

**Imagine Green Madison:  
New Partnerships for a Sustainable Community  
February 15-17, 2007**

Friday, Feb. 16

**Focus on the Present (continued from Thursday)**

*Sandra led ranking activity of trends from mind-mapping activity.*

Reactions:

Surprised that biodiversity, increasing extinction didn't rank higher.

I see them as all connected – air quality, water quality....

Some are symptoms of other drivers.

Anthropocentric list, concern for other species, but very human centered.

*Split into stakeholder groups for small group discussion. Identify three or four most important trends and share with large group.*

**Planning:**

Talk about trends and changed some a bit. Under sprawl – we erased rural and residential distinction – one large overarching problem. Another overarching trend – interest in sustainability, interest in planning and policies that capitalize on this interest. Other trends: climate change, population growth – strain on resources, removing barriers to people meeting their needs – interconnected to planning realm, esp. in transportation. Also food – community gardens. Access to education... these things that jumped out to us as things planners could address.

Planning response – natural step process, installing on-site renewable energy, purchasing green power, education and outreach on green principles, technical assistance on building green – grants, increasing density – high rises, increased use of responsible transport options, storm water regulations, housing choices.

New action: what we can do – better education on key issuers, careful about sacrifices people might have to make – what are implications of increased population – what can we do. Power supply and sustainability, what can we do. Transportation – associating real costs of transportation – congestion issues. Setting aggressive sustainable goals – be really visionary and aggressive – need bold leadership. Housing choices. Monitoring

what we're doing, do we know we're making progress. Connect to larger region, don't create island for ourselves.

### **Economy:**

We identified a number of trends, many on group mind map. Increasing consumption, increase of socially responsible businesses, awareness from consumers. Lack, then growth of techniques that impact environment. Gap between rich and poor and the resulting impact on economy.

Increased consumption – green tier business, statewide green initiatives. Socially responsible -- business, investing, business networks. Education about this at UW. Triple bottom line. Some organizations starting to look at Natural Step.

Rich and poor: not a lot going on at this point in our talk. Looked at mechanisms within community -- community land trust, urban league.

Globalization and local economy – tension – also expressed locally.

Areas to grow—educational initiative, organizing, then implementation. Education: of consumers, businesses, and students. Lots going on at post-secondary level, not a lot with high-schoolers, or at elementary level. Organizing: discussion about socially responsible investing, socially responsible business network, identifying best practices. Applying business techniques – e.g. socially responsible accounting techniques that measure multiple aspects of employee contribution... Implementation: discussion about efforts to address energy independence, local sourcing – impact of transportation. Socially responsible investing, linking to major capitol markets, state retirement funds going into green type businesses

Comment: what about attracting green business here? ID ourselves as green city to attract?

Not sure where we would have that, but it does belong – collaboration, networking, collaboration.

### **Social Justice:**

We started with conversation around current issues, trends, what could be happening. There's a window of opportunity now, in terms of where Madison is now. Greater trends in gaps, must try to create Madison as a city without having big underclass. Try different models. Some portion of the population gets pushed outside system, marginalized. A lot of new comers to city have assets – e.g. farming knowledge, both international immigrants and national migrants. Problem is that their skills may not be highly economically valued in this society. We want to encourage sustainable lifestyles. Usually when people farm or do traditional activities, it doesn't generate lots of income. What they're good at, doesn't pay very highly, this keeps people in poverty. Hard to work for social justice and non-profits, many need to pay back student loans.

Also talked about jobs not accessible to people, not prepared, or changing attitudes. Even with education, they are not sure they will find a job. There have been efforts, from business sector, to take people at different levels to promote growth, and in self-interest of businesses. One issue around poverty and sustainability – how are actions viewed – good to grow own food, to ride bus – issues of branding. Need good approach from the top, from those with power, but also need to share power between top and bottom. Looking at issues from micro and macro perspectives. Looking on consumption, how that will impact area and rest of country.

### **Agriculture:**

First thing we decided, we have to look broader than Madison, probably regional, we looked at Dane County. Broader definition of agriculture: tillable lands, woodlands, wetlands, and pastures.

