

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: I hope you will support the proposed Building Energy Savings Program Ordinance  
**Date:** Tuesday, February 14, 2023 2:39:04 PM

---

**From:** Russ Bennett <bennett.russ@gmail.com>  
**Sent:** Monday, February 13, 2023 5:33 PM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** I hope you will support the proposed Building Energy Savings Program Ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

I am very concerned about the negative impacts of climate change, but the positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin.

Sincerely,

Russ Bennett  
201 Bram St.  
Madison WI

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Please support the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:45:21 PM

---

---

**From:** Suzy Dawood <[sdawood@wisc.edu](mailto:sdawood@wisc.edu)>  
**Sent:** Tuesday, February 14, 2023 11:59 AM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** Please support the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee,

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.** The effectiveness of this proposed ordinance is supported by the success of similar ordinances in over 40 other cities, counties and states in the US. The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants. Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,

Suzy  
610 Langdon St.  
Madison, WI 53703

**Susan Dawood (she/her)**  
Wisconsin School of Business | MSBA Class of 2023  
[sdawood@wisc.edu](mailto:sdawood@wisc.edu) | (414) 708-9138

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Building Energy Savings Program  
**Date:** Tuesday, February 14, 2023 2:43:02 PM

---

---

**From:** JOSEPH FOYE <jfoye@wisc.edu>  
**Sent:** Tuesday, February 14, 2023 9:39 AM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** Building Energy Savings Program

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.** The effectiveness of this proposed ordinance is supported by the success of similar ordinances in over 40 other cities, counties and states in the US.

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,  
Joe Foye  
1320 Drake Street  
Madison, WI 53715

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: BESP - please pass this critical ordinance  
**Date:** Tuesday, February 14, 2023 2:43:27 PM

---

**From:** Keith Fuller <kfuller.climate@gmail.com>  
**Sent:** Tuesday, February 14, 2023 10:11 AM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** BESP - please pass this critical ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello!

I'm a concerned citizen. You know the arguments about overwhelming scientific evidence and the importance of a faster response to climate crisis.

I've seen many of the counter arguments offered by owners of large buildings. Some are pretty clearly spurious, but some appear fair. Existing data shows that businesses see a near future ROI on reduced energy use, but I'm not discounting cost and inconvenience.

Many municipalities have passed legislation similar to our BESP, so we know it can be done. Cities and communities have worked with business owners to fairly address concerns while still taking strides toward mitigating climate crisis with greater alacrity. I'd be left ashamed - and my kids would be left with a far worse inheritance - if Madison couldn't do the same.

Keith Fuller  
District 20 resident

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Please support the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:43:16 PM

---

---

**From:** Stephen Glass <[sbglass1@me.com](mailto:sbglass1@me.com)>  
**Sent:** Tuesday, February 14, 2023 10:02 AM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** Please support the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

February 14, 2023

Dear Members of the Economic Development Committee

I am in support of the BESP and urge you to vote in favor of it.

The climate chaos clock is ticking and it is time for the Madison business community and the Greater Madison Chamber of Commerce to stop obfuscating. Instead, support the City's efforts to reduce greenhouse gas emissions and get on board with business leaders in 50 other cities, counties, and states in the U.S who are showing the way forward.

Climate leaders around the country have demonstrated that they endorse baseline climate actions such as the one Madison is proposing. Efforts such as the City's are necessary, but not sufficient, if we are to cut our carbon emissions nearly in half by 2030—a mere seven years from now—as the world's climate authorities tell us we must.

This proposed ordinance is not targeting the business community. Rather it is about the crucial job of preventing the planet from heating up even more than it has already. I urge you to support this ordinance in the name of future generations—our sons, daughters, grandchildren, and those yet unborn who will be affected by what we decide here tonight.

Support the BESP so that those who come after us will inherit a world that is in better shape than when we entered it.

Best regards,

Steve Glass

1306 Seminole Highway  
Madison, WI  
District 10

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Writing in support of the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:42:29 PM

---

**From:** Nathan Jndl <[njndl@gmail.com](mailto:njndl@gmail.com)>  
**Sent:** Monday, February 13, 2023 9:57 PM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** Writing in support of the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

As a sustainability professional, Madison resident, and avid angler, I am deeply worried about the negative impacts of climate change in Wisconsin. I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.

We need programs like this to make our city more resilient, smarter, and more energy efficient. And we need to reduce our impact on global climate change.

Thank you in advance for your efforts. Please approve this project!

