



City of Madison

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

Meeting Minutes - Draft SUSTAINABLE MADISON COMMITTEE

Monday, July 20, 2015

4:30 PM

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

CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:40 p.m. following verification that the meeting was properly noticed and a quorum was present.

Others present: Jeanne Hoffman and Karl van Lith.

Present: 10 - Rajan V. Shukla; Lance E. Green; Richard J. Pearson; Jesse J. Shields; Jeannette E. LeZaks; David P. Rhode; Richard A. Heinemann; Michael J. Vickerman; Bradley Campbell and Sophia S. Rogers

Excused: 8 - David Ahrens; Hans J. Hinke; John M. Conowall; John M. Robinson; Sam J. Breidenbach; Zachary T. Schuster; Anya M. Firszt and Chelsea Chandler

APPROVAL OF MINUTES

A motion was made by Rhode, seconded by Green, to Approve the Minutes.
The motion passed by the following vote.

Ayes: 9 - Lance E. Green; Richard J. Pearson; Jesse J. Shields; Jeannette E. LeZaks; David P. Rhode; Richard A. Heinemann; Michael J. Vickerman; Bradley Campbell and Sophia S. Rogers

Abstentions: 1 - Rajan V. Shukla

Excused: 8 - David Ahrens; Hans J. Hinke; John M. Conowall; John M. Robinson; Sam J. Breidenbach; Zachary T. Schuster; Anya M. Firszt and Chelsea Chandler

PUBLIC COMMENT

Don Ferber spoke on developing a community energy partnership similar to the one developed by Minneapolis and their local utility. He felt it was a good model for creating a partnership for developing clean energy standards, setting up residential benchmarking and coordinating community engagement that supports equity. He recommended the SMC review the model used in Minneapolis.

DISCLOSURES AND RECUSALS

Rogers and Shukla had connections with COWS and GUEP team, but presentations tonight are informational updates only.

DISCUSSION ITEMS

1. [39284](#) Presentation by Jeff Vercauteren regarding PACE Financing.

Attachments: [What-is-PACE.pdf](#)
[SettingThePACE-2 0.pdf](#)
[Milwaukee PACE Ordinance.pdf](#)
[WHD PACE Presentation - July 2015.pdf](#)
[University-Club-Case-Study-Oct-2014.pdf](#)
[WHD PACE Presentation - July 2015\(2\).pdf](#)

Jeff Vercauteren discussed the PACE program and highlighted the program currently being used in Milwaukee, which has proven to be a nationally recognized model for providing funds to make buildings more energy efficient. Funds have been developed through private/ public partnerships with lenders and are linked directly to buildings/properties even when there is a transfer of ownership in the property. The program has been used to develop renewal energy sources, reducing building operating costs and raise property values and improve neighborhoods.

Milwaukee, with the assistance of Johnson Controls did the first PACE program in Wisconsin after enabling legislation was passed in 2009. Primary mortgage holders were initially concerned with PACE financing impacting their rights, but were sold on the idea by a special taskforce that helped show that PACE was low risk to them, helped improve property values and could be incorporate into a standard loan package. Some options for City of Madison to assess were presented;

- A direct loan program through a revolving fund account

- Facilitate owner or leasee private loan programs

- Develop a list of pre-approved lenders / contractors

- Draft forms and guidelines for successful program implementation

Questions: Rogers asked if 10-20% of loan value would limit refurbishment of older properties? Vercauteren stated that the program was a commercial venture and that it was careful not to over-leverage properties and so the 10-20% kept it in the low risk zone for primary mortgage holders.

Green asked if in national PACE programs did any one use it for residential properties. Vercauteren stated that some programs had residential components but that those properties can be more challenging. Commercial and mixed use properties seemed to be the majority of the uses of PACE. Handouts on Legistar offered more background on normal PACE components.

Pearson asked if Milwaukee collected fees and who operates program. Milwaukee does collect fees and it is operated by internal city staff.

LeZaks asked what are the resources needed and who pays administrative people like Vercauteren. Milwaukee uses a combination of resources—lenders, internal staff, property owners, tax credits, the City of Milwaukee sustainability director and others to keep the program moving and generating money to support it efforts.

Shields commented that MG&E's Shared Savings Program had similar elements to PACE, but that it was focused on commercial/industrial buildings and that PACE was not part of the program. Shields asked how was foreclosure

stopped (on PACE portion of loan)? Primary mortgage lender was usually responsible for paying fees on that portion of loan, to forestall foreclosure.

2. [39285](#) Presentation by Mike Cechvala - Input Sought on Draft Bicycle Transportation Plan Recommendations

Attachments: [BikePlan_SustainabilityCommittee.pdf](#)

Mike Cechvala of the Madison Planning Organization (MPO) presented on the 2015 Bicycle Transportation Plan that is being put together for Madison and Dane County. It is complementary to the Comprehensive Plan and the Master Transportation Plan managed by the Department of Planning, Community and Economic Development. The 2015 Bicycle Transportation Plan is a transportation plan and is not specific to recreational use of bicycles.

