

Top Five Ideas Private Sector

Marc Kornblatt

What I want to get out of this:

I hope that the final plan sets forth a vision that strikes a bold, yet feasible, stance. Thinking about an ideal, completely sustainable world sometime in the future is important to establish our big goals, but providing doable steps seems critical to me. Therefore, setting zero waste as a genuine target seems less practical to me than helping people cut their waste in sizable increments on a yearly basis.

What I think should be in the plan:

Nuclear power, as I have come to see it, represents the future. Thanks to some over-publicized failures -- Three Mile Island comes to mind -- and the public's general diffidence toward anything nuclear, our country has fallen behind other nations, such as France, who have tapped the potential of nuclear power without compromising safety. So, I would opt for encouraging language about the development of nuclear energy.

What I think will help make Madison sustainable:

In meeting our energy needs, I think we should focus less on any alternative source, such as solar, just because it is "alternative," and hone in on those sources that are most practical for our region and climate. Perhaps that means more natural gas, wind and hydro power and less solar and biomass. Cutting the small, dirty coal plants and replacing them with one or two big environmentally friendly plants would be my choice while I'm waiting for us to catch up to the nuclear age.

Policies:

City policies that help Madison become the most bicycle and pedestrian-friendly city that it can be rank high on my sustainability wish list. If possible, I would love to see pedestrian-only streets sprinkled throughout the city, better bike lanes on city streets and even more bike paths. Building a light rail system would be part of this vision.

Programs:

One area where I believe we can achieve zero waste sooner than later is with our food and yard waste. I hope that our final plan provides as much support as possible to help this ideal become a reality. Expanding neighborhood compost sites, helping schools, and other institutions, find efficient ways to keep their uneaten lunch food from winding up in the trash, would be two examples of the kind of programs I would support.

Michael Hernandez

I would like to know what are the current "green" programs that Madison current has or are in the process of developing

Could rain barrels be provided to families/residents similar to recycle bins so there is a reduction of water pollution run-off as well as water conservation?

Could there be a citywide support for schools to start sustainable gardens. Funds, resources etc....

Is there a Cliff Note version of the Blueprint "Building a Green Capital City"?

Judy Compton

Set Goals

Lay out Plan for achieving those goals

Implementation, once the goals are identified and a game plan set.

What investment the City is ready to make in the implementation plan (incentives to partners/utility providers/homeowners)

Policies, which are needed for the implementation.

Joann Kelley

Support partnership opportunities with local utility companies to deliver energy efficiency education and programs to residents and businesses.

Encourage integrative passive design approaches, such as, natural ventilation, daylighting, building orientation, etc. to reduce air conditioning loads in commercial buildings by providing density bonus.

Richard Heinemann

Inclusion of demonstrable and easily ascertainable metrics for all sustainability categories. For example, with regard to green building, targeted numbers of commercial/residential certified green construction projects.

Incentives to encourage green construction, both commercial and residential.

Mechanisms to improve and promote public transportation, mass transit and non-automobile driven access to downtown (e.g. more sidewalks, bike lanes and racks, pedestrian malls and signage)

Programs to encourage and promote green business, public/private partnerships surrounding development of clean technology and sustainable business practices

Policies and programs to encourage and promote higher density in neighborhood developments, as well as downtown

Jim Bradley

Speedy approval process for building projects that meet certain standards for sustainable practices. Rewarding projects by reducing cost, time and uncertainty in the project approval process will be a valuable incentive.

Develop specific practices that will help improve our lakes. Madison lakes are a very visible reminder of the importance of preserving and enhancing our natural environment; people will take action to protect our lakes.

Create a series of demonstration projects that are visible and accessible to the public. Clustering the projects in small groupings will allow people to easily experience the benefits of sustainable practices.

Work with the Madison school district to develop a program of sustainable practices and education to increase awareness and action by Madison's youth.

Develop programs or practices that encourage and reward the "greening" of existing building stock. We have a lot invested in our current homes and buildings. Rather than rebuild, we should encourage adaptive reuse of existing properties.