Sincerely,

Nathan Jndl  
3917 Paunack Ave, Madison, WI 53711

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Clean Wisconsin Written Comments on File No. 75280  
**Date:** Tuesday, February 14, 2023 2:44:47 PM  
**Attachments:** [City of Madison Benchmarking Ordinance Clean WI Written Comments.pdf](#)

---

---

**From:** Erik Kanter <ekanter@cleanwisconsin.org>  
**Sent:** Tuesday, February 14, 2023 11:48 AM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** Clean Wisconsin Written Comments on File No. 75280

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good morning,

Ahead of tomorrow's EDC meeting, I am submitting written comments on behalf of Clean Wisconsin in support of the committee's recommendation for approval of File No. 75280 regarding establishing a building energy savings code (agenda item 2).

Please let me know if you have any questions or additional information.

Thank you,

Erik

**Erik Kanter**  
Government Relations Director  
**Clean Wisconsin**  
608-251-7020 x30  
[ekanter@cleanwisconsin.org](mailto:ekanter@cleanwisconsin.org)



February 14, 2023

RE: Written Comment in Favor of the City of Madison Building Energy Savings Code, File #75280

Clean Wisconsin is a non-profit environmental advocacy organization working on clean water, clean air and clean energy issues. We were founded over fifty years ago and have over 30,000 members and supporters around the state. We employ scientists, policy experts and attorneys to protect and improve Wisconsin's environment.

Clean Wisconsin supports File #75280 to create a Building Energy Savings Code in the City of Madison. Annual energy benchmarking and regular building tune-ups are important and proven tools in reducing total carbon emissions.

Building emissions are a significant contributor to climate change. According to the EPA, commercial and residential buildings contribute approximately 13% of total greenhouse-gas emissions in the United States.<sup>1</sup> As identified in File #75280, commercial buildings alone contribute to approximately 30% of emissions in Madison--over double the rate of emissions from commercial *and* residential buildings combined nationally.<sup>2</sup>

Madison needs to address this significant disparity, and the initiatives detailed in the proposed Building Energy Savings Code have successfully reduced building emissions in other cities.

For instance, New York City has a similar benchmarking requirement for buildings over 25,000 square feet. According to analysis conducted by New York-based nonprofit Urban Green Council, total carbon emissions from affected buildings has decreased 23% since the law went into effect.<sup>3</sup> The program has been so successful that the city is now considering a similar requirement for buildings over 10,000 square feet. Since adopting its own benchmarking law, Chicago has reported a 25% decrease in carbon emissions from affected buildings.<sup>4</sup>

Building tune-ups are also an important energy-saving strategy. By routinely evaluating and adjusting buildings' energy and HVAC systems, tune-ups ensure those systems operate at optimum efficiency. According to the City of Seattle, which enacted a tune-up ordinance in 2017, buildings that regularly undergo tune-ups should generate an average of 10-15% in energy savings.<sup>5</sup>

---

<sup>1</sup> <https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions>

<sup>2</sup><https://madison.legistar.com/ViewReport.ashx?M=R&N=Text&GID=205&ID=5173419&GUID=22E972A9-08AC-4F97-B792-8F9FC414EA0&Title=Legislation+Text>

<sup>3</sup> <https://www.habitatmag.com/Publication-Content/Green-Ideas/2022/2022-December/Benchmarking-the-Incredible-Shrinking-Law>

<sup>4</sup>[https://www.chicago.gov/content/dam/city/progs/env/EnergyBenchmark/2020\\_Chicago\\_Energy\\_Benchmarking\\_Report.pdf](https://www.chicago.gov/content/dam/city/progs/env/EnergyBenchmark/2020_Chicago_Energy_Benchmarking_Report.pdf)

<sup>5</sup> <https://www.seattle.gov/environment/climate-change/buildings-and-energy/building-tune-ups/about-building-tune-ups>

634 W. Main St. #300, Madison, WI 53703  
608-251-7020 | [www.cleanwisconsin.org](http://www.cleanwisconsin.org)



As we all know, there is no single policy proposal that can eliminate carbon emissions and solve the climate crisis. Governments of all types and sizes need to employ a number of policies that address emissions from buildings, industry, transportation and power generation. Madison is a state leader in doing its part to address the climate crisis through a pragmatic “all of the above” strategy, and this legislative proposal furthers the city’s commitment to that strategy.

Clean Wisconsin thanks the authors for introducing this proposal. We urge the common council to pass this necessary legislation swiftly.

634 W. Main St. #300, Madison, WI 53703  
608-251-7020 | [www.cleanwisconsin.org](http://www.cleanwisconsin.org)



**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Please support the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:45:50 PM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
**Importance:** High

---

---

**From:** Kimbel, Brent A <[brent.a.kimbel@ampf.com](mailto:brent.a.kimbel@ampf.com)>  
**Sent:** Tuesday, February 14, 2023 1:02 PM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** Please support the proposed Building Energy Savings Program ordinance  
**Importance:** High

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.** The effectiveness of this proposed ordinance is supported by the success of similar ordinances in over 40 other cities, counties and states in the US.

