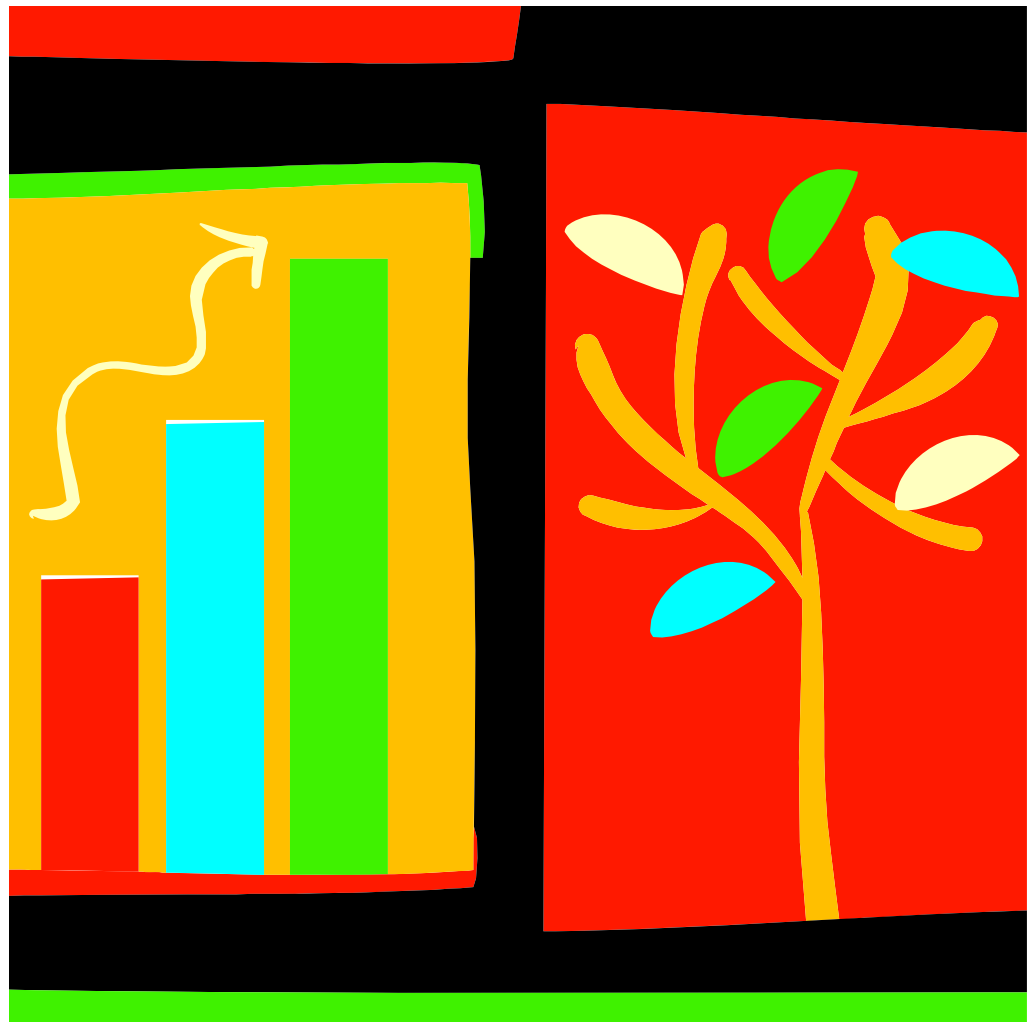


Village of Cottage Grove

COMMUNITY INDICATORS PROJECT

Adopted
August 16
2010

Village
of
Cottage
Grove



PREPARED BY THE COTTAGE GROVE AD-HOC SUSTAINABILITY COMMITTEE,
WITH ASSISTANCE FROM MSA PROFESSIONAL SERVICES, INC. ,
SEVENTH GENERATION ENERGY SYSTEMS, AND GDS ASSOCIATES

THIS REPORT IS
FORMATTED FOR
DOUBLE SIDED
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1. EXECUTIVE SUMMARY

The Village of Cottage Grove is working to sustain the local economy, environment, and culture and to make the community resilient to economic and environmental fluctuations. In order to strategically identify areas where the community excels and areas which need improvement, the Village of Cottage Grove has created a set of community indicators. Annually monitoring these indicators will provide the Village of Cottage Grove a holistic report on the state of the community.

