

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

Saturday, Feb. 17

Code:

F = Female speaker

M = Male speaker

there will be final convergence as a whole group, but there will be differences amongst the small groups – need to work up from these small groups – gain convergence between two groups, then 4 etc. But in this group, going to skip the gradual “scaling up” and go straight to a large group conversation in order to work on a common ground vision.

Common Ground = where we are *together*, it doesn't mean compromise. We take too much time working on places where we don't agree. This isn't bad (to not agree) it just means there's more work that needs to be done on this issue.

Priorities: we'll find where the top priorities are through a talking out process

We'll also make sure that our language squares up – that what we say is understood in the same way as we mean it.

What is the Common Ground Goal/ Values from this group?

-2030 is the year goal to make some of these plans happen.

- You can have a vision, but understand that there are bumps in the road and some of the pieces of the vision created here won't be in place by 2030.

Each group has a rep who will read from their flip chart of ideas.:

Compiling a list of Common Ground Values

[note on my notetaking: if issues get a letter (i.e. A. _____) it means that issue got put on the wall. There are some issues that are underlined, with no uppercase letter – they were discussed but not agreed upon]

“Fossil-fuel free future”

- it's going to be hard to quantify what “fossil fuel free” means – physically
- a few other groups had something more exact – biofuels etc.
- should talk about this with climate quality, air quality, etc. – it's going to be hard to define it 100% today
- Other groups had “Net Zero Emission,” “Carbon neutral” ...and many others!

- Best is to put all these terms onto one flip chart and a group can work on the details later.
 - ON 1st “ENERGY CHART”:
 - 1. *Carbon Neutral* – is a Common Ground issue, but is different from other energy issues so it gets its own chart. Gets written onto chart.
 - ON 2nd ENERGY CHART:
 - 1. Fossil-free Energy – lots of confusion / neutrality on whether or not this is a Common Ground issue. There is an issue with using “Renewable Energy” vs. other terms. There are some really broad terms and some really absolute terms to talk about this. There is a scope question as well – community level vs. national level.
- M** - Economically and ecologically sustainable considerations must be made in terms of local energy production.
- F** – This disagreement is *quantitative, not qualitative*. I think there is common ground on the qualitative issue.
- M** – We need to talking about “the direction” of where we want to go, not get stuck in all the details.
- M** – What if they all aim toward “healthy energy” – in this is environment, economy, etc.
- M** – Use broad level agreement on fuel issues as a compass to develop vision and then make more directed decisions down the road.
- F** – “Fossil Fuel Free” is nice for folks because it does give a quantitative goal. Maybe we can work toward tipping the balance of use: moving the % of renewables up while moving the % of fossil fuels down.
- M** – We don’t have an agreement on means to an end. There’s too many differences and variations on the energy issue.
- M** – “healthy energy” is too abstract.

- A. “Healthy, Sustainable Energy” - **VOTE. Yes...goes on the board.**
- B. “Multi-model Transportation, Common and Available” - **VOTE...Yes...goes on the board – there are some questions on access and ownership.**
- C. “Clean Water Supply” - **VOTE...yes...goes on board**
- D. “Production and Consumption of Local Sustainable Food”
- E. “Captial Region as a World-Model of Sustainability”
- F. “UW and Other Higher Education Enables Sustainable Vision”
- G. “Leadership”
- H. “Affordable Green Housing”

I. “Metrics of Positive Change”

- conversation on whether this one gets its own category..or is it a value that should be on each flip chart / should these metrics be developed for each of the issues?

M – really an issue of the details of each of these great sounding visions...

Sandra – just getting big issues set down now, the details and the plans will be worked on in the individual groups.

“Spiritual Component”

- can this go under Happiness and Quality of Life?
- **Not agreed on...put on the “Not Agreed” List**

“Reduced Work Week”

- can this go under Happiness and Quality of Life?
- “Meaningful work experience” – can this go on the “Happiness and Quality of Life” chart? **Yes...put on the “Happiness and Quality of Life” chart**
- **Not agreed on....put on the “Not Agreed” List**

“Core Values to Make Sustainability Happen”

- Not agreement on this one
- Conflation of virtues and values

Jennifer – need to work on building values around sustainability on the long term goals that we’re making here.

M – we need a *heartfelt* conviction to working on these things. It’s more than just motivation, it must come from the heart.

