



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft SUSTAINABLE MADISON COMMITTEE

Monday, February 17, 2014

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300

CALL TO ORDER / ROLL CALL

The meeting was called to order by the Chair at 4:35 p.m.

Present: 13 -

David Ahrens; Hans J. Hinke; Rajan V. Shukla; John M. Robinson; Lance E. Green; Sam J. Breidenbach; Richard J. Pearson; Anya M. Firszt; Jeannette E. LeZaks; David P. Rhode; Lou W. Host-Jablonski; Richard A. Heinemann and Chelsea Chandler

Excused: 4 -

John M. Conowall; Jesse J. Shields; David A. Albino and Zachary T. Schuster

Others present: Michael Vickerman, Jim Yockey, Kurt Reinhold, Jesse Durst, Jeanne Hoffman, Karl van Lith.

APPROVAL OF MINUTES

Ahrens moved to approve the minutes - motion was seconded by Firszt and passed unanimously.

PUBLIC COMMENT

Delora Newton – Chamber of Commerce

Ad-Hoc committee is created after ordinance is passed. The committee should be created first and then the ordinance is passed.

Regarding AT&T even showing the score – which will be low – they don't want any information regarding score out in the public either.

Host-Jablonski – Do you have suggestion on how to do this?

Newton – Business are looking for ways to save money – a better way – do business. It is important to know about the free programs – and to use energy benchmarking. There might be other programs like a commercial PACE program or the Better Building Challenge.

LeZaks – There is the actual two parts. Entering data and disclosure – how can people see this information?

Newton – The new leases might change use quite a bit.

LeZaks – Portfolio Manager can adjust for this.

Carole Schaefer – Smart Growth Madison

Board does not support this but does like the effort to make the ordinance better. She used inclusionary zoning has an example as how this will not work. PACE program in Milwaukee was also brought up. Good improvements in this substitute, but we should not rush into this.

Host-Jablonski – Businesses are supposed to be pro-active. Why haven't businesses just done this?

Schaefer – There are businesses that are already doing this? There is FOE? It is happening.

Host-Jablonski – I agree that 10% is doing something, but not 90%.

Heinemann – Are you against an ordinance or want to change the ordinance?

Hoffman – Voluntary does not require an ordinance.

Ahrens – Changes to an ordinance can always be made. Purpose of the committee is not to decide if it should be mandatory. Committee is to assist with training and a program for technical assistance.

Satya Rhodes-Conway
Available to answer questions.

Phil Salkin – Realtors of South Central WI
Thanked Ald. Ahrens for making the changes. Several references regarding inclusionary zoning – Once ordinance was in place – the ordinance didn't work. After 5 years the ordinance was deleted. The committee should be before the ordinance is passed and then if the committee doesn't work then do a mandatory.

Manus McDevitt – worked with Ald. Ahrens helped provide technical assistance. We have listened to the business that is what is before the committee. I work with Portfolio Manager every day it is a very powerful program. Voluntary doesn't work.

Breidenbach – How big and how long did it take?

McDevitt - 35-40 minutes per building. You can input it all at once or it will be very, very quick if you do it on a regular basis. You need to put in some initial information at first... but that information stays constant.

Shukla – We heard that we don't know if this will work.

McDevitt – City of Philadelphia did a study and NYC did a wonderful study – they saw 5% reduction in energy use. Most will see 2.4% reduction.

Breidenbach – Do businesses understand the benefit of energy benchmarking. What are the alternatives?

McDevitt – Education – many owners think that they must make energy improvements. EPA Portfolio manager is the best software.

Shukla – Are there any programs where you don't need to know your energy?

McDevitt – No, this is the first step. Benchmark and provide disclosure and information regarding programs that are available.

Discussion

Green – What about the committee?

Ahrens – The committee is being created by the Order of the council.

Robinson – Do landlords need to ask for energy data?

Ahrens – Yes but tenants don't have to provide it.

LeZaks Moved Approval

Pearson Seconded the Motion

LeZaks – Think committee is a good idea. EPA has expressed interest in helping with education.

DISCLOSURES AND RECUSALS

Jesse Shields recused himself from this meeting because of Item #32255.