The set of indicators address seven separate, yet interconnected aspects of Village life: Energy, Transportation, Land Use, Water, Waste, Economy, and Public Outreach. For each of these seven categories, the Village identified indicators by which community performance can be measured.

A key aspect of the Indicators Project is a commitment to annual monitoring and updates. The Indicators Project is a living project that is designed to help the Village quantify its performance in these seven different sectors of life within the Village of Cottage Grove. The Indicators Project is not intended to serve as a “report card” but instead is intended to provide the Village with a more in-depth understanding of Village performance. This knowledge may serve as a powerful instrument to developing appropriate resiliency strategies for the Village.

This document is the result of a long iterative process. It originally was imbedded in a larger sustainability system; however, through the following public process it has been streamlined into the Indicators Project:

- Public working meetings of the Ad-Hoc Sustainability Committee, March 2009 through May 2010
- A Public Kickoff and Visioning Meeting, April 22, 2009
- An internet survey of Village residents, July 2009
- Progress reports to Village Board
- A Public Draft Review Meeting, February 23, 2010
- Review and Discussion with Plan Commission

This Indicators Project was originally approved by the Cottage Grove Village Board on August 16, 2010. The Indicators Project may help the Village attract grant funding and/or programmatic support to support efforts to improve performance; however, it does not impose additional regulatory measures upon the Village and its citizens.

2. WHAT IS AN INDICATORS PROJECT?

This is a living document that contains a set of community indicators which will serve as an instrument for the Village of Cottage Grove to gauge performance each year

This document includes two essential components:

1) Community Indicators

These are specific metrics by which the Village can measure performance and progress of the Village

2) Annual Renewal

This is the annual effort to monitor performance each year, or as appropriate.

3. COMMUNITY INDICATORS

The Cottage Grove indicators' project is organized into seven interrelated categories: Energy, Land Use, Transportation, Water, Waste, Economy, Public Outreach and Education.

Within each category are several types of information:

- Sustainability Indicators (What we are measuring)
- Baseline performance (Generally 2008 data)
- Future performance (To be updated annually, or as new data is available)

Appendix A contains specific information on the data sources for each indicator.

ENERGY

How much energy does the Cottage Grove community consume each year?

Indicator	Baseline	Performance		
		2009	2010	2011
Total electricity per use (kWh) per capita	12,176			
Residential electricity use (kWh) per capita	6,204			
Total natural gas use per capita (CF)	799			
Residential natural gas use per capita	404.39			

How much energy does the Cottage Grove government consume each year?

Indicator	Baseline	Performance		
		2009	2010	2011
Municipal electricity use per year per square foot (KWh/sq. ft.)	64.75			
Municipal natural gas use per year per square foot of municipal buildings (CF/sq. ft.)	0.82			
Percent of municipal electricity supplied by renewable sources	0%			

