



City of Madison

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

Meeting Minutes - Approved SUSTAINABLE MADISON COMMITTEE

Monday, March 16, 2015

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 300 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

The Meeting was called to order following verification that the Meeting was properly noticed and a quorum was present.

Others present: J Hoffman, K van Lith.

Present: 14 - David Ahrens; Rajan V. Shukla; John M. Robinson; Lance E. Green; Richard J. Pearson; Jesse J. Shields; Zachary T. Schuster; Anya M. Firszt; Jeannette E. LeZaks; Chelsea Chandler; Richard A. Heinemann; Michael J. Vickerman; Bradley Campbell and Sophia S. Rogers

Absent: 3 - Hans J. Hinke; John M. Conowall and David P. Rhode

Excused: 1 - Sam J. Breidenbach

PUBLIC COMMENT

There was no one from the public registered to speak.

DISCLOSURES AND RECUSALS

Raj Shukla will be recusing from #37646

APPROVAL OF MINUTES

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

Motion by Rogers seconded by Chandler to take items out of order. Motion passed by voice vote.

1. [37628](#) Madison Gas and Electric's Community Energy Conversations and introduction of Justice and Sustainability Associates (JSA) with Don Edwards, JSA's CEO.

Public Comment

Tim Cordon
205 N. 6th Street, Madison, WI

Spoke about the need to invest in renewable energy for the future of our planet and our children. Need to move beyond world of burning fossil fuels.

Shukla – Introduced speakers for item #1.

Miller - Annette Miller from Madison Gas and Electric - Project Director the Community Conversations. Madison Gas and Electric has now brought on JSA to assist with the Community Conversations. Many people are asking for a 3rd party facilitator. MGE is excited about bringing JSA on for this project.

MGE had conversations with community about 12 years ago – many things have been accomplished from that. Many things have happened since then. It is time to go and have these conversations again.

Edwards - Don Edwards has worked on global, national and now working on the local level.

Tries to create agreement where there is shared ownership. JSA works on project related to sustainability and social justice. JSA tries to involve the right people and at the right time to work toward agreement.

JSA wants to design the process to see if an agreement can be reached and then track that progress where stakeholders are part of the ownership and therefore are able to track progress and implementation.

Edwards came in October as a speaker for the Neighborhood Conference and spoke on engagement. There will be a large group from JSA working on this project.

Edwards has been reaching out to people in the community. JSA is here this week and will be back regularly. JSA is doing the design work now. Talking with MGE to see why they felt JSA was needed to be brought in. JSA is talking with stakeholders to get all sides. JSA wants to become more informed.

Ahrens – What is an energy conversation?

Edwards – A chance for stakeholders to all bring forward their opinions, different views, etc. People need to understand what everyone's views are – and try to create a civic consensus.

Conversations can start with questions like what role should MGE play in the community as a energy service provider?

Edwards – JSA has worked on sustainability efforts and on social justice issues. The process is not the client – it is all the people that are making up the

process.

There are some groups that really know this issue and there are a lot of people that maybe don't understand the issue. We need to get more people involved and informed.

Green – What is the timeframe for this process?

Miller – Through the process people should feel that they have a way to share their ideas, goals, etc. MGE wants to re-introduce ourselves as our customers have changed. MGE and participants – need figure out the timeframe, last time there was at least 30-conversations and this time it will take some time.

Edwards – I believe the conversations will take the rest of this year at least. We need to go from a number of small conversations that set the stage to get to the point of deliberation. Various people may want to go the same direction but they have a different way to get there.

I am hoping there is a document or a framework that reflects all of the groups that helped then comes the implementation, which is the most important. All of this will take the rest of year and everyone in the room will be need to be a part of this process. Some of us know a lot about energy others need to learn. These are not yes/ no choices. There is a lot of complexity and we need to help people understand that.

Rogers – My concerns is that the 3rd party is not truly 3rd party.

Edwards – In our work, we are incredibly non-partial. We build consensus.

Rogers – This does not reassure me. How is this going be helpful?

Miller – There are many voices that need to be heard. MGE is paying but JSA but MGE is listening. MGE plans on having meetings but also going to groups doing surveys, phone calls – the outcome will be a shared document -- what specific outcomes to work on.

Robinson – Why did MGE need to hire JSA?

Edwards – JSA has talked with between 25-50 people at MGE to better understand the issue – this is not sufficient and we need to get more information about the rate structure from more people. There was also not very good information about why the rate change was needed.

At some point the MGE will go back to the PSC to ask for something, my hope is that the community will be a part of it.

Robinson – Is MGE willing to change the rate structure?