First trend – growth in urban sprawl, fast growing, leads to land fragmentation, also leads to agricultural diversity. More people creates more demand, not top-down approach, CSA demand, community garden demand. But agricultural diversity has led to urban-rural conflict – saw these dynamics in our group! Provides lots of open space, people go biking and enjoy the landscape, want to retain rural character, where we live, sense of identity, Wisconsin likes it's rural landscapes – having open space and recreational opportunities can also save soil, air, water.

Second: growing CSA, farmers markets, growing sale to retail -- Copp's, Surefine...

Third: industrialization of agriculture – crops looked on as commodities, needs to be protection of resources.

Economic disparities -- where does it come in? Lower income people still need quality food. Farmers do have problem with profitability, consumer access, farm land and machinery expensive, it's hard to break in. Need for education, planning for resource use.

Talked about what we are doing now. Group is providing grants to multiple groups, development, management of resources, local gardening, local buying, providing technical services, providing training.

### **Health:**

3 or 4 trends

Awareness and less disconnect – of environment, air and water quality, behaviors like smoking – awareness of environment on health. But still some disconnect. Reactive vs. preventive – started as discussion of medical services – medical focus on acute illness,

realize we need more prevention, much of our work is reactive. Lot of discussion about economic disparity, how it relates. Costs – reactive responses are actually more costly than preventative.

What we're doing in response – one on one education and outreach. Community level activity – e.g. clean air action days, retro fit buses. Mitigate exposure pathway between poor air quality and human impact. Reaching out to minority groups, providing more awareness. Work in food and earth day events. Natural Step activities, and bringing this work together. Sustain Dane, talking to people about healthy children healthy planet. Designing processes, engaging people. Need to build coalition to get information out. Networking important part – groups working together – not individual silos, but a mesh – teaching each other. Desires to increase number of good representatives of minority groups – ethnic, economic -- increase capacity of minority groups so they can be part of these events. Increase connectivity of people into these groups, helping people find connections.

### **Water:**

Trends we identified – water quality concern with nutrients and contaminants, Phosphorous in soil, flooding and run-off – increased impervious surfaces. Increase in severity of flooding – we had 3 100 yr floods in last 10 years. Lower water levels, like in Waukesha. Invasive species crowding out natives – e.g. Asian carp. All these can be exacerbated by climate change – we don't know where it's going or how big implications will be, but it can be big.

Our actions – priority watershed project – Mendota. Getting phosphorous out. One thing that would crystallize efforts – creating community-wide vision for our lakes – really, an action plan. The rest of items are within that plan. To name a few issues: conserve water, possibility to reuse treated effluent – look at it as resource. Look at taxing (?) authority in Dane Co. – very unique. Communicate measurements and where we really stand with water – track changes, use for planning and policy. Redesign way we build roads, streets.

### **Energy:**

Three trends – we took a very sociological approach. 1<sup>st</sup> – consumption – big driver of energy issues and climate change. Consumption we think should be defined as non-sustainable, wasteful. Severe lack of planning and leadership, particularly bold leadership, is lacking. We are reactive and not proactive, need to assert positive. Increasing shortness of time able to get on top of/ahead of problems. Those are political/social trends driving.

What we are doing – from a personal level – everything from people owning Priuses, thinking about personal impact, what is the net positive impact we can have. Transforming frustration into opportunity and motivation. Focus on teaching and education of large groups, focus on big changes not small. Focus on community changes,

not individual. More disclosure about what's going on scientifically in a way that is understandable to people. Challenging specific concepts or paradigms about how we function e.g. That we have to use coal.

Now more public commitment concerning sustainability and public agenda – not just reacting, deliberately choosing to change fuels we use and energy forms. Not just react. We're managing this resource wastefully, must manage what we use. We need concrete, measurable goals to attain, not just conceptual goals.

**Open up for group discussion:**

More hopeful than mind-map of last night.

I like comment about having a clear action plan.

Develop more measurable actions so you can really see where it's going.