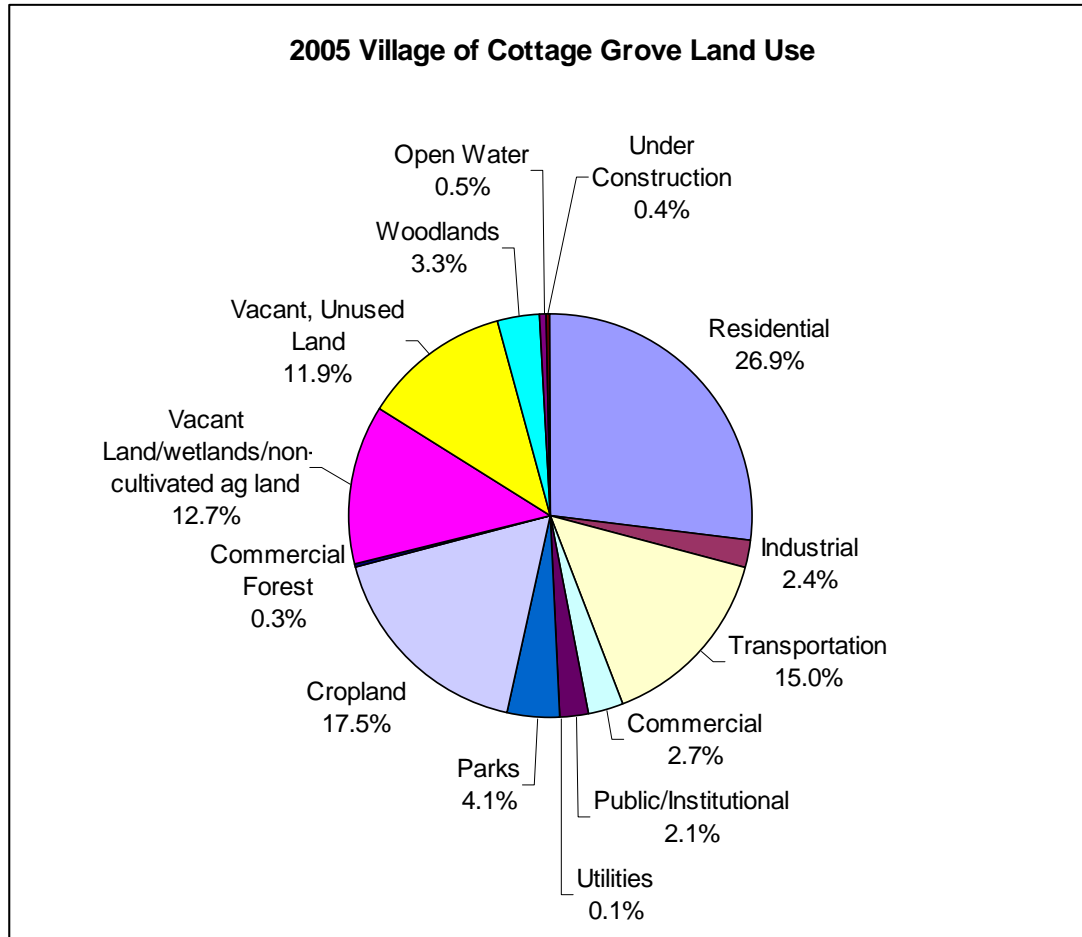
How much of the energy consumed in Cottage Grove comes from renewable sources?

Indicator	Baseline	Performance		
		2009	2010	2011
Percent of electrical energy supplied from renewable sources	1.12%			
Percent of residential customers enrolled in Second Nature (subsidizes the development of wind energy generation)	2.20%			
Number of public and private renewable energy systems installed in the Village	2			

LAND USE

What is the mixture of land uses within the Village of Cottage Grove?

Baseline



How much Village land is protected as open space, either for public use or preservation?

Indicator	Baseline	Performance		
		2010	2015	2020
Acreage of Public Parks	83.4 acres/ 4.14%			
Acreage of Open Space and Wetlands	255.1 acres/ 12.7%			
Acreage of Woodlands	67.4 acres/ 3.34%			
Community garden sites	0			

TRANSPORTATION

To what extent does the Village enable alternative modes of transportation?

Indicator	Baseline	Performance		
		2009	2010	2011
Percent of collector street* miles with sidewalk on both sides of street	31.80%			
Percent of collector street* miles with marked bike lanes	19.10%			
Off-street bike path miles	1.08			
Ratio of total sidewalks to total streets	133.31%			
Shared ride trips per capita per year	1.31			

*For the purposes of these indicators, “collector streets” are County Highways N and BB

WATER

How efficient is our use of water in the Village?

