



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved SUSTAINABLE MADISON COMMITTEE

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Monday, September 15, 2014

4:30 PM

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

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:34 PM.

Others present: Jeanne Hoffman, Karl van Lith

**Present:** 11 - David Ahrens; John M. Conowall; Rajan V. Shukla; John M. Robinson;  
Lance E. Green; Jesse J. Shields; Jeannette E. LeZaks; Richard A.  
Heinemann; Zachary T. Schuster; Chelsea Chandler and Michael J.  
Vickerman

**Absent:** 4 - Hans J. Hinke; Richard J. Pearson; Anya M. Firszt and David P. Rhode

**Excused:** 1 - Sam J. Breidenbach

### APPROVAL OF MINUTES

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

### PUBLIC COMMENT

There was no one from the public registered to speak.

### DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

1. [34924](#)

Recommending that the City of Madison submit a membership application to join the Global City Indicators Facility.

A motion was made by Ahrens, seconded by Conowall, to Return to Lead with the Recommendation to Place on File to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

Ahrens - This is global and it is not very applicable to Madison and this takes time to collect the data.

Shukla - There is a need to compile data but not global data. We should only be gathering the stuff that we need.

Ahrens - We should compare us with like cities.

Green - Star Community Index is another one that we could be a part of - ICLEI.

Hoffman - We are a member of ICLEI.

Green - Seems like Star Index is a better idea.

van Lith - We used Star Index to put together the sustainability plan.

Hoffman - Cities put out report on sustainability indicators some every year some every other year.

Conowall - Can this still pass?

Hoffman - Yes it is can still pass council.

**Hoffman – This was brought forward by Ald. Dailey**

**Green – This will help us measure which is something important to us. There is also an item in the plan calling for a tool to do indicators.**

**Hoffman – Explained that the city has a Madison Measures, Environmental Health Card and Neighborhood Indicators.**

**Shukla – Why is this coming forward?**

**van Lith – This is trying to have a world-wide standard – like ISO Standards. This might have started through ISO.**

**Ahrens/van Lith – Suggests that there are some other cities that are members.**

**Hoffman – Also going to other committees – like BOE and Digital Tech Committee.**

**LeZaks and Chandler – I have not heard of this.**

**van Lith/Ahrens – This does seem duplicative of what we do – but it is in one place.**

**Shukla – Likes that the organization is looking to improve over time.**

**Ahrens – There are five cities.**

**Heinemann – The cost is between \$6,000-\$10,000 per year.**

**Green – This is Global. This looks at stuff that is very different than Madison.**

ACEEE is one group that measures Cities including Madison.

Hoffman – ACEEE – Madison did this and it was a ton of work. I am concerned about staff time.

Shukla – Can this be standardized?

van Lith – Yes we can try.

Chandler – There is another one for climate change – called C40. Hopefully there is some overlap with what we are tracking already.

LeZaks – Do we know how much staff time?

Hoffman – We don't know.

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2. [35471](#)

Update on Georgetown University Energy Program and how SMC can monitors progress.

Hoffman – gave an update – have Elevate come to October meetings. Still waiting on DOE grant.

3. [35472](#)

Process and timeline for establishing 2015 priorities focusing on no more than 2-3 primary objectives for 2015.

Shukla – There are 10 sections in the Sustainability Plan. I am suggesting that members vote on which part of the plan is the most important to work on in 2015. I will put together the survey.

Ahrens – Issue areas, right?

Shukla – We can break out in sub-groups and look more into one issue area.

Green – The committee has done this before. We need to move forward on activities in the near future. My suggestion is to look at the plan. Energy and Carbon has stuff about Transportation. By reviewing the plan, we can see what have we been doing and what are some things that we can really get started on. Need to drill down on some items to get more specific.

Shukla – What do we want to focus on? Then we can have a sub-set of the group figure out what can we get done in 2015.

LeZaks – If you need to get something done in 3-months, we need to get to specific quicker. What strategies that rise to the top? We need someone to review the plan to determine what is actionable.

van Lith – There are key strategies areas. The action items are very specific.

