

From: [EDC](#)
To: [Freedman, Andrea](#)
Subject: FW: Building Energy Savings Program (BESP)
Date: Tuesday, February 14, 2023 2:40:28 PM

-----Original Message-----

From: Mark Shults <mshults@tds.net>
Sent: Monday, February 13, 2023 9:49 PM
To: EDC <EDC@cityofmadison.com>
Cc: Home <nancyv-s@tds.net>; Susan Millar <sbmillar@gmail.com>
Subject: Building Energy Savings Program (BESP)

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Dear EDC,

I thought all Madison business owners would want to take cost effective steps to lower their operating costs by making improvements to their buildings. A small group of building owners are responsible for a large portion of Madison's fossil fuel emissions and carbon footprint.

It therefore makes sense to work with these owners to improve their building's efficiency. This should be an easy sell since building market valuation goes up when operating cost for utilities go down.

It makes sense that business owners would like to be in the lead to minimize climate change just like businesses in dozens of US cities.

It is unfortunate that many owners are unaware of the benefits of savings achieved through working with groups like Focus on Energy or HGA in Middleton. Now with the historic IRA funding, energy improvements will be even less costly!

Energy systems in large buildings are often poorly designed and controlled. So the "bread and butter" for companies like HGA (https://urldefense.proofpoint.com/v2/url?u=https-3A_hga.com_locations_madison&d=DwlFaQ&c=byefhD2ZumMFFQYPZBagUCDuBiM9Q9twmxaBM0hCgII&r=uvkFO3f5BFHMJOh2etCtXkRPDo8zsuFRTO9jNMlge8&m=5Woz9DNNppSF9TvrGHI3-1LyoEsPkfMVL0wIkIDEGf_zEAsA16Nr_luRjFCKJs--&s=_Uyc8JV4Yn05OBpUv7vt_ZPmJ8iB-ilmWyT3ngrCMUg&e=) is improving building efficiency. They have an excellent business because medium to large buildings in Dane County have high potential for energy improvements.

I hope you take these thoughts into account as you consider the Building Energy Savings Program (BESP)

Mark Shults, MS
MIT Engineer. Aeronautics and Astronautics, 1969



MADISON

HGA Madison (formerly Sustainable Engineering Group) joined the firm in 2018. Through deep expertise, our group of specialized engineers are able to lead building owners to long-term sustainability and energy efficiency. Sustainability is fully integrated into our culture; from our building's net zero energy status to supporting our team members' environmentally conscious lifestyles, we create a working environment that fosters the sustainable mindset and inspires transformational change.

[Local Contacts>>](#)



Community Action

Our Madison team members are encouraged to bike or use alternative methods of transportation to get to and from work to earn dollars for a charity of their choice. Their contributions have benefitted Community Shares of Wisconsin, Leukemia & Lymphoma Society and West African Medical Missions, among others. The office recently won the Bike Commuter Challenge for the third year in a row, with 100% office participation.

To learn more about how we impact our communities, read our [2019 Community Action Report](#).

[LEARN MORE](#)

Our Net Zero Energy Home

Our Madison team works out of an historic commercial building where our office has achieved net zero energy using strategies that include waste heat recovery, natural ventilation, a photovoltaic roof system, and real-time energy-use monitoring.



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At HGA you'll find a company that supports your professional growth and workday happiness. A culture that embraces innovation and collaboration. And smart, respectful coworkers who set the bar high, motivating and inspiring each other. We invite you to explore a career in our Madison office.

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