

SUSTAINABILITY MISSION STATEMENT:

Protect the natural and cultural resources which characterize the City of Fitchburg and promote responsible land development and economic growth for a thriving, resilient and Forward Fitchburg.

TRANSPORTATION

- **Bike-to-Work Commuter Challenge vs. Sun Prairie** – Nine Fitchburg staff and elected officials biked a total of 6,157 miles as part of a bicycling and walking commuter challenge.
- **Fitchburg Bike Rodeo Event** – The fifth annual Bike Rodeo Event was held May 10 to teach kids/parents safe bicycle riding skills.
- **Rectangular Rapidly Flashing Beacons (RRFBs)** – installed at the Badger State Trail crossing with McKee Road. The RRFBs improve safety for bicyclists, pedestrians, and motorists at this intersection by improving awareness and visibility of path-users at the crossing. This project included Bicycle Safety Grant funding from Dane County.
- **Dawley Bike Hub Shelter Completed Fall 2014** – the new bike hub shelter features restrooms, viewing platforms, a bicycle repair station and air pump, as well as decorative benches and bike racks, a display map, drinking fountain, and water bottle filling station.
- **Fitchburg Portions of Military Ridge Path and Cannonball Path Completed** – The Military Ridge Path bridge over McKee Road and new portions of Military Ridge Path and Cannonball Path were completed, now connecting the Military Ridge State Trail from Verona to Madison's portion of Cannonball Path along one continuous paved path. This project will also incorporate new way-finding signage as part of the improvements.
- **Solar-Powered LED Lights** were installed by Fitchburg crews along a portion of the Capital City State trail. Saris Cycling Group donated the lights as a test project to see how well the lights would perform in that heavily wooded area and gauge responses from path users on the effectiveness of the lights to delineate the centerline of the path.
- **Metro Route 49 expanded in August 2014** – City and Metro staff expanded Routes 44/48, creating Route 49, to provide service along E. Cheryl Parkway to the Swan Creek of Nine Springs and Uptown neighborhoods.
- **Voluntary Idling Reduction Campaign** in progress with several local businesses and organizations participating.
- **Rail Line Activated** to transport materials to Lycon Inc. in Oregon with an estimated reduction of 100-150 weekly truck trips.
- **State Trail Bike Pass Sales** – Forty 2014 bike passes were sold at Fitchburg City Hall and made 2015 passes available in December 2014 prior to the Christmas Holiday for use as stocking stuffers.

LAND USE

- [Tree Advisory Committee](#) is working on a long-term urban forestry plan with an evaluation of ordinance changes. Stakeholders will have many opportunities to provide input in the planning and review process.
- [Community Orchards](#) have been established in Belmar Park near the Dane County Boys and Girls Club and at the City Hall campus behind the Senior Center.
- **Emerald Ash Borer Preparedness** – 255 public ash trees were treated with insecticide (Treeage) to protect them from [Emerald Ash Borer](#). The [Save-an-Ash](#) donation program to raise additional funds to treat city ash trees continues but has mostly been supplanted by funds allocated by the Common Council to treat all healthy, well-formed public ash trees. Public EAB informational meetings held to raise awareness and educate residents on issue.
- [Arbor Day & International Migratory Bird Day \(IMBD\) Celebration](#) – Celebrated 17 years as a Tree City and earned a 10th Growth Award which qualifies Fitchburg as a Sterling Tree City, one of only 13 communities in the state to achieve that status. Coordinated second annual IMBD event to celebrate and raised awareness to the importance of birds in Fitchburg. Fitchburg first became a [Bird City Wisconsin](#) in 2013.
- **Tree Planting & Forest Restoration Pilot** – Coordinated volunteer planting of 75 trees and shrubs in local parks with community groups, including Community Orchards at the Community/Senior Center and the Boys and Girls club, the

first phase of planting of the Seminole Glen Park Forest Restoration, second phase of planting of the Quarry Hill Park Forest Restoration, continued planting at the Nobel Woods Forest Restoration and a new project at Wildwood Park. Planted additional 112 trees in city parks and on street terraces.

