

City of Ashland

2017 Green Tier Legacy Community Annual Report

Vision Statement: *A thriving community that values its environment.*

Build and Buy Green

- **New Developments:** The planning department now requires developers to provide information about any sustainability initiatives incorporated into the project in all site plan reviews.
- **New Playground Equipment:** As a “Playful City”, the Parks and Recreation Department has worked hard to ensure that new equipment has been installed for children of all abilities in our current parks. Six new playgrounds have been installed in the last 5 years.
- **Weatherization:** New windows were installed on City Hall to improve energy efficiency of this historic building.

Transportation

- **Bike Plan:** The City adopted a Commuter Bicycle and Pedestrian Plan to guide future planning efforts towards increasing the overall bikeability and walkability of the City.

Land Use

- **Community Survey:** The Planning & Development Department conducted a City-wide survey to assess the role the community would like to see the City take in implementing sustainability measures. The results of this survey were then presented to City Council, at which time they approved the formation of a Sustainability Committee to prioritize and implement the initiatives identified in the survey.
- **Sustainability Committee:** The City Council approved the formation of a working Sustainability Committee whose primary role will be to identify, prioritize, and when possible implement sustainability initiatives in ways that are in line with the city’s existing land use planning as well as results from the Community Sustainability Survey that was conducted in 2017.
- **NSP Ashland Lakeshore Superfund Site:** Clean-up continued on the superfund site with plans to complete remediation in 2018.
- **Roffers Site:** We will be re-issuing the RFP, again looking to develop infill housing that incorporates principles of sustainability in the design.
- **HIP Program & CDBG Program:** The City has been working to expand these programs to address the deteriorating housing stock in the community.
- **Outreach/Education:** The City has held various public meetings on for various projects: Maslowski Beach Redesign and the Ashland Ore Dock Redevelopment.
- **Waterfront & Parks/Rec Plan:** The City will be issuing an RFP for consultants to create a new plan that addresses waterfront development as well as City parks & recreation opportunities.

Energy

- **Sol Smart Designation:** The City received a Silver Sol Smart designation by streamlining solar PV approval processes, providing accessible, transparent information about the process required to install a solar PV system, and cross-training between planning staff and the Building Inspector.

Water

- **Ashland Ore Dock Project:** The city initiated its fundraising efforts for redevelopment of its 1,800’ ore dock to redevelop the historic structure into a multi-purpose community park with a walkway extending to the end of the dock.

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- **Maslowski Beach Redevelopment:** The City of Ashland was awarded an EPA Grant for \$175,000 to improve water quality at city-owned Maslowski Beach by using green infrastructure.
- **Bayview Pier Project:** The City of Ashland has been awarded grants from DNR Stewardship, Wisconsin Coastal Management and Sport Fish Restoration for the construction of a new swimming, fishing and viewing pier at Bayview Park.
- **Ashland Rails to Trail System- Waterfront Trail Repair:** The City will be receiving grant funds from the DNR Recreation Trails Act to purchase rip rap to fix the damaged Lake Superior Shoreline and Waterfront Trail.

Waste

- **Composting:** Have held discussion with the head of the food systems laboratory at Northland College to discuss how the city can partner to promote their residential compost program, and discuss possible ways the city could help them expand their capabilities to provide more opportunities for commercial businesses and non-profits to participate.
- **Recycling:** The City partnered with the local high school welding program to create 14 metal trash/recycling containers with panels of mosaics on all four sides with all of the images relating to Lake Superior in some way.

Element

Max. Score



Sustainability Strategies Scoresheet

(Also known as Appendix 3 of GLTC Charter, Last Revised 02-08-2016 by Rick Eilertson)

Ashland
2017 Goal*

Ashland
2017 Scores*

Ashland
2018 Goal*



This Sustainability Strategies Scoresheet is provided for member communities to track sustainability management strategies in transportation, energy, land use, water, waste, and health. This scoresheet is intended to be dynamic and flexible. In the spirit of continuous improvement toward superior environmental performance, suggested revisions to this scoresheet are always encouraged.

