



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved SUSTAINABLE MADISON COMMITTEE

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Monday, March 17, 2014

4:30 PM

215 Martin Luther King, Jr. Blvd.  
Room 300

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### CALL TO ORDER / ROLL CALL

The committee was called to order at 4:35 p.m.

**Present:** David Rhode, Chelsea Chandler, Jesse Shields, Lance Green, Lou Host-Jablonski, Rajan Shukla, David Ahrens, Sam Breidenbach, Zachary Schuster, Jeannette LeZaks, Richard Heinemann, Dick Pearson

**Excused:** John Conowall, John Robinson

**Absent:** Hans Hinke, David Albino

**Others Present:** Karl van Lith, Jeanne Hoffman, Seth Nowak, Satya Rhodes Conway

**Present:** 13 -

David Ahrens; Rajan V. Shukla; Lance E. Green; Sam J. Breidenbach; Richard J. Pearson; Jesse J. Shields; Anya M. Firszt; Jeannette E. LeZaks; David P. Rhode; Lou W. Host-Jablonski; Richard A. Heinemann; Zachary T. Schuster and Chelsea Chandler

**Absent:** 2 -

Hans J. Hinke and David A. Albino

**Excused:** 2 -

John M. Conowall and John M. Robinson

### APPROVAL OF MINUTES

A motion was made by Shukla, seconded by Rhode, to Approve the Minutes.  
The motion passed by voice vote/other.

### PUBLIC COMMENT

There were no Public Comments.

### DISCLOSURES AND RECUSALS

None.

### DISCUSSION ITEMS

A motion was made to move the Green Apartment and Georgetown presentations up on the agenda. Ahrens moved and Shields seconded. Unanimously approved.

1. [33113](#) Work Plan for 2014 Discussion

**Attachments:** [City of Madison Budget Website](#)  
[Madison Measures 2013 Website](#)  
[Madison Measures 2014 Website](#)  
[PHMDC Health Statistics Website](#)  
[CombinedFilesworkplan.pdf](#)  
[Sustainability Plan Presentation314.pdf](#)

A motion was made by LeZaks, seconded by Shukla, to discuss and continue the workplan for 2014 and that this will be the only item at the April SMC meeting. The motion passed by voice vote/other.

A presentation was made by Karl van Lith (attached to this Legistar file).

Schuster – Can we do something and can we use the money?

Host-Jablonski – We can get reports on these things like bio-digester, transportation plan, water meters, etc, but we should also be asking what does the committee want to do?

Green – We do have a little bit of money, but I am more interested in how can we get stuff done, i.e. software for new water meters to make it easy for people to lower water use or how do we influence Sustainable Transportation planning process.

LeZaks - We should discuss this at our next meeting and have our next meeting be a working session on just this item that Karl can facilitate.

LeZaks moved that for the April SMC meeting that the only item on the agenda will be developing a work plan.

Shukla – Seconded.

Unanimously approved.

2. [33435](#) Discussion on SMC members to be re-appointed.

The following SMC members want to be re-appointed:

Zach Schuster

Lance Green

Dick Pearson

Anya Firszt and Hans Hinke – staff will send emailed inquiries about re-appointment.

Lou Host-Jablonski will term-out.

3. [33436](#) Presentation on Green Apartment Network by Seth

Attachments: [SMC Introducing Green Apartment Network.pdf](#)

Nowak – Gave the presentation which will be on Legistar.

Pearson – How many renters pay their utility expenses?

Nowak – I have heard 80%.

LeZaks – Suggested that more renters pay their own electrical, but for natural gas it is central. Also 80% is high. This makes it more important for renters and owners to be involved because owners can save energy too.

Nowak – The tenant/landlord issue is a nut that needs to be cracked. MGE used to have a program that tried to provide incentives for renters/owners to save energy, but not anymore.

Shields – Mark Faltersack who is the multi-family person at MGE, has worked landlords. I work with some senior housing which has centralized meters and utility bills. I would say it is about 50% of renters pay their own utilities.

Ahrens – The benchmarking ordinance required rental units with 35 units or more units to report. Needed to work on how that would happen.

Host-Jablonski – Suggested that it might be helpful to talk Tenant Resource Center.

van Lith – The age of building will change the way buildings are metered.

Pearson – It is getting easier to meter separately and also manage energy in rental units, but not sure there is a lot of uptake yet.

Green – The Epic employees want this.

Hoffman – Ann Arbor is working on a Rental App – Jeanne Hoffman will get information to Seth Nowak.

A motion was made to move Agenda items #2 and #5 up.

Moved Heinemann

Shukla seconded

Unanimously approved

4. [33438](#)

University of Wisconsin and the Center on Wisconsin Strategy discussion on the Energy Efficiency Plan and the application to Georgetown University Energy Prize Contest

Attachments: [Madison GUEP Workplan.pdf](#)

Rhodes Conway – Provided some background. I was an alder and on SMC in the past. I currently work for COWS and COWS has a contract with the City to develop the application for the City.

The prize is to try to reduce barriers for energy efficiency. It is hard to get past the “voluntary” uptake and get people to really embrace energy efficiency. This grant opportunity is to try to reduce municipal and residential energy use (electrical, and maybe natural gas.) To work with partners to reduce usage and to share lessons learned with other communities. It is a multi-year process. The City of Madison has already sent in a letter of intent. The official application is not out and we are waiting for the application. They will want to know information about the community, who is leading this project, do we have a good relationship with utilities, and what energy efficiency program exists currently. Georgetown has a launch event in April and the application will probably be available around that time. Currently we are working on gathering information on energy efficiency for municipal use and residential and maybe multi-family. They are interested in creative financing options. They are also partnering with K-12 schools and to some degree educational groups. If our application is accepted then the city would develop the project program. 2017-18 – is when the final report would be written.

