

**Benchmarking Collaboration Ad-Hoc Committee
Monday, June 1, 2015**

CALL TO ORDER/ROLL CALL

Present: Chad Faber, Raj Shukla, John Sumi, Zach Brandon, Willa Schlecht
Susan Schmitz, Manus McDevitt , Ald. Ahrens, Jeannette LeZaks, Ald.
Phair

Others Present: Jeanne Hoffman and Doran Viste

PUBLIC COMMENT

Steve Kismohr – I have been coming to meetings, like the idea of the “opt-in” for the ordinance for the early stage. Buildings have a lot of information to give, but people do not know what that is. Energy Tracking /Benchmarking is a great way to get information on your buildings. Other cities celebrate the buildings that are doing a good job and quietly helping buildings that are not like a program such as Retro-Fit – Chicago. Give building owner information to help them save energy.

Phil Salkin – Last time we talked about supporting a voluntary program. Energy information is provided at closing. We will oppose any mandatory ordinance especially – for condominiums as some are like multi-family, some are like single family homes. I do not believe single family homes would not be in favor of doing this. If condominiums want to do this voluntary that is fine.

Warren Gaskill - Rapids Improvements is the company that I have. I have been following this. For the past 10 years RI has worked with building owners and utilities. The trend, nationally and locally, is that energy information is becoming more easy to get. Madison should be leader that other cities could follow.

DISCLOSURERS AND RECUSALS

None

APPROVAL OF MINUTES

Ald. Phair Moved Approval of Minutes
Schlecht Seconded the motion
Unanimously Approved

Brandon Moved to Reconsideration
Phair Seconded
Unanimously Approved

Brandon Moved to Table the Minutes Until the Next Meeting
Phair Seconded
Unanimously Approved

OLD BUSINESS ITEMS

Schmitz - Working Group was Chad Faber, Manus McDevitt, John Sumi, Matt Phair, Susan Schmitz, Matt Darga, Leon Wilosz. They met three times and there was a lot of work accomplished. Manus put together a piece that is mandatory. John put together a piece on voluntary.

Schmitz – Indicated that the working group then suggested that the two documents be put together into a summary piece, which Susan did. She then discussed this with the working group and made a few changes and now brings it to the committee for discussion.

Sumi – The summary represented areas that the working group agreed upon. This is not a plan but elements of a plan that was discussed more thoroughly by the working group.

McDevitt – the two main areas for the working group were disclosures and audit. We heard from Matt Darga and Leon Wilkosz and we heard their concerns and this document takes their concerns into consideration.

Schlecht – aggregate data deals with the disclosures.

McDevitt – audit provision is that the city will assume the data are entered correctly. 13 cities have ordinance – 50% have audits and there is some benefit. The city can take steps to make sure the data is accurate through training.

Phair – There is also the idea that a 3rd party would hold the data.

Shukla – We are trying to drive resources to building owners that need it – how do we do that if we only have aggregate data?

Sumi – In the voluntary program, if a company comes forward and wants resources they have to provide data.

Ahrens – What does aggregate show us?

McDevitt – this gives an idea of which building types need more assistance.

Ahrens – aggregate by building type or area of the city, age of building.

Shukla – remove the possibility of the open records request for the information – the contract with the other party do they have to disclose?

Viste – can't contract away public records

Brandon – public and private partnerships would not need public records.

Phair – and that the information can be used by competitors.

McDevitt – 50% cities – each building can be seen. 50% cities takes data – no individual data is provided.

Schmitz – Leon from Vanta – customers may not want to rent because of low performance – then the owner can't rent – so they can't invest.

Hoffman – the goal is to save building owners energy and money.

Schmitz – one issue with voluntary – you get the large property owners to sign up. You provide carrots and not sticks – have the large property owners help smaller building owners understand.

Sumi – large buildings first. Then we can help guide smaller businesses towards benchmarking.

Brandon – Sustainability programs that were going through the Doyle and then Walker Adm. We can create sustainability programs –everyone is bought in on – show people that this can be good for the bottom line.

McDevitt – other cities that tried voluntary, we talked with Columbus, the city gives free help to sign up for portfolio manager with a goal of 700

buildings and they are at 50. Building owners are not motivated to sign up. January 16 they will go to mandatory. That is what others cities saw too.

Faber – you need to get building owners involved early. That did not happen here – there are still questions - how is the city going to fund it?
Brandon – Sustainable, scale, validate and the Chamber is at the table. We believe something can be accomplished.

McDevitt – City of Columbus and BOMA put forth a lot of effort and they even teamed up with Schneider Electric who offered (for free) to sign up businesses to Portfolio Manager and still only at 50 buildings.

Schmitz – The working group liked phasing for promotion, etc.

Phair – Madison only has 250,000 population. At some point there may be a need to go to mandatory with compliance standards.

LeZaks – We have to give it the proper resources. Mandatory would be quicker.

Schlecht – I too think that Madison can do it.

Brandon – Chamber is willing to come to the table. We can help get a list of companies that will do it and drive energy reduction. First 100,000 square feet, then 50,000 etc. and drive it down. At some point the city will need to provide some resources. We will get other buildings complying because the Chamber will put our name behind it. At the end of x years, if it doesn't work, we go to mandatory.

Shukla – Let's remember, carbon reduction is the most important. What is a scale for success?

Sumi – City can work with MGE.

McDevitt – MGE's benchmarking program is not a big enough data set to be successful.

Shukla – the data pool needs to be big, so we get at the data especially on who should be targeted for resources.

Brandon – Mandatory vs. voluntary that is the question.

Hoffman – Can we have a mandatory ordinance – with a long voluntary period?

LeZaks and Hoffman – discuss the difference between voluntary and then going to mandatory. Goals need to be met with a very long period for voluntary.

McDevitt – benchmarking is about collecting data. We need to get as much as we can – like 90%. If we are not focusing on data collection, then we are not doing benchmarking.

Phair – we also need to bring something to the council that we can all support. We need the data at some point.

Brandon – We do need a complete data set, but let's be the first place in the country to do this right through voluntary program. We might get to a point where we need mandatory.

McDevitt – The data set is what we are looking for. How do we get that data set? If we try voluntary and then we need to go to mandatory so we get 90%.

Brandon – Moved that the Committee move in the direction of a voluntary policy.

Phair – Seconded.

Brandon - The Chamber can champion the program. Be a part of an advertising campaign and create a challenge in the business sector. Mandatory is not going to be seen as a good idea.

Phair – put language into a resolution that we go into a mandatory ordinance if we don't meet compliance.

McDevitt – Moved an amendment to the motion that after certain number of years the program becomes mandatory.

Shukla – seconded

That motion failed on a 5-5 tie.

On the main motion:

Yes – LeZaks, Sumi, Brandon, Phair, Schmitz, Faber, Schlecht

No – Shukla, McDevitt, Ahrens

ADJOURNMENT

Brandon moved adjournment

Faber Seconded

Meeting adjourned at 6:12pm