

In This Issue

1. [Fitchburg Sustainability Plan: Survey and Planning Team Application](#)
2. [Fitchburg Civic Campus Earns Gold](#)
3. [Fitchburg B-Cycle is Growing](#)
4. [Leaf-Free Streets and Waterways](#)
5. [Fitchburg 2024 Operating Budget Process Nearing Completion](#)
6. [Help Our Waterways With SaltWise Practices](#)
7. [2023 Energy Efficiency Jobs Report](#)
8. [October-November Events and Observances](#)

Fitchburg Sustainability Plan: Survey and Planning Team Application

<https://palebluedot.llc/fitchburg-sustainability>

Updated from August/September: Fitchburg is continuing its comprehensive sustainability plan process, begun this Spring and Summer. This process will encompass various key areas of the city's influence, including energy efficiency, waste management, transportation, land use, water conservation, and more. By addressing these various issue areas, Fitchburg aims to reduce its ecological footprint, promote renewable energy adoption, enhance alternate transportation, encourage sustainable development practices, and safeguard its natural resources.



The city's commitment to sustainability not only benefits the environment but also offers social and economic advantages. By implementing sustainable practices, Fitchburg will look to foster a healthier and more resilient community, reduce greenhouse gas emissions, and create green job opportunities. The sustainability plan may also help attract businesses and investors who prioritize environmentally and socially conscious practices, boosting the local economy and enhancing the city's reputation as a sustainable and desirable place to live, work, and visit.

We want to hear from you!

We have launched an online survey to collect input from residents and businesses. This survey is designed to help us identify perceptions, needs, opportunities, priorities, and issues for the City to address in the Sustainability Plan. Please share the survey with your neighbors, friends, family, coworkers, and any other networks you think would be interested in participating! [Survey link here.](#)



To help us better understand the comments we receive, we will ask for you to identify if you live and/or work in the City of Fitchburg; however, all are welcome to take this survey wherever you live and work.

Keep your participation going!

As part of the Sustainability Plan development process, we will also be working with a Planning Team made up of volunteers from across the Fitchburg community. If you are interested in helping to guide this process and are able to put in a few hours per month for the next 7-8 months, please [apply to be part of this team here!](#)



Fitchburg Civic Campus Earns Gold

From September 7, 2023 City of Fitchburg media release

The City of Fitchburg announced in early September that its Civic Campus [has been designated a Gold Bicycle Friendly Business \(BFB\) by the League of American Bicyclists](#). The BFB program recognizes businesses that make bicycling a safe, convenient, and enjoyable option for their employees, customers, and visitors.

The Civic Campus, at 5510-5530 Lacy Road in central Fitchburg, is the location for all public-facing city services and includes City Hall, the Community and Senior Centers, and the Fitchburg Public Library. Approximately 175 city employees work on the Civic Campus, which hosts over a thousand visitors a week.



“We are thrilled to be recognized by the League of American Bicyclists as a Bicycle Friendly Business,” said Mayor Julia Arata-Fratta. “We believe that bicycling is a great way to get around, and we are committed to making city buildings and parks welcoming places for cyclists.”

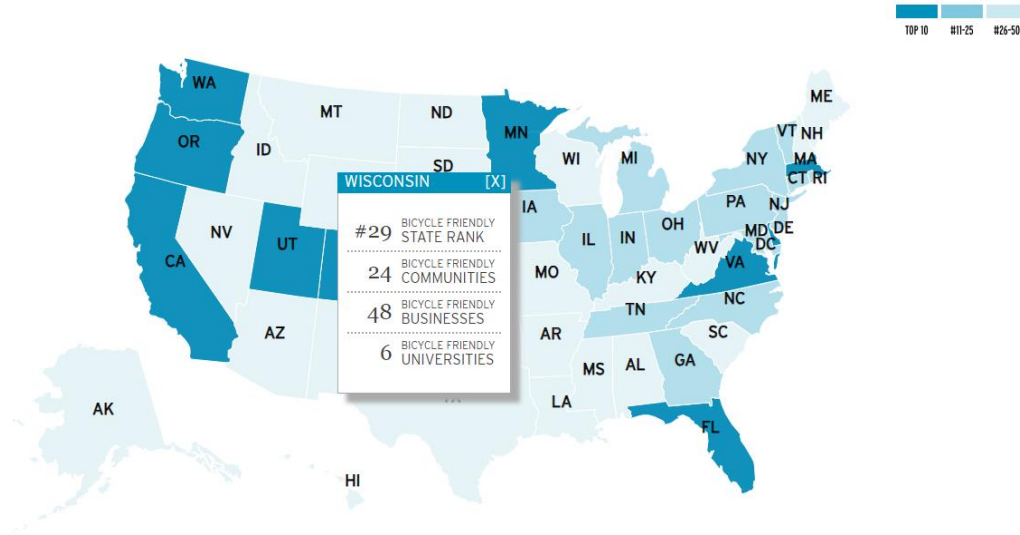
To earn a Gold BFB award, businesses must meet certain criteria, including providing secure bike parking, allowing employees to bring their bikes to work, and offering incentives for bicycling. In addition, many of the services and infrastructure projects that make Fitchburg a Silver Bicycle Friendly Community are managed from the Civic Campus, including bike rides from the Senior Center, implementation of the city’s Bicycle and Pedestrian Plan by the Planning and Public Works departments, BCycle e-bike sharing program that arrived in Fitchburg this spring, and traffic safety management by the Police Department.

