisterns, and permeable pavement.
ACTION 14.5	Operate and maintain the City's wastewater collection system to provide adequate capacity to convey all peak flows, eliminate infiltration and inflow, and prevent sanitary sewer overflows to protect water quality, the environment, and public health.
ACTION 14.6	Continue to collaborate with Dane County and other partners to reduce regional agricultural runoff into the Yahara River watershed.
GOAL 15	Expand water conservation efforts to reduce peak load and annual water use by 10% from 2020 levels by 2030.
ACTION 15.1	Increase water conservation by residential, commercial, and industrial users through, for example, expanded Water Utility appliance replacement programs, reduction of irrigation on residential and commercial properties, cisterns, utilization of rain and grey water in buildings, and expanding public education efforts.
ACTION 15.2	Conserve water by reducing supplemental water usage on turf and landscape areas within Olbrich Botanical Gardens, parks, and golf courses and focusing on selecting native and non-native species that can tolerate increasingly more extreme shifts in weather and climate.

Zero Waste

GOAL 16	Reduce the amount of waste going to landfill from the Madison community 50% by 2030 and 90% by 2040 from a 2021 baseline in partnership with Dane County.
ACTION 16.1	Develop and implement a comprehensive, community-wide Zero Waste Plan by 2026 that includes strategies for reducing all waste streams going to the landfill and regular progress reporting.
ACTION 16.2	Collaborate with Dane County on the planning, design, and implementation of the new Yahara Hills Sustainability Campus that will divert waste and create local circular economies by attracting businesses that will support reuse, repair, and recycling; by utilizing new waste management technologies; and by supporting research and education.
ACTION 16.3	Continue to collaborate with Dane County and other partners to expand access to and participation in composting and other food waste reduction initiatives to reduce food waste going to the landfill.
ACTION 16.4	Reduce, with the goal of eliminating, single-use plastics at Olbrich Botanical Garden as alternatives become available, such as using rice-hull pots for plant reproduction.

Healthy Ecosystems

GOAL 17	Preserve and restore urban natural areas, with a focus on providing equitable access for residents.
ACTION 17.1	Prioritize preservation and restoration of urban natural areas in City planning, zoning, and management policies and practices.
ACTION 17.2	Jointly plan for preservation of open spaces and woodlands with neighboring communities, Dane County, and regional planning bodies.
ACTION 17.3	Link parks, greenways, multi-use paths and open spaces to enhance environmental corridors and expand trail recreation, physical activity, and nature study opportunities.
ACTION 17.4	Secure resources, including financial and volunteer, to complete and implement habitat management plans for Conservation Parks, natural areas within parks, and greenways.
ACTION 17.5	Prioritize native habitat on new stormwater facilities and other City property where possible to provide essential wetland habitat, water quality, and infiltration services.
ACTION 17.6	Adjust management practices within City parklands, golf courses and greenways to support and promote species diversity and ecosystem services.
ACTION 17.7	Increase access to native plants, pollinator-friendly plants and curated plant collections through garden sales at Olbrich Botanical Gardens and donations of pollinator plants to residents through collaboration with Little Libraries throughout the City of Madison.
ACTION 17.8	Increase outreach activities and events for residents to learn about environmentally impactful land management practices that can be utilized on private property and gardens.
GOAL 18	Implement Integrated Pest Management practices to minimize pesticide use for all City activities and City-owned properties.
ACTION 18.1	Finalize, adopt, and implement recommendations from Madison's Integrated Pest Management Task Force for all City activities.
GOAL 19	Equitably expand urban tree canopy coverage from 23% in 2024 to 40% by 2080.
ACTION 19.1	Prioritize and implement recommendations from the Urban Forestry Task Force Report in collaboration with neighborhood groups, with particular attention paid to improving canopy coverage on private property in neighborhoods currently lacking canopy cover.
ACTION 19.2	Produce a biennial report tracking progress on the Urban Forestry Task Force recommendations, evaluating their success and prioritizing next steps.

Vibrant, Green Economy

GOAL 20	Leverage City purchasing power to support products and services that reduce the City's impact on the environment and support a circular economy.
ACTION 20.1	Develop and implement new green contracting, procurement, and purchasing standards and practices.
GOAL 21	Support environmentally-sustainable private business growth, operations, and practices.
ACTION 21.1	Continue to support local organizations that help businesses adopt environmentally-sustainable and climate-resilient business practices, especially Minority- and Women-Owned Businesses.
ACTION 21.2	Integrate sustainability and climate resilience information and resources into existing City programs that support local businesses.
GOAL 22	Leverage City financing tools and structural incentives to advance environmentally-sustainable and climate-resilient buildings, business development, and investments in the community.
ACTION 22.1	Research creation of a Green Zone(s) within the City, where the City will prioritize investments to accomplish a set of sustainability, climate, or environmental justice priorities defined in collaboration with the community.
ACTION 22.2	Use Tax Increment Financing (TIF) to incentivize climate-friendly development projects that include net zero buildings and natural climate solutions.
GOAL 23	Work with partners to attract and support the development of new businesses focused on green and climate-friendly services or products, especially Minority- and Women-Owned Businesses.
ACTION 23.1	Provide support and services to grow businesses, help develop new market channels, improve access to affordable production spaces, and enhance retail and sales opportunities.
ACTION 23.2	Support and encourage minority business ownership in trades and industries that focus on green and climate-friendly services and products.
GOAL 24	Develop a green workforce and create equitable access to green jobs with a living wage.
ACTION 24.1	Support training opportunities and apprenticeships in the trades and other in-demand careers related to renewable energy, energy efficiency, building retrofits, climate change adaptation, natural habitat management and restoration, and other sustainability-oriented careers.
ACTION 24.2	Continue to partner with local educational institutions and employment-focused organizations to connect individuals with green job opportunities.
ACTION 24.3	Partner with private industry, local business organizations, local trade unions, and other relevant entities to create and grow a green jobs pipeline within the community.
ACTION 24.4	Design and implement collaborative work-study programs at Olbrich Botanical Gardens for high school students, along with internships and professional certification programs in horticulture, landscape maintenance, construction and natural resource management, ecology, and habitat restoration.



CITY OF MADISON
SUSTAINABILITY