F – value building and story telling need to occur in order for this idea of sustainability to really be accepted by the larger community.

F – this issue of values maybe should be treated like the “metrics of positive change” put under each of the categories?

F – issue of putting the values that are created here *on* the community. So – who builds this culture / value system?

F – I have a hard time with the word “values” – as a white middle-class woman, my values are not the same (and should not be the same) as other’s values. It’s an issue of culture, class, etc. So it really bothers me.

M – I thought we were talking more about taking this conversation *out* into the community to let the values get decided there.

M – a sustainable society *must* have values, a shared value system. Values then are critically important here, we can worry about the details later.

M – some things can be changed without needing the change of values from citizens (i.e. porous pavement can be laid down without changing citizen’s values who are driving on the road).

J. “Building a Culture / Values of Sustainability” - VOTE. Almost a majority yes. Gets put on board

- Cooperative Models goes under this heading
- Social and Economic Equality goes under this heading

K. “Civic and Political Engagement”

- some disagreement on whether two should be split or lumped. Stays lumped

L. “Sustainable Water Use”

M. “Clean Water”

“Co-Housing”

F – I came here to really assert the importance and need of coops.

Jennifer – you’re saying that you want to see coops a part of our community, and we are talking about making cooperatives more a part of our communities – housing, business, etc.

Sandra – can cooperative models be the common ground issue?

- Not agreed on as a common ground agenda item...but it can be a *how* an issue.

F – can cooperatives be put in places as a *model*?

F – the cooperative model can be applied to many of the issues we’ve talked about...transportation, housing, housing, public space....

- Is this a value?

M – isn’t this about neighborhood cooperation? And sense of community?

N. “Integrated Neighborhoods with a Sense of Place”

O. “Universal Health Care”

P. “Education”

Q. “Open Green Space – both urban and rural”

R. “Sustainable Economy”

- **“thriving” “business assistance” “revised economic incentive” “incentives and financial mechanisms” “eco-tax” “local economy”**

S. “Regional Structure”

T. “Green Building and Development”

U. “Happiness and Quality of Life ”

Groups Reconvene to Talk on What They Came Up With in Their Small Groups

1. Green Building and Development

- our built environment reflects the natural environment

2. Production

- our community understands
- we know our growers
- business have adopted this into their tool kits
- local growers are honored and valued for their work
-

3. Open Spaces

- we protect urban and rural spaces for education, biodiversity, quality of life

4. Sustainable Economy

- businesses, ed. Participate in

5. Clean Water

- regional waters are open for swimming and fishing
- ground water is safe for drinking
- water use is less than recharged in region

6. Education

- engages each young person in realizing their best potential
- teaches and educators are instructed in interdisciplinary perspectives that look at sustainability and regeneration

7. UW system

- teaching, research and outreach activities
- staff trained in sustainability

8. Integrated Neighborhoods

- work within neighborhood
- mixed income and diversity

9. Universal Health Care

- flexible choice of providers
- driven by users
- focused on preventatives

10. Eek – missed one

11. Carbon

- Madison sequesters as much carbon as she uses

12. Sustainable Building & Values

- everyone in community can read about, think about, talk about decisions on sustainability
- Capital area provides sustainable options
- One message can come out in many forms in terms of sustainability (??)

13. Happiness

- this is determined by who we are

14. Leadership

- civic
- aware and educated public chooses among candidates
- voting reflects action not complacency
- all candidates educated on green and sustainable topics

15. Multi-model Transportation

- Capital system offers all residents an equally accessible choice for busing, biking, walking...

Now going to move to the action planning stage:

By committing to a particular issue – it's a commitment to *action* - not just talking.

Folks are wanting to work on more than issue...

There is an issue of *what are we going to do?* Do we want to turn these into individual projects or do we want to start thinking of this of a sustainability commitment.

There is an issue of representation as well – the community is not in the room so if we start working on little spin-off projects, that's missing the boat.

Instead, we synthesize all that has been documented here and then talking about *how* we carry it forward as a *whole agenda* - not as separate small projects.

Could agree to meet in 3 months to report out and what folks have done with some of these issues.

It's the *process* that's really key here. This versus *planning*.

This work needs to be holistic for sure, but there also needs to be specificity....this is a place to start.

Nelson Institute will give staff support for the group to meet in 3 months to talk.

It's the question of how to best use everyone's time: small groups or a large group.

