

**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