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants. As a person who rents space in one of these large buildings and sees how inefficient they can be I do believe it's important to work hard on converting these buildings to being cleaner and more efficient for all involved. It can be a win-win!

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,  
Brent A Kimbel  
9606 Hill Creek Dr.  
Verona, WI 53593

Have a great day!

**Brent A. Kimbel CFP, ChFC, CLU, APMA**

**Compelling Wealth Advisors**

A Private Wealth Advisory practice of Ameriprise Financial Services, LLC  
Compelling Wealth Advisors | [compellingwealth@ampf.com](mailto:compellingwealth@ampf.com)

.....  
**Phone** 608.819.0500

**Email** [brent.a.kimbel@ampf.com](mailto:brent.a.kimbel@ampf.com)

2601 W Beltline Hwy, Ste 104, Madison, WI 53713



An Ameriprise Financial Franchise. Products from RiverSource and Columbia Threadneedle Investments are offered by affiliates of Ameriprise Financial Services, LLC. Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser. Ameriprise Financial Services, LLC. Member FINRA and SIPC.

\*\*\*\*\*  
"This message and any attachments are solely for the intended recipient and may contain confidential or privileged information. If you are not the intended recipient, any disclosure, copying, use, or distribution of the information included in this message and any attachments is prohibited. If you have received this communication in error, please notify us by reply e-mail and immediately and permanently delete this message and any attachments. Thank you."  
\*\*\*\*\*

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: BESP  
**Date:** Tuesday, February 14, 2023 2:39:16 PM

---

**From:** Janice Knapp-Cordes <janice.knappcordes@gmail.com>  
**Sent:** Monday, February 13, 2023 5:36 PM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** BESP

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Members of the EDC:

Climate change has been a concern of mine for over twenty years. I am concerned about the negative impacts of climate change in Wisconsin. **I write to express my strong support for the proposed *Building Energy Savings Program* ordinance that you will be reviewing shortly.**

Large commercial buildings account for 30% of our community's greenhouse gas emissions. The proposed *Building Energy Savings Program* ordinance not only will reduce those emissions, but also enable building owners and their tenants to reduce their energy costs. While this ordinance does not *require* commercial buildings to make changes based on data collected, research shows that simply tracking usage data leads to reductions in energy use. If data shows that a business could save money, why would they not implement changes!

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,

Janice Knapp-Cordes  
615 W. Main Street #210  
Madison, WI 53713

--

Janice Knapp-Cordes she, her, hers  
[615 W. Main Street #210](#)

Madison, WI 53703  
608.630.9088  
cell: 608.977.1867

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Please support the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:45:30 PM

---

**From:** Tanace Matthiesen <[tanace.matthiesen@350wisconsin.org](mailto:tanace.matthiesen@350wisconsin.org)>  
**Sent:** Tuesday, February 14, 2023 12:42 PM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** Please support the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.** The effectiveness of this proposed ordinance is supported by the success of similar ordinances in over 40 other cities, counties and states in the US.

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this ordinance.**

Sincerely  
Tanace Matthiesen

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: In Support of the Building Energy Savings Program  
**Date:** Tuesday, February 14, 2023 2:42:52 PM

---

---

**From:** Fletcher Thomas Metz <[fmetz@wisc.edu](mailto:fmetz@wisc.edu)>  
**Sent:** Tuesday, February 14, 2023 12:03 AM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** In Support of the Building Energy Savings Program

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Economic Development Committee,

I am writing to support the proposed Building Energy Savings Program, on the grounds that similar ordinances have successfully reduced emissions in numerous cities. Buildings account for up to 50% of total carbon emissions, which makes limiting those emissions a key aspect of fighting the climate crisis. The climate crisis is upon us and it's only getting worse. As a climate scientist, I could not be more concerned for our future. There is simply no time to waste pandering to big business interests who can save a few dollars by disregarding the environment. It's time to take action and do what is right for the citizens of Madison. We deserve a livable climate and we need you to fight for it.

