



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes SUSTAINABLE MADISON COMMITTEE

Monday, August 17, 2015

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:34 p.m. following verification that the meeting was properly noticed and a quorum was present.

Others present: Jeanne Hoffman, Karl van Lith, Bill Fruhling and Matt Phair.

PUBLIC COMMENT

Don Ferber – Jesse Shields talked at the last month's meeting about the MGE energy mix. 80% of our energy comes from fossil fuels. This is our starting point to move towards more renewables.

Natural Gas was once looked at as a bridge fuel, but new plants are around for a long time. They also produce a lot of emissions with regard to GHG emissions.

APPROVAL OF MINUTES

A motion was made by Rogers, seconded by Breidenbach, to Approve the minutes. The motion passed by voice vote/other.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

ACTION ITEMS

1. Directing the City Engineer to establish a Public/Private Voluntary Benchmarking Program.

Motion made by Rogers, seconded by Conowall to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER.

Curt Brink in favor does not want to speak
Gary Peterson to speak – community planner – very interested in sustainability. In 2005, the city adopted the natural step based in Sweden. In Sweden there was many cities working on sustainability but it is voluntary. City of Madison has done a lot of projects to voluntarily. You do these projects because they save money and is good business. Voluntary programs have been proved to work. Please adopted the resolution as a voluntary program. Businesses will see this as a win/win.

Carole Schaefer – Executive Director for Smart Growth Madison. Is here in support of this resolution. The Chamber was named as a partner in this effort. Smart Growth – also wants to work on this as a partner as a voluntary program.

Susan Schmitz – from DMI did not wish to speak, but is here to answer questions.

John Conowall moved passage of the Resolution
Anya Firszt seconded the motion

Discussion

Matt Phair – I am an Alder that is also on the ad-hoc committee for benchmarking that developed this resolution. Susan Schmitz was our chair. The committee met many times and also formed a working group. Worked with developers and building owners. Also had folks from energy efficiency sectors at the table.

I think voluntary is the way to go now because we want to have the buy-in from the community.

- 1) The ad-hoc committee voted 7-3 in favor. Even folks who voted against were helpful to the discussion.
- 2) The resolution calls for 90% compliance in four years. This is a high bar. The business community and the city will need to work together to get this achieved. Starting with large property owners.
- 3) The Chamber wants a voluntary program. And now the Chamber is willing to help as well as Smart Growth to work on education/training/recruitment component.

It probably isn't what everyone wanted but hopefully this is a start – and if it doesn't work – in four years we will work on a different model that would be more effective. Madison may be the only city that can have a successful voluntary program.

Sophia Rogers – What is the issue with the 4 years?

Raj Shukla – There is nothing that stops anyone from trying to pass a mandatory ordinance sooner but now with this we have the businesses community at the table.

Sophia Rogers – Will the 4 years the right time?

Raj Shukla – In 4 years, you can see the progress.

Matt Phair – The 4 years is to see if this works or not.

Susan Schmitz – Actually, I think we should know if this is working in 3 years. We think we can get it done in four years.

Jeannette LeZaks – there will be reports on an annual basis to that policy makers can see progress.

Matt Phair – This is not in there resolution now but maybe this should be

Sophia Rogers – I move that we amend the resolution to require annual reports and that the reports will be reviewed by SMC and then sent to council.
John Conowall – seconded.

Jeannette LeZaks – The report could number of businesses, data that we have received. building type, etc.

Jeanne Hoffman – We also looked at many other cities and what they report.

John Conowall suggested actual language for the resolution.

In the 3rd Therefore be it resolved....

“that would include an annual report on benchmarking goals to be reviewed by Sustainable Madison Committee and present to the Common Council”

Sam Breidenbach – What is the idea for success stories?

Matt Phair – Use success stories in the community/businesses to inspire others to do it.

Ald. Ahrens – The report is necessary but the % increase of compliance isn't a goal worth tracking. We need 100% or close to it to make this work. When we do not have high participation we don't have progress.

Sophia Rogers – This resolution was developed in a demographic way and I realize that this is not perfect but I want to know the progress.

Jeannette LeZaks – For a program, it is important to have interim reports to see if the program is functional.

David Ahrens – What does the data actually mean? This can mislead where the City is when it comes to GHG emissions.

Sam Breidenbach – Are you suggesting some sort of language talking about how this is not an entire data set and therefore you need to interpret the data carefully, such as a footnote?

