


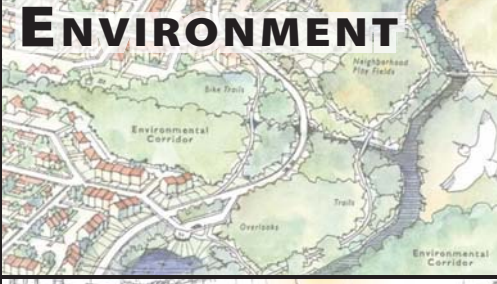
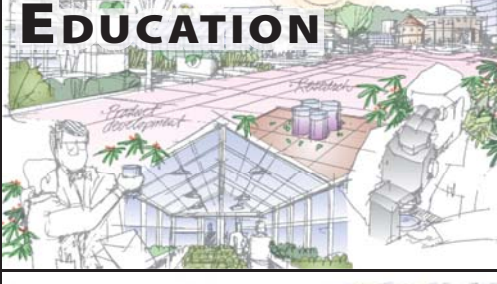
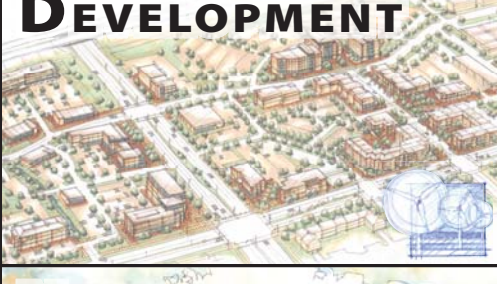
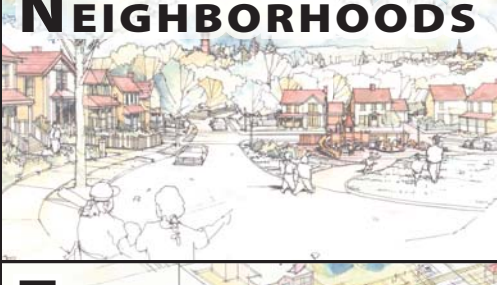



SUSTAINABILITY IN BROOKFIELD...



... WILL INVOLVE CONTINUED AND EXPANDED EFFORTS TO PRESERVE OUR QUALITY OF LIFE AND MEET OUR NEEDS WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO DO THE SAME, AND TO MAINTAIN CITY SERVICE LEVELS WHILE ALSO MAINTAINING REASONABLE MUNICIPAL COSTS.

Sustainability is relevant and important to Brookfield

- Organizes an approach and many actions that the City has already embraced
- Demonstrates fiscally and economically sound practices
- Expresses the importance of the long-term health of our natural environment
- Responds to this period of dynamic change and major challenges
- Corresponds with our state and federal government’s actions to adopt, encourage, and in some cases mandate sustainability
- Permeates our lives and culture, creating a certain level of acceptance and expectation

| CATEGORY | GOAL | EXAMPLE |
|---|--|--|
|  <p>ECONOMY</p> | SUPPORT A DIVERSE RANGE OF BUSINESS OPPORTUNITIES TO MAINTAIN REASONABLE TAXES, FAMILY-SUPPORTING JOBS, AND LOCAL PLACES TO SHOP AND WORK | <ul style="list-style-type: none"> • Continue to support a range of office, commercial, and light industrial uses. • Support hospitality and regional retail businesses to retain local resident spending and bring in outside dollars. |
|  <p>ENVIRONMENT</p> | PROTECT AND RESTORE NATURAL RESOURCES, AIR AND WATER QUALITY, AND PARKS AND RECREATIONAL OPPORTUNITIES THAT ENHANCE OUR COMMUNITY AND HEALTH | <ul style="list-style-type: none"> • Continue the wetland acquisition program and progressive stormwater management. • Promote installation of native vegetation and removal of invasive, non-native vegetation. |
|  <p>EDUCATION</p> | PREPARE OURSELVES AND THE NEXT GENERATION FOR THE JOBS AND BUSINESS OPPORTUNITIES OF THE FUTURE | <ul style="list-style-type: none"> • Encourage continued modernization of youth education, such as through expansion of science/technology curriculum. • Support expansion of adult education opportunities, such as additional entrepreneurial training and higher education. |
|  <p>DEVELOPMENT</p> | DESIGN OUR CITY IN A MANNER THAT SUPPORTS ENERGY-EFFICIENCY AND ECONOMIC DIVERSITY AND THAT RESPONSIBLY REUSES THE FINITE LAND BASE THAT WE HAVE | <ul style="list-style-type: none"> • Continue to support mixed use redevelopment in Targeted Investment Areas. • Promote energy efficient building and site design through development approvals and possibly incentives. |
|  <p>NEIGHBORHOODS</p> | MAINTAIN THE QUALITY, VALUE, AND SAFETY OF THE PLACES WE LIVE | <ul style="list-style-type: none"> • Maintain neighborhood value through investments in public spaces and safety. • Allow for new market-rate “lifecycle” housing in Targeted Investment Areas, and mostly single-family housing on vacant tracts elsewhere. |
|  <p>TRANSPORTATION</p> | PROVIDE A RANGE OF EFFICIENT WAYS TO GET AROUND THE COMMUNITY AND BEYOND, AND SUPPORT BUSINESS DEVELOPMENT WHILE MANAGING IMPACTS ON THE ENVIRONMENT | <ul style="list-style-type: none"> • Maintain and improve regional and local access while managing traffic congestion to meet multiple goals, including a strong business environment. • Continue assertive development of the greenway trail network. |
|  <p>GOVERNMENT</p> | MAKE LOCAL GOVERNMENTAL DECISIONS THAT ARE RESPONSIBLE TO TODAY’S AND TOMORROW’S TAXPAYER AND THAT ATTEMPT TO LEAD BY EXAMPLE | <ul style="list-style-type: none"> • Focus efforts on maintaining a reasonable property tax rate now and in the future. • Filter City budgeting and other decision making through a sustainability lens. |
|  <p>LIFESTYLE</p> | ENCOURAGE PERSONAL DECISIONS THAT ARE HEALTHY, ENERGY CONSCIOUS, ENVIRONMENTALLY RESPONSIBLE, AND COMMUNITY-ENHANCING | <ul style="list-style-type: none"> • Maintain an array of park and recreation programs for community health, interaction, and fulfillment. • Partner with Farmers Market organizers and others to increase local food availability and awareness. |