

## **Building a Green Capital City-V2 Draft Report**

### **Category: Private Sub-Committee**

#### **Private Sub-Committee**

This encompasses all areas that aren't public. Any organization that isn't directly controlled by publicly appointed individuals, excluding individual issues. This should be agnostic of an organization's tax status or organizational structure; if private citizens control it it's private. This subgroup will also deal with residences, individuals and lifestyle issues.

- Organizations (Business, non-profits, private institutions)
- Residential (homes, individuals, lifestyles)
- Outreach (input/feedback, education)
- Policies
- Private green indicators
- Regional Collaboration - Private

**Where it fits in with the *Blueprint*:** Blueprint section: Page 52-- Change Policies Impacting the Private Sector; pp. 53-- Track Benefits; benchmarking; Work collaboratively: educate; communicate and facilitate (pp.64-67)

#### **Further background as appropriate:**

##### **LEED Green Building Rating System defined**

The LEED Green Building Rating System (Leadership in Energy and Environmental Design) was developed by the US Green Building Council (USGBC), and has become the national standard for certifying new and existing commercial and residential buildings with respect to energy, water and resource conservation, and occupant health. USGBC provides auditing and certification, continuously upgrading the standard using participatory ANSI Standard protocol.

##### **Focus on Energy**

A Wisconsin public benefits program that promotes the market transformation to energy efficiency and renewable energy. Focus works with residential, commercial, industrial, government and schools sectors offering energy-related information and services, as well as funding for feasibility studies, installations and other incentives.

##### **MPOWERing Madison Business Champions**

A two-year, EPA funded partnership program to help reduce 100,000 metric tons of city-wide emissions of carbon dioxide by 2011. The Business Champion program will help selected local businesses in 2009 adopt "green practices" to reduce their carbon footprint and improve energy efficiency at their facilities, as well as measure and track results. A second group of businesses will be selected

in 2010. The businesses will participate in peer learning sessions and help provide broader outreach to the business community.

**Principal sub-areas:**

- **Adopt High Performance Green Building Policies for Existing and New Buildings**
  - ❖ Laws and regulations to promote on-site energy capture
  - ❖ Third-party contracts to promote on-site thermal energy capture
  - ❖ Sustainable energy plans for nonprofit building owners, including schools, technical colleges and universities
  - ❖ Silver LEEDs certification for new commercial buildings
  - ❖ Energy star, WI Green Built Home or LEED-H standards for new residential 1-2 family houses
  - ❖ LEED-(ND) Neighborhood Development standards for new developments
  - ❖ Special utility incentives aimed at nonprofits (e.g. WE Energies program)
  - ❖ Private philanthropy as funding source for sustainable energy hardware
  
- **Evaluate and Revise Zoning, Permits, Codes**
  - ❖ Expedite zoning and permitting procedures for builders and developers seeking LEEDs certification for new and existing construction, existing buildings operations and maintenance upgrades, and neighborhood development projects (LEED NC, EB, ND)
  - ❖ Encourage and allow urban agriculture, community and for-profit gardens.
  - ❖ Allow wider ranges and greater variety of build typologies in mixed use development
  - ❖ Limit green field development of business and industrial parks and malls prioritize infill development on existing sites
  - ❖ Encourage all building/land-owners to increase on-site water retention
  - ❖ Invest in infrastructure to increase efficiencies and decrease maintenance
  - ❖ Encourage higher densities in all building types, particularly around transit nodes and corridors.
  - ❖ Eliminate minimum parking requirements, introduce maximums
  
- **Outreach to Private Sector**
  - ❖ Make presentations of the revised BluePrint to a variety of Madison business organizations

- ❖ Develop green building, energy efficiency and renewable energy training materials for developers, builders, financiers and city staff, including printed and web-based materials to promote the benefits of green building and sustainability principles
- ❖ Utilize the Mpowering Madison Business Champions for peer to peer learning
- ❖ Prove how to implement green standards by developing detailed local case studies showing the success and cost benefits.

**Examples of possible goals:**

- Increase energy performance of existing building stock x% by 20xx
- Adopt new codes by \_\_\_\_\_
- Enlist 50 new businesses as Mpower businesses in 2010
- Achieve \_\_\_\_% carbon reduction from commercial buildings by 20\_\_
- Approve \_\_\_ new solar hot water heating system installations on multifamily buildings by 20\_\_.

**Potential resources and how they might fit in (Organizations, individuals, websites, etc.):**

DownTown Madison Inc.  
 Chamber of Commerce  
 Thrive  
 Sustain Dane  
 BOMA  
 NARI  
 Realtors  
 Utilities  
 Local Banks/Wisconsin Bankers Association  
 Focus on Energy  
 Governor's Task Force on Global Warming Report  
*Government Green Building Programs Inventory*: Gruder, et al, UW-Extension  
[www.shwec.uwm.edu/governmentgreen](http://www.shwec.uwm.edu/governmentgreen)  
 Mpowering Madison [www.Mpoweringmadison.com](http://www.Mpoweringmadison.com)  
 Fort Atkinson School Energy Plan (Michael)