



City of Madison
Meeting Minutes - Draft
BENCHMARKING COLLABORATION AD HOC
COMMITTEE

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

Monday, October 6, 2014

4:30 p.m.

City-County Building, Conf. Rm. 118

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Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Please contact the Jeanne Hoffman at (608) 266-4091.

CALL TO ORDER / ROLL CALL

Meeting was called to order at: 4:38pm

Present: Chad Faber, David Ahrens, John Sumi, Rajan Shukla, Willa Schlecht, Manus McDevitt, Jeannette LeZaks, Matt Phair

Excused: Susan Schmitz

Absent: Zach Brandon

Others Present: Jeanne Hoffman

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

ANNOUNCEMENT FROM STAFF

Hoffman reminded committee members about SOI Forms

NEW BUSINESS ITEMS

1. Elect a Vice Chair
Shukla nominates Jeannette LeZaks
Phair seconded the nomination.
Unanimously approved.

DISCUSSION

1. Discussion on agreed upon goals for committee. [Legistar 35501](#)
2. Show examples of voluntary vs. mandatory in other cities
3. Discussion with San Francisco on their benchmarking program (overview presentation by Barry Hooper 30-45 minutes, followed by Q&A)

This was referred to the next meeting because Barry could not meet today, but he will be available for Nov. 10th.

4. Additional questions that the committee would like addressed for future meetings

Hoffman – Reviewed information on Legistar and went through the President’s Order’s direction.

Sumi - Asked about if we needed an ordinance if it is a voluntary.

Hoffman - Showed the slide – on voluntary vs. mandatory.

McDevitt - Discussed the slides.

There was discussion about the Mpower Champion program.

Sumi - Wanted to know if we can get information on how many buildings are tracked in Portfolio Manager.

Shukla – Asked questions about the ordinance that was placed on file.

McDevitt – The previous ordinance was changed from 15,000 square feet to 25,000 so the number of buildings dropped. Also indicated that it is good to have a grace period so that building owners have a chance to better understand the software.

LeZaks – The slide shows a big difference between voluntary vs. mandatory – what would we need to make voluntary effective. Might measure other things as well.

Shukla – The city’s sustainability plan has a lot of goals regarding reducing carbon, which energy is a part of.

Faber – This committee is to bring side together – building owners - do not want to be told that they have to disclose information.

Hoffman – we are going to try to find a building owner from a city that has energy benchmarking ordinance who now does have to comply with energy benchmarking.

Faber – The issue is also regarding tenants handing over the information.

McDevitt – Portfolio Manager still works and if the building type does not exist, then you get a EUI not a score.

Phair – I do not think we are going to get good information from talking to other cities because these ordinances are new. Some think that we are being told what to do. But others think that this is a good idea.

Shukla- Chamber and others thought the placed on file ordinance was punitive and how can we craft an ordinance that celebrates the success.

Ahrens – Building owners will get economic reward.

Shukla – I think we should try to be more positive.

Ahrens – Business who take this information will see rewards. We can also look at recognition.

Faber – If we talk about the building owners from other cities and ask what they did with the information. There are some buildings that will be outside the bell curve. For the poor energy users, the question is - what can we do to help? Owners of poor buildings can now see that they need to address the issue.

Ahrens – Noted that low performing users do not want this information out.

McDevitt – Some buildings are not performing right. HVAC is running all the time or lights are left on.

Sumi – For the building owner that has only so much capital budget, if one building is not performing. There is too much to do with the capital the owner has. Potential purchasers – can still get this information but it is private.

Hoffman – the BUILDING information will be disclosed - not tenant.

McDevitt – For building owners that don't have the capital. FOE has retro-commissioning funding available but they are struggling to get money out the door. FOE – want building that are performing poorly.

Schlecht – The doctor tells you that you do not have enough level of health – you know. I think building owners know too.

LeZaks – Building owners are getting pulled in a number of directions and they do not focus on energy often.

Faber – They might know but they don't the specifics.

Hoffman – The city might be able to help get the owner – additional capital if needed by developing programs.