Hoffman – The plan has goals and actions but the actions aren't meant to be prescriptive – as an example the comprehensive plan is going to be updated – and this is a big opportunity to get sustainability into the comp plan.

Robinson – We should use our work plan to compliment the city's priorities – that is when we are the best.

Ahrens – We are going to have support the GUEP effort. We will have the \$1.0 million again next year. This will be important to us.

Green – Can we change the poll? The poll could be prioritize goals and actions. That is homework.

van Lith – Staff could put together – a little report about what the cities priorities are for 2015.

LeZaks – What is the funding used for?

Hoffman – Funding is pretty flexible.

Conowall – Are items referred to us?

Hoffman- Yes but if we want to get involved more often we would need to invite staff to talk with you about these items to get more involved.

Conowall – I like your idea because it is simple and if we try to talk about goals and actions it will be overwhelming. I think a smaller group could then go do more detailed work.

Chandler – One idea is leveraging something that is happening and secondly something from the plan.

Shukla – This is just a priority setting exercise – it is not an exclusive list of what we will be working on. Having staff give us stuff to react to doesn't seem to work either.

Conowall – We can look for priorities and see if something is already happening and trust staff to bring it to us early.

Ahrens – We should set two or three priorities now and also be responsive to events too throughout the year.

Hoffman – There are programs and policies. Both are important.

Ahrens – Yes there are both.

Green – What about the screen for the biodigester to keep the pilot going?

Hoffman – Let's use the money for that!

Conowall – Can we go with the plan where we have a few priorities but also work on city priorities?

Heinemann – What other initiatives that are happening that we can use?

Ahrens – The discussion has been helpful. There is the comp plan. There is also the GUEP program and we can hopefully help with the screen.

Heinemann – Setting our priorities that we want to focus on - knowing that we will also look at issues that come up. We should review the plan as homework.

LeZaks – Maybe we don't need a survey? At next meeting we bring a list of top priorities and have a discussion after everyone has reviewed the plan.

Green – We are to oversee the implementation of the plan. We can push policy and programs. We need to be less about talking and more about action. We should be getting an update regarding money and plan at meeting. What about platinum's bike?

Shukla – Do we do a survey or we read plan and bring back our ideas?

Heinemann – I do not know what is going on so it is hard for me to do this?

Hoffman – Staff can bring back a memo stating what is happening on stuff now.

van Lith – Maybe quarterly we should get updates on various elements of the plan?

Conowall – We should pick three things and we can still look at what is happening at the city too.

Green – What is going on with the \$1.0 million and where is the transportation plan at?

Heinemann – We oversee the implementation of the plan. We still have a role in these things like the comprehensive plan and transportation plan. Every meeting we should have an agenda item – on the update of the plan.

Green – What about an app for the bike maps?

Schuster – I am interested in bike stuff but I thought we can't spend money on this? But now we can?

Hoffman – The funding is new and you need to be careful about what we spend it on but it might be more flexible.

Ahrens – We have some more flexibility to do some programs/policies.

Shukla – We are going to do two things – staff will create a memo and a survey will go out by the end of the week – results the following week.

4. [35473](#) Energy bench-marking: Update on ad hoc committee including who is taking part in the ad hoc committee and timeline.

Hoffman – gave an update

5. [35475](#) Update on MG&E's proposed rate case for 2015.

**Attachments:** [Memo to SMC Members.pdf](#)  
[Memo to SMC Members 10-14-2014.pdf](#)

Vickerman – Filing is only about 2015. All references about 2016 are gone. Rate redesign – fixed monthly charge will go up – energy rates – go down. MGE is asking for more revenue – at some point with this rate case – larger users will be paying less. MGE also made the change that commercial gets the same as everyone else.

Repower Madison is talking at 7pm tonight at Central Library.

Testimony is due on the 9/18th

October 9th at PSC

## ADJOURNMENT

A motion was made by Robinson, seconded by Conowall, to Adjourn. The motion passed by voice vote/other.