- **[Tower Hill Greenway Restoration Project](#)** – Dead and dying trees and invasive understory removed from the greenway in the spring of 2014. Follow up herbicide application for stump sprouts performed in the summer of 2014. Seeking community input into future planting/restoration efforts by holding an open house meeting.
- **[Prescribed burns](#)** were conducted at the following natural areas in 2014: Briarwood Park Prairie, Dawley Conservancy Prairie, Gorman Wayside Savanna, Harlan Hills Prairie, McGaw Park Entrance Prairie, Seminole Glen Prairie/Woodland, and Swan Creek Park Prairie.
- **Native seeding** – Volunteers planted native prairie plant seedlings in the spring and collected native prairie seed from Dunn's Marsh Prairie and City Hall to conduct a fall dormant seeding at Harlan Hills Prairie. Volunteers also assisted in a dormant seeding at the Briarwood Park Prairie.
- **Invasive species removal** – Volunteers participated in the mechanical removal and herbicide stump treatment of invasive buckthorn and honeysuckle from the understory of Seminole Glen Forest. The removal of both woody and herbaceous invasive species was performed by volunteers at Nobel Woods using mechanical and chemical control methods.

ENERGY

- **City of Fitchburg Campus Retro-Commissioning** (City Hall, Community Center and Library) underwent a retro-commissioning process to optimize building systems and energy efficiency performance. SCS' report included 32 energy saving recommendations with a projected energy savings of \$22,660/year and a payback of just over 2 years which were endorsed by the Council. To date, 22 recommendations have been completed and 4 are in the process of being completed.
- **Senior Citizen Energy Conservation Program** – The Fitchburg Senior Center Energy Task Force Team launched a program in fall 2014 to provide basic energy audits and donated supplies from Home Depot to Fitchburg seniors meeting certain criteria. A checklist was created and volunteers trained to facilitate audits.
- **Park Facilities** – Ongoing project to transition park lighting to LED.

WATER

- **[Nine Springs Creek Watershed Master Plan](#)** projected was completed in 2014 to establish an overall strategy and set of recommendations to address stormwater rate, quantity and quality issues affecting the Nine Spring Creek.
- **Green Streets/Infrastructure** ordinance and policy recommendations have been drafted and are currently being reviewed by City staff. These updates attempt to encourage the use of green infrastructure in street restoration/construction projects as an alternative to conventional stormwater/street design.
- **Annual Waterway Cleanup** – Covered Dunn's Marsh, Apache Pond and Yarmouth Greenway.
- **RCC's Stream Sampling Subcommittee conducted quarterly water sampling and analysis.**
- **[The Water and Sanitary Sewer Utilities](#)** continued the \$100 toilet rebate program in 2014 to encourage replacement of high gallon per flush toilets with WaterSense-approved models to [promote water conservation](#)
- **The City of Fitchburg Water Utility continued installation of the Advanced Metering Infrastructure (AMI)** system for water meter reading and residential cross connection survey.
- **Stormwater Facilities** – Installed Dunn's Marsh/Renaissance Stormwater Treatment Facility in partnership with City of Madison to provide sediment control and peak flow reduction. Converted Pine Ridge dry pond to a bioretention facility. Installed a rain garden at the Public Works Maintenance Facility with engineered soil.
- **Salt Reduction** – Hosted Regional Winter Salt Reduction Workshop at Fitchburg Public Library. Trained 16 Fitchburg staff members on strategies to reduce road salt use during winter maintenance.
- **Water Conservation Challenge and Education Campaign.** A total of 314 residents pledged to conserve water through the National Mayor's Challenge for Water Conservation. Fitchburg ranked 13th among communities with 30,000 or fewer residents. An educational demonstration event was held to encourage water conservation.
- **Parks Weed Control Pilot** – Parks Operations staff conducted a broad-leaf weed control pilot to study the effectiveness of a sodium chloride product compared to chemical herbicides. They applied the A.D.I.O.S.[®] product to 92,000 sq ft at three test plots: 1000 square feet at McGaw Park, Oak Meadow Park plot, baseball field at Greenfield Park and baseball field at McGaw Park. Results were mixed, but another test to use up remaining supplies is planned for 2015.