“We are proud to be a part of the movement to make bicycling a more popular transportation option,” said Chad Brecklin, City Administrator. “We hope that our recognition as a Bicycle Friendly Business will encourage more people to choose bicycling for their everyday transportation needs.”

The BFB program is part of the League of American Bicyclists’ Bicycle Friendly America initiative, which works to make bicycling safer, more accessible, and more enjoyable for everyone. The program has 1,451 Bicycle Friendly Businesses nationwide, including businesses of all sizes and types.

The city government’s Civic Campus is the latest Bicycle Friendly Business designated in Fitchburg, after a concerted effort to both make local businesses more welcoming to people on bikes and help businesses apply for the designation. Led by Bike Fitchburg, the city’s non-profit advocacy group for biking and walking, and the Fitchburg Chamber Visitors + Business Bureau, all fourteen applicants received awards, including two Platinum, this Gold for the Civic Campus and one other, and four Silver. The remaining six awards were at the Bronze Level.

Bike Fitchburg President Darryl Jordan observed, “Businesses are important destinations for employees and guests. To advance our mission of making biking safer, easier, more fun, and more equitable in Fitchburg, we’re helping businesses become more bike friendly.” Upon request, Bike Fitchburg provides technical assistance on bicycle parking and other measures, helps businesses apply for BFB designation, and covers the application fees of non-profits and small businesses. Organizations can reach out to info@bikefitchburg.org or call (608) 239-3900 to learn more.



League of American Bicyclists National Awards Database

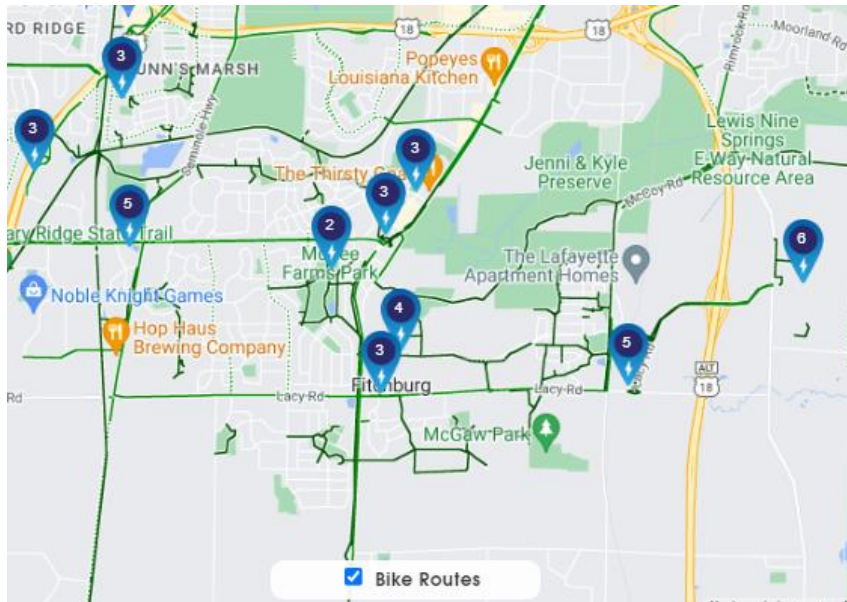
Fitchburg B-Cycle Is Growing

<https://madison.bcycle.com/>

Having begun this Spring with 7 stations spread out across the Central and Eastern portions of the City, Fitchburg’s bike-network partnership with B-Cycle is growing again. This Fall, three more stations have been added to the Fitchburg network, with at least four more on the way before winter. Look for the newest stations at the Boys and Girls Club of Dane County on Jenewein Rd near Allied Dr, the MacKenzie Regional Workforce Center on Verona Rd, and at the Fitchburg Library on Lacy Rd; new stations to come this fall include Swan Creek Park, McGaw Park, the other corner of Civic Campus (Senior/Community Center and City Hall), and the Dawley Bike Hub on Seminole Hwy.



This “Phase 2” expansion is thanks in large part to federal funding from a Transportation Alternatives Program Grant through the Wisconsin Department of Transportation, which will refund 80% of the purchase and startup costs of these docks and e-bikes. [Sign up today](#) to try out the bikes before the B-Cycle season ends in December!



Fitchburg B-Cycle Station Map

Leaf-Free Streets and Waterways

text from <https://ripple-effects.com/leaf-free-streets>



Did you know leaves that collect on our streets every fall can harm our waters?