OLD BUSINESS

32255

Creating Section 29.047 of the Madison General Ordinances to create an energy benchmarking requirements for certain types of buildings in the City of Madison and amending Sections 1.08(3)(a) and (4) to establish a bail deposit for violation of this requirement that is enforceable by the City Engineer.

Attachments: [SUBSTITUTE BODY](#)
[BODY](#)
[EPA DataTrends & Savings](#)
[MEEA Benchmarking Metrics Fact Sheet](#)
[Madison's Benchmarking FAQ's](#)
[Overview Slide Presentation](#)
[EnergyStar Handouts Dec 18 2013.pdf](#)
[Energy Benchmarking \(Legistar #32255\) EDC Memo 12-18-13 2 0.pdf](#)
[CRANES-BldgBnchmrk Ltrr_City Econ Comm-2013-12-18.pdf](#)
[MadBenchOrd0ct2013.pptx](#)
[GMCOE Email 1-8-14.pdf](#)
[Letter to City of Madison alders opposing energy benchmarking ordinance \(2](#)
[Hoffman-Newton emails 1-9-2014.pdf](#)
[Hoffman-Newton email 1-13-2014.pdf](#)
[NEMA-Supports-Energy-Benchmarking.pdf](#)
[Transwestern Letter.pdf](#)
[Benchmarking Letter of Support - Rapid Improvement 14Jan14.pdf](#)
[ATT00001.htm](#)
[Letter from BOMA-Wisconsin opposing mandatory energy data reporting.pdf](#)
[GMCC Newton Handout jan 14 2014.pdf](#)
[Commercial Benchmarking Policy Matrix 9 13.pdf](#)
[Figure 1 Revised](#)
[MadBenchOrd.Jan15th 2014](#)
[Registrations 2.17.14.pdf](#)
[Chamber of Commerce email 2.17.14.pdf](#)
[J.LeZaks email.pdf](#)
[ASHRAE Support Letter](#)
[Letter-Clean Wisconsin.Katy Walter. 2.20.14](#)

Ahrens – Described what changed in the ordinance. Implementation will be delayed by one year. An implementation committee would be established. Most of the verification has been removed. Issues regarding cost and verification –instead the City will verify the data – 10% of the properties will be checked. So we still have verification it is just different. Increase size from 15,000 square feet to 25,000 square feet. Cap the penalties at \$1000 per year. No penalties for tenants if they don't disclose, and there are no penalties for landlords because of tenants that don't disclose.

What is the same? The ordinance is still mandatory not voluntary because voluntary will not work. Ahrens gave examples of other cities who tried voluntary vs. mandatory. City will not disclose actual energy use – we will be giving a score. Public information is the same. This will allow the market to work better.

Green – Concern about energy data going out per disclosure? And water gallons are being disclosed?

Ahrens – Actual energy information does not need to be public. Need to look at water.

31619

Green TIF Districts - Developing a report on what green features could be included in the City's TIF Districts

Attachments: [Sustainable Madison TIF Presentation 10-22-13.pptx](#)
[SMC TIF POLICY Guidelines \(A1817459\).pdf](#)
[SMC TIF Policy Guidance \(revised\) \(A1822017\).pdf](#)
[SMC TIF Policy Guidance \(revised\) \(A1822017\).pdf](#)

Heinemann – Provide more details regarding some broad TIF Goals. Gave a description on what are areas of sustainability elements and examples. Question about LEED/ Green certification – all TIF applicants can show how they are being green.

Ahrens – Ask TIF Committee to add this as an appendix to TIF policy.

Heinemann – This is not to change the TIF policy but to add language regarding sustainability elements.

Host-Jablonski – Why can't this be in TIF policy?

Ahrens – State Statues and Local Policy – TIF policy needs to be narrowed to financial.

Hoffman – Gave background that EDC started this and then a committee of alders developed the policy.

Shukla – Hard to make changes for TIF at this point. What else can we do? Building Code?

Breidenbach – That would be hard.

Ahrens/Heinemann – Everyone should review the documents regarding TIF – it is all there just ordered differently.

Heinemann – This document is where we are now.

Green – My hope that green features would be required.

LeZaks – Can we do tiered approval for LEED?

Hoffman – LEED is at the end and TIF at the beginning and all projects are negotiated

31259

Development of a Bicycle Reimbursement Program for City Employees that could be a model for other employers.

