



mayors
innovation
project

CLIMATE EMPOWERMENT

Indya Kincannon | Mayor | City of Knoxville, TN

SUMMER

2024

CLIMATE EMPOWERMENT IN MADISON



Mayor's Innovation Project
Mayor Satya Rhodes-Conway
August 10, 2024



Project & Partner Highlights

Climate Resilience

- Air Quality Monitoring

Building Energy Efficiency & Decarbonization

- Efficiency Navigator
- Canvassing for Clean Energy

Air Quality in June 2023



Air Quality Monitoring

Partners include:

- Foundation for Black Women's Wellness
- Latino Health Council
- The Hmong Institute
- University of Wisconsin – Madison
- Public Health Madison and Dane County

Supported by EPA's Enhanced Air Quality Monitoring for Communities competitive grant program.



Love My Air – Interactive Dashboard

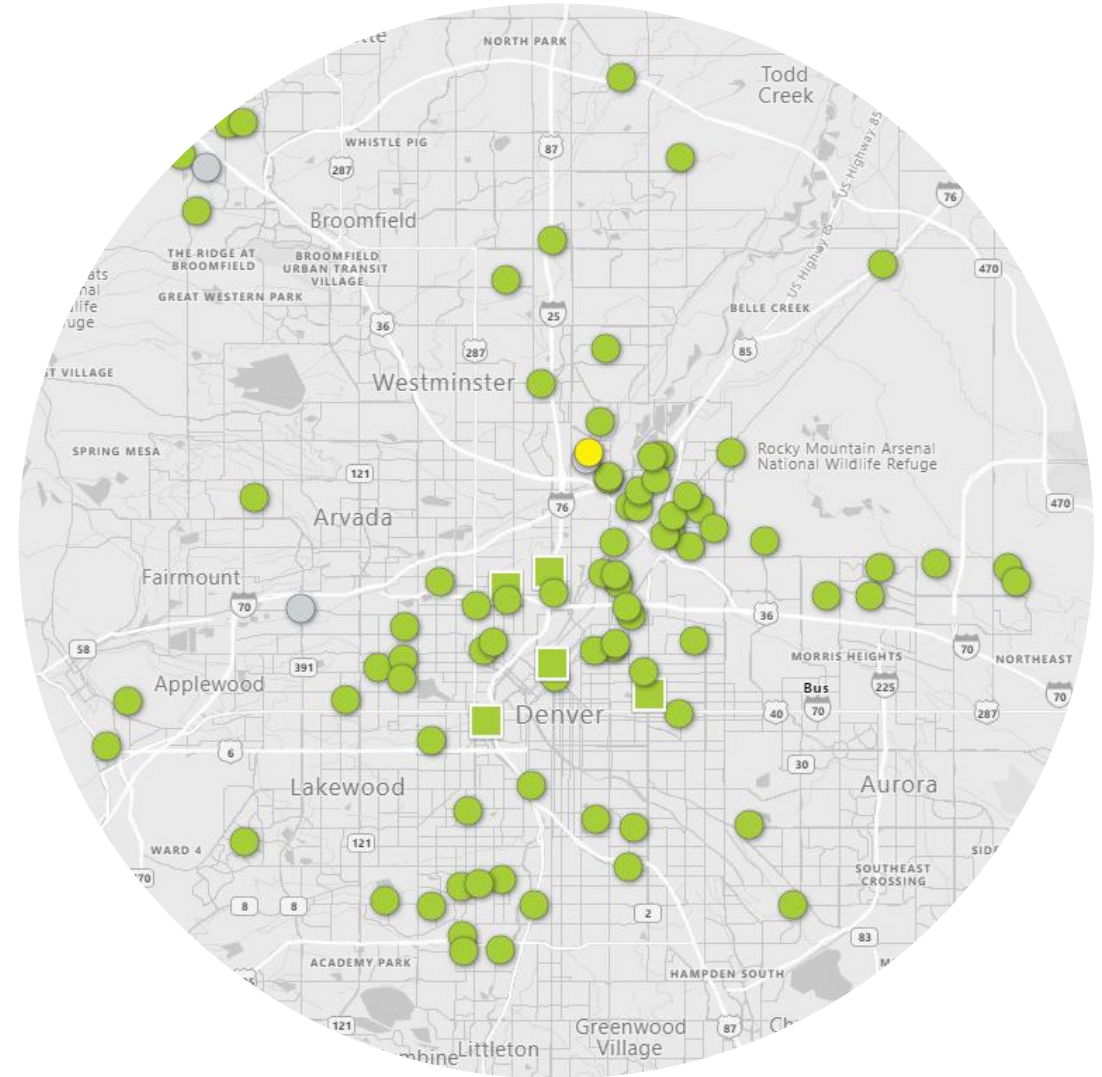


AIR QUALITY INDEX (AQI) - ACTIVITY GUIDE - GRADES K-5
Visit [Playworks.org](https://playworks.org) or scan the code below for fun game ideas and videos on how to play.