Measures – realize there's a challenge there. Often politicians don't like measures – we need measures to keep things on track.

I would respond... seems to be a different paradigm than is necessary, can't just say to politicians... they need to say here's the plan and let's get to work. Chevron has said "there are some big issues and we need your help." Need a community approach, different type of paradigm for problem solving. Don't need to go it alone.

Sense of relief now realizing the parallel thinking – my concerns are reflected elsewhere, other people want to work on these. E.g. Climate change, ecological footprint.

Integrates many things – de-linking economic growth from environmental destruction. We can have growth and benefits that are sustainable. In American culture we think we need to consume more to be happier; really we can be happier by being sustainable.

Face of this community is changing – there are more people who never had it good, don't know that experience. Where views are they coming with?

Disparity issues, barriers for education and jobs. We can talk about environmental things but we really need to bring SJ into all aspects. We talked about the city doing all these things, but we need to get the word out. Communicating messages – growing own food, taking bus is a positive thing, a good way of life.

Is anyone similarly frustrated as...?

There is a pull between our ideal and reality.

We don't have all the voices in the room. Perspectives of lower class, they have a lot to offer, they aren't here. Mainstream, how do we address that culture is telling people to buy more. How to address it.

Tend to solve problems on the back of the righteous. We need to look at institutional changes – recycling example – giving on green can – large change affecting people of all incomes and outlooks.

A piece that is missing – quality of life – what's the purpose of water, air quality – what it takes to create it. It may be somewhat useful for that, but may be antithetical to quality of life. Look at its components – need opportunity for friendship, for quiet time. We need to look at that to connect other initiatives. Also address disparity if we all work for quality of common life.

We need to consume less. Poor people do, naturally. Community gardens training this fall, an interpreter made this point – recent immigrants, poor, are best environmental stewards. Mexican family of 8 living in 2 rooms, they are not here at the conference – conscious decision, we don't value their lifestyles and skills.

Who's here, who's not – we (planning group) wanted to be representative. But it's just one step, we wanted to reach out to those we know, and we don't know everyone. We can recognize that not everyone is here. We tried, this is just a first step, next step will go further.

I had slightly different view, purpose was to bring together those already involved and help them make new partnerships, to buttress work we are doing. We do have the right people to do that.

As a community organizer, my role is to agitate. It's obvious that not everyone is in the room. If the diversity you want isn't on the ground floors, it won't be there later on.

As exceptional people we live in the contentment room, maybe now we are in denial. I hope we get to confusion.

We want to come out with goals we want to be able to challenge things. Smart growth ... we are consuming more, more resources. Many of us have roles to help manage growth, but who says that earth can manage it. Being hopeful is often a way of thinking that something extraordinary can happen. Coming up with a new report, more idea, instead of stating what is wrong and what needs to be changed.

Challenge yourselves about the next event and how to get more people here.

I act with greatest effectiveness when I'm passionate, not angry. Huge gathering with those who worked with homeless last year in Madison. They brought all the voices together – some homeless there – it's more than just being in the same room.

For folks involved in sustainability in the region, we are mindful of those who are not here. There are literally million of species not here.

Energy consumption issues at University. Big difference between waste and austerity. Engineering building—huge potential savings. Study of computers 27 thous computer. Study of 800 for one month sleep mode after 20 minutes of inactivity would reduce energy consumption by 80 percent.

Don't look at how difficult the issues is, look at the goal.

Society is to buy, buy, buy -- throw away society. We need to deal with that.

All due respect to planning committee, it's hard... implicit in comments is that there aren't leaders in other groups dealing with sustainability. Leaders are there, just different models. They're often different from us. They are doing sustainable work but it is invisible to us. We are using western-European–white–male dominated models of sustainability and leadership.

I'm not sure I completely understand difference between subsistence and sustainability – poor people can achieve subsistence but not sustainability.

There is a sustaining, especially with health – physical, mental, spiritual – leaders dealing with mental health dealing with results of Vietnam war.

As a member of the planning committee, we did do a good job, we all represent others. The social justice people are here to represent those people.

