Background

- Sustainability Committee formed in early 2008.
- Early projects:
  - The Natural Step study circles
  - Monthly sustainability seminars
  - Working w/ schools on environmental education
  - Community gardens

Middleton's first community garden, Forsythia Community Garden - 2009

Long-Term Sustainability Efforts

- 2nd most compact City in Dane County
- 49.3% of housing in multi-unit structures (in 2010)
- One of the 1st New Urbanist neighborhoods in the Midwest
- Net provider of jobs to the region (8,616 in 2010)

Existing Sustainability Efforts

- 20% of our land in open space
- Stringent stormwater management practices in place
- Growing trail network and Bike/Ped Plan in place

Pheasant Branch Conservancy
Open Space Map

2010 – A Banner Year

- City adoption of the Sustainable City Plan, which benchmarks sustainability efforts using a systems approach
- City joined the Green Tier Legacy Charter to compare sustainability benchmarking efforts and learn from other communities

How do we benefit from Green Tier?

- Information-sharing
  - Green Tier efforts to hire an engineer to jointly provide energy benchmarking services to Green Tier Communities
  - Green Street grant for Middleton Beach Road.
  - Sustainable Purchasing Plan
Terrace Avenue Reconstruction
- Mixed-use street including Capital Brewery, new 39-unit Middleton Station Apartments, Quarry Skate Park, daycare, offices, and single-family homes.
- Bike Boulevard
- Recaptured water for flower baskets
- Terrace Avenue Pavilion (T.A.P.) with solar power
- Winner of 2015 ASCE Engineering Achievement Award

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Downtown Brick Pavers
- Permeable pavers with a porous asphalt base to allow infiltration
- Bricks trap suspended solids and filter pollutants from the water
- Old bricks were provided to residents for re-use

Water Conservation Programs
- $40,000 annual budget for water conservation, funded through the Middleton Water Utility
- $100 toilet rebates for residential customers
- $100 toilet rebates, $25 pre-rinse spray valves, and 50% cost reimbursement for water audits for commercial customers

Conservation Challenge
- 148 households
- Saved 2,202,300 gallons of water or 26% of their baseline usage*
MGE Shared Solar Project
- 500 kW solar array at Municipal Operations Center
- 100 kW solar array at Middleton Police Department, which will power 25% of the building's energy needs

What we did – 1st in the Nation
- Collaboration with Citizens Climate Lobby
- Discussed and drafted the referendums
- Approval to move forward with the referendum through council
- Paid to place it on the ballot
- Community outreach – radio, TV, newspaper, magazines, endorsements, website, school involvement, yard signs, flyers, press event and the Capital

Endorsements for the Climate Referendums
- Kurt Sommersag - Middleton Mayor
- Dianne Hesselbein - State Representative - District 79
- Kathy Olm - Middleton Alderperson - District 5
- Gaurip Bate - Middleton Alderperson - District 2
- Julanna Richard – Middleton Alderperson - District 3
- Hans Hilbert - Middleton Alderperson - District 7
- WISC-TV Editorial Board
- Citizens Climate Lobby
- Clean Wisconsin
- Friends of Pheasant Branch
- Coalition of Wisconsin Aging Groups
- NAACP Dane County Branch
- Spencer Black - Former Wisconsin State Assembly Representative
- Dr. Jonathan Patz - Director, Global Health Institute, UW Madison
- Tom Vanderwanger - Former Principal - Middleton High School
- Nick Orphall - Retired - Advocate
- Lutheran Christian Community
- Mark Opitz - Former Dane County Supervisor
- Kathy Naber-Lathrop - President, Kiwanis Club of Middleton
- Ellen Lintzger - Retired School Board Member, President-Elect Kiwanis Club of Middleton

Outreach
- SUSTAINABLE MIDDLETON
- ECO STATS
- VOTE YES for Climate Nov 8
- Learn more at MiddletonClimateReferendum.com

City of Middleton Climate Referendum
- Question 1: Passed – 80.6%
- Question 2: Passed 72.3%

TIF Incentives for Sustainability
Sustainability in TIF Plans
- TIF #3, 1993 - “Sustainable features/renewable energy systems for infrastructure”
- TIF #5, 2009 - “New development/density/energy efficiency incentives. Sustainability will also be a goal that must be met in order for the City to participate in funding.”

Heritage Senior Housing (2010)
- $250,000 in support of sustainability measures, incl. 20 kW solar hot water

Parmenter Circle II (2014)
- $315,000 in support of sustainability features, including a 71.2 kW solar array

Laser Express (2016)
- $142,689 in support of a 102.4 kW solar array

Market West Apartments (2016)
- $559,125 in support of a 320 kW solar array

Middleton Solar
- Cumulative Solar Projects in Middleton
- Chart showing generation capacity installed (kW AC) over time
What have we been doing?
- Leaf collection pilot - Education
- Tennis Ball recycling -
  - DID YOU KNOW:
  - 125 MILLION tennis balls sold in the US annually
  - 250 THOUSAND tennis courts in the US
  - 2 HUNDRED tennis balls discarded monthly per park
  - 3 NEW tennis balls used for most matches played
  - 100 MILLION tennis balls enter US landfills annually

What is next?
- City-initiated solar
- Curbside Compost / Biodigester?
- 100% renewable energy & net-zero greenhouse gas emissions
- Net Zero Water/ Net Zero Waste
- Sustainability coordinator – Part time employee
- Expand recycle center hours?

What have we been doing?
- Updated Sustainable City Plan – accomplished 60% year to date
- Battery Collection – Call2Recycle
- Recycle/ Trash Sort
- Social Equity
- MadiSUN
- Sustainable Grants for over $440,000
- 3.5 Mega-Watt Solar array at Middleton’s Airport
  - 5x the energy used by municipal operations

Comments / Feedback
- To view the Middleton Sustainable City Plan in its entirety, please visit www.cityofmiddleton.us. Click on Government, Sustainability.

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