WASTE

- **Paperless Paystubs** – Transitioned to miPay Online program in November 2014. Annual savings: \$462.75 in envelopes (6000 envelopes), \$43.54 in paper (12 reams) and 39 personnel hours.
- **Envelope Use Reduction** – Fitchburg will no longer include envelopes in property tax bills to 9,000 properties with a savings of \$694.13.
- **Bulk Plastic Recycling** – A bulk plastic dumpster will be add to the Recycling Drop-Off Site in January 2015.
- **Alkaline Battery Recycling** – Starting in January 2015, residents will be able to drop off their alkaline batteries for recycling at the City Hall Lobby.
- **Recycling Drop Off Site Signage Update** – Signage at Fitchburg's Recycling Drop-Off Site was refreshed and certain dumpsters were converted to accepting cardboard only, significantly decreasing the amount of contamination occurring at the site.
- **Compost Facility Implementation** – Staff coordinated implementation of a new aerobic compost facility near the Public Works Maintenance Facility to process yard waste (leaves, twigs, grass clippings, etc.). The high-quality compost is being made available to residents.
- **Wood Chip Grinding** – Regrinding wood chips at the Public Works Maintenance Facility to provide wood chips for resident and municipal use.
- **80 [Construction and Demolition Reuse/Recycling](#) permit applications were submitted in 2014 along with 9 final CDRR reports (11% final report compliance rate).**
- **Two Electronics Recycling and Shred Day Events** - Approximately 6,678 pounds of electronic items were collected and 9.3 tons of paper shredded for recycling in spring and fall 2014.
- **[Med-Drop Collection](#)** ~1,100 lbs. of medication were collected from the Fitchburg Police Department's permanent MedDrop Box in 2014. Disposal conducted in conjunction with www.safecommunities.org.

LEGACY COMMUNITIES SUSTAINABLE STRATEGIES

A copy of the Legacy Communities Sustainable Strategy Spreadsheet (aka Appendix 3 of the Legacy Communities Charter) is included as an attachment to this report for years 2011, 2012, 2013, 2014 and 2015. The baseline year (2011) was ~165 out of 327 points. We estimated ~198 points in 2012, ~218 in 2013, and ~217 in 2014, respectively. The goal for 2015 is ~223 points.

1000 Friends of Wisconsin

&
Legacy Communities - a Green Tier Charter

C O W S center on wisconsin strategy
building a high road economy in Wisconsin and beyond.



City of Fitchburg 2011 Baseline*	City of Fitchburg 2012 Update*	City of Fitchburg 2013 Update*	City of Fitchburg 2014 Update*	City of Fitchburg 2015 Goal*
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Field
Value

Wisconsin Legacy Communities Strategy Options

(Last Revised 01-16-2015 by Rick Eilertson)

The purpose of the strategy options matrix is to provide a broad list of best management practices that encompass several elements of sustainability including transportation, energy, land use, water, and waste. This list is not inclusive.

Prospective signatories should use the strategy options to gauge environmental performance and then use this baseline to strive for superior results.

Superior environmental performance may be achieved when municipalities use the strategy options to develop a sustainability plan that reduces their overall negative impact on the environment.

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.

The numbers below are estimates made as of 01-16-2015.

Field	Value	Description	2011 Baseline*	2012 Update*	2013 Update*	2014 Update*	2015 Goal*
TRANSPORTATION		<u>Bicycle and Pedestrian Programs/Projects</u>					
	2	Require bike parking for all new non-residential and multifamily uses.	2	2	2	2	2
	1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.	1	1	1	1	1
	3	Commuter bike routes identified and cleared.	3	3	3	3	3
	5 to 10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)	0	5	5	5	5
	3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.	0	1	1	1	1
	1	Conduct annual survey of students' mode of transport to school.	0	0	0	0	0
		<u>Employer-Based Programs</u>					
	5	Require large employers seeking rezoning to set a price signal (cash-out or charge).	0	0	0	0	0
	5	Require large employers seeking rezoning to provide subsidized transit.	0	0	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	1	1	1
		<u>Traffic Volume</u>					
	3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).	1	1	1	1	1
	3	Eliminate parking minimums from non-residential districts.	0	0	0	0	0
5	Set parking maximums at X per square feet for office and retail uses.	0	0	0	0	0	
5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).	1	1	1	1	1	
10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).	2	2	2	2	2	
	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.						
	<u>Preservation and Improvement</u>						
3	Develop and fully fund comprehensive maintenance program for existing roads.	3	3	3	3	3	
1 to 5	Charge impact fees for new roads.	0	0	0	0	0	
5	Calculate lane-miles per capita for arterials and collectors, and show reductions	2	2	2	2	2	