<p>AQI 0-50</p> <p>GOOD</p> <p>NORMAL DAY</p> <p>It's a great day to be outside! Visit Playworks.org or scan the code below for fun game ideas.</p> <p>OUTSIDE</p>	<p>AQI 51-100</p> <p>MODERATE</p> <p>SENSITIVE GROUPS</p> <p>WATCH FOR SYMPTOMS (coughing and/or shortness of breath)</p> <p>LET'S PLAY</p> <p>Outside games that limit exertion:</p> <p>Grades K-1 Bandage Tag* Catch and Drop Pac Tag*</p> <p>Grades 2-5 Helicopter Hot Shot Basketball Wall Ball</p> <p>*walking option</p>	<p>AQI 101-150</p> <p>UNHEALTHY for sensitive groups</p> <p>SENSITIVE GROUPS</p> <p>LIMIT PROLONGED EXERTION</p> <p>WATCH FOR SYMPTOMS (coughing and/or shortness of breath)</p> <p>TAKE BREAKS</p> <p>MORNING IS BEST</p> <p>SHORTEN OUTSIDE ACTIVITIES</p> <p>LET'S PLAY</p> <p>Outside games that limit exertion:</p> <p>Grades K-1 Bridge Ball Hot Shot Soccer Secret Agent</p> <p>Grades 2-5 4-Square Around the World Bridge Ball Hot Spot Soccer</p>	<p>AQI 151-200</p> <p>UNHEALTHY for all groups</p> <p>ALL GROUPS</p> <p>LIMIT PROLONGED EXERTION</p> <p>WATCH FOR SYMPTOMS (coughing and/or shortness of breath)</p> <p>TAKE BREAKS</p> <p>MORNING IS BEST</p> <p>CONSIDER INSIDE ACTIVITIES</p> <p>LET'S PLAY</p> <p>Outside games that limit exertion:</p> <p>Grades K-1 Bridge Ball Fish Bowl</p> <p>Grades 2-5 Bridge Ball Concentration Crunch Detective Frog Fish Bowl Splat</p>	<p>AQI 201-500</p> <p>VERY UNHEALTHY</p> <p>ALL GROUPS</p> <p>AVOID OUTSIDE ACTIVITIES</p> <p>LET'S PLAY</p> <p>Inside games:</p> <p>Grades K-1 Beans on Toast Bob the Bunny Detective Frog I See I See Sleep Bunny The Big Cheese</p> <p>Grades 2-5 Detective The Big Cheese Wall Tag</p>
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NOTE These recommendations do not represent EPA recommendations or provider guidance for each individual child. Always refer to each child's asthma plan and watch all children for any signs of distress. For any questions/concerns, please consult with the school nurse for personalized guidance based on specific needs and medical history. Love My Air Wisconsin is a program of Children's Health Alliance of Wisconsin. Learn more at www.chawisconsin.org/air.

VISIT PLAYWORKS GAME LIBRARY
Search by age, class size, inside/outside and more. Watch fun videos on how to play.



Check out <https://lovemyair.com/wisconsin/Home/Map>



Efficiency Navigator

- Partnership with local CBOs Sustain Dane and Elevate
- Provides free energy upgrades to affordable multifamily housing
- Results so far:
 - Energy audits and health assessments to 63 buildings with 335 units
 - Energy upgrades completed at 19 buildings with 112 units

Canvassing for Clean Energy

President Biden's Affordable Clean Energy Plan
SAVING MONEY TODAY WHILE BUILDING A CLEAN ENERGY TOMORROW

Find out what savings are available to *YOU* inside.



A MESSAGE FROM



Scan here to use the Rewiring America Energy Savings Calculator to see what upgrades and benefits are available to you!



Start saving money —and protecting the environment—today.



We all want to do our part to protect the environment, and now we can, thanks to the largest investment in clean energy in U.S. history. President Biden's Affordable Clean Energy Plan allows consumers to make major home purchases - things like solar panels, electric appliances, energy efficiency measures, and much more - with major cost savings.



Scan the QR code or go to our webpage at conservationvoters.org/clean-energy-plan to get started.



RESOURCES FOR MADISON RESIDENTS



Home Water Conservation Program Through Water Utility:
Lower and moderate income homeowners can save money and reduce water waste.
www.cityofmadison.com/water/sustainability/home-water-conservation-program

Home Repair Loans Through Project Home:
Lower income homeowners can take advantage of loans for minor and major home repairs, as well as no-cost weatherization programs.
www.projecthomewi.org

MadiSUN:
Gain access to affordable solar energy with this group purchase program, a project of RENEW Wisconsin.
www.madisunsolar.com

MadCap Through Water Utility:
Lower income customers can receive discounts on their water utility bill.
www.cityofmadison.com/water/billing-rates/madcap

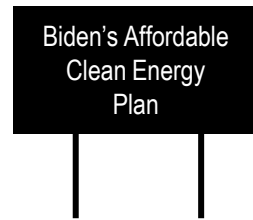
Go to our website to find more information and direct links to take advantage of these programs today.
conservationvoters.org/clean-energy-plan

“The most rewarding moments of canvassing are when folks realize they can afford home updates because of Biden’s Clean Energy Plan.”
— Ian Vierck, Madison

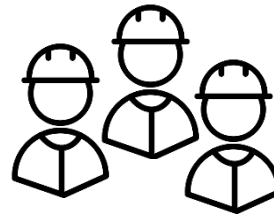
2023 Canvassing Results



TOTAL KNOCKS
75,955



YARD SIGNS
1,428



SHIFTS DEPLOYED
1,090



CONVERSATIONS
9,597



INCENTIVES SHARED
4,547

Report from the field:

Regardless of one's political feelings, people are eager to save money on energy bills and welcomed these benefits enthusiastically.



Thank you!