End of April is the launch in Washington DC. We hope at that point the application is out.

Green – What do we think we can do?

Rhodes-Conway – At the end of the process the winning community will get \$5 million. I have some ideas but we need to understand all of the issues/players, etc. Along the way there will be some seed grants along the way. When the city puts in the application and then the plan, we also ask for some funding.

Ahrens – The grant is only for residential and municipal?

Rhodes-Conway – Yes. Local government – need to check if it is just city or other government. You need to look at both.

Host-Jablonski – How do they compare cities to decide who wins?

Rhodes-Conway – There are details on the web site. The biggest factor is energy use. The grant calls for a letter of intent, an application, and then to develop the program. There are several “points” along the way during the program stage and then a final report. Judges will move forward cities forward based on energy reduction and innovation.

Shukla – What are we measuring?

Rhodes-Conway – Just kwh and therms.

Chandler – do they look at pollution or CO2?

Rhodes-Conway – Just looking at usage, not pollution. They have some technical information for utilities. I have been working with Jeanne Hoffman and Judy Olson a grant writer at the City. The seed money that they suggest might be available could be for hiring a staff person or there may be other ways to use the money.

Ahrens – How many pilots?

Rhodes-Conway – I don't know. As a quarter-finalist, then you submit your project plan, you can also ask for seed money – up to 50 cities for semi-finalists.

LeZaks – This could take more resources. We should be thinking about these types of things now, like fund raising.

Rhodes-Conway – Yes and how can we coordinate with other stakeholders? The city might not be the entity that runs this program. No required local-match but the city has to do the project and write up a report and then you get the money. Perhaps there is some savings for a blanket contract on performance contracting as an example.

Ahrens – What are they looking for in K-12 involvement?

Rhodes-Conway – Kids as a way to get to parents? Teachers/Principals – have a good connection with families in the community – but these are my ideas not what the grant suggests.

Host-Jablonski – How long is COWS on.

Rhodes-Conway – COWS will do application.

First step Letter of Intent – done

Application – Your city, what is happening already, team. – COWS will do this. Quarter finalist you write the program. COWS does not have a contract to do this.

Then you do it for a few years with possible seed money.

Then semi-finalists - do program for a while, submit results for two-years.

Write a final report. Then you are picked for the finalists...10 finalists – invited to write a more complete report. Then they will pick winners – 1st, 2nd, 3rd place.

Competition is limited to cities between 5,000 and 250,000.

Host-Jablonski – What do you need from SMC?

Rhodes-Conway – There is a rough draft of scope attached to the Legistar agenda item. The draft includes a list of stakeholders that we should talk to. Please send suggestions to Rhodes-Conway or Jeanne or Karl.

Ahrens – How about talking with the builders association or a Veridian?

Rhodes-Conway – Or developers of all the apartments that are going up?

Breidenbach – I would say that NARI and FOE should be talked to.

Shukla - Kathy Kuntz at Cool Choices, but she used to run the residential program at FOE.

LeZaks - Energy Center of WI is hosting a breakfast on the 25th on behavior and energy efficiency.

5. [33439](#)

Benchmarking requirements for certain types of buildings in the City of Madison

Ahrens – I felt that the ordinance was going to see building owners not following the law on purpose. We also got a letter from the Apartment Association that the City would get sued. Municipality can't require any communication between landlord and the city or tenants and landlords. I am not worried about possible lawsuit, but the non-compliant issue would be worrisome. So I will be looking to delay the vote on energy benchmarking – and to create a committee.

In Austin everyone benchmarking – but the information is only giving out if it is requested.

Hoffman – talked about Seattle's study that looked at buildings and indicated that healthcare and low income housing was under-performing.

Heinemann – Is voluntary the only thing that will work for DMI and Chamber and others?

Ahrens – Maybe. A commercial banker indicated that this information could be used to deny a loan.

Hoffman – If the building is under-performing on energy – then they should give a loan because the energy savings would make it easier to pay off loan.

Ahrens – We did not talk to these groups early enough.

Shukla – Having the conversation is OK with me.

Schuster – will the meeting be open to the public? Will the program be voluntary or mandatory?

Ahrens – It has to be mandatory for it to work.

Heinemann – What have other cities done?

Hoffman – A group from Washington DC has offered to help get us that information.

Pearson – EPA portfolio manager is free and easy. New York City is requiring a level 5 energy audit.

Hoffman – Maybe we don't require disclosure right away?

LeZaks – We can get aggregate information or disclosure at time of sale? There will be winners too that can use this information for the good.

Ahrens – For the market-side to work, you need disclosure.

Host-Jablonski – Who appoints committee?

Ahrens – The council president to create a committee or the mayor to create a

committee there would be an energy person, environmental, chamber, developer, banker, etc.

Rhodes – Can we make it do residential now too?

Ahrens – That would be too hard for right now.

LeZaks – Portfolio Manager is free for commercial – residential you would have to create something and that would cost money.

#### **ADJOURNMENT**

A motion was made by LeZaks, seconded by Shukla, to Adjourn. The motion passed by voice vote/other.

Meeting adjourned at 6:45 p.m.