

Green Building Incentive Programs: Progress in Selected Cities

350 Madison Case Study Report

Presentation to City of Madison Sustainable Madison Committee
November, 2021

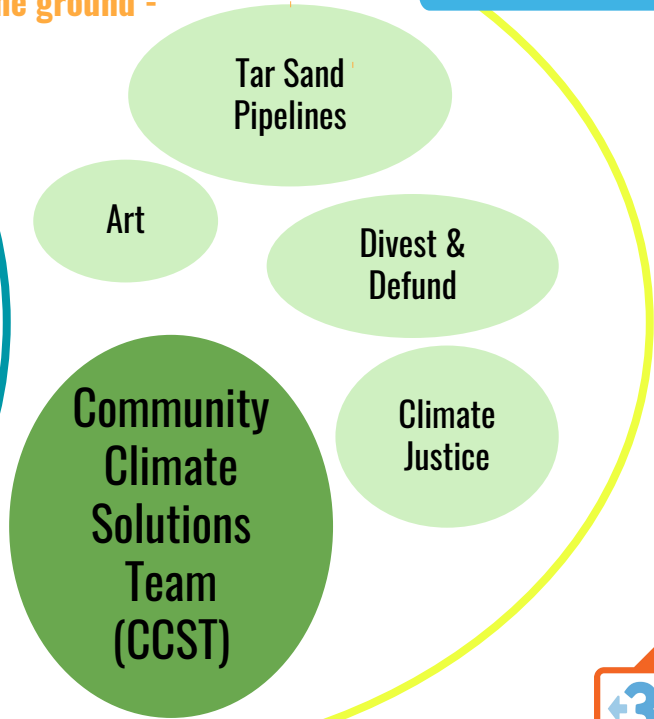
Susan Millar, Co-Lead, 350 Madison's Community Climate Solutions Team