Indicator	Baseline	Performance		
		2009	2010	2011
Gallons of groundwater pumped per capita	31,223			
Peak daily gallons of groundwater pumped, per capita	165			
Gallons of groundwater delivered to residential customers, per capita	21,315			
Gallons of wastewater treated per capita	41,540			

SOLID WASTE

How much waste does the Village produce?

Indicator	Baseline	Performance		
		2010	2011	2012
Pounds of residential solid waste collected per capita	690 lbs			
Percentage of residential waste that is recycled	14.70%			
Reported Use of Clean Sweep Program	55.60%			

ECONOMY

To what extent are Village residents able to work and purchase goods and services within the community?

Indicator	Baseline	Performance		
		2010	2015	2020
Number of local jobs per capita (base year 2000)	0.273			
Percentage of Village workforce employed within the Village limits (base year 2000)	13.6%			
Number of businesses operating within the Village limits (base year 2008)	142			

PUBLIC OUTREACH

What is the awareness level of Cottage Grove's sustainability initiatives?

Indicator	Baseline	Performance		
		2012	2015	2018
Percentage of survey respondents who are aware of the Village's sustainability goals	23%			

4. COMMITMENT TO MONITORING AND UPDATING

Annual Updates should be completed with Village Board approval prior to the Village's budgeting process each year.

1. With staff assistance, the Sustainability Committee will update the indicators.
2. The Sustainability Committee shall prepare a brief report summarizing any changes in the indicators from the past year. This update shall be posted on the Village website and distributed to Village Board.
3. At the September meeting of the Village Board, the Sustainability Committee shall present its annual report (~5-10 minutes) and invite any public discussion (~10-20 minutes).

The Village has been provided with tools to aid the update process, including the Indicators Tool - an excel-based data management system. Village Staff and Sustainability Committee Members should use that tool to help determine what data need to be collected each year and to calculate the indicators from those data.

APPENDIX A: INDICATOR CALCULATIONS

The indicator calculations are based upon obtainable data that is normalized for the community in order to compare similar data from year to year. This data generally has several components and ensuring that the same calculation occurs every year, the following data is required.

GENERAL DATA

The most common way to normalize data is to provide a common denominator that can be used by all components of the indicator category. Community wide data can most commonly be normalized using the following data:

- ❖ **Population** – Village of Cottage Grove
 - **Source:** Annual Department of Administration Estimate
 - **Baseline:** 2008 Estimate = 5,525
 - **Update:** Annually
 - **Purpose:** This number is used to calculate all “per capita” indicators

- ❖ **Land Area** – Village of Cottage Grove
 - **Source:** Dane County Land Information Office
 - **Baseline:** 2008 = 2,026.4 acres
 - **Update:** Annually, or as updated by Dane County
 - **Purpose:** This number is used to calculate indicators based on land area.

- ❖ **Building Square Footage - Residential** – Village of Cottage Grove Residential Buildings
 - **Source:** Village Assessor’s Office
 - **Baseline:** Not obtained at this time
 - **Update:** Annually
 - **Purpose:** This number can be used to obtain a measure of residential building energy efficiency in the Village that can be compared to the rest of Wisconsin and the nation.

- ❖ **Building Square Footage - Commercial** – Village of Cottage Grove Commercial Buildings
 - **Source:** Village Assessor’s Office
 - **Baseline:** Not obtained at this time
 - **Update:** Annually
 - **Purpose:** This number can be used to obtain a measure of commercial building stock energy efficiency in the Village that can be compared to the rest of Wisconsin and the nation.

- ❖ **Building Square Footage - Industrial** – Village of Cottage Grove Industrial Buildings
 - **Source:** Village Assessor’s Office
 - **Baseline:** Not obtained at this time
 - **Update:** Annually
 - **Purpose:** This number can be used to obtain a measure of industrial energy use in the Village.