-Best, Fletcher Metz  
728 E Johnson St., Madison, WI

## Freedman, Andrea

---

**Subject:** FW: Please read - Concerns and FAQs re the proposed Building Energy Savings Program ordinance

**From:** Susan Millar <[sbmillar@gmail.com](mailto:sbmillar@gmail.com)>

**Sent:** Monday, February 13, 2023 11:41 AM

**To:** All Alders <[allalders@cityofmadison.com](mailto:allalders@cityofmadison.com)>; EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>

**Cc:** Stephen Glass <[sbglass1@mac.com](mailto:sbglass1@mac.com)>; Susan Millar <[sbmillar@gmail.com](mailto:sbmillar@gmail.com)>; Alison Mix <[alisonbmix@gmail.com](mailto:alisonbmix@gmail.com)>; Rachel Robillard <[RachelEBRobillard@gmail.com](mailto:RachelEBRobillard@gmail.com)>; Nathan Spencer <[nls08a@gmail.com](mailto:nls08a@gmail.com)>; Keith Fuller <[keithfuller01@gmail.com](mailto:keithfuller01@gmail.com)>

**Subject:** Please read - Concerns and FAQs re the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Members of the City of Madison's Common Council and Economic Development Committee,

**Request:** With this message, we convey our "[Concerns and FAQs about the City of Madison's proposed Building Energy Savings Program \(BESP\) ordinance](#)" document, which summarizes a lot of material, and is designed to be read in less than 10 minutes. We ask:

- Members of the Economic Development Committee to read this document prior to your February 15 (5PM) meeting, and
- Alders to read it prior to your March 7 Common Council meeting.

**Context:** We are thankful for your service to our city and also aware that you have limited time to learn the details of the many proposed ordinances and other matters that require your deliberation. To that end, we compiled this [Concerns and FAQs](#) document to help you:

1. Learn about concerns that members of the business community have expressed about the proposed Building Energy Savings Program (BESP) ordinance, and
2. Understand the basic elements of the proposed BESP.

Respectfully,

Volunteers of the Madison Climate Working Group, of [350 Wisconsin](#)

**Concerns/Responses and FAQs about the City of Madison's  
proposed Building Energy Savings Program (BESP) ordinance**

Compiled by [350 Wisconsin](#) Madison Climate Working volunteers

Contacts: Steve Glass ([sbglass1@mac.com](mailto:sbglass1@mac.com)); Susan Millar ([sbmillar@gmail.com](mailto:sbmillar@gmail.com));

Alison Mix ([alisonbmix@gmail.com](mailto:alisonbmix@gmail.com))

February 12, 2023

Volunteer members of 350 Wisconsin have prepared this document to help alders and city committee members:

1. Learn about the concerns that members of the business community have expressed about the proposed Building Energy Savings Program (BESP) ordinance, and how the city would address them, (pp.1-3) and
2. Understand the basic elements of the proposed BESP (pp-4-6).

(Sources listed on page 6.)

---

## **I. Business Community Concerns**

**Concern 1:** *My business has concerns about releasing proprietary information, such as staff numbers and technology counts (number of computers, etc.) to the City, which the City would then hold. Will the data be protected? How will energy benchmarking data be used? What if a competitor submits an open records request for our data?*

**Response 1:** No data or information about individual buildings will be included in reports except with owner permission, for example, to share a success story. The City is not requiring building owners to submit proprietary information such as staff numbers and technology accounts. Building performance information is to be provided to the City only in order to benchmark, and that information is provided by submitting a one-page Statement of Energy Performance generated by [Portfolio Manager](#).

More specifically, energy benchmarking data will be used by the City to:

1. Provide each building owner a customized annual report for each covered building that includes:
  - a. a summary of whole-building energy use over the year;
  - b. how the building's energy is changing from year to year;
  - c. information on how the building compares to others in Madison;
  - d. customized recommendations for saving energy and the benefits those changes could bring; and
  - e. information on resources building owners can leverage to improve performance, including rebates, incentives, and financing.
2. Provide annual reports that aggregate the data received and identify, for example:
  - a. changes in overall energy use, efficiency, and GHG emissions;
  - b. areas of success, such as particular sectors that show the greatest improvement; and

- c. opportunities for improvement, such as city, state, or federal programs that link up and provide additional resources or support.

These reports will only provide aggregated information. That is, no information about individual buildings will be included.

**Concern 2:** *The cost of the tune-up is vague because we do not know precisely what a tune-up requires. In addition to paying the outside tune-up consultant, we will have to pay for weeks of work by our own staff to gather and provide the data required by the tune-up specialists.*

**Response 2:**

- The cost of a tune-up depends on the size of a building and the complexity of its systems and if the building owner decides to use in house staff or contract out the work. Tune-ups can be completed by trained building staff - and would therefore only cost staff time. If contracted out, the City has shared an estimated average cost of 20 cents/sq. ft, based on data from a nationwide meta analysis, feedback from experts at Lawrence Berkeley National Labs, and conversations with local service providers. Or, building owners can choose an alternative compliance pathway instead of a tune-up. (See p. 12 of the City's [FAQ doc](#).)
- Cost information is found in examples the City has provided of tune-up workbooks from cities with similar policies. For example, [Philadelphia's tune-up workbook](#) details all of the systems that are checked during a tune up and the types of adjustments a tune up specialist would make with input from the building owner or operator.
- The proposed ordinance offers flexibility in policy implementation to provide building owners choice in how they achieve energy efficiency.