Goal...Madison is recognized nationally as the nation's greenest city.

Trudi Jenny

Challenge all businesses and individuals to both reduce energy use and purchase renewable energy by 5% each year going forward.

Increase mass transit rider-ship by improving routes with more frequent service and possible use of smaller vehicles on less-traveled routes.

Ban gas-driven lawn mowers, plastic bags and bottled water.

Provide financial incentives to non-profits, houses of worship and individuals to decrease energy consumption by 5% each year going forward.

Publicize successes in LEED-certified new construction, renovations and energy-savings by houses of worship and encourage others to follow their lead.

Mike Whaley

A plan to developers and private entities that does not drive them to Middleton or Sun Prairie the last thing we need is another urban design commission that presents barriers to development

This plan needs to encourage the depth and breadth of sustainability (not just a green roof plan)

We need to not penalize but reward positive actions of developers (For example if you provide a green roof on your project, we will give you park and recreation tax credits)

We need to develop initiatives that do not expand the scope of city staff to either stretch staff resources that are already stretched and conversely we can not promote a system or processes that cause city staff to expand negatively impacting the tax payers.

So I hope we can develop a plan that is supportive to doing the right thing, that may be limited term tax rewards to buildings that do any number of things, we need to provide incentives not punishments. This will reflect Madison as not putting up obstacles but offering incentives!

Overall what every initiatives we promote to making Madison a more sustainable place need to encourage "doing the right thing" as opposed to the to build here you must do this!

Jim Lorman

Plan should have a comprehensive set of specific, achievable sustainability goals with benchmarks (metrics) to measure progress.

Plan should be based on an “abundance without greed” model (that emphasizes benefits, in terms of quality of life, long-term economic prosperity, “happiness” indices, etc., of moving toward sustainability) rather than a “scarcity” model (that only considers sacrifice).

I would like us to explore the usefulness of approaches to working toward sustainability in addition to TNS, including permaculture, ecological design principles, integral ecology, etc.

Establish Living Building Challenge (<http://ilbi.org/the-standard/lbc-v1.3.pdf>) as standard for new buildings, and make necessary policy changes to allow and encourage this standard.

Planning for sustainability needs to expand beyond the political boundary of the City of Madison to a larger watershed, bioregional regional scale that incorporates agricultural, wind power, biodiversity and other resources.

Leslie Schroder

Stop organic matter from going to the landfill (city compost collection, neighborhood compost piles, ban organic matter from going in the 'trash' bin)

Clean up the lakes, ban 2 cycle motors

Local foods local foods local foods (community kitchen)

Programs to encourage craft/artisan start-up businesses (a healthcare fund) (provide an inexpensive place to sell goods, like the indoor market) (more incubator space) (investigate home-business friendliness of current zoning codes)

City residency preference for all city employees

Dan Bertler

A clear-cut program so any residence or business knows they can make “A One Call” for how to reach sustainability. This one call will somewhat mimic a digger’s hot line one call. MG&E programs, Focus on energy etc, will support it. Obviously this is achieved by support through the city policies; programs set forth, the goals of the city to become a green city by a certain date.

Web site Green: This site will offer assistance to anyone in the city to point then in the direction on “how to”

Goals: Everyone including the residence needs to know the mission of the city, not just a select few. Everyone needs to be on board!

Sherrie Gruder

No homeless people on Madison streets by 2015

Existing building stock meets Energy Star performance levels for energy efficiency: residential by 2020; City govt, UW and commercial at Energy Star 75 points by 2025.