ENERGY INDICATORS

Energy indicators will measure the amount of energy consumed in different sectors of Cottage Grove and how it is produced. A table following indicator definitions has the relevant data from the past five year and a duplicate blank table to be filled in future years:

❖ How Much Energy does the Cottage Grove Community Consume Each Year?

- **Indicator:** Total Electricity Use per Capita
 - **Calculation:** Total community electricity delivered through regulated electric distribution grid ÷ Population
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from Electricity supplier
 - **Definition:** This number is obtained by adding together the residential, commercial, industrial, agricultural and municipal consumption.

- **Indicator:** Residential Electricity Use per Capita
 - **Calculation:** Electricity delivered to residential customers of the regulated electric distribution grid ÷ Population
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from Electric utility
 - **Definition:** This number is obtained by summing the monthly data provided by the Electric utility based upon billing record breakdown.

- **Indicator:** Commercial Electricity Use per Square Foot commercial space
 - **Calculation:** Total Electricity delivered to commercial customers through regulated electric distribution grid ÷ Building Square Footage Commercial
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from Electric utility
 - **Definition:** This number is obtained by summing the monthly data provided by the Electricity provider based upon billing record breakdown.
 - **Note:** The commercial building square footage was not obtained by the deadline for the report. In order to track this indicator, the square footage will have to be obtained from the assessor's office.

- **Indicator:** Industrial Electricity Use per Square Foot industrial space
 - **Calculation:** Total Electricity delivered to industrial customers through regulated electric distribution grid ÷ Building Square Footage Industrial
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from Electric utility
 - **Definition:** This number is obtained by summing the monthly data provided by the Electricity provider based upon billing record breakdown.
 - **Note:** The industrial building square footage was not obtained by the deadline for the report. In order to track this indicator, the square footage will have to be obtained from the assessor's office.

- **Indicator:** Total Natural Gas Use per Capita
 - **Calculation:** Total community natural gas delivered through regulated electric distribution system ÷ Population

- **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from natural gas supplier
 - **Definition:** This number is obtained by adding together the residential, commercial, industrial, agricultural and municipal consumption.
- **Indicator:** Residential Natural Gas Use per Capita
- **Calculation:** Natural gas delivered to residential customers of the regulated gas distribution grid ÷ Population
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from natural gas supplier
 - **Definition:** This number is obtained by summing the monthly data provided by the natural gas supplier based upon billing record breakdown.
- **Indicator:** Commercial Natural Gas Use per Square Foot commercial space
- **Calculation:** Total natural gas delivered to commercial customers through regulated gas distribution system ÷ Building Square Footage Commercial
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from natural gas supplier
 - **Definition:** This number is obtained by summing the monthly data provided by the natural gas provider based upon billing record breakdown.
 - **Note:** The commercial building square footage was not obtained by the deadline for the report. In order to track this indicator, the square footage will have to be obtained from the assessor's office.
- **Indicator:** Industrial Natural Gas Use per Square Foot industrial space
- **Calculation:** Total natural gas delivered to industrial customers through regulated gas distribution system ÷ Building Square Footage Industrial
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from natural gas supplier
 - **Definition:** This number is obtained by summing the monthly data provided by the natural gas provider based upon billing record breakdown.
 - **Note:** The industrial building square footage was not obtained by the deadline for the report. In order to track this indicator, the square footage will have to be obtained from the assessor's office.
- ❖ **How Much Energy does the Cottage Grove Government Consume Each Year?**
- **Indicator:** Municipal Electricity Use
- **Calculation:** Annual total electricity consumed by Village operations
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from electricity provider
 - **Definition:** This number is obtained by summing the monthly data provided by the electricity provider based upon billing records of the Village of Cottage Grove.
 - **Note:** This item is not normalized, but rather is a straight measurement of energy. Normalization should be per square foot of Village facilities.
- **Indicator:** Municipal Natural Gas Use
- **Calculation:** Annual total natural gas consumed by Village operations
 - **Source:** Alliant Energy (Harvey Dorn)

- **Update:** Annually from natural gas supplier
- **Definition:** This number is obtained by summing the monthly data provided by the natural gas provider based upon billing records of the Village of Cottage Grove.
- **Note:** This item is not normalized, but rather a straight measurement of energy.