McDevitt – Most rent is around \$20 square/foot – Energy represents \$1-2 per square/foot. Tenants can see a big change in their energy usage by changing lights and HVAC controls. Most of these things are related to how the building is operating. Plug loads can be 1/3 of your energy.

Sumi – That waste is something the building owner can't deal with.

LeZaks – Actually operation changes are the easiest thing and the cheapest thing to fix.

Faber – Hopefully the bad behavior will also change.

LeZaks – Building owners may not know and benchmarking gets them to know the information.

Shukla – Renters are savvy. Occupants are not. You need to know the information.

LeZaks – If an owner has a bad building, they can go through FOE or an energy audit.

Ahrens – If everyone gets in the pool and a building owner is only at 49 and my competition is at 79 and the building owner may be motivate to get a better score.

Shukla – At first building owners do not want to disclose but then they get some success – and then it is much easier.

McDevitt – There is also a direct correlation between energy reduction and comfort.

LeZaks – The ordinance should be less punitive as possible. We do not want to be heavy – handed. There are carrots like, FOE, which is under-utilized and perhaps we could look to develop more city programs to help.

Phair – If we go with a mandatory – government is telling you that you have to do this.

Hoffman – Remember there are three parts of the ordinance

- 1) building owner must do it
- 2) disclosed to city
- 3) then public disclosures

And there is grace periods for all of these.

Ahrens – the language of mandatory is not the right word. It is more like universal. We have social security and it works because everyone is in. Energy benchmarking works when everyone in. The City does not intend to fine buildings who do not participate as the market will dictate the results when the list is published – and a building is not on list.

Sumi – EPA information is weather normalized and you can get comparable information. A building owner can get a lot of information.

McDevitt – There are a couple hundred building currently benchmarked in EPA Portfolio Manager. For Madison if there was more it would be more accurate. Every sector, i.e. hotels, office – consume energy different and it is very important to see which buildings are low performers so assistance can be given to these buildings.

Sumi – other cities outside of Madison do not comply.

McDevitt – There are not a lot of buildings outside of Madison – that are over 25,000 square feet.

Ahrens – On the plus side - it can show that we have energy efficiency buildings.

McDevitt – Other cities have automatic systems to make this disclosures easier.

Phair – We should talk with cities that went from voluntary to Mandatory.

Hoffman – Staff is working on getting cities that implement benchmarking and businesses that comply. There is also Chamber organizations that supports energy benchmarking and ConEdison to talk with the group at future meetings.

Shukla - From last meetings minutes – energy benchmarking means businesses are bad, businesses don't understand energy, and you are going to get audit because you don't know what you are doing.

LeZaks – Madison is a city that attracts certain types of business and people and we want to stay competitive. Unfortunately, Wisconsin's energy efficiency policies are a little behind the rest of the country.

Shukla - Young people want a commitment to sustainability.

McDevitt – Facebook just built a huge data center in Iowa because of Iowa's commitment to wind.

LeZaks – We don't want to push business away but we also want to be attractive to businesses that care about the environment and sustainability.

Hoffman – we need Schmitz and Brandon here to help with goals.

Faber – How do building owners see pass this ordinance and see who it can benefit for them?

Sumi – This is something that we need to do and it is in the order for the committee.

McDevitt – We definitely need to do a better job of reaching out to businesses. There is a bigger picture goal here.

Sumi – We need to hear from Schmitz and Brandon so they can let us know what they need to get more information regarding this topic.

Ahrens – Our goal is reducing are carbon load. The environmental benefit is significant. The purpose of the ordinance is to provide information and the market will use that information and then we will see a reduction in carbon load.

Shukla – Can the committee talk about our environmental goals too?

Schlecht – Business has an issue with the ordinance.

Sumi – I think Brandon would say that business can do this and government doesn't need to oversee it.

LeZaks – Business can do energy efficiency without EPA portfolio manager but benchmarking is the first step.

Hoffman – Benchmarking is like a peer to peer conversation.

LeZaks - We will be seeing a change in the climate. There are cities are working on plans to do resilience planning.

Phair – We need to hear from Brandon and Schmitz.

Schlecht – If we can reduce the level of un-certainty, the better.

ADJOURNMENT

Meeting was adjourned at 6:20pm.