



City of Madison

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

Monday, November 18, 2013

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 13 -

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

Excused: 2 -

Hans J. Hinke and Jesse J. Shields

Others present: Arthur Ross, Jeanne Hoffman, Karl van Lith, Schuster, Victoria
Becher, Tulika Singh, Ted Petith and Bryant Moroder.

APPROVAL OF MINUTES

Shukla moved to approve the October minutes and the motion was seconded
by Ahrens. There were 3 abstentions. The minutes were unanimously
approved.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

NEW BUSINESS

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 Passed out a resolution that was approved by council back in 2001.

Ross Talked about the resolution. There may be issues with union contracts.

Shukla There was consensus on the council to do this but it was not implemented.

Shukla read the resolution to the committee. (Attached in Legistar)

Host-Jablonski Asked about the reimbursement rate?

Ross Reimbursement rate was not set. It was estimated to be around \$0.10 per mile. Federal government sets rate for car trips but there isn't one for bicycles. There are not a lot of programs in the US, more in the Europe.

There was some discussion about the wording of the resolution.

Green This is only for city business, not for getting to work.

Ross Correct

LeZaks That is a good point. There are two issues commuting for work AND commuting.

Van Lith For most employees, you do not get reimbursed if you use your own car – except for specific jobs like inspectors.

Ross For example you can used a city bike, fleet bike, your bike, bus or city car to get to your meeting.

Hoffman This (tonight) was about establishing a bike commute program because city employees also have a metro bus pass.

Green What about compressed work time and flex time

Van Lith There are ways and processes within the agencies regarding compressed work time and flex time – flex time.

Robinson What are we doing? Are we doing this resolution or a different program to encourage alternative modes to get to work.

Shukla The information we looked at is commuting habits. The data we saw indicates that if people live close to work they are more likely to use alternative modes like biking.

Robinson \$0.10 is not a very good incentive. Maybe a better incentive would change behavior

LeZaks This might not be the right type of incentives

Shukla Looking at information from 2007 - We need to know more about what the employees need.

LeZaks Looking at information from 2012 – there are more people who could bike within the 0-5 mile commute. What are the barriers.... For this group – for 5-10 mile group the barriers are different – the need for a shower is greater. What type of transportation are you taking?

Shukla What's in it for me? The reimbursement might need to be adjusted.

Conowall What are we doing?

Shukla Everyone gets a free bus pass but only about 15% of the employees are using the bus pass.

Green How can we get people to use bike/transit more? Convenience is a big issue.

Shukla The reimbursement rate to actually get people to actually bike is probably cost prohibited.

Ross There is no car parking downtown for employees. Most parking is good but it is not enough. There are some places where are showers/lockers.

Robinson This committee – can help really help shape policy. We have an opportunity to be more aggressive. Biking is one of them. All alternatives are good. Health costs and other transportation costs are big issues.

Shukla I agree we should be looking at all transportation options.

Robinson We should look at a citywide model.

Schuster We need to create a bike culture.

LeZaks Lack of information about bike commuting. Bicycle user group. The BUG concept... or bike ambassador is a great idea.

Host-Jablonski Customized bike helper. Real support.

Shukla Having a bike group that is social – tea drinking. This has a big impact.

Ross Bicycle User Group – can bring in a mechanic, can buddy up with others... etc. Bicycle Station at Judge Doyle Square can help with some of this.

Host-Jablonski We should be creating a model.

Shukla What is the opportunities are – how can we leverage this into a bigger.

Ross Don't be afraid of taking smaller step. To get to the model – the get to the model.

Green Some cities and employers that we could learn from

Shukla I think we need to discuss first. And then bring forward things – that are small... to get toward a model.

This item will be referred to the December meeting.

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](#)

David Rhode, Lance Green, Rajan Shukla, and Richard Heinemann will work on this issue.

This item will be on a future agenda.

32210

Internships in Freiburg, Germany Presentation by Ted Petith and UW Students

Attachments: [GreenCity_E.pdf](#)
[2013 GreenSummer Freiburg Group.pdf](#)
[Ted Petith - GreenLink Projects LLC - Freiburg and GreenSummer Program.](#)

Ted and students gave presentation on solar, zero-waste - bio-digester. In city limits no odor. There is some waste which they burn for energy. Kids are working in gardens – where there is also solar. Passive Haus remodel – of multi-units – for lower incomes. Important to have green space, so the old housing was kept. There are car-free zones and there are farmer's markets. Hotel Victoria has many green features. Passive Haus is more easily done.

There was general discussion about how to do it in Madison. Materials are available for review through this Legistar number.

[32211](#)

Grow Solar Wisconsin Presentation on the pilot "Solar Bulk Purchasing Program" and the need for a Solar Loan Reserve Fund

Attachments: [Madison Solar Slides 11 18 13 v 2.pdf](#)

Moroder Gave presentation on Solar nationally and statewide. There was some bad news on the state side including net-metering, manufacturing, and other issues.

Green I have heard that Sierra Club – what is that?

Moroder An installer has approached the Sierra Club – Sierra Club gets a percentage of the sale.

Pearson What are the longevity of the components

Moroder 25-year warranty – any project factors in the lower energy that the solar system creates over time.

Breidenbach Do appraisers look at the value of solar?

Moroder There just are not enough comps. This is one of the barriers. There are some studies not Midwest studies... For solar loan program – once we start it – I feel the banks will realize these are safe investments and will do them on their own.

Conowall In 25 years the solar has gotten a lot better – are people leering because they are worried that the technology will get better.

Host-Jablonski Feed-in Tariffs policy what difference does that make?

Hoffman Talked about the hope to use the \$1.0 million for creating a loan loss reserve fund. Materials are available for review through this Legistar number.

This item will be referred to a future agenda.

ANNOUNCEMENTS

None.

ADJOURNMENT

Green moved to adjourn and Shukla seconded the motion. The motion passed unanimously and the meeting was adjourned at 6:20 p.m.