

## City of Madison Economic Development Committee

### *Policy 75280*

#### *Commercial building energy benchmarking and tune-ups*

*January 18, 2023*

Honorable members of the Economic Development Committee of the City of Madison. On behalf of SSM Health we want to thank you for the opportunity to provide written comments regarding Policy 75280 which relates to commercial building energy use, benchmarking, and tune-ups. Our organization appreciates the work done by the City on this issue and the intended potential outcomes of a policy like this. While the goals are laudable, we would respectfully request that adequate time for stakeholder and business review and engagement – including our own – be taken into consideration when acting on this policy.

SSM Health ([www.ssmhealth.com/about](http://www.ssmhealth.com/about)) is a Catholic, not-for-profit health system serving the comprehensive health needs of communities across the Midwest through a robust and fully integrated health care delivery system. In Wisconsin alone the organization has approximately 14,500 employees and physicians, and these individuals are committed to providing exceptional health care services and revealing God's healing presence to everyone they serve. Our footprint in the state includes seven hospitals, including St. Mary's Hospital in Madison, ten post-acute care facilities, and more than 85 physician offices and other outpatient care sites. SSM Health also serves nearly 398,000 lives through Dean Health Plan, making it one of the largest and most diversified HMOs in the Midwest.

Additionally, our organization takes our energy use and environmental sustainability seriously. Last year SSM Health signed onto the Climate Pledge set forth by President Biden's Administration, which looks to decarbonize the health care sector and make health care facilities more resilient to the effects of climate change. Our President and CEO Laura S. Kaiser, FACHE, illustrated our commitment by stating, "as health care leaders, we know the health of individuals depends on the health of our communities, the health of the nation and the health of the planet – so we are pleased to join this important initiative."

In relation to Policy 75280, staff from our organization participated in workshop meetings hosted in the summer of 2022. We found those helpful and fairly productive. However, our team did not receive any additional communication about the outcomes of those meetings nor the final policy until January 17, 2023; yesterday.

Given the number of facilities our organization owns and operates in the City of Madison, our team is still determining all the potential impacts this policy would have on our organization and would respectfully appreciate more time for a thorough review and engagement with the City and staff on this important issue. We want to be clear that SSM Health does not currently have a position on Policy 75280. Our intention with these comments is to convey the fact that our staff, and likely other stakeholders, would benefit from additional time to analyze this work.

We apologize that prior commitments kept us from being able to attend this hearing and speak directly on this policy, but we thank you again for the opportunity to provide these brief comments and for your work for the City and its residents. If you have any questions please feel free to reach out to SSM Health's Director of Government Affairs, Ben Van Pelt, at [benjamin.vanpelt@ssmhealth.com](mailto:benjamin.vanpelt@ssmhealth.com).

## Price, Jessica M

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**From:** Van Pelt, Benjamin <Benjamin.Vanpelt@ssmhealth.com>  
**Sent:** Monday, January 23, 2023 4:11 PM  
**To:** Van Pelt, Benjamin  
**Cc:** Sustainable Madison Committee  
**Subject:** FW: SSM Health comments on Policy 75280  
**Attachments:** 2023.1.18\_SSM.Health\_CityMSN.EconDevelopmentCommittee\_Policy75280\_WrittenComments\_FINAL.pdf

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good Afternoon Members of the City's Sustainable Madison Committee (recipients Bcc'ed),

I apologize for the last-minute nature of this communication, but I wanted to share our organization's brief comments on Policy 75280 that were sent to your Economic Development Committee counterparts last week; you can find those comments attached.

These have not been updated for tonight's meeting, but we appreciated the Economic Development Committee's vote to defer action on this policy as it will afford us more time to review and engage on this important topic.

Please be well,

**Ben Van Pelt | Director of Government Affairs**  
**SSM Health - Wisconsin**

1808 W. Beltline Hwy, Madison, WI 53713

Cell: 815-474-3973

Phone: 608-260-3527

[Benjamin.VanPelt@ssmhealth.com](mailto:Benjamin.VanPelt@ssmhealth.com)

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**From:** Van Pelt, Benjamin  
**To:** Van Pelt, Benjamin  
**Cc:** EDC@cityofmadison.com  
**Subject:** SSM Health comments on Policy 75280

Good Afternoon Members of the City of Madison Economic Development Committee (recipients Bcc'ed),

Prior to your meeting later this evening I wanted to share the brief, attached comments with you on Policy 75280, which is included in your agenda.