There are some issues that are of priority...some things are not such a priority. Why not stay as a whole group and work onnevermind – decision was made by Sandra that small action groups were work.

Reporting Back from each of the Action Planning Group:

1. Urban Open Space:

2. Stable Economy Group

- how do you engage business community? Bottomline savings are big. Sustainability needs to become a top-line issue. There are some top-line market distinction opportunities. Communicate to businesses, make them aware of what options are out there. Push the green tourism option. Move from aware – to acceptance – to action

3. ?

- look at this from an institutional perspective.
- Meet with UW to talk about water use
- Keep educating public
- Signage for watershed and water bodies
- Work with PSC – to get pricing that would be an incentive for conservation with water companies

4. Carbon Neutral Group / Transportation

- begin reviewing carbon neutral goal
- find other groups and network
- try to define the informational needs
- don't want to duplicate each other's work – esp. the Capital doc.
- Then come up with an agenda and figure out what partners will be needed
- Work on a longer connection

5. Regional structures / Cultural Sustainable Values

- polish the notes!
- Need a bigger picture and gap analysis – need to type up all the notes and send them out on e-mail...then everyone knows where things stand
- Should meet in a month cause energy fades fast – not 3 months, meet in a month
- Need core entity to coordinate and a website for this group to work together

6. Green Building and Development

- 3 month action plan = scan as to what's going on out there. Whose doing the work? How?
- Green building codes do exist...?

7. Umbrella Structure

- design process to integrate Sustain Dane and Nelson Institute
- send out all info generated here – send out Common Ground agenda – more integrated design for Madison, pulling in other sustainable initiatives going on in Madison.
- Need an umbrella vehicle: short and long term goals for this
 - 3 month organization group – working just to get folks together again, getting notes up, website, etc (short term)
 - a longer-term committee

**show of hands on who would come together again in 3 months – vast majority of the room raises their hands!

What's the *main outcome* of this group's work? Can we get it down on one piece of paper. It would be really good to have a doc that could be clean – precise – and could be sent out to the public in a logical form.

California group makes up a “livability diagram” – it's a simple diagram that shows how all these groups are connected and how they can all work together to make up a “recipe” for a healthy city.

Press releases? Etc.? Maybe not yet – it's a bit too early. Need this time in the next 3 months to get organized and make sure that the message is emotional – clear – logical – accessible. One group commits to be working on this.

1. Open Spaces : Sheri Carter, Kevin Connors, Margaret Krome, Lynn Olson*

- a. **Identify** current players and projects
- b. **Ceate** education, components, clearing house of projects, sign-on information (giving a message as to why other groups should get on board)
- c. **Identify** what isn't being addressed.
- d. After we've heard what everyone is doing – start education plans
- e. Funding is going to be a big issue

2. Sustainable Economy:

- a. approach centers of influence in region to make aware of Imagine Green agenda to lead to acceptance and action: JI approach collaboration council, DEB archer – UMVCB, Dane County Buy Local
- b. small-mart book – local investment: book read / presentation / engage political leaders
- c. engage businesses on current key initiatives
 - collaboration council
 - sustainable energy

- green buildings
 - measurables
 - travel green
 - green and local procurement
 - add green to government
 - market distinction opportunity
 - “opportunities in” profit strategy, customers sales, profit
- d. reward superior performance / design via streamlined approval process
 - e. Document what’s going on
 - f. Identify change assumptions
 - g. Engage business in UW sustainability concentration
 - h. Connection with Collaboration Council
 - i. Dialogue sessions with progressive minded business people on best practices
 - j. Identify networks with similar goals / activities or shared agenda
 - k. **First issues on chart = local economy, revised economic incentives, business community engaged, microloans and funding**

Key groups w/leverage: GMVCB, Coll. Council, Buy Local, WEI, Tom Eggert

In 1-2 month period = identify key business leaders and talk with them

Talk with folks in local government to see what can be done

3 months + = engage business editors, working with Neil Heinin(?) on print and electronic media, opportunities for service learning via UW and Edgewood

3. Clean and Sustainable Water (split into two groups)

Clean Water:

- a. regional lakes, streams, and rivers and healthy for swimming and fishing and inviting for a wide range of rec activities
- b. groundwater is safe for drinking
- c.