TRANSPORTATION DEMAND MANAGEMENT:

Transportation demand management strategies aim to reduce GHG emissions and VMT by influencing change in individual behavior. These strategies encourage walking, bicycling, and transit as modes of transportation within a community and seek to curb the number and length of trips by vehicle.

Bicycle and Pedestrian Programs/Projects

2	Require bike parking for all new non-residential and multifamily uses.	2	2	2
1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.	1	1	1
3	Commuter bike routes identified and cleared.	2	2	3
10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)	0	0	0
3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.	3	3	3
1	Conduct annual survey of students' mode of transport to school.	0	0	1

Employer-Based Programs

5	Require large employers seeking rezoning to set a price signal (cash-out or charge).	0	0	0
5	Require large employers seeking rezoning to provide subsidized transit.	0	0	0
5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.	0	0	0

Traffic Volume

3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).	2	0	0
3	Eliminate parking minimums from non-residential districts.	5	3	3
5	Set parking maximums at X per square feet for office and retail uses.	5	5	5
5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).	5	5	5
10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).	0	0	0

TRANSPORTATION SYSTEM MANAGEMENT

Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.

Preservation and Improvement

3	Develop and fully fund comprehensive maintenance program for existing roads.	2	2	2
5	Charge impact fees for new roads.	0	0	0
5	Calculate lane-miles per capita for arterials and collectors, and show reductions	0	0	0
5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.	0	5	5
5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.	0	0	0
3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking	0	0	0

Electric Vehicles

1	Allow NEVs on appropriate roadways.	0	0	0
2	Provide public charging stations	2	0	0

Vehicle Idling

2	Ban idling (more than 5 minutes) with local government vehicles.	2	0	0
5	Ban idling (more than 5 minutes) community-wide.	5	0	0

ZONING AND DEVELOPMENT


Zoning and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.


Infill Development

5	Identify priority areas for infill development, including those eligible for brownfields funding.	5	3	5
1	Create land bank to acquire and assemble priority infill sites	1	0	0
1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application	0	0	1


Walkscore

10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score	5	0	5
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			2017 Goal*	2017 Scores*	2018 Goal*	
LAND	Zoning					
	5	Adopt traditional neighborhood design ordinance (If population is less than 12,500)	4	4	4	
	5	Zoning for office and retail districts permits floor-area ratio > 1, on average.	5	5	5	
	8	Zoning for office and retail districts requires floor-area ratio > 1, on average.	0	0	0	
	5	Zoning code includes mixed use districts	5	5	5	
	8	Mixed-use language from Smart Code TBA.	5	0	4	
NATURAL RESOURCE MANAGEMENT						
Natural resource management strategies seek to conserve, preserve, protect and promote a community's greenspace, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.						
USE	Canopy					
	3	Adopt tree preservation ordinance per GTLC standards.	3	3	3	
	4	Set a tree canopy goal and develop a management plan to achieve it	4	0	2	
	2	Require trees to be planted in all new developments	2	2	2	
	2	Certification as Tree City USA	2	2	2	
	2	Certification as Bird City Wisconsin Community	2	2	2	
	Vegetation Management					
	2	Public properties and rights of way mown or cleared only for safe sightlines and/or to remove invasive species.	1	1	1	
	2	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties	1	1	1	
	Water Protection					
	10	Establish 75-foot natural vegetation zone by surface water.	8	5	5	
	5	Inventory wetlands and ensure no net annual loss.	5	5	5	
COMMUNITY ENERGY USE						
Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community						
ENERGY	Community Energy Use Policies					
	6	Use PACE financing	3	3	6	
	1	Watt meters available to the public	0	0	1	
	10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).	4	0	0	
	Measuring Community Energy Use					
	4	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.	4	4	4	
	1	State of Wisconsin Energy Independent (EI) Community designation.	1	1	1	
	MUNICIPAL ENERGY USE					
	Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.					
	Government Energy Use Policies					
	5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.	2	2	2	
	3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score	2	2	2	
3	Reduce motor fuels use for non-transit activities --	0	0	0		
6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.	0	0	0		
5	Streetlights operate at 75 lumens/Watt or higher	4	2	2		
3	Stoptlights are LED or functional equivalent	3	3	3		
5	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.	5	0	0		
Measuring Government Energy Use						
5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.	5	5	5		
2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.	0	0	2		
10	All new and renovated municipal buildings must meet LEED Silver or greater.	0	0	0		
WATER USE CONSERVATION						
Water Conservation strategy options set baselines and goals for water and energy performance in municipalities. They measure progress and promote water conservation by the government, business, and the community at-large.						
Water Conservation						
6	Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.	3	3	6		
4	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	4	4	4		