All new buildings achieve zero net energy by 2020 (on an annual basis they generate as much energy as they consume)

Drugs and gangs are drastically reduced- strong parent, neighborhood, schools, community, organization and police networks and programs to provide alternatives, deterrence and enforcement

A public transit system that is multimodal, user friendly (comprehensible), destination efficient, interconnects with other forms of transit, is safe (solar lighted bus shelters, etc.) and that minimizes fossil fuel use and emissions, and cars on the Isthmus (from commuters to sports event attendees) to improve Madison's economic vitality

Bryant Moroder

1. Adoption of city-wide strategies with support of the business community that immediately target sustainability-oriented economic development and job growth
2. Programs that foster formal multi-disciplinary collaboration between city, community, academic and business leaders to assist with implementing sustainable practices.
3. The creation and development of places, events and information for improved public and private awareness of sustainability
4. A recommended set of tools, incentives and resources specific to Madison’s entrepreneurs that help transform ideas into new ventures, products, and living-wage jobs for Madison area residents.
5. More capacity within local government to create policies and programs that lead to a decrease in unsustainable practices and increase in sustainable practices.

Sam Breidenbach

[HP= Home Performance by energy star evaluation; GBH= Green Built Home]

- 1) Tie HP/GBH to all city loan programs:
 - a. Mandate or incentivize Green initiatives and GBH compliance;
 - b. Tie energy conservation initiatives into loan calculations (Energy efficient or Green mortgages; life cycle cost analysis) Allows homeowner to have before and after report for energy savings.
 - c. Require that, at a minimum, the top 3 suggestions from the HP report be completed.
- 2) Encourage Building Inspection to “think outside the box” and make it simpler to provide proven alternatives to rigid code requirements, as long as safety is not compromised. For example, if you put in a Bio-retention area for your parking lot there should be an offset in your water bill for providing permeable surfaces.
- 3) Goal to have Passive House standards for all new houses by 2016 or??
- 4) Promote conservation efforts with business and homeowners by mailing “what if” scenarios and payback schedules for simple energy improvements. Mail these out with water utility bills or tax bills
- 5) Form alliances with GBH and HP; Develop local building codes around sound building science; Minnesota has adopted progressive codes that are up to date with the science and research; Building Science Corporation is another resource. Boulder Colorado has adopted a very progressive code.
- 6) Expand incentive programs similar to the “replace the old toilet” campaign that encourage sustainable initiatives.
- 7) Allow Hybrid vehicles to park free in metered zones.
- 8) Require that a certain portion of the required credits for the Dwelling Contractor certification are involved with specific building science seminars on moisture management, insulation and air sealing, ventilation, etc.
- 9) Have building inspection unit enforce lead safe requirements for builders; Require that contractors have EPA certification prior to pulling a permit for work on pre 1978 housing (this is going to be mandated by the EPA starting April 2010 but no one knows who will enforce it and assure that each and every contractor is certified)
- 10) Encourage higher density to keep sprawl down to a minimum; Loosen up setback requirements for additions

Richard Slone

- Form an alliance to work with all areas that feed into Madison’s watershed and pollute our lakes and rivers. Create a comprehensive cleanup plan taking into account studies that have already been done to reverse the effects of unwanted algae growth, invasive species and other compounds that adversely affect water quality and wildlife habitat.

- Pass legislation requiring street fairs, conventions and all gatherings of over 100 people to use and recycle recyclable/compostable materials (beverage containers, plates, cups, napkins, flatware etc.) compost food items, and recycle boxes, cans and other materials used in setting up the event.
- Fund a ride share study utilizing GPS enabled cell phones, a database of approved drivers and people needing rides and software that would match them up. In other words, I (an approved passenger) need a ride to East Towne Mall. An approved ride sharer is on their way and can pick me up on Baldwin & Williamson streets when they pass that intersection.
- Get serious about legislation prohibiting idling in any vehicle for more than a preset time.
- Provide incentives to develop a green incubator/commerce center that is comprised of green businesses, a workforce retraining center and a one stop resource center for businesses and homeowners who want to be more sustainable. The resource center would provide property specific advice on ideas, rebates, cost/benefit/payback analysis, and recommend a process and approved contractors to perform the work. A revolving loan program could be created that is replenished from the borrowers with their energy savings.
- Bonus Idea....Tree replacement and protection-Comprehensive legislation to protect, preserve and expand our tree “inventory”. Stiff penalties for tree destruction. Requirement that removed or destroyed trees be replaced by the inch, not the tree. In other words, if a tree with a three foot circumference is destroyed, it must be replaced with multiple trees that when added together, equal the total circumference of the destroyed tree as opposed to a 3 foot circumference tree being replaced with a three inch sapling.