The plan development is being directed by two advisory committees, one technical and the other a policy committee. Public engagement on the plan is on-going and this presentation is part of the engagement process. More detailed information on the plan and the process can be found at <http://www.madisonareampo.org/planning/BikePlan.cfm> Additional feedback can be given at the site as well. The plan has a vision of interconnectivity of biking options and several established goals. (See PowerPoint link)

The MPO feels the plan is very realistic and that shared use paths throughout the county will lead to connectivity, safety and lend regional importance to bike commuting. Adoption of the Plan by the MPO Board is scheduled for August/September. A public hearing will be held on August 5th and the Common Council and Board of Supervisors will need to sign-off on the plan as well.

Rogers asked if the plan could be referred to SMC for review and comment as part of approval process. The chair will ask for that referral.

Shukla asked if overall commute time was taken into account. Cechvala stated that direct commute time is difficult to measure, but that it is a variable in the way facilities are directly connecting neighborhoods. The MPO is also looking at some travel time software to help further refine that variable.

Vickerman asked how the effectiveness of bike boulevards is measured. Cechvala stated that the definition of Bike Boulevards is boarder, that streets with traffic calming, way-finding signage, dedicated lanes, etc. are all looked at with an eye for how well do they provide direct routes to neighborhoods and how they connect the city/county.

Green stated that it would be nice to work more directly with Dane County on better signage and maps. Rogers felt that numbering routes and placing travel times/mileage information on signs would be helpful. Rogers also like the two-way protected bike lane on major roads. Cechvala and MPO like dedicated bike lines two, but that there are challenges to them with driveways and existing infrastructure.

More facilities like showers, bike repair and pumps would be helpful to increase bike transportation usage.

Rogers asked about what is the life-cycle of a normal street and can

improvements to bike infrastructure be made regularly? Depends on the surface—City Engineering Division measures street surface levels and grades them to determine when they should be put into the Capital Improvement Plan for reconstruction. The CIP can be found on the City's website.

Heinemann asked about the recent fatal bike accident on University Avenue and how it impacts planning and priority setting. Alders, neighborhoods, Traffic Engineering and Engineering all can have impact on priority setting. Traffic Engineering collects accident data yearly and implements improvements on that data. Top ten accident locations can be found on the City's website.

3. [39286](#)

Presentation by Elevate and Sub-Consultants on progress to date on the Georgetown University Energy Competition.

Attachments: [SMC 7-20-15_SRC.pdf](#)

Satya Rhodes-Conway of COWS, one of the sub-consultants on the GUEP team provided an update. She provided some quick background on the team structure and the roles that each plays. On the municipal level, the Brendle Group has been working with city staff on two items. They have made capital budget recommendations for a number of city buildings that will be considered in the 2016 capital budget cycle. Secondly, they have been conducting a training program called Facilities and Energy Management leadership Academy for selected facilities manager staff. The sessions will look at general skills needed to manage energy operations in facilities and will progress to specific tasks and projects that can be implemented by the attendees in their own agencies. The plan is to have an official certification for staff that supports professional and personal development and helps improve energy conservation and reduces use in municipal buildings.

The behavior game from Cool Choices has been rolled out with City staff and will be rolled out to the community in September. Nearly 60 teams have been created, including two with Common Council members.

On the residential level, the team is working with Focus on Energy and Project Home to support their continuing efforts and to increase the number of homes being upgraded over the next two years. Elevate is working on the call center protocol and should have things ready to go in September. Employees have been hired to act as "organizers" of the community events that will start in September. Elevate and COWS is working with Summit Credit Union to improve financing options for energy enhancements to make the process seamless for building owners.

Green asked what was the timeframe for GUEP? The competition runs over next two years, ending in December 2016. GUEP will then evaluate the competitors and select 10 finalists who will submit additional information on their energy use and community process. Prize money would be given out after that.

4. Brief Updates on Benchmarking Collaboration Ad-Hoc Committee and Energy Plan.

Benchmarking ordinance draft will go to Common Council for referral tomorrow. Current version is for a voluntary program. The voluntary program is backed by the Chamber of Commerce and Downtown Madison Inc.

Energy sub group has a draft work plan that uses goals taken from the Sustainability Plan. The workgroup felt the goals may need some updating and this would be appropriate time. The Sustainability Plan was always designed to be a working document and that goals would be reached and new ones established. Draft of Energy Plan is found in the meeting link on Legistar. The target date for implementation would be the fall of 2015. Three key recommendations thus far from plan

Create a high-level City position that focuses on energy issues.

Expand city initiatives to utilize city buildings and facilities to generate clean energy for city use, including vehicles.

Solidify cooperative effort with MG&E to expand access for city residents to renewable energy and enhance energy efficiency opportunities.

ANNOUNCEMENTS

None.

ADJOURNMENT

Motion made by Pearson, seconded by Shields to Adjourn. Meeting adjourned at 6:45 p.m.

Next meeting on August 20 at 4:30 in 300 MMB.