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W A T E R	2	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.	0	0	0	
	6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.	6	6	6	
	3	Infiltration and inflow reduction by 10%	0	0	0	
	5	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.	4	4	4	
	Local Government Use					
	2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)	1	1	1	
	3	All outdoor watering by local government, excluding parks and golf courses, from rain collection.	0	0	2	
	4	Develop a water efficiency and conservation plan for municipal buildings	0	0	2	
	WATER AND WASTEWATER INFRASTRUCTURE MANAGEMENT					
	Setting goals for the sustainable management of water and wastewater infrastructure reduces costs; saves energy; and ensures the protection of public health and the environment.					
	10	Develop and implement asset management plans that set targets for the sustainable maintenance, operation and renewal of water and wastewater infrastructure.	0	0	0	
	5	Wastewater biogas captured and used in operations.	0	0	0	
	1	Financial assistance for sewer lateral replacements.	0	0	0	
	5	Set goals for increasing the recovery of resources from wastewater for energy generation (heat or electricity) and fertilizer.	2	0	0	
2	Explore partnership options with high-strength waste.	0	0	0		
6	Upgrade water and wastewater utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency based on total life cycle, triple bottom line costs (e.g. maintenance and replacement strategies in asset management plans).	2	2	2		
STORMWATER MANAGEMENT						
Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.						
3	Develop a regular street sweeping program to reduce total suspended solids	3	3	3		
3	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving	0	0	0		
2	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction	0	0	2		
2	Work with commercial or light industrial businesses to develop stormwater pollution plans	1	0	0		
WATER AND DEVELOPMENT						
Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning.						
Land Development						
5	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas	0	2	3		
Waters, Wetlands, and Wildlife						
6	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales	6	6	6		
3	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed	3	3	3		
4	Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements	0	0	0		
WASTE MANAGEMENT AND REDUCTION						
Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.						
3	Community waste stream monitored at least annually . Waste reduction plan prepared and updated annually	3	3	3		
4	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	0	0	0		
3	Construction/deconstruction waste recycling ordinance	3	3	3		
3	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	3	3	3		
5	Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery	3	2	3		
3	Develop and promote programs that dispose of household hazardous, medical, and electronic waste	2	2	2		
4	Use anaerobic digesters to process organic waste and produce energy	0	0	0		
3	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	1	0	0		
2	Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable packaging	0	0	0		
2	Pay-as-you-throw system implemented by municipality or required of private waste haulers	2	2	2		
1	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	0	0	1		
HEALTHY COMMUNITY PLANNING						
Policies and projects related to incorporating health living into community design- whether by built form, programs, education, etc. in an effort to reduce trends in poor nutrition, inactive lifestyles, chronic diseases, such as obesity and heart disease, and other negative health risk factors.						
Policies Affecting Multiple Program Areas						