**Concern 3:** *It seems unlikely that the tune-ups will produce more savings than the total cost of the tune-up. How much will my building save by doing tune-ups?*

**Response 3:** The average return on investment period for a tune-up is 1.7 years. A meta-analysis by Pacific Northwest National Laboratory (PNNL) shows that tune-ups result in a median annual energy savings of 12% and a median annual cost savings of \$0.16 per square foot for a building. Tune-ups also provide a more comfortable space for tenants and reduce greenhouse gas emissions and other pollutants.

**Concern 4:** *We all agree that something must be done to combat the effects of climate change but at what cost? Businesses are already struggling to recover from a global pandemic.*

**Response 4:** The upfront costs of implementing BESP will be recovered quickly. Moreover, the BESP will be phased in: benchmarking would begin in 2024 and be phased in over three years, and tune-ups would begin in 2025 and be phased in over 2 years. The City will offer businesses resources and support, which will cost businesses nothing. Meanwhile, the Inflation Reduction Act is creating programs to help fund and finance energy efficiency work in commercial buildings, making this a superb time to improve our buildings' energy efficiency. In short, the BESP will end up saving businesses money.

**Concern 5:** *We ask that you revisit the city's legislative directive to establish a voluntary program, as building owners are already struggling to recover from a global pandemic and rising interest rates. Why must this be mandatory?*

**Response 5:** MPower, a voluntary program, was going in 2015 when the first benchmarking program was proposed. However, only a few businesses volunteered and MPower has since ended. Energy Star Portfolio Manager has been available for businesses to use since 2000. Focus on Energy also is a voluntary incentive-based program. Only a tiny minority of Madison's large building owners acted voluntarily by using these programs. This ineffective outcome is consistent with research by the Institute for Market Transformation that shows that even the best voluntary energy efficiency programs only reach 2-3% of buildings annually. To meet the climate goals the Common Council voted for in 2011, the City must implement a program that is supported by evidence. We cannot afford to stay with an approach that fails to achieve the needed results.

**Concern 6:** *The proposed ordinance includes a provision that allows "additional qualified certifications as the Administrator deems appropriate." Members of the business community have asked if the ordinance can allow them to decide who on their staff should be considered qualified as "tune-up specialists," or even to allow experience to count (e.g., no required certification).*

**Response 6:** The City has invited owners to describe their needs, suggest a remedy and propose that it be included in the ordinance.

**Other business community concerns (drawn from comments to EDC), stated as questions:**

**Concern 7:** *Why should we believe that companies will choose to stay in Madison where they are required to benchmark, rather than going to suburbs where benchmarking is not required?*

**Response 7:** It is unlikely that a business would move out of Madison over BESP, especially because participation in BESP will result in saving money and energy, outcomes that are consistent with good management and business sense.

**Concern 8:** *How can the owner of a commercial building that rents to tenants comply with the ordinance if tenants choose not to provide their energy data?*

**Response 8:** The ordinance has provisions that enable building owners to get extensions or waivers for extenuating circumstances of this type. These are situations that building owners can work on with the City. According to page 6 of the [proposed ordinance](#), "Where, despite good faith effort to obtain data as provided in this subsection (c), an owner is unable to obtain data for a portion of a building because the tenant in control of such a portion of the building failed to comply with this ordinance, the owner may report partial-building data."

## II. Frequently Asked Questions

**Q1:** Why is the City requiring benchmarking and tune-ups for commercial buildings?

**A1:** Commercial building energy use accounts for 30% of Madison's greenhouse gas (GHG) emissions. To meet our goal of reaching net zero carbon emissions community wide by 2050, we must reduce emissions from all sources, including our built environment.

Data from benchmarking and tune-up ordinances in 40+ other cities, counties and states make clear that these programs result in substantial reductions in emissions from buildings, while also reducing energy costs for building occupants. A few of the cities implementing these programs are: Ann Arbor, Bloomington, MN, Chicago, Columbus, OH, Des Moines, Indianapolis, Minneapolis, St. Paul, NYC, St Louis, MO. (Click [here](#) for a table describing locations implementing these policies as of 07/22.) The City of Madison seeks to turn this knowledge into action, in line with climate goals established as early as 2011, and to add Madison to the large set of cities already implementing benchmarking and tune-up policies.