We want to apologize, but due to previous commitments I will not be able to participate in tonight's meeting. Please accept these comments in lieu of our attendance.

Thank you,

**Ben Van Pelt | Director of Government Affairs**  
**SSM Health - Wisconsin**

1808 W. Beltline Hwy, Madison, WI 53713

Cell: 815-474-3973

Office: 608-260-3527

[Benjamin.VanPelt@ssmhealth.com](mailto:Benjamin.VanPelt@ssmhealth.com)

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**Price, Jessica M**

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**From:** Deanna Grahn <grahnd63@gmail.com>  
**Sent:** Monday, January 23, 2023 3:27 PM  
**To:** Sustainable Madison Committee  
**Subject:** Please approve the BESP ordinance!!!!

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Sustainable Madison Committee:

Time's up!!! Madison and WI need to step and lead rather than drag our feet to address ways to conserve energy and reduce carbon emissions. This is so long overdue. I appreciate the efforts of this committee and I am in **support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings.***

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Thank you,

Deanna Grahn  
Madison WI

**Price, Jessica M**

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**From:** Grace Martin <grace.martin@350wisconsin.org>  
**Sent:** Monday, January 23, 2023 3:55 PM  
**To:** Sustainable Madison Committee  
**Subject:** Please approve the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Sustainable Madison Committee:

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings.***

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,  
Grace Martin

212 N Dickinson Street  
Madison, WI 53703

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Grace Martin  
Political Fellow  
350 Wisconsin Action  
[grace.martin@350wisconsin.org](mailto:grace.martin@350wisconsin.org)

**Price, Jessica M**

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**From:** Janice Knapp-Cordes <janice.knappcordes@gmail.com>  
**Sent:** Monday, January 23, 2023 3:45 PM  
**To:** Sustainable Madison Committee  
**Subject:** Please approve the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Sustainable Madison Committee:

Climate change has been a concern of mine for over twenty years. I am concerned about the negative impacts of climate change in Wisconsin. **I write to express my strong support for the proposed *Building Energy Savings Program* ordinance that you will be reviewing shortly.**

Large commercial buildings account for 30% of our community's greenhouse gas emissions. The proposed *Building Energy Savings Program* ordinance not only will reduce those emissions, but also enable building owners and their tenants to reduce their energy costs. While this ordinance does not *require* commercial buildings to make changes based on data collected, research shows that simply tracking usage data leads to reductions in energy use. If data shows that a business could save money, why would they not implement changes!

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,

Janice Knapp-Cordes

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Janice Knapp-Cordes she, her, hers  
615 W. Main Street #210  
Madison, WI 53703  
608.630.9088  
cell: 608.977.1867

## Price, Jessica M

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**From:** Judy Stadler <judy.stadler@350wisconsin.org>  
**Sent:** Monday, January 23, 2023 4:12 PM  
**To:** Sustainable Madison Committee  
**Subject:** Please support energy benchmarking in commercial buildings

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please approve the ordinance requiring energy benchmarking in city commercial buildings. I live in Fitchburg and I want this to happen in my city and we need Madison to be a model for this very sensible first step. My husband and I are doing what we can to reduce our greenhouse gas emissions by installing rooftop solar and an EV charging station on our residence. We need the commercial business sector to step up as well. Benchmarking is the very least building owners can do to help plan for reducing greenhouse gas emissions. Thank you.  
Judith Stadler  
Fitchburg

## Price, Jessica M

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**From:** Aulik, Juli A <JAulik@uwhealth.org>  
**Sent:** Monday, January 23, 2023 5:03 PM  
**To:** Sustainable Madison Committee  
**Cc:** Aulik, Juli A  
**Subject:** UW Health message to EDC about certification requirements in Building Energy Savings Code: sharing with Sustainability committee

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear members of the Madison Sustainability Committee, I'm listening to your discussion of emails you have received and I thought you might be interested in our comments to EDC. We are still working on the issue we describe below so not offering anything this evening. Thank you, Juli

Juli Aulik (she/her/hers)  
Director, Community Relations  
UW Health

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**From:** Aulik, Juli A <JAulik@uwhealth.org>  
**Sent:** Wednesday, January 18, 2023 6:23 PM  
**To:** 'edc@cityofmadison.com' <edc@cityofmadison.com>  
**Cc:** Statz, Mary C <MStatz3@uwhealth.org>; Aulik, Juli A <JAulik@uwhealth.org>  
**Subject:** UW Health testimony and follow up on staff comments about certification requirements