Richard Heinemann – What is the 90% measuring?

Raj Shukla – 90% of buildings 25,000-50,000 square feet minimum range are benchmarking.

Richard Heinemann – There are two things that we are measuring participating rates and then was does this data mean – that is two different things.

Jeanne Hoffman – Suggested that the report will come to SMC and that the committee can make sure the report reads correctly before going to Council.

John Conowall – call the question.

Unanimously approved.

Back to discussion on the main motion

John Conowall – The last paragraph regarding the Chamber is strange because the city can't make the Chamber do anything.

We have the goal of 90% and the annual reports which is good.

Matt Phair – We decided to put it in there to hold the Chamber accountable. If it is not in there – it is just talk. All of the program details need to be worked out. But that this would be done collaborative. The Chamber wanted the language in the resolution.

Ahrens – I am against this resolution. This committee voted 100% in favor of mandatory ordinance a while ago. There are 15 cities have mandatory programs that went mandatory because voluntary doesn't work. Madison thinks it is better that everyone else, but it is not. This is about climate change and the environment. This is about data and only data – that is the only mandatory element.

Ald. Ahrens – Las time, I believe there was enough votes to pass it. I backed off and now one year later and we have something that is fake. Manus McDevitt an engineer and was on the committee spoke very well about the need for mandatory.

Bradley Campbell – This is an opted-in program with results that could show poor energy users, which some could see as being shamed so the results will be biased data. We are also asking businesses to give up a potential competitive advantage. We will not get to 90% at best you will get to 20%. Period.

Sophia Rogers – We should try to do a voluntary program as that seems better than nothing.

John Conowall – There was 11 votes? Would you introduce a mandatory program?

Ahrens – Yes, but we have new council members so I don't know.

John Conowall – Will the business community actually help?

Matt Phair – I understand that 90% is really high. There has to be a start – and the voluntary is a start. If a mandatory program is suggested there will be push back by the business community.

Richard Heinemann – At any time the city can move to mandatory. So I would encourage – us to vote for this.

Jeanette LeZaks – The committee worked for months and I think through voluntary we will get buy-in for mandatory. A mandatory introduction would take months and we would not get anywhere.

Sam Breidenbach – We would lose stakeholders if we go with mandatory. If the Chamber helps that would be great and then move to mandatory.

Michael Vickerman – If there was the votes, it should have passed. We will need to see progress sooner. The group that wants voluntary is politically strong. We need to take voluntary off the table. It either works or it doesn't and then it moves to mandatory.

Raj Shukla – I do not think a voluntary program will work. Maybe if the business groups say that they want to help – this is worth testing. I am voting for this.

2. Accepting the Greening America's Capitals: Brittingham - Triangle Green Project Report and authorizing staff to further study the concepts and actions contained in the Report during future planning and infrastructure activities within the project area.

A motion was made by Conowall, seconded by Ald. Ahrens to return this Resolution to Lead with the Recommendation for Approval to the Department of Planning and Community and Economic Development.

**John Conowall – moved to accept the report
David Ahrens – seconded the motion**

Bill Fruhling gave his presentation.

David Ahrens – How was RESJI followed in this process?

Bill Fruhling – Planning is planning on doing another much more specific plan for the area and would look to engage more for that plan. We did get interpreters and flyers. There are 15 different languages spoken in the area. The visuals and graphics helped people see what is possible.

Sophia Rogers – Comments on housing was not in the report.

Bill Fruhling – Housing was not in the report – EPA does not do any housing stuff.

Sophia Rogers – Moved to add language to the resolution to include housing – in future studies.

David Ahrens – Seconded the Motion.

Bill Fruhling – BayView and CDA is going to look at housing for future studies.

Unanimously approved the amendment.

**John Conowall – called the question on the main motion.
Unanimously approved the resolution**

3. Presentation on Schematic Design for the Madison Municipal Building and the Sustainability Elements of the design.

Motion made by Conowall, seconded by Ald. Ahrens to refer this item to September's Sustainable Madison Committee Meeting. Motion passed by voice vote/other.

Brief Updates on Energy Plan and Georgetown Energy Prize

ANNOUNCEMENTS

None.

ADJOURNMENT

Motion made by Shields, seconded by Firszt to Adjourn. Motion passed by voice vote/other. Meeting adjourned at 6:30 p.m.