**Q2:** In a nutshell, what would the proposed Building Energy Saving Program (BESP) require from large commercial building owners, and why?

**A2:** The proposed BESP asks the owners of large commercial buildings to conduct benchmarking and (for the largest buildings) tune-ups in order to ensure that building owners get good information about whether their buildings are operating efficiently. Commercial building systems are complex, and they need to be adjusted regularly to achieve top efficiency. The City is not requiring building owners to *act* on their benchmarking or tune-up findings. However, based on information from many other cities with benchmarking programs, we know that most building owners choose to address problems that benchmarking and tune-ups make visible, which helps reduce energy costs for building tenants and helps all of us by reducing emissions from our city.

**Q3:** What is building energy benchmarking?

**A3:** You can't manage what you don't measure. Benchmarking is basically taking a close look at building energy use, the same sort of thing that the average homeowner does on a regular basis. Energy benchmarking enables building owners and operators to understand current energy use patterns, identify opportunities to save energy and money, and track changes over time. Importantly, the proposed City of Madison ordinance does **not** require a building to meet a prescribed level of energy use.

**Q4:** How much will benchmarking cost?

**A4:** The City has chosen a *free* reporting tool, the web-based ENERGY STAR Portfolio Manager. ENERGY STAR Portfolio Manager is the nationally-preferred tool to measure and track building energy and water use.

**Q5:** Do other cities have similar policies?

**A5:** Yes, 40+ other cities, counties, and states have similar programs, many of which are more stringent and demanding than the ordinance proposed by the City of Madison.

**Q6:** What are building tune-ups?

**A6:** A building tune-up entails reviewing energy systems, controls, and maintenance practices, and making minor adjustments and fixes as needed to bring them up to a good state of performance.

**Q7:** Which commercial buildings will be required to do tune-ups, and on what timeline?

**A7:** The ordinance would require tune-up for non-residential, commercial buildings with floor space of at least 50,000 sq. ft. In mixed-use buildings, only the non-residential portion of a building counts toward the size threshold and is covered by the program. As for timing,

- buildings 100,000SF or larger would need to tune up or complete an alternative compliance pathway by October 31, 2025;
- buildings 50,000 to 99,999 square feet would need to tune up or complete an alternative compliance pathway by October 31, 2026.

Thereafter, each would need to tune up every four years. Owners can also get an extension or exemption if they meet specific conditions.

**Q8:** Will the City waive the requirement for benchmarking and tune-ups for buildings that already are well managed, and can demonstrate that they are energy-efficient?

**A8:** Yes. The City has identified 7 “alternative pathways” (e.g., Certified ENERGY STAR score of 75 or greater from EPA) by which building owners can demonstrate their energy efficiency. More pathways will be identified as the program evolves. These alternatives are listed on pp. 12 - 13 of the [City's BESP FAQ document](#).

**Q9:** Are there incentives to assist with the cost of tune-up?

**A9:** Focus on Energy provides up to \$1,850 in incentives for Wisconsin utility customers who successfully complete at least three of the eligible measures. Focus on Energy incentives and federal tax incentives are also available for those who take on additional projects to implement efficiency measures. If you’re pursuing an alternative compliance pathway, the Inflation Reduction Act (IRA) provides tax credits up to \$5/sq. ft for energy efficiency improvements in commercial buildings that deliver lower energy bills, such as improvements to a building’s envelope, HVAC systems, lighting, and controls. Businesses can also receive tax credits covering 30% of the costs of installing solar power and battery storage.

**Q10:** How do I find a tune-up specialist?

**A10:** If your on-site staff have any of the certifications listed in the ordinance, then they are qualified to perform a tune-up of your buildings under this program. If you have a regular maintenance contract, this service provider may be qualified to perform a tune-up. Focus on Energy maintains a list of Trade Allies – contractors and service providers who partner with FoE to deliver energy efficiency and renewable energy products and expertise directly to Wisconsin residents and businesses. Search for “Retro Commissioning” using their online tool.

**Q11:** Does one tune-up specialist certification carry more weight than another?

**A11:** No. All certifications are considered equal by this program. However, a building owner may want to request references to learn how your tune-up specialist has performed for other clients.

**Q12:** Is assistance available to cover the cost of getting certified as a qualified building tune-up specialist?

**A12:** Focus on Energy offers full tuition reimbursement upon completion of Building Operator Certification. Check their Events and Trainings Calendar to see upcoming offerings.