Dear economic development committee members, below please find Mary Statz's testimony that she offered to you verbally. In response to staff's answer to Alder Evers' question, our reading of the proposed ordinance is that it only provides "additional qualified certifications as the Administrator deems appropriate." This provision continues to require certification of some sort. Jessica Price's answer asserted that our staff could get certified. We object to the idea that our staff would need to get certified for "quality control." The proposed ordinance does not allow the administrator to approve staff based on experience alone, that is why we made the request we did in our testimony, that the language be amended to consider experience or certification. Thank you, Juli

Juli Aulik (she/her/hers)  
Director, Community Relations  
UW Health

Good evening. I oversee energy management and sustainability for UW Health and was engaged in the summer workshops about this ordinance. UW Health is very committed to energy conservation and sustainability. In 2016, UW Health committed to the US Department of Energy's Better Buildings Challenge setting the goal of a 20% energy use intensity reduction from a 2013 baseline by 2023. We surpassed our goal six years ahead of schedule by achieving a 24% reduction. In 2022 UW Health signed the US Department of Energy's Better Climate Challenge, committing to reducing our greenhouse gas emissions by 50% in 10 years.

While UW Health supports the goals of the ordinance, I oppose the certification requirement outlined for the "tune up specialist": UW Health has over 100 employees in our maintenance and engineering department that specialize in maintaining our heating and ventilation systems every day. They do not have the certifications listed in the proposed ordinance, but they are technically savvy and highly-skilled at what they do. They are invaluable in their knowledge of



our buildings and their mechanical systems, and in helping UW Health reduce energy use. They also have expertise specific to healthcare which is of fundamental importance on many levels. They deliver results for us every day.

Our staff can meet the requirements of the proposed ordinance. There isn't a need for UW Health to hire outside consultants. That would at best be duplicative and expensive – at a time when healthcare certainly cannot afford an additional, unnecessary expense – and do not help advance the goals of the proposed ordinance or our well-established internal priorities.

I'll share an example: We recently went through an energy efficiency project in our operating rooms at East Madison Hospital. Operating rooms use 5-6 times more energy than the rest of the hospital. Two UW Health staff were involved in this project, both highly qualified but did not have the certifications listed. In the end, this project is saving us over 190 thousand kilowatt hours and 7,500 therms annually. We could have saved more, but our staff were aware of an issue that would trip the duct static pressure sensor. Third party certified staff would not have been aware of the nuances of our building systems and could have compromised the outcome in our operating rooms.

While the proposed ordinance does include a provision that allows "additional qualified certifications as the Administrator deems appropriate," that does not address our concerns.

We propose a less-prescriptive approach that explicitly allows employees deemed qualified by their employer to be qualified as "tune up specialists." Alternatively, the Administrator should be instructed to consider experience only and not require certifications.

Thank you.

**Price, Jessica M**

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**From:** Liz Hachten <lizhachten@gmail.com>  
**Sent:** Monday, January 23, 2023 3:38 PM  
**To:** Sustainable Madison Committee  
**Subject:** Please support the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Sustainable Madison Committee:

**I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.**

As a Madison resident who is deeply concerned about climate change, I wholeheartedly endorse the City's commitment to cut our collective GHG emissions in half by 2030. But it is clear that we will not be able to meet this goal without significant reductions in emissions from the crucial commercial building sector, especially the largest buildings that account for the highest proportion of those emissions.

The proposed BESP ordinance is modeled on similar programs in several dozen other locales that have been successful in reducing emissions while producing cost savings for building owners and tenants alike - and all without deleterious effects on local economies. Given the failure of Madison's previous voluntary benchmarking program, it is time for us to adopt a mandatory benchmarking and tune-up program that will spur investments in our energy future while providing concrete benefits in Madison and beyond.

**Thank you in advance for acting on behalf of the community and the climate by approving this proposed ordinance.**

Sincerely,  
Elizabeth Hachten  
634 Odell Street  
Madison, WI 53711

**Price, Jessica M**

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**From:** Mike Friend <mjfriend0316@gmail.com>  
**Sent:** Monday, January 23, 2023 4:11 PM  
**To:** Sustainable Madison Committee  
**Subject:** Please Approve the BESP!

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Sustainable Madison Committee:

I am concerned about the negative impacts of climate change in Wisconsin. I am writing to express my support for the proposed Building Energy Savings Program (BESP) ordinance for large commercial buildings.

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. Please approve this project!

Sincerely,

Michael Friend

2562 Prairie Ave, Evanston, IL 60201