*Break until 11:15*

## **Prouds and Sorries**

### **Energy:**

Prouds – 1) Can-do attitude. Action oriented. 2) Practice what we preach. 3) Working in widespread coalition to set goals for global warming solutions.

Sorries – 1) Hadn't done more sooner, especially goal setting and improving communication with political leaders. 2) Haven't asserted more effective leadership. 3) Haven't been more politically engaged.

### **Water:**

Sorries: 1) We make decisions based on cost and convenience. 2) Not better on developing collaboration on sustainability. 3) In our places of work – reactive environment.

Prouds: 1) Opportunity to work with good people. 2) Try to walk to walk. 3) Effective at policy, education, and restoration work

### **Planning:**

Prouds: 1) Good city leadership, concerned active residents in region. 2) Many work in volunteer capacities to help city become sustainable. 3) More eco housing, building greener.

Sorries: 2) No fossil fuel-free transit. 3) No surcharge for fuel guzzling vehicles. 3) Continue to waste, waste, waste.

**Economy:**

Sorries: 1) Lots of good things, but they are niche things, random acts of efficiency. 2) Political aspect, haven't engaged leaders enough. 3) Lack of broad-based measures for business community.

Prouds: 1) Models, great programs that we've come up with. 2) Impacts on businesses locally and nationally, investments to reduce footprint and make green services and products. 3) We have great kids and are engaging them on the issues, creating future problem solvers.

**Social Justice:**

Some prouds and sorries are linked:

Proud 1): Leading nation on a variety of issues – direct marketing, volunteering, climate change legislation. Proud 2): Good at building bridges, community networks. Sorry 1): for break downs in understanding, lack of community involvement. Urban/rural split, not good understanding. Not sure how to connect across gaps.

Proud 3): Amount of environmental expertise here, but in some ways, leads to sorry 2): A city of experts, specializing and “departmentalization” of environmental concerns.

Sorry 3) Lack of critique from mass media about these issues.

**Health:**

Prouds: 1) Created new initiatives. 2) Had measurable impact. 3) Have improved listening and collaborative work.

Sorry: 1) Not having done enough. 2) We are our own worst critic. 3) See number 1.

**Agriculture:**

Diverse group, emphasized personal things

Prouds: 1) Willy St. Co-op, great institution in Madison. 2) Give employees good farm experience, young people will remember. 3) Drink local beer.

Sorries: 1) We still use a car. 2) Still on the grid. 3) We can't work with more people, there's a limit to our energies and time.

## ***Discussion***

What are you hearing and learning from each other?

I feel more positive now than I did 25 minutes ago.

It was interesting that other groups had lofty group ideals, our group was focused on small personal things.

I think it's a reminder that we don't stop and acknowledge the good that we and our colleagues do.

One thing on both prouds and sorries side is the issue of leadership.

Our group saw sometimes, our proudest achievements give us enough information that they are connected to sorries – missed opportunities, wishing you could do more.

We all think that doing more is the answer. In the case of connectivity, in some ways it could result in doing less, better to focus on doing what we do better.

Book Slow, trying to live in community at a pace that highlights quality of life.

We feel good when we can point to something we've done. When we're in leadership, accomplishment consumption.

Mind-maps, parts of the elephant, people went off into individual distinctive worlds. Across them I see appetite for integration, more collaboration, connections across different areas, to be more effective.

A lack of communication strategies and how it plays into questions of who's here and who's not here. Also we need to hang out and celebrate each other more. Really, get to know each other better.

Do you know Green Drinks, also Ferment? 1<sup>st</sup> Wed. at Flatiron grill, networking. Ferment, find info on web, listing on Willy Street reader, associated with Sustain Dane.

To build from this, there's so many initiatives going on, there's a lot to build on, If we look at the prouds, make more linkages toward synergy.

Our focus is on what were already doing, as we go into the future, share ideas that we have that we might want to implement in future.