Top Five Ideas Public Sector

Gary Brown

Increase commuter options to reduce single occupancy vehicle use into and out of downtown Madison. (i.e. commuter rail, ride share programs, improved bus service, car pooling, bicycling, etc. – NOT mopeds, arg!)

Commitment to reducing urban and rural storm water runoff to improve the quality of our lakes. Would include incentives for having infiltration, permeable paving, etc. on development projects.

Promote urban living downtown for low to middle income workforce to reduce overall vehicular use, carbon production and fuel wasted commuting. Includes home ownership programs, low interest loans, down payment assistance programs, etc.

Promote urban infill to increase density, increase housing options and get more people living, working and recreating downtown.

Create markets for recycled materials (recycle fairs, green vendor expos, etc.) to help promote the use of recycled materials when ever possible.

Satya Rhodes Conway

Find ways to make sustainability affordable. This means financing, loans, PACE programs, on-bill repayment, grants etc but it also means thinking about sustainability as an everyday choice, not a luxury item for the middle class. So we need to think about how to make sustainable options affordable to everyone.

Retrofit every building in the city for energy efficiency

Build all new and retrofit all old infrastructure (streets, sidewalks, parking lots, etc) to be green infrastructure – i.e. managing rainwater/storm water sustainability and with vegetation instead of pavement, all streets complete, etc.

Plan for transit and TOD, and limit development away from transit, especially to protect green fields - develop a TDR program

Achieve economic sustainability for every family - this means affordable housing, a job that pays a living wage, healthcare, educational opportunities, affordable healthy food, affordable and accessible transportation, etc.

Develop systems for sustainability. Rather than focusing on what individuals "should" do and trying to convince them to do it, focus on systems that make it easy for people to do the sustainable thing.

Greg Bollom and Cathy Mackin

Support policies that further the increased viability and convenience of electric vehicle use in Madison while recognizing the need to coordinate both public and private charging to prevent adverse affects on electric demand and infrastructure and the environment in the City.

Support policies that further development of ‘community micro-grids’ (e.g. neighborhood distributed generation with associated neighborhood pricing), including zoning codes that allow distributed generation and recognize the importance of density in development to achieve community grid benefits.

Support continued aggressive City efforts to set an example through its own purchases and activities related to:

- Renewable energy
- Electric/alternative fuel vehicles
- Energy conservation/building efficiency

Rob Kennedy

Shift SOV travel to green modes:

Conduct a City employee transportation survey every two years and work with MPO to geo-code employee residences to develop new TDM plan.

Require in zoning codes that new business developments charge for any employee parking provided and implement other elements of a TDM plan, including a bus pass.

Provide park-n-ride facilities for express to downtown Metro buses at key commutershed locations. (Coordinate with RTA formation and commuter rail.)

Provide transit service to new TOD neighborhoods early on using developer based funding share until fare revenues rise to City average.

Reduce contaminated storm water runoff from streets, parking:

Switch from traditional parking lot flushing to modern recycled water cleaning method to keep contaminated water out of storm water sewers and the lakes. (Check new UW plans.)

Start “spring” street cleaning in lake area storm water districts earlier to catch contaminated winter runoff.

Michael Vickerman

A goal for Madison--the 50/50 plan. To source by 2020 50% of the food and energy (heat and power) consumed by its residents and businesses within a 50-mile radius of City Hall.

To have all campus buildings with substantial grounds (e.g., MATC, Edgewood College, University Research Park, CUNA) within city limits relying on ground source heat pumps to preheat and precool indoor air temperature. Exception: buildings connected to the Downtown or UW steam loop.