Sustainable Water Use: Kurk Welke, Dick Lathrop, Doug Bach, Sue Jones, Mindy Habecker, Jennifer Belknap Williamson

- a. water use is less than recharge within the region
- b. resources needed?
- c. How to measure success?
- d. How do we stay connected?
- e. Who isn’t here?
- f. Use UW as a flagship
- g. Educate public – use expo as messenger
- h. Work on “lakes vision thing”
- i. Obligate consortium (*apolitical*) external lakes “fund”

j. CAPACITY

new list

1. Initiate meeting w/MMSD, UW, others to set goals / explore water reuse and conservation
2. Waters Vision Plan – explore
 - stakeholders, existing actions
 - prioritization, ID all proposed actions
 - structures to implement – public, private, community: potentials, opportunities / needs
 - funding
3. Work on changing the current PSC restrictions on concentration incentives.
\$/unit for water = *real cost*
 - what are the barriers?
 - Stakeholder
4. Ensure biodigester addresses P reduction

Long-term Plan:

1. Ethic building
 2. Waters Vision Plan
 3. Scrutinize role of potential of expanded Regional Lakes Authority
 4. Influence municipality to up the stormwater infiltration system
- 5. Umbrella Organization: Frances Westley, Bryant Moroden, Phil Lewis, Anne Forbes, Jim Armsong, Brian Joiner, Joanne Kelly, George Burns, Jim Mormon**

******Take the agenda here - create an umbrella vehicle and a communication strategy which is invitational – continue to facilitate and develop a common ground agenda and build inclusion of individuals and organizations not “in the room”***

a. In these next 3 months:

- Stewardship group, action report, list serve, press release or website , logistics, creating plan for collaboration, agenda , resources , notes, list of e-mails, find a good place to meet next time
- action: scan of current activity, plan for moving forward including other people, finding a better way to collect ideas other than 50 billion flip charts?
- Jim Armstrong is going to work on the 1-pager
- George is going to write an editorial and an op-ed piece will be written. Once the report is written, more media will be given

- Imagine Green Madison is an already existing website and a lot of the info from this meeting can go onto that.

b. Plan for the 3 month meeting:

- agenda for meeting, plan logistics , Sustain Dane will plan meeting
- this meeting will lead to a sustainability collaboration
- there is a concern for widening this circle of folks, but for the next meeting to be just the present group meeting here today
- need to build trust of this group within community
- Meeting in 3 months in the Arboretum – Friday afternoon 2-6p.m.. All other groups that have presented today will report in (before this?) and then this group will work to come up with an agenda.

c. Longer Term View?

- really working on making this a collaborative group to make sure that there is serious collaboration
- the steering committee is *just in place to plan for the next 3 months* – from there, a more formal organization will take form

6. Carbon Neutral

- a. Review what carbon neutral goal is. Start looking at others.
- b. Define info needs
- c. Review Capital Blueprint: expand to transportation, quality of life, prioritizing, consider social equity issues
- d. really need to network with other groups and meet and figure out how much overlap there is.

7. Green Building & Development:

- a. put together e-mail .list
- b. 3 month action plan:
 - will do an environmental scan
- c. 3-4 year plan:
 - participate in City of Madison Zoning Code re-write (in process)
 - Encourage other municipalities to review their zoning / building codes
 - Looking at neighborhood plans to see how comprehensive they are in looking at the long term

**Imagine Green Madison will be the “interim web-site” – in Nelson Institute website
- If you want to post something, send to Steve P.
Rough notes will be posted on the website and will be cleaned up later.

Final Words from the group: thoughts and/or commitments (each # = one participant)