❖ How much of the Energy Consumed in Cottage Grove Comes from Renewable Resources?

- **Indicator:** Percent of Electrical Energy supplied from renewable sources
 - **Calculation:** Annual quantity of electricity provided through Alliant Energy Second Nature program + estimated output of Focus on Energy supported on-site renewable energy installation ÷ Total Electricity supplied by electric distribution grid.
 - **Source:** Alliant Energy (Harvey Dorn) & Focus on Energy
 - **Update:** Annually from electric supplier and Focus on Energy
 - **Definition:** This indicator represents a percentage of total electricity usage beyond the mandated renewable energy supplied through the regulated distribution grid that is supplied to customers in the Village of Cottage Grove.
 - **Note:** The Alliant Energy Second Nature program provides the electricity from wind turbines under a different rate structure at 25%, 50%, & 100% of the billing. In this calculation, the billing report from Alliant Energy for these meters must multiply the billed kWh by the proper fraction to get the amount of electricity supplied by the wind turbine generators. This program is only open to residential customers in 2008.
 - **Note:** The electricity supplied by the second nature program is purchased by the participants, although the actual energy is most likely supplied in another location. The onsite renewable energy electricity production is generally provides renewable electricity to Cottage Grove customers.
- **Indicator:** Percentage of Residential Customers Enrolled in Second Nature
 - **Calculation:** Number of residential billing codes with a 25%, 50%, or 100% Factor Second Nature billing code ÷ total number of residential meters.
 - **Source:** Alliant Energy (Harvey Dorn)
 - **Update:** Annually from electric supplier
 - **Definition:** This indicator will provide the amount of residences that are utilizing a more typical renewable energy rate structure to purchase electricity. Partial residences are counted as partial meters (25%, 50%, or 100%).
- **Indicator:** Number of Public and Private Renewable Energy Systems Installed in the Village
 - **Calculation:** A count of Renewable Energy systems installed within the Village Limits
 - **Source:** Focus on Energy
 - **Update:** Add to Count Annually as Focus on Energy provides installation incentives to residents.
 - **Definition:** This indicator is a number that is not normalized per capita. The goal set should be an annual increase.
 - **Note:** The size of the systems is not being measured in this indicator, but rather the participation in producing on-site renewable energy.

LAND USE INDICATORS

Land Use indicators provide a comparative measurement of the existing Village community. Goals can be set to alter the makeup of the community make up or they can be compared against similar communities.

❖ What is the mixture of Land uses within the Village of Cottage Grove?

- **Indicator:** Pie chart of land uses
 - **Calculation:** Individual land use area ÷ Total Village area
 - **Source:** 2005 Dane County Land Use data, Dane County LIO
 - **Update:** Annually, or when GIS mapping land use layer is updated.
 - **Definition:** These percentages should add up to 100% of the village land area.

❖ How Much Village Land is Protected as open Space, either for public use or Preservation?

- **Indicator:** Acreage of Public Parks
- **Indicator:** Acreage of Open Space and Wetlands
- **Indicator:** Acreage of Woodlands
 - **Calculation:** Use percentages from Pie chart of Land Uses
 - **Source:** 2005 Dane County Land Use Map
 - **Update:** Annually, or when GIS mapping land use layer is updated.
 - **Definition:** These three numbers provide a public health and ecological health indicator for the community.

- **Indicator:** Community Garden Sites
 - **Calculation:** Count of Community Garden locations (collection of plots)
 - **Source:** Village records
 - **Update:** Annually, or when community garden is set up.
 - **Definition:** The number of Community garden locations is an indicator of the potential for all residents to supply a portion of their own food from within the Village limits.

TRANSPORTATION INDICATORS

Transportation indicators provide a measurement of the opportunity for all forms of transportation within the Village of Cottage Grove.