To have a utility-scale wind project built and operating in Dane County within 24 months.

A city-run program to designate undeveloped parcels above a certain size and within city limits as either (a) food growing areas (pasturing allowed) or (b) biomass energy resource areas or (c) both. Once enrolled, properties are committed to such uses for a minimum of 10 years.

An "off-grid" Olbrich Gardens* outfitted with a wood heating system or ground source heat pumps or a biodigester, or a combination of them, along with a large solar electric component. (Note: Wind won't work there--not windy and too close to the airport).

Note: "Off-grid" here means capturing enough energy on-site to account for 100% of the facilities' electricity and heat consumption. No batteries required.

Peter Taglia

An explicit description of Madison's carbon footprint and an overall vision for how to reduce this footprint in a cost-effective way by looking at each option through the lens of carbon reduction efficiency. As I've noted before, we should seriously question feel-good but very expensive dollars/ton of reduction actions like hybrid city cars and certain solar electric projects when bus fares are raised and divert people from transit, one of the lowest dollar/ton reduction actions.

The City of Madison should develop an innovative partnership with Madison Gas and Electric and Alliant Energy to make our citizen energy consumers the most well informed in the country with comparative utility bills. These utility bills will allow a home or apartment dweller to see on a bill how their energy use compares with other homes or apartments of similar size/vintage and could have a major impact on energy efficiency in Madison via the social marketing effect. The Sacramento CA municipal utility and others have pioneered this approach, but we can and should use the extensive data in the City's Assessor's office (square footage of home, age, etc.) along with the utility data to lead the country with a program like this. After all, the carbon footprint of Madison's electric generation footprint is one of the highest in the state and country (higher even than other WI cities because unlike Alliant and We Energies, MG&E does not purchase power from Wisconsin's nuclear plants).

Wisconsin leads the country in the number of installations of anaerobic digesters, but still lags far behind European countries such as Germany. Madison should investigate and seriously consider a municipal anaerobic digester similar to the one in Toronto that turns household and business organic waste into energy and compost. Would our lake weeds be a unique fuel? The Olin Avenue transfer station could be a good location for a municipal digester. The biogas produced could be used to generate electricity, burned at the UW's Charter Street Heating Plant via a biogas pipeline, or cleaned and compressed to power heavy vehicles.

The City of Madison should develop a goal of having the most comprehensive urban tree program in the country focusing on carbon emission reductions and sequestration. The city currently does a good job with an urban forestry program focused on more traditional goals, but we could be leaders in managing the entire urban forest cycle, including diverting urban wood wastes to energy production (such as the proposed biomass boilers at the UW's Charter Street Heating Plant), diverting leaves to dry anaerobic digesters or compost, and planting more trees for their urban heat island cooling and carbon sequestration benefit (as opposed to current policy of increasing the spacing of trees and the planting of fewer canopy trees).

The City should consider a separate energy committee and sustainable design committee, or at a minimum, a standing energy subcommittee to the sustainable design and energy committee. Energy is a very large subject with tremendous impact on the economic and environmental footprint of Madison. A committee focused specifically on the energy supply of the city and plans to reduce the energy consumption and carbon footprint of the

energy could focus and accomplish more than when energy issues are diluted within the broader sustainability and design arena.

Sue Jones

Significantly increase the percentage of local (source within 100 miles) construction materials used in new developments and redevelopments; both commercial and residential. Demonstrate this in public buildings (the new library!) Shoot for a goal of 50-75% locally sourced materials, including wood thinned from woodlots, trees that had to be cut down due to disease or structural instability in local parks and properties, excess product from local construction sites. We could set up an exchange/communication system so homeowners looking for "waste"/excess etc wood and other materials could find it. The ReStore is a great start, but there's a lot of useable material that never makes it there.

Significantly increase restored natural habitat along waterways, on both public and private property. Strive for habitat elements to support aquatic life, birds (not geese!), etc. Establish demonstration sites on public property. Support, with guidance and incentives, private landowners in participating. Restore wetlands adjacent to waterways as part of this.