---

## Sources

The questions/concerns presented here are drawn from the following documents:

- [Jan 12, 2023 WKOW News](#)
- Jan 10, 2010 State Journal, [“Madison May Require energy-user reports, tune-ups for large commercial buildings”](#)
- [Comments \(in Legistar 75280\) presented to the EDC by members of the Chamber](#)
- [WSJ Editorial Board’s Jan 26 Opinion piece](#)
- [Alder Ever’s 1/31 response to the Jan 26 opinion piece](#)

Resources describing the BESP used to produce this document are:

- [City of Madison website description](#) (scroll to “Commercial Buildings” section at the bottom of this page)
- City’s [FAQ doc](#)
- The [proposed ordinance](#)
- [Video presentation about the proposed program](#) (minutes 1:08 - 1:44), by the City’s Sustainability and Resilience Manager, Jessica Price

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Support for the Building Energy Savings Program  
**Date:** Tuesday, February 14, 2023 2:39:48 PM

---

**From:** Kathryn Pensack <katpen7@gmail.com>  
**Sent:** Monday, February 13, 2023 5:46 PM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** Support for the Building Energy Savings Program

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To the Members of the Economic Development Committee,

I am a resident of Madison WI and fully support this much needed program to help reduce our city's CO2 production.

Yours,

Kathryn Pensack  
District 6  
Madison WI

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Please support the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:46:01 PM

---

---

**From:** Renie Schapiro <rschapir@gmail.com>  
**Sent:** Tuesday, February 14, 2023 1:39 PM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** Please support the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.** The effectiveness of this proposed ordinance is supported by the success of similar ordinances in over 40 other cities, counties and states in the US.

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,  
Renie Schapiro

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Building Energy Savings Program (BESP)  
**Date:** Tuesday, February 14, 2023 2:40:28 PM

---

-----Original Message-----

From: Mark Shults <mcshtuls@tds.net>  
Sent: Monday, February 13, 2023 9:49 PM  
To: EDC <EDC@cityofmadison.com>  
Cc: Home <nancyv-s@tds.net>; Susan Millar <sbmillar@gmail.com>  
Subject: Building Energy Savings Program (BESP)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear EDC,

I thought all Madison business owners would want to take cost effective steps to lower their operating costs by making improvements to their buildings. A small group of building owners are responsible for a large portion of Madison's fossil fuel emissions and carbon footprint.

It therefore makes sense to work with these owners to improve their building's efficiency. This should be an easy sell since building market valuation goes up when operating cost for utilities go down.

It makes sense that business owners would like to be in the lead to minimize climate change just like businesses in dozens of US cities.

It is unfortunate that many owners are unaware of the benefits of savings achieved through working with groups like Focus on Energy or HGA in Middleton. Now with the historic IRA funding, energy improvements will be even less costly!

Energy systems in large buildings are often poorly designed and controlled. So the "bread and butter" for companies like HGA ([\) is improving building efficiency. They have an excellent business because medium to large buildings in Dane County have high potential for energy improvements.](https://urldefense.proofpoint.com/v2/url?u=https-3A_hga.com_locations_madison&d=DwIfaQ&c=byefhD2ZumMFQYPZB4gUCDuBiM9Q9twmaBM0hCgll&r=uvkFO3fBFHMjOh2etCtXlkRPD08zsufRT09jNMlg&s=5Woz9DNNppSF9TvrghI3-1LyofEsPkmVLowlkIDEGf_zEAsA16NrJuRjFCKIs-&s=_Uyc8JV4Yn05OBpUv7vt_ZPmJ8iB-ilmWyT3ngrCMUg&e=)

I hope you take these thoughts into account as you consider the Building Energy Savings Program (BESP)

Mark Shults, MS  
MIT Engineer, Aeronautics and Astronautics, 1969



## MADISON

HGA Madison (formerly Sustainable Engineering Group) joined the firm in 2018. Through deep expertise, our group of specialized engineers are able to lead building owners to long-term sustainability and energy efficiency. Sustainability is fully integrated into our culture; from our building's net zero energy status to supporting our team members' environmentally conscious lifestyles, we create a working environment that fosters the sustainable mindset and inspires transformational change.

[Local Contacts>>](#)



## Community Action

Our Madison team members are encouraged to bike or use alternative methods of transportation to get to and from work to earn dollars for a charity of their choice. Their contributions have benefitted Community Shares of Wisconsin, Leukemia & Lymphoma Society and West African Medical Missions, among others. The office recently won the Bike Commuter Challenge for the third year in a row, with 100% office participation.

To learn more about how we impact our communities, read our [2019 Community Action Report](#).