To integrate more and do more collaboratively, let go of ownership of "my" project. Collective ownership

Didn't come out, "I'm proud that I'm trying to understand and work with my opponents." We look too small to our own small group when engaging in group this

League of Conservation Voters – we are organized to get all the groups together, come up with top 3-5 issues, get people together all over the state to lobby. Effort on behalf of all organizations, realizing that we can't fragment ourselves.

Key barriers, not ego driven, also funding barriers. It's a challenge.

## **Future Scenarios**

*Each mixed group had over 90 minutes to imagine Madison in 2030 and to develop a way of creatively communicating that vision to the larger group in a 7 minute presentation/performance.*

### **Group ?**

*Imagine a brilliant, but nutty guy in garage has been working for years to perfect time machine. It's the test run...*

Hmmm, where am I? Doesn't look like the same place, it used to be a Chevron gas station – now it's Tachopera Brew Pub. Unfamiliar. Where am I?

In Madison?

Really? What year?

2030, lots has happened. We're cleaning up water system, crystal clear water in all lakes. Farm land to be protected, corridors of water and land – portion called e-way. High density, livable cities along rail system. Transit, integrated utilities, fiber optic systems, maintaining density along corridors protects land – centers to learn about enviro development options and protecting for future.

Would you like a Wingra Ale? Leopold Water?

I'm so glad we get to have time to be together, I fished in Lake Mendota and caught perch. And the beer is great due to the great clear lake Mendota water they use.

The outlook is so much better ...(?)

What does tachopera mean?

Well, most of these businesses are locally, that word is Native American for four lakes area.

Well, my news, my parents are coming to live with me again.. Looking for new houses, they're all energy star, all on rail system, it's standard.

Statistics 75% use non-motorized transport – bikes, carpools.

With me, I've been walking in community, seeing friends all have rain-gardens, swales, all the public buildings around – you know they closed the pool now that all the lakes are so nice.

I have big news, I just took out a micro loan from capitol area community fund. I'm going to open up a restaurant that sells local food -- fish, meat, produce.

I'm so late – congestion at the polls – 95% turnout at polls. Had to wait at water taxis too. And I'm rushed I have to give another tour to Scandanavians – they just take our ideas – integrated education, all through community, and non-profit awareness center at University, so I have to go.

I hate to leave this is great, living within bio-means, everyone is united, engaged, good voter turnout. Future looks great.

## **Group 7**

*Kitchen of co-housing set up. At kitchen counter counting veggies....*

Hi good to see you. What are you cooking?

I was on the farm, took the electric train out and rode my bike to wholesale co-ops, advantage of global warming fresh produce is available early. Fresh fish from the lakes too.

I've been talking to all kinds of people, politicians are so engaged in helping us achieve goals. We are now carbon negative.

Great! This place cost a little more, but living in an incredibly efficient place has saved thousands of dollars over the years.

Well living co-op, I've saved money from sharing toys, etc.

Hi, I have to run, graduation party – 100% graduate rate! And thanks to universal health care all kids are doing great in school, and universal scholarship program will allow all kids to get degree.

I heard that the organic food in public schools is helping school performance.

Green foundation invested \$4 million more dollars in sustainable businesses than in previous years.

Hello, I've been fishing the lakes for 65 years, never seen water quality like this, finally I can retire! Look at all these fish. It's so hot, I drank water right from the lake – so clean.

Hi Steve, what ya cooking?

Tomato soup and lake trout

It's been a relaxing day, I just want to spend more time with my art. Managing co-hosing investments in ecological business projects, it's been great and easy, we wait for money to come in. This coke can, actually made from corn fibers, one of our investments. I only have 1 1/2 hours of work each day -- eco-investments paying off.

You've been working hard, where were you?

Shop, shop, shop – I went to state street, great fair trade non-toxic markers, probably tree-free packaging. Coat – organic cotton from Stoughton – good to get rid of tobacco in that area.

I had to wait forever at the book store for the latest edition of the Mollenhof book. Remember the meeting so many years ago. Look at these old pictures – of car dealerships, I love that we don't need them anymore. I ran into group of Swedes touring they are giving our region the eco-sustainability award.

We've gotten so much accomplished maybe we can finally retire!