1. keep watch on the overall umbrella. Social responsibility is a big part of that
2. good fun to have lots of different folks in the room and to struggle with a lot of different issues. Good that we leave with the idea that there is a bigger movement that is going to go forward
3. really need to do a scan of what is already out there...
4. tons going on here! Umbrella effort is good to keep us all unified.
5. building trust and relationships is key and it was really great to meet so many great folks doing really good work
6. sharing of info amongst all is really powerful
7. great to see all the pieces coming together – sustainability is a holistic concept but it’s really good to have this unified group in the county. Commitment to some of the water issues and to work with the coordinating committee
8. great to have so many different professions and voices. Good generalized theme came out of this.
9. everyone is so busy – concern that time won’t be made. Looks like it will work! Via coordination and group vision.
10. some of these subjects are pretty deep. Really good connectivity though.
11. working and playing and eating together are really key to keeping a group unified. Be really aware that new people will bring new things, new ideas, new problems....these must be supported / celebrated / respected
12. hurray for Phil Lewis and all his good work
13. intelligence, knowledge and power in the room is pretty amazing
14. hurray for all of you who committed to staying here for the past 3 days.
15. it’s been fun to really get in and participate with all this
16. everyone please include sustainability in all your work...
17. I’m not the only one working on sustainability issues – there are so many committed folks!
18. I’m honored to be a part of this kind of work...so often it happens in bits and pieces and so a meeting like this really pulls it all together.
19. being a bit new to Madison, it’s really great to learn about so many organizations and people in one room. Commit to working on information sharing!
20. thanks that all took the time to learn from one another and take in new knowledge
21. “Leave a campsite in better shape than you found it.” So good to meet all the people here, who have different political views than me, but are on really good positive missions
22. the integrative / synergizing conversations are really good. We need to build a lot of power for this movement over the coming years.
23. convert inertia into momentum!

24. will capture all this complexity into a really straightforward way.
25. super exciting to be a part of this. I think it will be really important to keep trusting in one another and in the potential of the group as a whole
26. Read Slow is Beautiful
27. there is really amazing wealth , right here in this room.
28. Madison is really an amazing place to live. Everyone has done such an amazing job – there is so much knowledge, passion, energy and good thought in the room – really will work within the Nelson Institute to make these sustainability movements take off.
29. a lot less arguing here about what “sustainability” means – there is a lot more forward energy in this group and it’s really energizing to see it take place.
30. it’s really great to be coming up with more options for sustainability. Funding is starting to flow into the field.
31. Still confused as to how this collective action is different from the individual work that everyone is already doing. With time (and with the 3-month check-ins) hopefully this will become more clear.
32. there’s a lot of gratitude for the people who made this whole thing happen. Commitment is to integrate all these aspects into life – personal and professional.
33. thanks so much for all the sharing. Commitment is to take the skills I’ve got and really put it to good work.

Second Set of Notes

8:46

Woman recommended the book “Slow is Beautiful”

8:49

Sandra talked of “convergence.” Comparing items from both pre-made lists to find Common Ground. Making a Common Ground and No Agreement list.

Future Search doesn’t mean compromise; it’s a discovery of what we want to make happen; often we don’t realize that we agree on a lot of things. “Not Agree” is not good or bad, just a list; we can move towards an agenda that we all want to make happen. We don’t want to go about moving forward on a fantasy that no one agrees is true.

8:54

Woman mentioned the distinction between agreeing on a vision and the practicality of “getting there”

8:56

Sandra asked each group to bring their flipcharts (7 total) to the front of the room and line them up side-to-side.

9:00

Representatives from each group asked to “cross off” items that are areas of common ground on their own list. Then they will be rephrased for greatest clarity on a new chart.

Josie’s List (a basis of comparison for the other lists):

- Good humor & Happiness (confusion over what this means)
(not expressed in terms of GDP; quality of life index...could be different than “happiness” though; Frances: hard to measure; Man says use the index as a measure against which to measure other factors; Sandra asks people to vote on “yes” as common ground item or “no” as common ground item or “needs more conversation”)
- Fossil fuel-free future (more confusion over precise phrasing)
Man says fossil fuels enable other things...that a better way to go about it is to define where we want to go and then talk about energy later as a means to get where we want to go; Renewable energy is a technology, but fossil fuel free is a defining term. Man says this goal is too “pie in the sky” and that future generation will use a mix of fuels. Rebuttal: this is the future, and we need to put this down as a goal...there are communities right now that are fossil fuel free.
Other groups’ terms:
 - Frances: Solar, wind, biofuel energy as part of a fossil fuel free future
- Non-auto transport alternatives

Other groups:

- New & diff transportation infrastructure
- Mass transport beyond cars
- Multimodal and available transport