5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.	3	4	4	4	4
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	2	2	2
3	Identify two-lane roadways with fewer than 20,000 vehicles per day (AVD) and evaluate them for road diets with bike lanes or on-street parking.	2	2	3	3	3
Electric Vehicles						
1	Allow NEVs on appropriate roadways.	1	1	1	1	1
2	Provide public charging stations	1	2	2	2	2
Vehicle Idling						
2	Ban idling (more than 5 minutes) with local government vehicles.	2	2	2	2	2
5	Ban idling (more than 5 minutes) community-wide.	1	2	3	3	4
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	5	5	5	5
1	Create land bank to acquire and assemble priority infill sites	0	0	0	0	0
1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application	0	1	1	1	1
Walkscore						
10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score	0	5	5	5	5
Zoning						
5	Adopt traditional neighborhood design ordinance (If population is less than 12,500)	5	5	5	5	5
5	Zoning for office and retail districts permits floor-area ratio > 1, on average.	3	3	3	3	3
8	Zoning for office and retail districts requires floor-area ratio > 1, on average.	0	0	0	0	0
5	Zoning code includes mixed use districts	5	5	5	5	5
8	Mixed-use language from Smart Code TBA.	8	8	8	8	8
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.						
Canopy						
3	Adopt tree preservation ordinance per GLC standards.	0	1	2	2	2
4	Set a tree canopy goal and develop a management plan to achieve it	0	1	3	3	4
2	Require trees to be planted in all new developments	2	2	2	2	2
2	Certification as Tree City USA	2	2	2	2	2
2	Certification as Bird City Wisconsin Community	0	0	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	1	1
2	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties.	0	0	1	1	1
Water Protection						
10	Establish 75-foot natural vegetation zone by surface water.	10	10	10	10	10
5	Inventory wetlands and ensure no net annual loss.	2	3	3	3	3
COMMUNITY ENERGY USE						
Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community						
Community Energy Use Policies						

ENERGY	6	Use PACE financing	0	0	0	0	0
	1	Watt meters available to the public	1	1	1	1	1
	10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).	0	0	0	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	4	4
	1	State of Wisconsin Energy Independent (EI) Community designation.	1	1	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.	0	0	0	0	0
3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score	0	1	2	2	3	
3	Reduce motor fuels use for non-transit activities --	1	2	2	2	2	
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	0	0	
5	Streetlights operate at 75 lumens/Watt or higher	5	5	5	5	5	
3	Stoplights are LED or functional equivalent	3	3	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.	3	3	3	3	3	
	Measuring Government Energy Use						
5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.	1	5	3	3	4	
2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.	1	2	2	2	2	
10	All new and renovated municipal buildings must meet LEED Silver or greater.	5	5	5	5	5	
	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.	6	6	6	6	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	4	4	
2	Join EPA's WaterSense program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.	2	2	2	2	2	
6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.	5	5	5	5	5	
1	Financial assistance for sewer lateral replacements.	0	0	0	0	0	
2 to 6	Upgrade water utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency.	6	6	6	6	6	
3	Infiltration and inflow reduction by 10%	3	3	3	3	3	
5	Wastewater biogas captured and used in operations.	5	5	5	5	5	
5	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.	3	3	5	5	5	
	Local Government Use						
2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)	0	0	0	0	0	
3	All outdoor watering by local government, excluding parks and golf courses, from rain collection.	2	3	3	3	3	
4	Develop a water efficiency and conservation plan for municipal buildings	0	0	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	3	
3	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving	3	3	3	3	3	
2	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction	2	2	2	2	2	

WATER

W A S T E	2	Work with commercial or light industrial businesses to develop stormwater pollution plans	0	1	2	2	2
	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	infrastructure areas	5	5	5	5	5
	Waters, Wetlands, and Wildlife						
	1 to 6	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales	2	3	4	4	4
	3	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed	1	1	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	2	2	3	3	3
	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	3	3	
4	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	2	3	3	3	4	
3	Construction/deconstruction waste recycling ordinance	2	3	3	3	3	
3	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	3	3	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	2	4	4	4	5	
3	Develop and promote programs that dispose of household hazardous, medical, and electronic waste	3	3	3	3	3	
4	Use anaerobic digesters to process organic waste and produce energy	0	1	1	0	0	
3	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	0	0	1	1	1	
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	0	0	
2	Pay-as-you-throw system implemented by municipality or required of private waste haulers	2	2	2	2	2	
1	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	1	1	1	1	1	
327		165	198	218	217	223	
		50%	61%	67%	66%	68%	