## **Group 5**

All- aboard – energy efficient service to Madison central, passengers can consume organic veggies and local beer on board. We are leaving for Sustainapalooza!  
Wait, wait, where's your ticket?

I don't have one.

Well, come on anyway?

What happened to your left arm?

A group of us got together and said that we would give our left arm for improvements – storm water, less pavement, water quality better than 1800s.

Too bad it's raining – solar is quieter, hydro so loud pumping fuel for this train. When it's on solar power it's so quiet you can hear the windturbines.

I'm Margarita here are paposas I made. The university helped us develop business plan. With the sustainable train system we have markets at train stops. We have easy access to farm land, it's very good. We have our own local cheese.

Many train stops have little local farmers' markets.

I just moved here, lots of affordable units in the building I'm in – very diverse I love it, porch and playground safe for my son to play in. My daughter, she's in bio-local-food career path, great training, career options. The water is so great in the lakes the beaches are crowded.

It's great that I can get to the other side in 30 minutes, and I can afford commuting on my salary, I was a janitor at the hospital, University helped to pay for me to get into nursing school.

I'm Bush, I'm old, we ended up in a retreat outside of Madison, I listened to what they were talking about and had no clue. But somehow, now I'm president of the Sustainability University of W. We're the best in the world at sustainability, leading place in the world for research and application of sustainability.

All passengers disembark.

#### **Group 4**

All sang Johnny Appleseed.

Looked at shift – all would look at three legs of sustainability

A map of the area: still have same geology. Areas in green are agriculture and open space. Mass transit system crisscrosses county. Driftless area, not much developed, cold water streams, important, trout. Also green space for food, and for other eco-system services. Rail corridors to Milwaukee and twin cities. Development patterns will follow those corridors.

We won't stop growth – looking at 750 thousand. In 2030, we have varied agriculture. System that produces enough food and energy, corridors with prairie open space – higher development along transit corridors, mixed use. Affordable housing, choices about where to live. Lots of bike trail. Existing roads in place, but haven't built new roads. Energy, economic development. Water systems, wastewater self-sustaining, create energy. Zero net loss, not mining groundwater.

Retrofitting infrastructure that wasn't built green, big burden, new construction is great. Sustainable energy – solar cells, methane from agriculture. Heat from industry, 100 fossil fuel free. Required all brew development to have zero foot print. Wonderful aesthetics. Education, private sector all common vision. Rebuild agriculture systems regained ability to produce all our own food, some done on CSA model. Changed codes and zoning, regional scale collaboration. Worked with university. Worked with tax base to encourage different practices.

### **Group ?**

400-500 thousand people

Our eco-shed and support services 80% population and water and food energy and waste used in central area, but created in 20% outside areas. Wisc. Institute for Discovery – great institute, started curing cancer, and their grads had donated lots of money for Institute for Sustainability. Borrowing, from Bhutan, we measured ourselves on happiness index.

Welcome to universal health care, diverse neighborhood, net food production, net energy production, lakes safe to swim, full employment, air and water, grad rates high, childcare, 80% transport public, corporate trust fund, vibrant democracy 100% turnout, groundwater discharge greater than use, bars, stores, greens spaces within walking distances of everyone, UW faculty tenure based on contributions toward sustainability. Net-zero carbon use.

### **Group ?**

Where have you been, it's been so long. I was in Madison 2007, vision for future. Finished concerve campaign, we reached 20 made 30 percent government. Iranian gov, hired me for nation wide reconcrse campaign. In US this time as a committee to plan celebration for great relationship between Iran and US in apasst 20 years. I kept track of news – Sustainable times is big hit in Iran. Last night I went out with friends and had local beer.

Since you've been gone – we finally got Central Park, and we have bull frog. Mayor Dave got his first complaint about noise. Bike paths and public transport. Community carbon neutral. Different ages get together, eliminated toxins. Emphasis on preventive hhealth care. Great lighting program, and you can sstars at night. 30 years ago research parks were put in corridors. Now we have one on main street with little stores underneath,. Sabbaticals for everyone to take a moral reflection period. Our buildings are all green certified.