- Clean Water
- Regional/Sustainable local agriculture & food production
- Madison as a model for sustainable city
- UW is a partner with the region working for sustainability
- Some kind of leadership for sustainability
 - Others: “Stubborn, objective eco-leadership”
- Affordable Housing
- Metrics of positive change
 - Others: “Measures of change & accounting”
 - Concern: we might forget about it in talking about all the other categories
 - Concern: we can’t lose sight of “what we want this city to look like in 2030...we need to think about metrics all the while”
 - Plus: being very clear in all sectors about what these metrics are
- Moral & Spiritual Reflection
 - Concern: goes under ‘quality of life & happiness’
- Quality of Life increases and worktime decreases
 - Concern: meaningful work experience (in terms of hours worked per week) differs for everyone (is relative)
 - Concern: Falls under ‘quality of life’
- High Civic Participation
 - Concern: ‘the core values’ of sustainability that need to be incorporated as a meta-group that affect all the other categories. Having these core values being explicit & distributed.
 - Concern: Civic ENTAILS political

... “Core Values” debate (about 5 dissenters between ‘culture’ and ‘values’)

- the media is not sufficient fluent right now in these values
- the importance of storytelling
- dissension around the word ‘values’?
- “building a culture of sustainability”?
- woman says all these are based on a set of inner-laid values extant in the community
- woman says this terminology smacks of “we upper middle class white people know what’s best for you”
- more of a community opportunity to engage with these issues than pre-existing, underlying values
- building a sustainable culture HAS to include values...necessitates MASSIVE behavioral change; let’s worry about how we ‘embed them’ in our package later.
- Man says this means proselytizing

- Water consumption no greater than recharge
Concern: can't we just amend the 'Clean Water' to include "Clean & Sustainable Water"?
- Awards for Sustainability
- Storytelling of our success; how our lives are touched by sustainability (falls under culture/values)
- Neighbors/cohousing community ("sense of neighborhood")
Others: Green spaces are within walking distance
Dense inner cities (higher livable densities)
Green Corridors
City Planning
Important centers within walking distance
Concern: Cohousing is a separate category
Concern: Cohousing is not necessary for sustainability (shouldn't be our model)
Other ways to say this: cooperatives as an element/model of the drive towards sustainability.
Concern: Cohousing is a "how" that falls under local economy
Concern: we need to stop 'wordsmithing' and just vote on agreement or nonagreement.
- Education is a lifelong activity
Others: 100% High School graduation rate
Concerns: Preparedness is not necessarily assumed with a high school diploma.
Concerns: *What* kind of education do we want?
- Universal Healthcare
- Environmental Ethic (falls under culture)
- Equity and access to resources
- Open Green Space
Others: rural landscape/farmland preservation
Others: protect diversity both biological & cultural
'Protect patterns of exceptional diversity'

Other Lists:

Sustainable Economy

Others: Business assistance

Business community engaging and taking risks

Incentives & Financial Mechanisms

Eco-tax

Microloans

Regional Governance

Concerns: want to preserve local character & features

Green Building

Includes retrofitting

Mutual cultural support to success

Man raises distinction between fossil fuel free and splitting up into individual renewable technologies.

Another man makes the point that the future must be both ecologically and economically sustainable, the later requiring local production.

Woman says this is not a qualitative disagreement but a quantitative disagreement...we can say that the common ground is that 'we need to reduce fossil fuel use' not that 'we need to be 100% fossil fuel free.'

Man says he agrees and that the strategy is to think about 'direction' rather than what we precisely want by 2030.

Man suggests the term 'healthy energy'

Woman says many people expect quantitative goals. She suggests to say that 'renewable energy use vastly more prominently than fossil energies'

Final Clarified List

1. Quality of Life/ Good Humor & Happiness
2. Carbon Neutral
3. Healthy, Sustainable energy
4. Multi-modal transportation/Beyond Cars (Common & available)
5. Clean Water
6. Production & Consumption of local, sustainable food
7. Capital region as a world model of sustainability
8. UW and other higher education enables sustainable vision
9. Leadership
10. Affordable Green Housing
11. Metrics & Outcomes (underlies all the other categories)
12. Building a Culture of Sustainable Values (underlies all the other categories)
 - Cooperative Models
 - Social & Economic Equity
13. Civic & Political Engagement
14. Integrated Neighborhoods with sense of place
15. Education
16. Universal Health Care
17. Open Green Space
 - protect biodiversity
 - agland preservation
 - parks where children can experience nature
18. Sustainable Economy
19. Regional Structures
20. Green Building & Development
 - retrofitting
 - includes more than just houses

Not Agreed

1. Moral/Spiritual Reflection
2. Reduced Work Week

10:42

Sandra wraps up “Common Ground” overview and asks for “champions” to serve as leaders for an individual common ground item.