Increase enforcement presence so that there is 100% compliance with existing erosion control and storm water management requirements.

Develop a reputation as a City where conferences, sporting events (e.g. Ironman, Camp Randall events), and community festivals are moving toward zero waste. Start by developing waste management system guidance for dealing with all the cups, bottles and organics that are part of all those events. Promote this to event organizers.

Significantly increase infiltration in existing and new developments (beyond current standards), in order to recharge aquifers and reduce runoff. Encourage homeowners to direct downspouts to pervious areas. Require new developments to meet more stringent infiltration requirements. Madison can help reduce lake level fluctuation concerns by sending less water to the Yahara lakes.

Increase percentage of water conservation, and promote greywater use in new and retrofitted residential and commercial properties.

Amanda White

Create an annual or bi-annual research and evaluation plan for each major area of sustainability (water, transportation, green building, etc) for the entire city in order to establish current baselines and to create measurable targets/goals for reducing emissions, run-off, etc.

Work with the County and establish a much stronger agriculture run-off plan to drastically clean up the lakes. Madison can never be an example of sustainability while

we accept dirty, unhealthy lakes

Begin a city-sponsored individualized transportation-marketing program, similar to Portland's Travel Smart.

Establish a City of Madison sustainability department to increase the number of staff dedicated to making Madison a green capital.

Create a more complete transportation system including Bus-Rapid Transit, light rail and heavy rail - people will choose transit when they have more options.

I believe this plan's chance for achieving true and lasting results is to not just include numeric goals and indicators, but to build the entire plan around them. We need less fluff and more targeted goals to work towards. The first step in setting and achieving our goals is to confirm that we have sufficient data collection programs in place to set our baselines and measure our progress. I'd find it very helpful to understand what data collection is currently conducted in various areas of sustainability. My guess is there is much more work that should be done.

It would be wonderful if we could first work on goals/indicators (i.e. VMT reduction targets, reduction targets for beach closings, number of solar installations, etc) and then spend the 2nd half of our total time figuring out ways to reach these targets. The key is to concentrate on which targets would give us the greatest return on the city's investment. My fear is that this plan will have way too many recommendations that have no prioritization and lack the focus to achieve results. Less is more. Let's set fewer goals with a limited number of recommendations for each. The difficulty will be in choosing a limited number of goals.

Lucas Dailey

Major developments downtown to catalyze urban growth

Density - encourage density across the board

Suburban growth mitigation

Light rail

Green building

Paul D. Muench

SDE to champion a new City policy that obligates all city agencies to allocate a portion of annual OPERATING BUDGET to retooling existing buildings and equipment with energy saving upgrades. Approximately 60% of energy is consumed by existing buildings. Increasing the energy efficiency of buildings is urgent. Annual upgrades must become a budgetary priority and annual fact of life for public agencies. Funding upgrades from the Operating Budget (not Capitol Budget) is matter of fiscal self-discipline, eliminating borrowing costs, and ongoing stewardship of the public's asset base. (Large projects may remain Capitol Budget). Third party controls need to confirm that funds are not "lost" but invested in capital asset upgrades each year. SDE to review agencies' annual budget proposal.

Reverse Sprawl Momentum. No sustainability effort is meaningful if Madison policies or practices either a) encourage sprawl to outlying municipalities, or b) discourage private (i.e. taxable) investment in compact land use within the City itself. Madison governance commits both errors. We are a pro-sprawl government. Compact land use is essential: it eliminates the need for duplication of infrastructure, it improves viability of shared transportation systems, it increases tax revenue necessary for other initiatives, it attracts employees to a location with layers of employment opportunity, and underwrites the viability of more/better services which improve quality of life.