❖ To What Extent Does the Village Enable Alternative Modes of Transportation?

- **Indicator:** Percent of Collector Street miles with sidewalk on both sides.
- **Indicator:** Percent of Collector Street miles with marked bike lanes.
 - **Calculation:** Collector street miles with sidewalk on both sides/marked bike lane ÷ Total collector street miles.
 - **Source:** Village Mapping (MSA)
 - **Update:** Annually

- **Definition:** These percentages measure the opportunity for bicycle and pedestrian travel on the major roads within the Village of Cottage Grove.
- **Notes:** Collector Streets are County Highways N and BB.

- **Indicator:** Off-Street Bike Path Miles
 - **Calculation:** Measurement of total off-street bike path miles.
 - **Source:** Village Mapping (MSA)
 - **Update:** Annually
 - **Definition:** The number of miles of off-street paths create an alternative transportation system for non-motorized transportation where they are not competing with motor vehicles for space. It increases the safety of these types of travels.

- **Indicator:** Ratio of Total Sidewalk to Total Street
 - **Calculation:** Total sidewalk length ÷ Total roadway length (miles)
 - **Source:** GIS Mapping (MSA)
 - **Update:** Annually
 - **Definition:** The total length of sidewalk as compared to the total length of roadway is indicative of the ease of pedestrian transportation throughout the community.

- **Indicator:** Shared ride trips per capita per year
 - **Calculation:** Estimated total number of public shared rides per year ÷ residents
 - **Source:** Survey of Shared Ride Suppliers, 7254 estimated rides in 2008
 - **Update:** Annually
 - **Definition:** An increasing number of shared rides indicated the ease of travel within and outside the Village without operating a personal vehicle.
 - **Notes:** The total number of shared ride suppliers is relatively small in the Village. The estimated number of rides was collected by contacting each of the providers to get an estimate of rides provided per year. Below is the information collected.

C) Commerce Park ride pool passengers per year	C) 7 x 250 business days
D) Park and Ride passenger trips per year	D) 13 x 250 business days
E) State van pool trips	E) 1 x 250 business days
F) Angelus Retirement Community	F) 157 passenger trips/mo
G) Taylor Ridge Senior Apartments passenger trips per year	G) 10 passenger trips/mo

WATER INDICATORS

Water indicators provide a measurement of the clean water used per resident in the community. Once extracted from the ground the water is subject to water quality issues and can carry those pollutants back to the underground aquifer. Extracting the water and treating it also consumed electricity within the municipal energy consumption indicator. The indicators measure the amount of use and the efficiency of the delivery and collection system.

❖ How Efficient is Our Use of Water in the Village?

- **Indicator:** Gallons of groundwater pumped per capita
- **Indicator:** Peak daily gallons of groundwater pumped per capita
 - **Calculation:** Metered gallons at groundwater extraction point ÷ residents

- **Source:** Cottage Grove Water Utility annual report
 - **Update:** Annually
 - **Definition:** These indicators measure the amount of water that is extracted to serve the community water distribution and fire protection system.
 - **Notes:** These measurements are taken at the groundwater extraction point prior to insertion into the distribution system.
- **Indicator:** Gallons of groundwater delivered to residential customers, per capita
- **Calculation:** Billed gallons for residential services ÷ residents
 - **Source:** Cottage Grove Water Utility annual report
 - **Update:** Annually
 - **Definition:** This indicator measures the amount of water that is consumed by each resident at their home per year.
 - **Notes:** This measurement is taken at each customer meter after transmission through the potable water distribution system.
- **Indicator:** Gallons of waste water treated per capita
- **Calculation:** Billed waste water gallons ÷ residents
 - **Source:** Village of Cottage Grove Public Works Department
 - **Update:** Annually
 - **Definition:** This indicator is a measure of the amount of wastewater that is sent by the Village of Cottage Grove sanitary sewer collection system to the Madison Metropolitan Sewerage District Nine Spring Wastewater Treatment Plant. Since the plant is not owned and operated by the Village of Cottage Grove, they are provided a billing indicating their waste water treated.
 - **Notes:** The measurement is taken at the point of exit from the Village of Cottage Grove Sanitary Sewer collection system.

