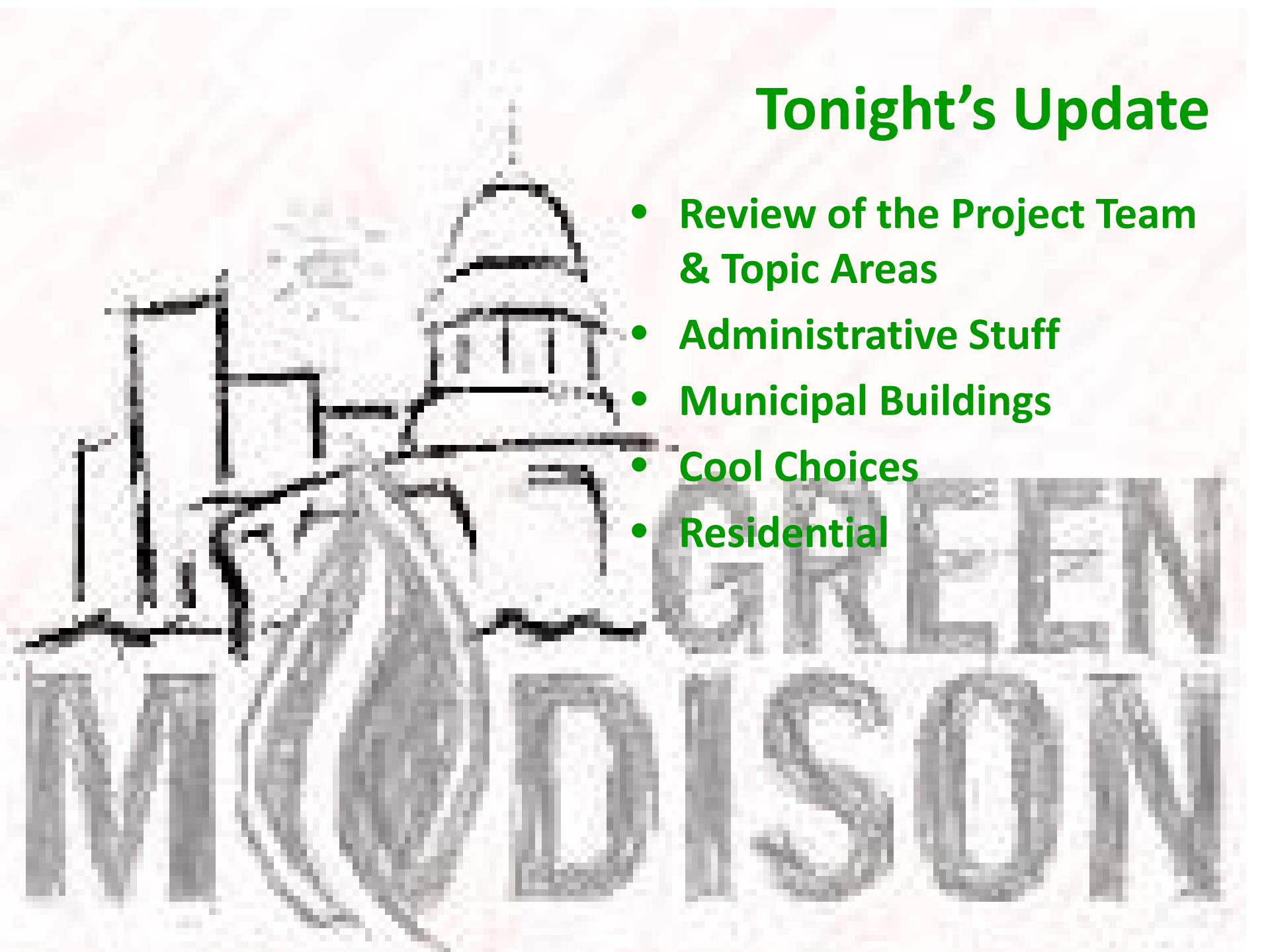




www.greenmadison.org

Tonight's Update

- Review of the Project Team & Topic Areas
- Administrative Stuff
- Municipal Buildings
- Cool Choices
- Residential



Project Team

Overall Project Management
Elevate Energy

Municipal Buildings
Brendle Group

Team Members

Becky Fedak
Cullen Choi
Julie Sieving

Residential Buildings

Multifamily
Elevate Energy
Jackie Wiese
Peter Ludwig
Project Home
Jan Reek
Erik Longreen

House Party
Elevate Energy
Anna Markowski
Lindy Wordlaw

Behavior
Cool Choices

Team Members

Kathy Kuntz
Raj Shukla
Emily Loew
Danika Brubaker

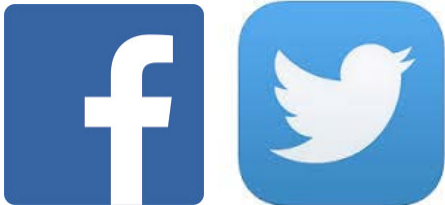
Stakeholder
Engagement
COWS

Team Members

Satya Rhodes-Conway
James Irwin

Administrative Update

- Hiring of two “organizer-like” positions in process
- Set-up website
- Established presence on social media
- Finalizing call center protocols