Element	Max. Score	 GREEN TIER	<h2 style="text-align: center;">Sustainability Strategies Scoresheet</h2> <p style="text-align: center;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Eilertson)</p>		
			Ashland 2017 Goal*	Ashland 2017 Scores*	Ashland 2018 Goal*
H E A L T H	5	Adopt a resolution that promotes Health in All Policies at the community level (e.g., HEAL Resolution). Include that educational campaigns supporting a program covered by the resolution are appropriately targeted to all of the populations addressed by the program	3	5	5
	8	Establish a Health Impact Assessments policy, including when an assessment is required and its scope	8	8	8
	<u>Planning</u>				
	8	Add health policies in 1 or more of the community's plans, including the comprehensive plan, long-range transportation plan, bicycle/pedestrian plan and open spaces recreation plan (embedded or stand-alone chapter) or develop a comprehensive, community wide wellness plan.	5	4	6
	3	Site schools in the Comprehensive Plan for accessibility with existing or new bicycle and pedestrian infrastructure	3	1	3
	5	Encourage the formation and/or support of Neighborhood Improvement Districts (NIDs), Neighborhood Development Corporations, or other similar types of neighborhood reinvestment and enhancement strategies in plans or policies.	5	0	5
	<u>Healthy Food Access</u>				
	6	Implement strategies (urban agriculture, community gardens on public land, diversified farmer's markets, expanded traditional retail food options, ordinances to allow urban chickens and beekeeping and vegetable gardening in rights of way) that help increase fresh food access in the community, in particular in areas with food insecurity (e.g., "food deserts" and "food swamps"), including access by EBT and WIC participants.	6	6	6
	7	Create a Food Systems Plan that addresses the production, distribution, value-added, marketing, end-market, and disposal of food, and charge a new or existing governmental body to oversee the plan's implementation.	0	0	0
	<u>Physical Activity and Access</u>				
	4	Provide an on-street and/or off-street trail network connecting recreational areas in the community (e.g. safe routes to parks) and other trip generators, such as shopping malls, ensuring all neighborhoods are included in planning and implementation.	2	2	2
	4	Encourage pedestrian and bicycle site connections from front door of businesses or apartments to a public sidewalk and/or bike lane ensuring connections to all neighborhoods.	2	2	2
	3	Provide education and establish programming to encourage physical activity, especially by youth.	3	3	3
	7	Establish an expanded public transit that serves commuters from all neighborhoods and major parks and recreation facilities, and has racks on vehicles for carrying bicycles.	5	5	5
	6	Require sidewalks in new residential areas and establish a policy for adding sidewalks, as appropriate, in areas built out without sidewalks.	4	4	4
	8	Implement a Complete Streets policy.	0	0	2
	5	Provide recreation programs for youth, adults, senior citizens and disabled persons.	5	5	5
	3	Establish a pedestrian safety task force.	0	0	3
	<u>Housing</u>				
	7	Adopt ordinances and programs to maintain a healthy housing stock (code enforcement, landlord licenses, volunteer program, truth-in housing disclosure before sale, etc.).	3	4	6
	6	Allow life cycle or adaptable housing options, such as "aging in place", accessory dwelling units, Universal or Inclusive Design, Dementia Friendly Communities, Age-Friendly Communities, etc.	3	3	4
	8	Establish a program to make housing more affordable.	8	6	8
	7	Establish a program to address chronic homelessness, such as "permanent housing".	5	3	3
	<u>Crime Prevention and Other Harm Reduction</u>				
	6	Use by policy, ordinance or practice, Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.	0	0	0
	5	Establish and implement Harm Reduction strategies for alcohol outlet density and sexual oriented establishments (e.g. zoning limitations)	5	5	5
	4	structures.	0	0	0
	3	Adopt an ordinance or policy that promotes tobacco-free and e-cigarette free parks and/or public events on local government-owned property.	2	2	2
	<u>Climate Change</u>				
	7	Create and implement a climate change action plan that includes a carbon footprint study, and health related components on reducing air pollution from combustion of fossil fuels and responding to heat episodes and flooding, focusing in particular on most vulnerable populations.	3	3	5
<u>Noise</u>					
2	Adopt an ordinance, including conditional use permits, on noise abatement for various zoning districts.	2	2	2	
<u>Employee Health</u>					
5	Implement a wellness program for employees of the local jurisdiction.	5	5	5	
6	Encourage or partner with others, such as the Chamber of Commerce, etc., to advance workplace wellness programs within the community.	6	4	4	
<u>Placemaking</u>					
5	through programming, financial support and removal of regulatory barriers to promote healthy living and social capital in the community.	5	5	5	
8	Adopt form-based codes or similar type design guidelines for healthy active living environments.	0	0	3	
<u>Waste Pharmaceuticals</u>					

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536	4	Establish partnerships to reduce waste pharmaceuticals generated in the community and to efficiently collect remaining wastes to prevent their abuse and entry into solid waste or wastewater.	4 281 52%	2 226 42%	4 286 53%