



City of Madison

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

Monday, June 2, 2014

4:30 PM

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

CALL TO ORDER / ROLL CALL

Meeting was called to order at 4:35pm.

Others Present: Karl van Lith, Jeanne Hoffman, Satya Rhodes-Conway, James Irwin

Present: 13 -

David Ahrens; Hans J. Hinke; John M. Conowall; Rajan V. Shukla; John M. Robinson; Lance E. Green; Sam J. Breidenbach; Jesse J. Shields; Anya M. Firszt; David P. Rhode; Lou W. Host-Jablonski; Zachary T. Schuster and Chelsea Chandler

Absent: 1 -

David A. Albino

Excused: 3 -

Richard J. Pearson; Jeannette E. LeZaks and Richard A. Heinemann

APPROVAL OF MINUTES

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

PUBLIC COMMENT

None

DISCLOSURES AND RECUSALS

None

1. [33917](#) Amending Res-13-00639, Legistar No. 30748 to change the composition of the Sustainable Madison Transportation Master Plan Oversight Committee (see also Res-12-00648, Legistar No. 27220 - creating committee) to include an appointment by the Dane County Executive and a member of the Sustainable Madison Committee.

Ahrens stated that the ad-hoc committee voted it down.

Green indicated that SMC should be on this committee.

Van Lith stated that the report will come to SMC

Green stated only for review and comment

Ahrens agreed that SMC will review the plan when it is done.

A motion was made by Ahrens, seconded by Firszt, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER. The motion passed by voice vote/other.

2. [33113](#)

Work Plan for 2014 Discussion

Rhodes-Conway – COWS is working on behalf of the City to apply for the Georgetown Energy Competition. The period start 1/15/15 and for two years cities start their programs – and then if the city saves a lot of energy they can win the prize the first prize which is \$5 million. James Irwin from COWS went to the kick-off meeting in Washington DC and he will talk about that and Satya Rhodes-Conway will talk about the application to date.

Irwin – At the event there was about 50 cities across the country. This competition is for cities between 5000 and 250,000. Getting into the finals and winning is based on energy savings. It is all based on utility data for residential (including multi-family) and city (municipal). Community participation is also a big deal and in some respects small communities have an advantage. Also in cities that have not done a lot with regard to energy efficiency will also have an advantage. Other cities have other benefits such as municipal owned utility, on-bill options, etc. This is only energy efficiency and not renewable energy. COWS is working on this application because this came from the mayor's office.

In addition, Georgetown is interested in big media pieces. They also think it is important to have engagement of K-12 in the proposal because they see energy efficiency starting at the schools and coming home with kids like recycling. There is technical assistance. They are looking for innovation but also refinement of existing programs. DOE is developing a Better Building tool which is part of the technical assistance. Community support is needed. They are also looking at how institutionalized the program has become. Only need utility to give data, but a larger partnership would be great.

Rhodes-Conway – COWS will write the application. The application is due end of June. If approved then the City needs to do a very detailed plan.

Chandler – What is the data?

Rhodes-Conway – They want raw energy data and we believe they will normalize the data.

Rhodes-Conway – COWS has had a number of conversations with the community. COWS will gather information on background and current programs but today wanted to provide information on where are the gaps and if there are any themes.

- 1) Perception: There is this feeling that Madison is already green when in actuality the amount of work that are doing on the energy front is not much.
- 2) Programs – There a lot of programs related to lower a buildings energy use and less programs related to behavior for example not many programs that

work with K-12 education.

3) Barriers – For lower income – cost is a barrier but for others it is not knowing that you need in order to act and the hassle of finding out how to do it. Also the quality of work is a barrier for some.

4) Coordination – There are a lot of groups doing work but there is not a unified message, marketing, logo and no place to go to learn about everything. There is no one that will hold your hand through the process.

So a Campaign with marketing, behavior programs, educational materials and contractor training are the gaps we are seeing.

Shields – We need to education renters. That is definitely a need in the community.

Hoffman – Need to review the types of residential buildings how they are sub metered and set up for heating vs. electricity.

Rhodes-Conway – The next step is to write the plan. COWS may do the plan but the City could write it or contract with someone else. Everyone can also provide a letters of support.

Irwin - Technical Assistance is on communication and messaging.

Rhodes-Conway/Hoffman – The question is how can we leverage the funding in our budget? Do we need project management, a work plan, a communication plan? What do we do with regard to city buildings and city employees? Are there also things on the residential side with the CDA? Is there financing programs that the city has and can we get some energy efficiency requirements added on?

Green, Rhodes-Conway, Hoffman – You can't see if there are renewable energy – because it is behind the meters, but the Georgetown energy competition is clear – they are interested in energy efficiency not renewable energy.

Rhodes-Conway – COWS is having conversation with Georgetown to provide TA to all cities and if that happens COWS can't write the city's plan.

Host-Jablonski – Can we get a list of cities?

Rhodes-Conway – There is a form that MGE needs to sign to say they will provide this information.

Shields – I think this can be done, but I would need to talk with more people at MGE.

Rhodes-Conway – when you develop the work plan you can ask for a seed grant. Looks like most cities are hiring someone to program management with the seed grant.

Ahrens – Indicated he would like follow up with SMC as plan move forward.

Shukla – Passed out the draft write-up. We need something that we can get it done. We might need bigger players to assist on this project. We are looking to put out an RFP for energy efficiency providers to bid on.

Goal is to save megawatt of electricity by 2020 – to generate savings on the commercial, city, school side and use community participation and local partnerships – We also need someone that has good qualification/experience.

Hoffman – We are doing a good job with city buildings. We are aggressive with energy efficiency. The \$1.0 million or Georgetown funding should not go for city buildings.

Van Lith – We need to review the sustainability handbook.

Hoffman – The city did have a more aggressive internal sustainability process when we were really involved in the natural step.

Conowall – Thinks this could be great for projects in the city like working with the Allied Drive area on energy efficiency.

Green –Working with the CDA is a good idea.

Breidenbach – There is a lot of opportunity on the residential side.

Shields – Project Home could do more and CDBG funding could be doing more. This is a chance to educate more people.

Ahrens – talked to Milwaukee about their commercial PACE and they have not done any loan because of long application process.

Hoffman – Project is financing, marketing, behavior...

Skukla – We also need to track people through the process.

Breidenbach – PACE is a potential.

Hoffman – PACE but a special assessment not traditional PACE.

Chandler – The language in the RFP is good.

Van Lith – We could develop a resolution.

Hoffman – Do we need a resolution?

Schuster – Are we asking for 1 megawatt of power saved – might be too much.

Hoffman – That is the goal, but we have this level of funding.

The Committee further discussed the RFP process and decided that doing this RFP could work very nicely with the Georgetown energy competition and that the first phase of the RFP would be for the proposer to complete the work plan.

Conowall – Made a motion that the sub-committee continue to develop the RFP scope using framework of Georgetown plan.

Ahrens – Second

Shukla – Added a friendly amendment to have something by the June 16th – so this can be discussed at the next SMC meeting.

Conowall and Ahrens – Friendly amendment accepted.

Everyone is really excited – especially Lance Green.

Conowall – Another friendly amendment was that we also need to create an estimate for the cost of the scope.

Unanimously approved.

ADJOURNMENT

A motion was made by Ahrens, seconded by Shukla, to Adjourn at 6:40 PM. The motion passed by voice vote/other.