Attachments: [How to Create a Bike Commuter Culture in the Workplace AmFam.pdf](#)
[BIKE TO WORK.pdf](#)
[2012 LGOP Transport EmployeeCommuteSurveyResults.xlsx](#)
[Commuting Incentive Report.pdf](#)
[CorporateBikeProgramsBMLB.pdf](#)
[20131022 Transportation Breifing.pdf](#)
[WSGC Transport Plan SPD revised August 2013 \(00780331\).pdf](#)
[BikeMileageReimburseResID30853.pdf](#)

Shukla Moved to Table this item.

Schuster Seconded

Unanimously approved.

32498

Third Party Ownership of Solar - A Pilot Project - Presentation by Kurt Reinhold and Jesse Durst

Attachments: [RECSA_JMD2013.pdf](#)
[Monona-solar-Intro-12-16-13.pdf](#)
[3rd party solar registrations.pdf](#)
[Feb-17-SMC-Solar-DRAFT-4-Jeanne.pdf](#)

Kurt Reinhold and Jesse Durst gave PowerPoint.

Twink Jan-McMahon from Sustainable Atwood

Create model of sustainability – I support this model. I want this to be model. I do not see any risk with this. I work with Jesse on zero carbon goals. We need to take steps – toward sustainability – sometimes it might be hard but you are setting the standards... so that next people that do it will be easier.

Green – Should read document about Monona. Are there any issues regarding Monona and the legal aspects?

Host-Jablonski – Wanted Michael Vickerman to answer question.

Vickerman – This is a flexible way to finance solar projects – but cities can't get federal tax credits. Through this project – the city can. There is a legal ambiguity but investors are getting more comfortable.

Host-Jablonski – What is the risk?

Vickerman – The risk is on the investor.

LeZaks – Are there discussions at PSC?

Vickerman – Not formal.

Reinhold – Had some conversations with PSC.

Pearson – What is the status of Monona?

Reinhold – 217,000 KWH per year. City's project could be similar.

Green – Where does this money come from?

Hoffman – From the \$1.0 million - \$200,000 would be for pre-paying for the electricity/renewable energy credits.

Yockey – The deal needs to be worked out but in general there could be a pre-payment to the tax investor and then over time credits the city over time.

LeZaks – Questions about looking at payback for city over time.

Hoffman – When the assets could come to the city?

Shukla – Does this mean we would work with this company?

Hoffman – In developing the proposal, yes the city would then need to decide if we should sole source or put it out competitively.

Heinemann – moved approval

Robinson – seconded.

Unanimously Approved.

NEW BUSINESS

33112

Election of Vice Chair for Sustainable Madison Committee

Heinemann - nominates Green

Unanimously Approved.

33113

Work Plan for 2014 Discussion

Hoffman - Explained the table and the entire city budget.

Host-Jablonski – Why solar and not other stuff?

Chandler – We need to quantify the goals in sustainability plan?

Shukla – What can use the funding for? Committee wants to look at more than just energy. Policy vs. programs/projects is another issue. Sustainability Indicators might be the silver bullet.

Hoffman – I agree but I need help to create sustainability indicators. The committee worked on this in the past and it became a big project of collecting possible indicators and how that data will be collected – then how meaningful the data really is.

Green – We need work plans from city departments and understand more carefully – what the city is doing for sustainability already. We should get these plans from the agencies every year.

Robinson – The last meetings with solar as the theme and have felt more productive. The early meetings where really hard to focus the committee's work.

Shukla – Maybe we should do this earlier?

Host-Jablonski – Maybe a small group?

Heinemann – What is the mission of the committee? We are not a city department – but we can look at what other city departments are doing we can give guidance... how can give to the city in the best way.

LeZaks – I love having that data... but...I do know that the committee struggled with collecting and using data when we talked about sustainability indicators before.

Pearson – I would like to help and have experience with broad metrics already.

Green – New water meters - can enhance water conservation. We should have WU talk to us about this.

Hoffman – The alder is a way for us to make things happen.

ANNOUNCEMENTS

March agenda: Should we have a sub group? No - Jeanne will send information out to the committee to review and Jeanne and Karl will meet with Chair and Vice-Chair to talk about how the meeting will be organized.

ADJOURNMENT

Heinemann moved to adjourn the meeting and it was seconded by Shukla. The meeting was adjourned at 7:00 p.m.