10:51

Sandra asks the groups to come up with declarative sentences in the present tense, no more than a few sentences. She also asks to write it in a way that the lay person will understand.

11:32

Reading off sentences from each group: The “Common Ground Agenda” (**incomplete**)

Production & Consumption of Local Sustainable Food

Our community understands and participates in the furtherance

Open Spaces

We protect from development urban and rural open spaces in the Capital Region. These

Water

Regional lakes, streams, & rivers are

Groundwater is safe from drinking

Sustainable water: water is not being used faster than it is being recharged

Vision

Our universities and colleges are

Integrated Neighborhoods

We have accessible food, health & living

11:44

Sandra says that these values form the framework for specific commitments & action plans (both short & long term). Each person asked to put a “dot” on the issue/agenda that they can develop action plans in 45 minutes.

11:50

Concern: sustainability issues that cross-cut or overarch all the other categories.

11:54

Concern: Structure this sustainability agenda into a call for collective action; don't let this fizzle out into fragmented pieces. Put this together as one document and make it available.

11:56

Look for opportunities to collectively struggle with these problems - the whole system. How do we carry this forward as a whole agenda.

11:57

Frances: Umbrella organization to provide structure.

11:58

Suggestion to agree to meet in 3 months to meet and discuss the effectiveness of what we've done.

12:00

It's the *process* that we want to design.

Rebuttal: we need both...we need to focus on particular areas, but still reconvene and see if all of the actions we come up with are compatible.

12:01

Some organization needs to take responsibility for this (eg Sustain Dane) or it will get lost.

12:03

New Action group formed to coordinate/integrate the efforts. Idea to form a more detailed draft later at a later time.

12:05

Frances: the process doesn't stop here.

12:06

Some of these are more time-critical and important than others. We need to be disciplined to take care of these so we can move forward in a coordinated fashion.

12:15

Who else needs to be brought into the discussion...who else that is not in the particular group do you need to recruit?

Time commitments

Meeting face-to-face on a regular basis ("are we on track?")

Report as a group at 1:00 and do a second round of action planning.

Open Spaces

1. Identified the current players & what they have going on
2. create an educational component & clearinghouse of information

3. identified what's not being addressed
4. Next steps: contact source of "clearing house" information
5. Contact the players and ask about their process of inclusion and priority setting
6. develop educational materials
7. find out about funding sources

Sustainable Economy

1. talked about opportunities; how to engage the business community on the topics we've covered the last few days
2. Is there a bottom line incentive for businesses to reduce waste? Yes
3. Top-line, market distinction opportunities
4. make them aware of opportunities like the Madison Green Tourism operation and use that as a base for investments
5. Gaining an inventory to see who's on board (awareness) and how we can interject ourselves at the diff levels
6. "Head's up" meetings
7. key groups to use leverage with: visitors convention bureau, WI environmental initiative, Tom Eggert, Green Tier Initiative, Jim Armstrong,
8. Green business forum Fall 07 to get involved with
9. Identify key business leaders that are already onboard with this
10. Opportunity to influence Planning Development coordinator
11. make connection with Madison downtown cooperative
12. engage business editors & publishing folks
13. 3-month goal: opportunities with service learning

Water Action

1. Are existing structures adequate?
2. new oversight body?
3. where to focus energy?
4. Meet specifically with MMSD and UW about water use now
5. continue education of public....Madison fishing expo
6. work with PSC and change policies that prohibit pricing that would....
7. ensuring regional manure facility address phosphorus reduction
8. meeting with schools & businesses
9. erosion control requirements strengthened & enforced

Carbon Neutral

1. begin with renewing carbon neutral goal/definitions
2. Find information that will be helpful
3. not in favor of duplicating work or spinning wheels, start with _____ and expand it and try to prioritize
4. agenda/proposal to move forward
5. work on longer-term action plan
6. goal: over the next 3 months, will meet internally and find overlap between groups.

Regional structures

1. edit notes/graphs, polish them up, and send them up via email, etc
2. need a gap analysis to facilitate process
3. electronic feedback...don't let things fade away
4. get feedback from viewers
5. core entity to coordinate
6. web site to collaborate effectively

Green Building & Development

1. Find out who the people are that are doing a lot of this work
2. environmental scan
3. 3-year action plan; zoning code re-write...actively participate in this process
4. put together an internal email list
5. came up with data fields to obtain info for when contacting people
6. reviewing existing neighborhood & comprehensive plans
7. Look at municipalities in general in our region besides just Madison
8. In 6 months, have identified the gaps between the environmental plan and the longer-term action plan.