SOLID WASTE INDICATORS

Solid Waste indicators provide a measurement of the efficiency with which the Village of Cottage Grove residents utilize the materials in the environment. This includes measuring the amount of material disposed, the amount recycled, and the proper disposal of hazardous material.

❖ How Much Waste Does the Village Produce?

- **Indicator:** Pounds of residential solid waste per capita
- **Calculation:** Total waste collected by Village contracted waste hauler ÷ residents
 - **Source:** Village contracted waste hauler records
 - **Update:** Annually
 - **Definition:** This indicator is a measure of the efficiency of consumption within the community. Decreasing consumption or decreasing the waste associated with the consumption will reduce this number. Recycling is included as collected waste.
- **Indicator:** Percentage of waste that is recycled
- **Calculation:** Total waste recycled by Village contracted waste hauler ÷ Total waste collected by Village contracted waste hauler
 - **Source:** Village contracted waste hauler records

- **Update:** Annually, collected monthly
- **Definition:** This indicator is a measure of the residential use of the recycling system in place to handle their waste. Increasing the types of material and creating easier handling of materials will create increased recycling in the waste stream.

- **Indicator:** Reported Use of the Clean Sweep Program
 - **Calculation:** Percentage of sustainability survey respondents that reported use of the Dane County Clean Sweep household hazardous waste disposal program.
 - **Source:** Village Survey
 - **Update:** Every 3 years with survey
 - **Definition:** This indicator is a measure of the number of residents that properly dispose of hazardous household chemicals, assuming that all homes have the need to dispose some hazardous chemicals.

ECONOMY INDICATORS

Economy indicators provide an estimate of the number of jobs available for residents and the number of different businesses offering jobs and services in the Village.

❖ To What Extent are Village residents able to work and purchase goods and services within the Village?

- **Indicator:** Number of local jobs per capita
 - **Calculation:** Number of jobs within village limits ÷ residents
 - **Source:** U.S. Census Data, 2000
 - ◆ 1,107 jobs within village Limits
 - ◆ 4,059 residents
 - **Update:** Collected every ten years
 - **Definition:** This indicator measures the approximate number of jobs within Village limits available per each resident
- **Indicator:** Percentage of Residents employed within Village limits.
 - **Calculation:** Number of residents that work within village limits ÷ residents
 - **Source:** U.S. Census Data, 2000 (Journey to Work data)
 - ◆ 249 residents employed within Village limits
 - ◆ 57 residents work from home
 - **Update:** Collected every ten years
 - **Definition:** This indicator measures the number of residents that hold jobs within the Village. Residents that work from home are included in residents that work within the Village Limits.
- **Indicator:** Number of Businesses within Village limits.
 - **Calculation:** Count of number of businesses with taxed personal property within Village Limits
 - **Source:** Village of Cottage Grove Tax Rolls (142 businesses in 2008)
 - **Update:** Annually
 - **Definition:** This indicator measures the diversity of companies potentially offering employment, goods, and services within the village limits.

PUBLIC EDUCATION AND OUTREACH INDICATORS

Public Education and Outreach indicators provide a level of knowledge within the community of the work being done. This is critical because the overall success of the communities initiative rely upon the individual actions of the residents. A better informed community will make the best long term decision.

❖ What is the Awareness Level of Cottage Grove's Sustainability Initiatives?

- **Indicator:** Percentage of community survey respondents who are aware of the Village's sustainability goals
 - **Calculation:** Percentage of respondents to survey question
 - **Source:** Community Survey 2009 (23%)
 - **Update:** Every 3 years with Sustainability Survey
 - **Definition:** This is an indicator of the success of Village efforts to communicate shared goals and principles to all residents.