More than 50% of the annual amount of phosphorus in urban stormwater can come from leaves in the street! When it rains, stormwater flows through leaf piles in streets creating a “leaf tea” that is rich in dissolved phosphorus. This “leaf tea” travels through storm sewers making its way to our lakes, rivers and streams. Too much phosphorus can lead to toxic algae blooms, low oxygen levels and green murky waters, none of which are good for animals living in the water or those of us who use it for recreation.

In the fall, timely removal of street leaf litter can reduce the amount of phosphorus in urban stormwater by 80% compared to no leaf removal! Communities across Dane County are working hard to reduce stormwater pollution to protect our waters, but they can't do it alone. You can help!



[Join us in keeping streets leaf-free!](#)

1. Safely remove leaves from the street in front of your home before it rains.
2. Follow your community's guidelines for leaf collection or recycle leaves on your property. Many communities offer curbside leaf pick up or free access to yard waste drop off sites.
3. Sign up to receive Leaf-free Streets Rain Alerts this fall (Oct. 1- Nov. 30). Alerts will be issued 1-2 days before a significant rain event reminding you that it's time to remove street leaves. ****This program is only available to Dane County residents or businesses.****

Sign up for Text Alerts

Sign up for Email Alerts

4. Help spread the Leaf-free Streets message in your neighborhood! Sign up for a yard sign and check out the [Leaf-free Streets Toolkit](#) for resources.

Request a Yard Sign

Fitchburg 2024 Annual Operating Budget Process Nearing Completion

<https://www.fitchburgwi.gov/1998/Financial-Records-Reports>

The annual Operating Budget process is nearing completion, with Mayor Arata-Fratta having released her Mayor's Proposed Budget last week and amendments from alders set to be posted on the City's website this Friday, October 20.

See the link above for budget details and a calendar indicating the final few important dates in this process, and to learn how you can still provide input. The Committee of the Whole will discuss the budget and amendments on Wednesday evening, October 25, and Council will hold a public meeting and their final vote on Tuesday evening, November 14.

Help Our Waterways With SaltWise Practices

<https://www.wisaltwise.com/Winter-Salt-Certification>

Fitchburg encourages residents and businesses to take many steps to protect the cleanliness of our local waterways, from the Police Department-hosted Med Drop, to adopting and following a municipal Stormwater



Management Plan, to partnering with the Wisconsin DNR’s Green Tier Clear Waters Initiative. One measure that will become more relevant as Winter approaches is working to be a “Salt-Wise” community.

Fitchburg is a member of the Wisconsin SaltWise Partnership, a coalition of organizations around the state working to reduce salt runoff into lakes and streams. Salt-Wise certification is available to anyone involved in winter maintenance, whether public or private. If you’d like to pursue certification, you can learn more at <https://www.wisaltwise.com/Winter-Salt-Certification>, and if you hire a professional to help you with winter maintenance, you can ask if they’re certified (or find them in [this online listing](#)) or encourage them to take that step. The snows of winter are still months away, but 2023 in-person and online training courses run [August through November](#), so it’s good to get ahead of that cold weather and learn about appropriate salt application now!

2023 Energy Efficiency Jobs Report

<https://ee.e4thefuture.org/>

E4TheFuture, a national organization that promotes a robust, equitable, and sustainable energy future, has released their 2023 report on energy efficiency jobs in the United States. More than 2.2 million Americans are employed in the energy efficiency industry, making it the largest segment of the energy industry in America at an impressive 41% of total sector jobs. The



story is no different in Wisconsin where, led by 20+ years of the Focus on Energy statewide efficiency rebate program, the energy efficiency industry employs over 55,000 total workers (roughly 60% of the state’s energy workforce). The energy efficiency industry is well represented by construction workers, in rural and other non-metro areas, among veterans, in demographic diversity compared to the state average, and by small businesses, making it an important industry for Wisconsin. See the Wisconsin report from E4TheFuture’s national report for 2023 at the following link, or by clicking the image below: <https://e4thefuture.org/wp-content/uploads/2023/10/Wisconsin.pdf>



October-November Events and Observances



Imagine a Day Without Water

October 19



November 3, 7:30am-3:00pm
Monona Terrace



United Nations

International Day for Preventing the
Exploitation of the Environment in War and
Armed Conflict
6 November

**TRANS
AWARENESS
WEEK**
NOVEMBER 13 - 19





KEEP AMERICA BEAUTIFUL®

November 15



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<http://www.fitchburgwi.gov/list.aspx> > Green Fitchburg

- a. Visit Fitchburg’s “Notify Me®” web page:
<http://www.fitchburgwi.gov/list.aspx>
- b. Type your email address in the box and select “Sign In”
- c. To receive text messages enter your phone number and select “Save”
- d. Click  (to subscribe/unsubscribe to emails) and/or  (to subscribe/unsubscribe) next to the lists to which you wish to subscribe / unsubscribe (e.g. “Green Fitchburg” is the mailing list for environmentally friendly suggestions or events)

Please contact Phil Grupe, Sustainability Specialist, at phil.grupe@fitchburgwi.gov or (608) 270-4259, if you have any questions, comments, and/or suggestions for future Green E-News topics.