Metrics, Measurements and Baselines. Skilled engineers (not sustainability activists) need to be engaged to establish for the City within the next 6 months a menu of metrics that establish energy and sustainability baselines. The selected metrics must be reasonable (measurable given existing system & repeatable in realtime) and objective (not subject to political tampering). They must measure Municipal, Business, and Homeowner activity. Metrics must provide the public with an understandable basis for gauging City Government's progress and city overall. Selected metrics should be targeted to issues that can be changed/improved within (say) 10 years. SDE membership needs to change to include more hard science engineers and fewer environmental business activists.

Harmonize City initiatives with other initiatives. City must implement strategies that compliment (not duplicate or compete with) other public or private initiatives. Also, every city is asking what we're asking. We must not waste energy on "reinventing the wheel" and need to be aware of other municipalities' successes and failures. This effort must connect with thoughtful and sound initiatives, not devolve into simply copying sexy projects or exciting ideas published by the environmental press.

One Big Energy Project. I encourage the selection and pursuit of "One Big Energy Project" to be achieved within 7 years. This would be a large-scale initiative and investment that gives Madison a quantum jumpstart towards systemically reduced energy consumption forever. It should be "infrastructure" in nature. It should be attractive and trigger investment, such as State of Texas's public commitment to curing cancer. It should be a project that builds trust between Madison's private sector and Madison's progressive government. It's a project for public and private to collaborate upon for our shared benefit. It's a gift to ourselves and future Madisonites.

Garrick Maine

Develop Annual Reporting Requirements for the City

The sustainability of a community not only involves the environmental quality of the community, but the economic vitality and health of city and its residents as well. The annual sustainability report is envisioned as an action plan that addresses the four key questions posited by the EPA's Community Assessment Greenkit:

- Where are we now?
- Where are we going?
- Where do we want to be?
- How do we get there?

The establishment of Guiding sustainability principles (drawn from the *Blueprint* and concisely re-stated) and a set of comprehensive sustainability goals borne out of those principles provide a consistent vision for the city's continuous efforts. Goals, to be useful, must be measurable. Indicators enable the City to measure its progress towards accomplishing its goals. The annual report is re-framed each year through the review of quantifiable indicators.

Adopt the 2030 Challenge: Net Zero Energy (NZE) construction

New city owned construction will increasingly embrace zero net energy performance (including clean, distributed generation), reaching 100 percent penetration of new starts in 2030. Fifty percent of existing city buildings will be equivalent to zero net energy buildings by 2030 through achievement of deep levels of energy efficiency and clean distributed generation.

Align commercial building benchmarking, advanced metering infrastructure, energy and carbon labeling, and operations and maintenance practices to increase energy efficiency. The benchmarking and labeling mandates must evolve to include carbon footprint information. Although the US Green Building Council's LEED rating system has become a de facto "green" label, it does not provide specific information on a building's energy or carbon performance.

Coordination and enhancement of city ordinances and state codes and standards

There is a de facto symbiotic relationship between more stringent codes and standards and improvements in technology, products and practices. Local governments play an important role, both in the enforcement of State of Wisconsin Building Code (IBC) for building construction and renovation and in the development of local "reach" codes that can serve as pilots for statewide codes. Green Building Ordinances represent "beyond code" efforts. These important efforts serve to continually "raise the bar" for statewide standards. Coordination among such "reach" codes and the statewide efforts, as well as among non-governmental building rating and certification systems is critical.

Development of sample local government programs to reward projects that voluntarily exceed State and local minimum energy codes by expedited permitting, entitlement approval processes, favorable fee structures, and other favorable actions for qualifying green buildings and developments. The City must develop partnerships with agencies beyond its borders to effect real change.

Develop a community education program

City efforts lead by example but their influence is limited to the extent that their efforts are noticeable and their motivations understood. Conduct green building training to the public on topics such as integrated pest management, composting, sustainable agriculture, etc. through courses or seminars. In lieu of courses, provide material such as websites, local television programs, videos, printed material, etc. on green building topics. Educating the community on green building issues helps to filter local government commitment to public sector and ensures local industry is educated on techniques and benefits, and that they are acknowledged for their efforts.

