

Strategic Planning Session Sustainable Marshfield

1/12/08

9:00 a.m. – 12:00 p.m.

Members present: Ald. Josh Hansen, Sue Meyer, Chris Meyer, Georgette Frazer, Dan Umhoefer and Marty Anderson

Members absent: Carl Scott

Imagine Marshfield 2030

The sustainability committee imagined what Marshfield would look like to 20 years because of our initiatives. The following are the characteristics the city would have:

- Larger population
 - o More green development
- Fully integrated bike/trail system
- Planned unit developments integrating high, medium and low end housing options.
- All City buildings running on sustainable power sources
- Self sufficient community regarding food, fuel and fiber
- More pervious surfaces
- Local/native plantings
- At least 10 green roof projects launched
- Children more connected to the environment
- All City buildings are Energy Star certified
- The city has adopted full cost accounting for capital purchases
- The City has a sustainability dashboard, including:
 - o CO² emission monitoring
 - o Energy use monitoring
- There is a community garden
- All government entities/departments working together towards sustainability
- Integrated public transport system

Review major areas of emphasis

The committee evaluated the recommendation of the Sustainable Marshfield Exploratory Committee and evaluated whether these continue to be the direction the committee wants to move in. Several other areas of emphasis were formulated. The committee used a red dot/green dot exercise to prioritize the areas of emphasis. Each member of the committee received six red dot votes and six green dot votes. The red dots denoted initiatives that are less important currently and the green dots represented high priorities. Each member could use their dots on one initiative or could spread them around to several initiatives. Net scores were recorded and that is the basis for the committee prioritization. Below is a chart highlighting the prioritization of the major areas of emphasis for the committee:

Major area of emphasis	Net vote total
Resource Conservation	+6
Education	+5
Collaboration/Coordination	+2
Transportation	+2
Sustainable development	+2

After the exercise it was determined that the initiatives fall into two categories: what and how. The major areas of emphasis that were determined to be the "what" are: resource conservation, transportation and sustainable development. These "what" initiatives are what will help the community to achieve sustainability. The "how" initiatives were determined to be education and collaboration. These emphasis areas are how we will move forward in achieving the "what" initiatives.

Review specific long/short initiatives and prioritize

Next the committee brainstormed initiatives that would help us achieve movement in our major areas of emphasis. These initiatives were determined to be short term (less than one year to complete) and long term (more than one year to complete) goals. The long and short term initiatives were voted on using the red dot/green dot exercise. The following are the results:

Short Term Initiatives

Resource Conservation	Net vote total
1. Energy audit for all municipal buildings	+4
2. Phosphorous free fertilizer ordinance	+3
3. Power plant energy conservation proposal	+2
4. City fleet idling policy	-1
5. Green house gas emission audit for City buildings	-6

Education	Net vote total
1. Work with News Herald for a monthly column on sustainability	+4
2. Identify community indicators for sustainability	+3
3. Education of government representatives and City staff on sustainable practices	+2
4. Gain feedback on initiatives through participation in public events	+1
5. Have a booth at the 2008 cultural fair	+0
6. Create a recognition program for business/government sustainability practices	- 5
7. Report annually to the City Council on sustainable initiatives	No Votes

Collaboration/Coordination	Net vote total
1. Become a part of ICLI	+3
2. Invite departments and like-minded organizations to attend meeting to evaluate partnership opportunities	+3
3. Work with MACCI's energy council	+2
5. Join the Midwest Renewable energy Association	-4

Transportation	Net vote total
1. Partner to promote the Safe Routes to School program	-2
2. Deploy more bike racks throughout the city (potentially with solar top)	-3

Green Development	Net vote total
1. Partner with other organizations working on the South Central Avenue streetscape project.	+1
2. Gain LEED certification and use "green building" standards for the new fire station and remodeling of the current station	-1

Long Term Initiatives

Resource Conservation	Net vote total
1. Use eco friendly products in City operations	+3
2. Reduce waste produced at City facilities	+2
3. Start more aggressive water conservation efforts through Marshfield utilities	+2
4. Start using alternative fuels for city fleet vehicles	+1
5. Lead water line elimination	+1
6. Stormwater runoff control efforts	+0
7. Eliminate pharmaceuticals in waste water	-1
8. Wellhead and groundwater protection	-1
9. Clear water infiltration reduction	-3
10. Mill Creek preservation efforts	No Votes

Education	Net vote total
1. Community celebration of Earth Day	+4
2. Integrate sustainability into city slogan	-4

Collaboration/Coordination	Net vote total
1. Collaborate with county level planning departments to ensure development is sustainable	+2
2. Collaborate with Marshfield Utilities, Marshfield Street Department and Ground Water guardians on the Water sense program	-1
3. Partner with UWSP college of natural resources.	-5

Transportation	Net vote total
1. Complete an integrated bike/trail system in Marshfield	+4
2. Develop a park and ride program	+2
3. Taxi cabs	-3
4. Develop a shuttle bus program for Marshfield	-5

Green Development	Net vote total
1. Educate the community on green building standards	+4
2. Tax credits/incentives for business and residential "green" development projects	+4
3. More efficient use of surfacing techniques including permeable surfaces.	-4

Define next steps

The committee plans to use the short and long term initiatives in their prioritized form as a guide in the coming year for pursuing specific initiatives.

Questions we have:

- How does this committee integrate with other government related committies?
- Can we invite a department to present at each of our monthly meetings?
- Should we amend ordinance 1107 to include the four sustainable principles?
- Can we include the four principles on our agendas?
- Can we adjust our membership to add non-voting membership from the school district and other entities?
- How do we request information from city staff members?
- How do we request and/or reallocate the funding set aside for this initiative?

Meeting adjourned at 12:30 p.m.