350 Madison (chapter of 350.org)



OPERATIONS TEAMS - enabling action -

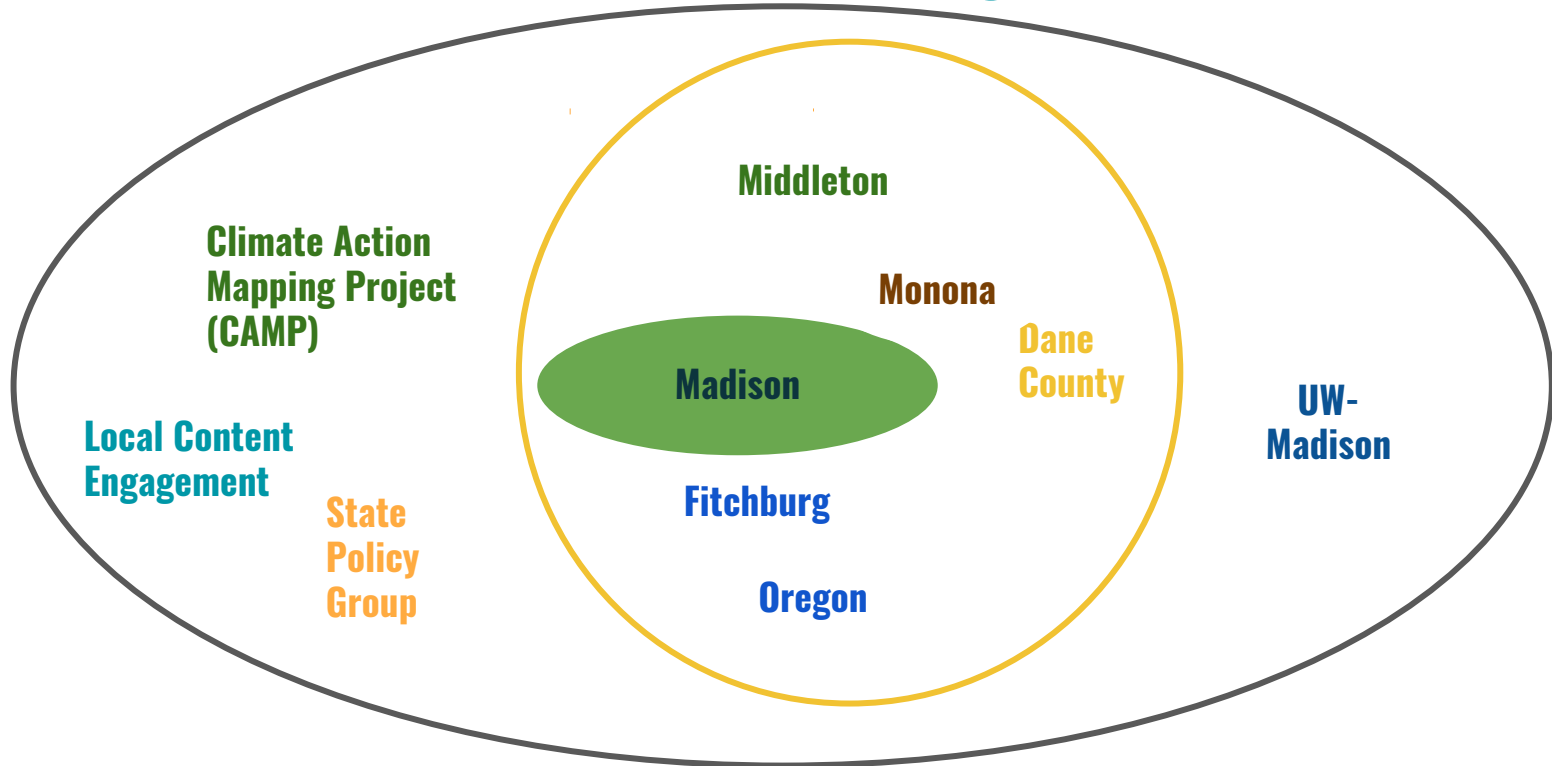
CAMPAIGN TEAMS - on the ground -



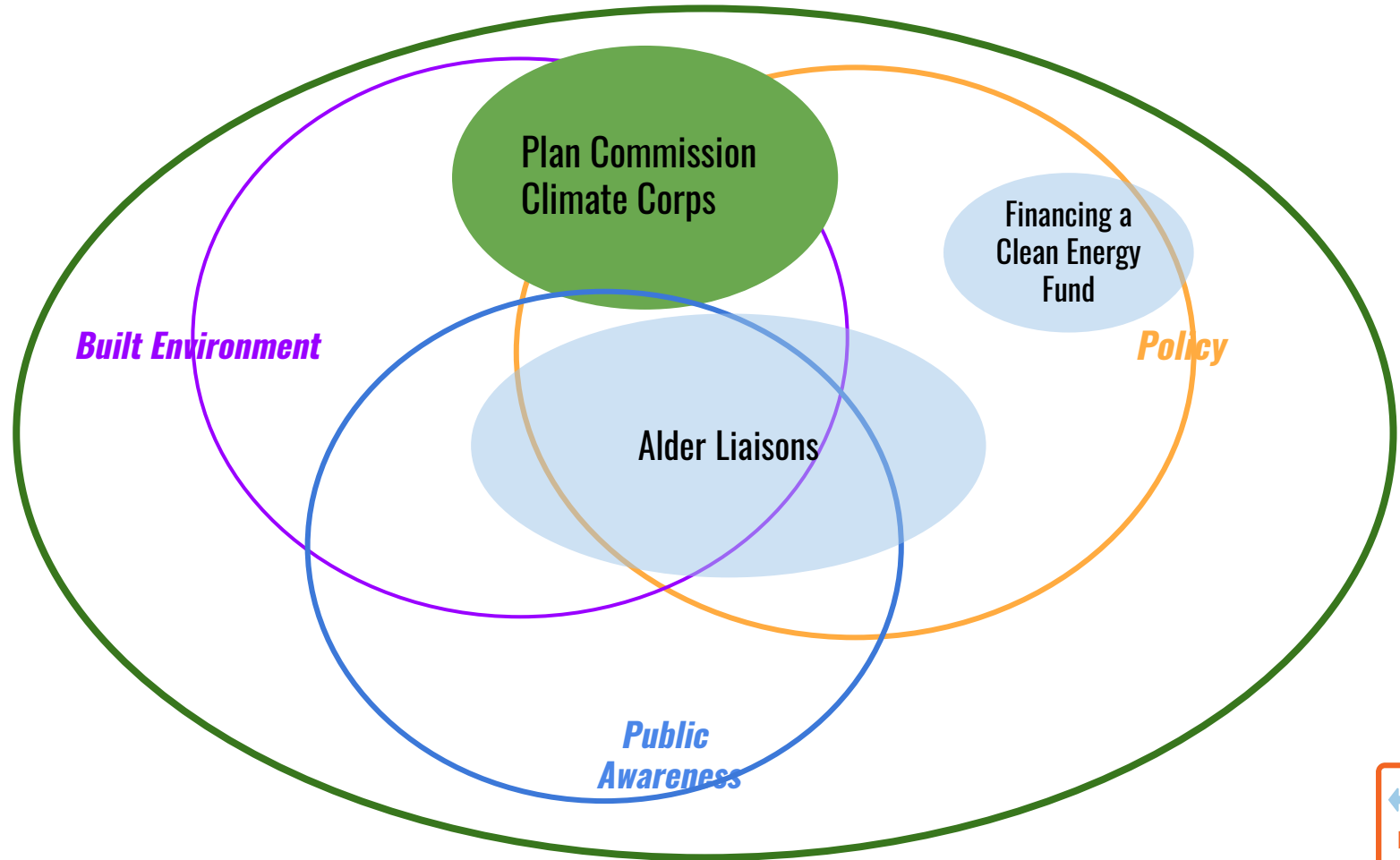
...which seeks to

- Help our region's governments and institutions achieve just and equitable climate goals as fast as possible;
- Increase citizens' climate awareness, engagement, and action.

Community Working Groups



Organized into projects...



Plan Commission Climate Core:



What we did:

Pushed the PC to require developers to build green.

Why?

- Buildings are the source of up to 40% of CO2 emissions
- Over their ~50-year lifespan, green buildings both reduce a city's CO2 footprint, and cost substantially less to operate
- May be only marginally, if at all, more expensive to build
- Are much less expensive than retrofitting

What we learned:

1. **State building code law...** 
2. **2011 Plan: re “improving public sector buildings,” use green building incentives!**
Green Building Incentives (GBIs) are
 - Implemented by local governments
 - Diverse strategies that reward developers and builders who go beyond mandated building standards to produce buildings that are designed, constructed, operated and maintained to be more resource efficient.
3. **2021 situation: City of Madison - no green building incentives** 

What we did next:

Green Building Incentive Programs: Progress in Selected Cities (Aug 2021)

Emily DeVore (leader)

Alannah Rapp (intern & primary researcher)

Hayley Tymeson

Susan Millar

(Alannah is now “Green Building Coordinator, Customer Service, USGBC”)

<https://tinyurl.com/GreenBuildingIncentivesReport>

(12 pages of text; extensive references and citations)

“Green Building Incentive Programs” report:

1. Identifies 3 types of GBIs as well-suited to Madison:

- Expedited permitting
- Density bonuses
- Financial incentives

2. Provides case studies from:

- Chicago, IL
- Seattle, WA
- Arlington, VA
- Bloomington, MN
- Baltimore County, MD

3. Provides analysis: GBI programs have lots of challenges, but can succeed if

- Strong city staff leadership
 - Synergize with other city goals
 - Long-term commitment - continuously updated and improved
- Buy-in by developers and builders
- Educational resources - developers & the public

4. Implores Madison to implement GBIs - **now:**

- Resourceful internal city champions
- Start small
- Learn from other cities
- Embrace the process of trial and error and stick with it

Green Building Incentive (GBI) Programs Report (Aug 2021)

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