From:	EDC
To:	Freedman, Andrea
Subject:	FW: Mandatory energy benchmarking program
Date:	Wednesday, January 18, 2023 2:25:43 PM
Attachments:	image001.png

From: David Keller <david@kellerrealestategroup.com>
Sent: Wednesday, January 18, 2023 12:21 PM
To: EDC <EDC@cityofmadison.com>
Subject: Mandatory energy benchmarking program

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Economic Development Committee members:
As a life-long resident of the City of Madison and over 40 years of experience in owning commercial real estate in the city, I urge you to **oppose** the mandatory benchmarking program and revisit the city's own legislative directive to establish a voluntary program. Businesses and owners of commercial real estate are already struggling to recover from a global pandemic. The cost of this mandatory program to building owners will be extensive in terms of the number of hours it will take to fill out the forms and comply. I urge you to modify the proposed ordinance mandating building energy benchmarking and tune ups (Legistar 75280) to a **voluntary program**.
What is the city of Madison government planning to do with this data in the future? For the Energy Star reporting tool to work, the building owner must provide information for the entire building, not just parts of it, and provide information such as number of employees working in the building and number of laptops or other computers being used in the building. If data for 50% of the building is missing, the Energy Star reporting tool will not allow the building owner to complete the report and the resulting data will be incomplete and of no value to anyone.

Many commercial tenants may refuse or be unable (as we all know remote working is changing the world we live in) to provide building owners with their direct billed energy costs or number of employees in the building or number of laptops or other computers or the many other items of information that the Energy Star tool requires in order to submit a report. Even if commercial tenants were willing to report the number of employees working in the building, in many cases, the number would be different every day.

Smart Growth and other stakeholders have raised this issue with the Mayor's office staff repeatedly. The response we have received is that the building owner should just enter estimates if accurate data is not available from the commercial tenants. Building owners will be hesitant to make up estimated numbers to input into the Energy Star tool. As they should be. To be coerced into doing so by the threat of being fined for failing to report is not the proper approach.

In addition, when building owners have their HVAC systems checked by outside HVAC maintenance technicians, they ask for advice on how to make the HVAC system as efficient as possible. When

boilers or windows or roofs need to be replaced, building owners will logically invest in more energy efficient systems that can be proven to be cost effective. Building owners are aware of the cost of all aspects of operating a building and the cost of energy and are motivated to reduce energy consumption and costs. A mandatory program is not necessary as building owners are already motivated to make their buildings as energy efficient as is reasonable without sacrificing the comfort of their tenants.

Thank you for your consideration.

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