Umbrella Structure/Integrating efforts

1. taking agenda of common ground; making sure the report gets around
2. invitation communication strategy
3. building inclusion for individuals not in the room
4. importance of metrics
5. capture common values
6. reminded that ultimately we are trying to create this sustainable community as our goal
7. "Imagine Green Madison Stewardship Committee" (a three month project)
8. longer term group
9. Frances: group leader
10. information clearinghouse
11. creating a listserv for this group
12. Jim Armstrong to head the "one-pager" document
13. Editorial to be written 2 weeks from now
14. Op-ed piece
15. Steve to send press release with report
16. Imagine Green Madison site to be updated
17. 3 month group meeting to be for just this group, to really show the progress we've made
18. Concern about widening the circle; if another meeting is to occur, it wouldn't be an "Imagine Green Madison"
19. Friday afternoon from 2-6 at Arboretum for 3-month meeting
20. Further discussion about the need for inclusion and a blueprint for how to do that.

Additional comment: make sure sustainability is on the *political* agenda.

Vote on reconvening in 3 months: nearly everyone in favor

Man suggests creating a very simple diagram with a diagram that shows how all parts of the system are connected.

1:30

Another man suggests a press release; however, concern that “what we are all about/what we agree on” is not really hammered out yet.

Document/communications should be simple, but not a cartoon.

1:32

Bryant: each group should identify a contact that will represent their group

Sandra: create a listserv.

1:45

Frustration: the loss of the ‘social justice’ thread

2:22

Further elaboration of Action Plans

(see above list)

2:40

Imagine Green Madison to serve as temporary (?) resource for conference notes, etc.

2:43

Everyone convenes in circle to reflect on where you are and/or a personal commitment (what you plan to do to carry things forward)

Some responses:

1. importance of maintaining the umbrella approach
2. enjoyable, exciting, exhilarating, good to see all parts of the system
 3. we’re all in this together
 4. it was a psychological rollercoaster
 5. works because of building trust & relationships; great intellectual capital
 6. excited about getting together in 3 months
 7. thrilling to see all the pieces coming together; still sustainability is a unified concept
 8. encouraged by the wide variance in disciplines and background
 9. how can this 3 day event change our time management when we are already working on these issues? However, it still engenders new commitments
 10. amazing how deep all the facets of sustainability are
 11. connectivity came not just because of working together, but of eating together, socializing, etc
 12. standing ovation for Phil Lewis
 13. Likened to Olympics

14. Thanks to those who committed to coming and staying over 3 days
15. Fun process as a participant observer and the making of new friends
16. Encouraged the We Conserve program
17. Appreciating and drawing hope from complexity
18. Humbled by the fact that I'm not the only one working towards sustainability in the community
19. Turning efforts at bits and pieces into a larger effort on sustainability issues
20. Accelerated knowledge and connections; commitment to writing more to engender information sharing
21. personal commitment to building values
22. YMCA Motto of "leaving the campsite better than when you got there" applied to sustainability
23. Good to have conversations during meals, etc. Pursue strategies to build power
24. Thankful for the level of commitment that people have shown. Moving towards a "tipping point" on sustainability awareness...commitment to help being a connector
25. Been very hopeful; no absolute despair to be found; greatly impressed by the theatrical talents of this group
26. Commitment to capture complexity in a simple way
27. "Hell Yeah!"
28. Amazing wealth among the members of this group; I have gone from despair to happiness
29. I want to look back and realize that the my life was not one of spiritual impoverishment, but of fullness.
30. Surprising, gratifying and annoying experience; Madison is the best place in the world to live! Blown away by the quality of people and ideas.
31. So refreshing to not get bogged down over definitions about what "sustainability" is. Keeping the spirit of raucousness alive!
32. Committed to making a regional design process to bring all facets together and gives people sustainable options for living.
33. Exciting that this many people have come together in much agreement, but still confused about the commitment to effective collective action
34. I feel lucky to integrate these ideas in the work that I do everyday and in other aspects of my life.
35. I learned a lot about who I am and will take away the renewed commitment to do what I'm best at