

CITY OF MONONA
Sustainability Committee
Thursday, May 9th, 2019
MINUTES DRAFT

1. Call to Order

6:33 PM – Meeting called to order by Committee Chair, Nancy Moore

2. Roll Call

Members Present: Chair Nancy Moore, Alder Molly Grupe, Mark Buffat, Dan Costello, Pat Howell, Teresa Radermacher, Sue Vogt

Members Absent: Sarah Smith

Staff Present: Brad Bruun, Caitin Hartnett

Guests: None

3. Approval of April 19th Meeting Minutes

Motion to approve; First – Pat Howell, Second – Sue Vogt

4. Public Appearances

Lisa Gundlach, 404 Midland Lane, Monona – Lisa appeared before the Committee to discuss potential sustainability-related projects that could be pursued by the Public Works Committee. One project she brought forward was a campaign supporting push-mowers as opposed to drive-mowers in light of the 100% Clean Energy Resolution, being that drive-mowers use gasoline that could be avoided by use of a push-mower.

5. Unfinished Business

A. Resident Energy Survey – Staff Update

The Resident Energy Survey has garnered 267 responses as of May 9, 2019. Citizens continue to report concern over the price and process of investing in renewable energy and energy efficiency upgrades. 44% of respondents are interested in putting panels on their home, 40% report interest in a solar group-buy, and 33% have interest in participating in Green Power Tomorrow (GPT). The Committee decided that the Resident Energy Survey ought to remain open through the end of June instead of the June 13th previous closing date.

B. Resident Energy Survey – Committee Volunteer Update

Committee members Nancy Moore, Sue Vogt, and Dan Costello were present at the Easter Egg Hunt, Eco-Action Tuesday presentation, and Lake Monona 20K Run & 5K Walk, respectively, doing outreach for the survey. New Committee member, Alder Molly Grupe, signed up for upcoming events. Multiple Committee members expressed concern that the WVMO PSA's advertising the survey are not running frequently or at all, as no member has heard them aired yet.

6. New Business

A. RENEW Contract Update – 'MononaSUN'

Chair Nancy Moore reported that the City is in the midst of partnering with RENEW WI to include Monona in their outreach as part of their solar group buy program, MadiSUN. The contract the City will sign with RENEW will include three information sessions located in Monona, conducted by RENEW, along with including Monona in outreach and informational materials. Tentative dates and locations for informational sessions have been discussed, and a final schedule will be available soon. Staff alerted the Committee that the success of the program this year will affect future funding for it in 2020 and 2021. Alder Moore suggested that the Committee consider including rebates for businesses as a line item in the 2020 budget, as the City of Madison does, to incentivize participation.

B. Energy Showcase Planning – National Night Out

The National Night Out Sustainability Showcase will take place on Tuesday, August 13, 2019. Committee members brainstormed potential booths to host at the event: a tour of homes in Monona highlighting dedication to renewable energy and energy efficiency; test drives of electric vehicles; Focus on Energy to provide information on home energy efficiency upgrades; Madison Gas and Electric to discuss their GPT program; RENEW WI to advertise MadiSUN; bringing local solar installers to talk residents through the process of installing rooftop solar; distributing information on the 100% Clean Energy Resolution and potential scenarios of how homeowners can achieve these goals; a push lawn mower showcase; idea boards for community members to brainstorm potential projects they'd like to see in the City. Mark Buffat, Dan Costello, and Teresa Radermacher will participate as work group members for this event.

C. Community Energy Campaign

Chair Nancy Moore suggested that the Committee pursue a long-term community energy campaign in order to raise awareness and improve knowledge on the various ways residents can improve the energy efficiency of their homes and potentially power their homes via renewable energy. This campaign complements the motivations behind the Resident Energy Survey. Teresa Radermacher emphasized the need to focus the scope of the campaign: to create a central message and find ways to measure impact. Dan Costello agreed, pointing out that the Resident Energy Survey will inform the Committee's target audience in the future. He stated that the goal of the campaign ought to dispel uncertainty and doubt about the costs and processes involved with home energy efficiency and renewable energy projects. Sue Vogt shared informational flyers that the Library utilizes for Eco Action Tuesday events, and suggested the Committee pursue production of similar materials. Chair Nancy Moore, Alder Molly Grupe, and Sue Vogt will participate as work group members for this campaign.

Staff and Chair Nancy Moore also requested that Committee members attend the next meeting prepared to present items for the 2020 capital budget. LED streetlights were suggested as a potential project for the year, and item to include.

- a. MGE GPT (Green Power Tomorrow)
- b. Home Energy Audit
- c. Renewable Energy Programs
- d. Focus on Energy – Home Energy Efficiency

7. Action Items

A. Approval of Work Group for National Night Out

The work group for the National Night Out event will meet before the next Committee meeting to discuss scope of the event and potential community organizations to invite. Work group members include Mark Buffat, Dan Costello, and Teresa Radermacher.

Motion to approve; First – (NAME), Second – (NAME)

B. Approval of Work Group for Community Energy Campaign

The work group for the Community Energy Campaign will meet before the next Committee meeting to discuss avenues and methods to educate community members and raise awareness on home energy efficiency and renewable energy technologies. Work group members include Chair Nancy Moore, Molly Grupe, and Sue Vogt.

Motion to approve; First – (NAME), Second – (NAME)

C. Completion of WVMO PSA's

Committee members who have not completed their survey PSA's or sustainability informational segments with WVMO will be required to do so by the next Committee meeting.

Motion to approve; First – (NAME), Second – (NAME)

8. Adjournment

8:30 PM – Meeting Adjourned; First – Molly Grupe, Second – Mark Buffat

Next Meeting: Thursday, June 16th at 6:30 PM.

Any questions or additions please notify Brad Bruun, bbruun@ci.monona.wi.us – Thank you.

DRAFT