Municipal Update

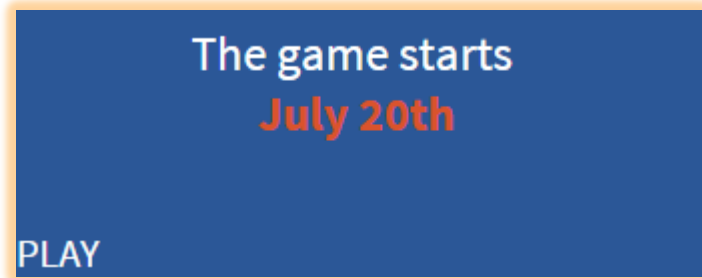
- Delivered (draft) Madison Municipal Operations and Building Energy Analysis (2015-2016 Budget Cycle)
- Received preliminary feedback; revised budget package targets 3 criteria:
 - Maximize energy savings (44 million kBtu est);
 - Emphasis on realistic implementation within the GUEP timeframe; and
 - Achieves 10 year combined payback for the total package
- Facility and Energy Management Leadership Academy Module 1 completed; Module 2 8/6/15
- Brendle Group introduced as energy advisor and resource for facilities staff



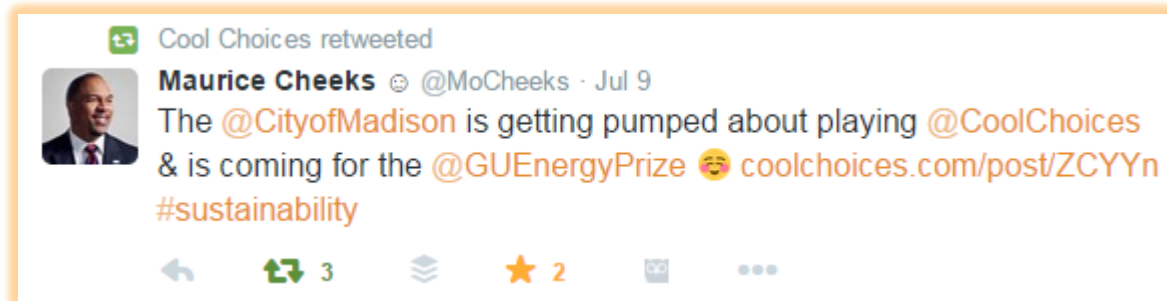
Over **250** City of Madison employees registered!



More than **45** teams will compete!



The game is already starting a **buzz** about sustainability!





Great **prizes and sponsors** lining up for city-wide game.

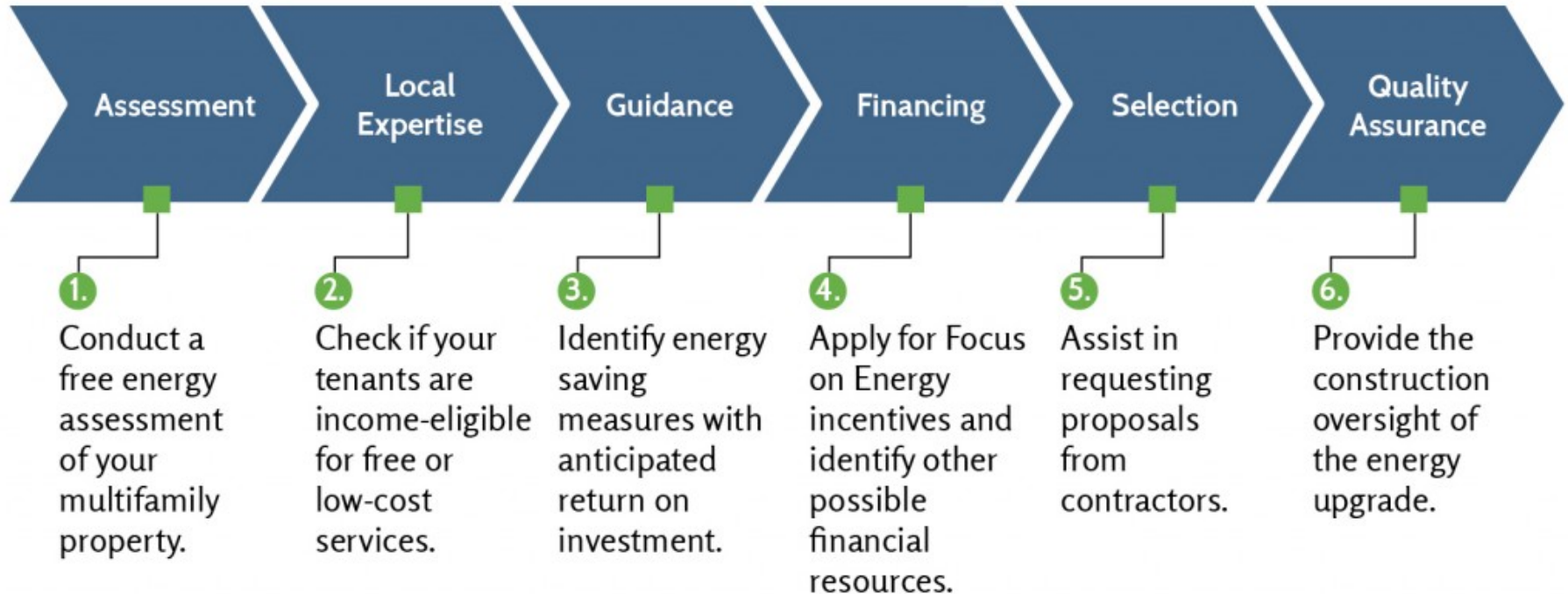


Residential Update

- Met with Focus On Energy to determine process flow *established • tested • finalized*
- Developed web-based application that connects to CRM database
- Developed program marketing flyer
- Developed process flow for house parties
- Some SF/MF buildings already completed via weatherization program
- Interviewing, and in process of hiring
- Working with City to re-shape several financial products; aim to meet with Summit on 7/23



Residential Update



A seamless process for building owner, while Elevate, Project Home, Focus and contractors work behind the scenes in 6 phases

Next Steps

- Presenting to committees and Council
- Public Launch late July/early August
- Continued stakeholder input
- House parties as soon as organizer is hired
- Public Cool Choices game starts in September
- Continued conversations with City and financial providers about financing
- Focus on making all programs sustainable