[LEARN MORE](#)

## Our Net Zero Energy Home

Our Madison team works out of an historic commercial building where our office has achieved net zero energy using strategies that include waste heat recovery, natural ventilation, a photovoltaic roof system, and real-time energy-use monitoring.



## Local Contacts

**Manus McDevitt**

---

E: [MMcDevitt@hga.com](mailto:MMcDevitt@hga.com)

P: [608.554.5338](tel:608.554.5338)

**Svein Morner**

---

E: [SMorner@hga.com](mailto:SMorner@hga.com)

P: [608.554.5342](tel:608.554.5342)

**Brenda Barker**

---

Human Resources

E: [BBarker@hga.com](mailto:BBarker@hga.com)

P: [414.278.3360](tel:414.278.3360)

#### General Contact Information

---

7475 Hubbard Ave, Suite 201

Middleton, WI 53562

P: [608.554.5333](tel:608.554.5333)

Explore current job openings  
in Madison

---

At HGA you'll find a company that supports your professional growth and workday happiness. A culture that embraces innovation and collaboration. And smart, respectful coworkers who set the bar high, motivating and inspiring each other. We invite you to explore a career in our Madison office.

[Search all open positions >>](#)

Recent News & Insights



INSIGHTS

NEWS

NEWS

## Commissioning Solar PV Systems

[READ MORE](#)

## Sustainable Engineering Group Acquisition Broadens HGA's Expertise in Sustainable Energy Planning

[READ MORE](#)

[CAREERS](#) [CONTACT US](#) [NEWS & EVENTS](#)



Subscribe to receive periodic news & insights

EMAIL ADDRESS

**SIGN UP**

© HGA 2023 All Rights Reserved

[PRIVACY POLICY](#)

**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: Please support the proposed Building Energy Savings Program ordinance  
**Date:** Tuesday, February 14, 2023 2:40:11 PM

---

**From:** Leo S <[strandi2004@gmail.com](mailto:strandi2004@gmail.com)>  
**Sent:** Monday, February 13, 2023 6:08 PM  
**To:** EDC <[EDC@cityofmadison.com](mailto:EDC@cityofmadison.com)>  
**Subject:** Please support the proposed Building Energy Savings Program ordinance

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Members of the Economic Development Committee:

I am concerned about the negative impacts of climate change in Wisconsin. **I am writing to express my support for the proposed *Building Energy Savings Program (BESP) ordinance for large commercial buildings*.** The effectiveness of this proposed ordinance is supported by the success of similar ordinances in over 40 other cities, counties, and states in the US.

The positive impacts of this ordinance go beyond reducing carbon emissions in Madison. The resulting energy savings will have positive financial outcomes for building owners and tenants.

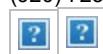
Thank you in advance for your efforts to reduce energy usage and combat climate change in Wisconsin. **Please approve this project!**

Sincerely,  
Leo Strand  
1936 University Ave  
Madison, WI 53726

--



Leo Strand  
University of Wisconsin - Madison, Class of 2026  
(920) 723 - 2755 | [strandi2004@gmail.com](mailto:strandi2004@gmail.com)



**From:** [EDC](#)  
**To:** [Freedman, Andrea](#)  
**Subject:** FW: BESP  
**Date:** Tuesday, February 14, 2023 2:46:16 PM

---

**From:** Nancy Vedder-Shults <nancyv-s@tds.net>  
**Sent:** Tuesday, February 14, 2023 2:21 PM  
**To:** EDC <EDC@cityofmadison.com>  
**Subject:** BESP

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Economic Development Committee Members:

The Building Energy Savings Program (BESP) will substantially reduce carbon emissions from approximately 700 of the biggest commercial buildings in our city. By themselves, these structures are responsible for about 30% of the CO2 emissions in our city. As you know, carbon emissions are the major cause of global warming, which is causing the climate crisis that we are experiencing.

The BESP does not require building owners to publicly declare their energy usage. It simply requires owners of buildings 25,000 square feet or larger to record and report their energy use annually using the ENERGY STAR Portfolio Manager, a free online tool. If the building is 50,00 square feet or larger, it would be required to do a “tune-up” every four years, a no-cost or low-cost practice that involves a qualified professional who assesses a building’s existing energy and maintenance practices and then performs minor repairs or low-cost adjustments to improve performance and save energy. This is a minor inconvenience — for most, simply paper work — for a major win in our struggle with the climate crisis, which is ruining our weather and therefore our world and the social structures that our society depends on. In most cases, the building owner will immediately save money on their energy outlays.

I have two grandsons who depend on the decisions we make today so that they will inherit a country that is still democratic and liveable. Please remember your own children and grandchildren as you make this decision. I urge you to pass the BESP.

Sincerely,  
Nancy Vedder-Shults