Miller – Everything is on the table including the kitchen sink.

Edwards – I would hope so.

Rogers – Does MGE have a sustainability plan?

Miller – The plan will be coming from sustainability– but not only sustainability. We are in this for the short and long-term – going from talking to implementation.

Campbell – I think this is a great step. City of Madison citizens are not happy to really really mad. People of Madison will be hard. MGE put short and long term profits ahead of anything else.

Edwards – What is the appetite for progress? Owned by everyone.

Heinmann – I am a citizen member of the committee and a lawyer. The task to build consensus, but then then MGE will need to make regulatory changes – MGE will go before the PSC – which could be one-side. How can we the city fall into this process?

Edwards – Committee, customers, shareholders, stakeholders, The committee has a charge though the sustainability plan and we are looking for shared interest. We need to better understand the landscape – not citizens of Madison are MGE customers. Hopefully the outcomes will satisfy the above groups.

Ahrens – Some people just “flick the switch”. They might not understand the issue, so there also needs to be some content provided.

Edwards – The obligations of informing people will need to be deliberate from a fully informed perspective. People need to be able to understand that information first before we deliberate. MGE needs to provide that information on the table.

Green – A local energy expert in Madison – We may need experts – from other communities. We have not talked about Natural Gas – and that should be involved in the conversation?

Miller – We need to talk about both – what can we do? MGE employees have different opinions too.

Shields – CNG is an example MGE talked with Metro Transit on CNG vehicles. The bio-digester talked about too.

Heinemann – How can SMC stay informed?

Miller – I can come to the committee – to share updates.

Heinemann – As the process jells more, perhaps there is a more formal role for the City and SMC to be used?

Edwards – Very good.

2. [37646](#)

A resolution authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and Elevate Energy a non-profit corporation to implement activities related to the Georgetown University Energy Competition.

Public Comment

Satya Rhodes-Conway

Representing – COWS – sub-consultant.

The consultant team is Elevate Energy, Brendle Group, COWS, Cool Choices, Project Home

We are tracking energy use in - Municipal Buildings and - Residential Buildings

Brendle Group will work with Jeanne and City Buildings

Elevate Energy will work with homeowners - help them get audit and work on a case management approach.

Cool Choices will invite the committee to play games

Campbell – Where is the creativity to win?

Rhodes-Conway

How did we use the K-12? And what we develop is replicable? There also has been a lot of talk about behavior – and will this is gamification work at a city level?

Rhodes-Conway also talked about how Madison has a high percentage of multi-family and that Elevate is very good at working in that sector.

A motion was made by Ahrens, seconded by Campbell, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

3. [36998](#) To develop an Energy Work Plan, investigate options and provide recommendations to the Common Council on how to implement the Energy Work Plan.

Public Comment
Don Ferber

Talked about how the Resolution has been delayed last month. That MGE's company policy is that they have been unwilling to support a higher Renewable Energy Standard. MGE put forward the worst rate structure in the country with no public input.

MGE then asked non-profits to not fight it, if they reduced the rate issue. The rate – was changed but still regressive.

Monona, Middleton, Fitchburg and Dane County are also served by MGE. We should have the City review equitable rate structure for both/business and residential.

Mariella Trelevan

Happy to hear about the sustainability plan – and that work is continuing – here at the local level. Urged committee to pass the resolution.

Nate Gentile

Is a UW student. Climate and sustainability is in the fore-front of the political discussions. Students are interested in climate change. Urged committee to pass resolution. We need a strong plan for future cleaner cities.

Shukla - The Sustainability Plan is a framework but the Energy Plan will be the for city's action we can take to forward the goals of the Sustainability Plan and will also informed the MGE conversations.

Heinmann – This gives the SMC a chance to roll up the sleeves and work on this important issue.

Shukla – The Energy Plan will look at goals, options, financial with the end resulting in a report. The goal is to have a report to Common Council in the fall 2015.

Chandler – We also have two students groups working on GHG inventory.

Shukla – Another question that we need to answer is what can the CITY actually do? We are having a conversations with City Attorney's office.

Heinmann – We are not recreating the sustainability plan. The Energy Plan will prioritize the list to see what might possibly can have in a MOU, agreement between the City and MGE. What does the state statues mean? If we have an agreement what does that mean?

A motion was made by Green, seconded by LeZaks, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

4. **April 20, 2015 Sustainable Madison Committee Meeting - Presentation on Racial Equity and Social Justice.**

ADJOURNMENT

A motion was made by Green, seconded by Robinson, to Adjourn at 6:30 PM.
The motion passed by voice vote/other.