

Hoffman, Jeanne

From: Jeannette LeZaks [jlezaks@gmail.com]
Sent: Monday, February 17, 2014 3:09 PM
To: Bidar-Sielaff, Shiva
Cc: Hoffman, Jeanne; All Alders
Subject: Support for the Madison Benchmarking Ordinance

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Alder Shiva Bidar-Sielaff

City of Madison Common Council

210 Martin Luther King Jr Blvd, Room 417

Madison, WI 53703

February 17, 2014

Dear Alder Bidar-Sielaff,

I am writing writing to voice **my support for the adoption of the proposed building energy benchmarking and disclosure ordinance** in the City of Madison - proposed as Section 29.047 entitled "Building Benchmarking Requirement." This Ordinance will establish an energy benchmarking and disclosure program for commercial buildings larger than 25,000 square feet in the City of Madison.

At some point about a month ago, I was under the impression that you were supporting this ordinance and I had emailed you to thank you for your support. However, now I understand that you have withdrawn your support and **I'm writing today to encourage you to reconsider your stance on this issue.**

I am a researcher at the Energy Center of Wisconsin, a not-for-profit organization based in Madison that works to provide objective and informed research, education and technical assistance to utility companies, policy-makers and building professionals nationally. I also have sat on the Sustainable Madison Committee for 4 years and am proud to be working to strengthen Madison's commitment to sustainable innovations and leadership.

As your constituent and an energy efficiency professional, I believe that a well-implemented benchmarking ordinance can:

- Provide transparent information for tenants and potential building purchasers to make more informed decisions

- Offer a simple way to provide energy information to building owners and tenants, driving a marketplace focused on continuous improvement, thereby reducing energy costs for businesses and building operations.
- Lead to economic development and job creation surrounding energy assessments, benchmarking and building operational improvements
- Allow the City of Madison to understand and measure the improvements made to the built environment, thereby complying with the actions outlined in the 2012 Sustainability plan.

This is really just a partial list of the benefits of benchmarking. We have seen-- and will continue to see-- other cities join in this effort, including Minneapolis, MN; Philadelphia, PA; Chicago, IL; Seattle, WA; San Francisco, CA; Austin, TX; and Washington DC. We are already hearing of their positive experiences and we can also learn from their challenges. These cities are leaders and Madison now has the opportunity to show our leadership and dedication to sustainability as well.

I would love the opportunity to speak with you further about this issue, whether over the phone or in person. I will follow up with a phone call in the next few days.

Sincerely,
Jeannette LeZaks