Just and fair coexistence of ideologically and cultural differences. UW is prestigious and more radical and aggressive about sustainability. Reducing energy, more gardening, spending peace divided on sustainability. Food supply is local, Madison is car free, local business dominate, fair tax system, plazas for people to congregate

We had community dialog, we talked to everyone and had public values and common goal. Values – frugality, realistic expectations, interconnectedness, civic duty, philanthropy, involvement, simplicity. Lots of program were developed: some from 20-30 years ago, new ones – “UW dialogue best business practices, for entrepreneur, investing in local sustainable business, design center for community input in development, accounting that include externalities, state level body to oversee land use, compensation for farm land owners. Implemented eco-taxation – carbon taxes plus more.

Milestones: feb 15-17 – forum to develop common vision, next election of stubborn eco-democrat leader. Development of eco-tax, Imes made business community like it. Armstrong started network of socially responsible businesses. Jim co got everyone on board with banking and consumer awareness. George’s paper took off, worldwide distribution. Madison became #1 eco-municipality in US.

Good leadership, lots of pilot projects, led by example, community dialogue, eco-taxation.

## **Discussion**

*Brainstorm what are you feeling*

Bravo  
Much younger  
Lot to do  
Lot of common ground  
Lot of hope  
Sense of celebration  
Consistency  
Lot of possibilities – you’re exceptional

*Small group discussion of what emerged as common value, results will be presented tomorrow morning.*

## **Future Scenarios (Second Set of Notes)**

### **Madison in 2030**

#### **Group 1:** Fireside chat with people coming and going

Green corridors, no more sprawl, places for kids to play. Zero growth and high diversity in Wisconsin. 94% graduation across all ethnic groups. CSA profits up every year, more consumption of fruit and veggies (up 70%). Bicycle traffic jams along the porous pavement streets. Free trade coffee well available. Universal health care passed in the US, 90% of Madison participating in swim and run for neighborhood fuel cells. Five hour work days, more youth in wooded lands. Sustainable award for technology in Africa, CEO is 17 yrs old. Green corridors with frogs causing traffic jams. Newspapers have perry seeds to be planted for storm water soils.

**Group 2:** garage in a near-west home of an inventor, photovoltaic cells powering home, travels to the future.

Arrives in Madison in 2030. Brewpub visit and chat. Man asks patrons what has happened to Madison:

Clean lakes,

Env corridors

Ag soils preserved

Higher, livable densities along county rail system, that protects natural resources.

Awareness centres to educate community on changes

Time to spend with friends, fish on Mendota for sustenance, share catch with neighbors

Brewpub named Taechopera, indigenous word for Four Lakes area

Energy star, green built, low water systems for housing, rail system connecting all the county.

75% car pool, non-motorized transport, mass-transit

Rain gardens, swails, infiltration in homes, buildings, people swimming in Lakes.

Ferry crossing the lakes

Microloan to open local food goods restaurant, available to all

95% voter turnout, water taxis every 10 minutes

Increased Scandanavian tours to learn from Madison, NGO awareness center at UW

Living within biocapacity, restored historic essence, united for a fair economy and sustainable manner

Public pools closed because of improved lake water quality

**Group 3(7):** Kitchen in Co-housing unit, July, late afternoon, dinner preparation. Global warming

Train to Mt. Horeb to work farm on wholesale co-op, brought back veggies for soup, waiting for Lake fish

Political engagement: Legislation - carbon negative home, saved thousands of dollars in efficient bldg., microloans for business startups

100% graduation rate across all ethnics, universal healthcare, UW scholarship for all kids  
Organic foods in Madison schools  
Green foundation for green business startups  
City gov contributing funds to green business  
Excellent water quality in Lakes, great fish stocks. Drink straight from Lakes.  
Oodles of free time, people focusing on personal hobbies and less on work. Ecological  
businesses have blossomed and produce corn-fibre materials to replace metals  
Organic, fair trade products abound, shops selling these goods on State Street  
No more car dealerships, rail system  
Sustainable ecoregion award recipient, new Mollenhoff book, Mayor Dave still in office  
but able to retire.

**Group 4(5):** Sustain Train picking up passengers, allows organic beer and food  
consumption. On the way to Sustainapalooza No tickets required.

Pre-settlement water quality in the Madison region due to all the storm water strategies,  
restored hydrologic cycle

Solar powered train and biofuel powered, wind turbines abound, virtually no gas powered  
vehicles, train on solar power quiet enough to hear the whirl of the turbines.

Immigrants have businesses and personal farms, with little farmer's markets at Sustain  
Trains. Pupusas by Salvadoran immigrants produced with ingredients produced at  
personal gardens, aided by business plans from the UW.

Part time employment, mixed cultures and races, affordable housing. Pedestrian friendly.  
Trains move folks around quickly. Energy efficient homes, saving money. Access to  
higher education affordable.

New Sustainable University of W, by George W. Bush, leaders of sustainable research.

**Group 5:** group sing-a-long "Johnny Appleseed"

Madison needed to embrace sustainable ethic (three legs to sustainability).  
Created a vision for Madison: based on geologic, ecologic and historic conditions

Preserved agricultural lands to produce food goods, low density housing in Driftless area  
to preserve ground water hydrologic system and trout streams.

High speed corridors to Milwaukee, Twin Cities and Chicago

Biofuels plants, strong sense of place, choices to live affordably, existing road network in  
place, sustained population of 750,000. Green technologies to improve water quality,  
zero net loss of ground water from increased infiltration. New green construction,  
retrofitting old structures, alternative power sources and 100% fossil fuel free, all new  
developments to be zero emissions. Universal health care. Produce own food products.

Zoning and codes changed to connect people to farms and support green economy.  
Realized all part of a natural system as base of their vision.

**Group 6:** 500,000 population in Dane County, ecoshed development.

80% of food produced in ecoshed, consumed in urban core  
80% of waste produced in urban core, treated and applied in ecoshed  
Huge UW centre for sustainability and forward vision  
Universal health care, net food production, diverse neighborhood, lakes and stream  
quality, gainful employment, universal education, abounding bicycle paths, 100%  
graduation rate, ground water recharge, 30-hr work week and 7week vacations, social  
justice in all neighborhoods. UW faculty based on sustainability, zero carbon emissions.  
Exceptionally pedestrian friendly with access to many services and needs. Developed a  
metric for happiness based on Bhutan's happiness scale, no longer GDP or consumption  
based.

**Group 7:** Reunion of friends after 23 years. UW reduced energy consumption by 30%.  
Man worked for Iran to do reconservation of energy. Iran and the US 20 yrs of good  
relations. Sustainable Times big in Iran.

Central Park with bull frogs abounding. Easy access to bicycles and public transport,  
health care, mixed ages, no toxins, preventative health care. Light emissions reduced for  
star viewing, research parks in Main Street with funky shops, sabbaticals for everyone for  
a moral reflection period, green certified bldgs, green practices, diverse and social justice  
and sustainable use in resources, open to all races and religions. Composting and garden,  
peace dividends on sustainability. Locally produced energy, car free, local businesses  
abound and a fair tax system.

Community dialogue to develop vision and values, frugality, realistic expectations,  
sustainability, connectedness, civic duty, philanthropy, involvement.

Programs developed based on vision: UW sponsored best business practice, social  
entrepreneurs, ecoaccounting, life cycle costs, ecoland planning with, ecotaxations.

Milestones: developed common vision, election of Sheri Gruder to initiate efforts,  
developed ecotaxes, social responsible business networks, awareness of sustainable  
products and services, developed env. Metrics, Sustainable Times huge circulation and  
Madison became #1 ecocommunity and sustainability.

Pilot projects, led by example, community dialogue, ecotaxes, common vision.

Reactions

Bravo, extraordinary virtuosity, smiling, hope, a lot of work to do, celebratory feeling.

**Identification of Commonalities: crossing disciplines and interests and scenarios**

- Values, wants, goals to generate written sentences expressing and stating vision