

**AGENDA  
CITY OF MONONA  
SUSTAINABILITY COMMITTEE  
City Hall Conference Room  
Thursday, July 11, 2019  
6:30 PM**

1. Call to Order – **6:30 PM**
2. Roll Call
3. Approval of Minutes from the **June 13, 2019** Sustainability Committee Meeting
4. Appearances
5. Unfinished Business
  - A. Resident Energy Survey Summary Report – Staff Update
  - B. National Night Out Workgroup Update (Teresa, Dan, Mark)
  - C. Energy Campaign Workgroup Update (Sarah, Molly, Pat, Sue)
  - D. MadiSUN – Staff Update
  - E. OEI Update – Staff Update
6. New Business
7. Actionable Items
8. Adjournment

**Next Meeting: Thursday, August 8, 2019 at 6:30 PM**

**Please notify Brad Bruun at 222-2525 or [bb Bruun@ci.monona.wi.us](mailto:bb Bruun@ci.monona.wi.us) if you cannot make it.**

**NOTE:**

Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**CITY OF MONONA**  
**Sustainability Committee**  
Thursday, June 13<sup>th</sup>, 2019  
*MINUTES DRAFT*

**1. Call to Order**

**6:40 PM – Meeting called to order by Committee Chair, Nancy Moore**

**2. Roll Call**

**Members Present:** Chair Nancy Moore, Mark Buffat, Dan Costello, Molly Grupe, Sarah Smith, Susan Vogt

**Members Absent:** Pat Howell, Teresa Radermacher

**Staff Present:** Brad Bruun, Caitin Hartnett

**Guests:** None

**3. Approval of May 9<sup>th</sup> Meeting Minutes**

Motion to approve; First – Molly Grupe, Second – Dan Costello

**4. Public Appearances**

**5. Unfinished Business**

**A. Resident Energy Survey – Staff & Committee Member Updates**

As of June 12, 2019, the survey has garnered 311 responses. Demographics show that the majority of respondents have lived in Monona for over 10 years, and in a home that they own. In response to participation in future programs, many residents are interested in a solar group buy program (47%), putting solar on their own home (40%) or enrolling in Madison Gas and Electric's (MGE) Green Power Tomorrow (GPT) program (36%). The Committee voted to close the survey before the platform's next billing period, on June 17, 2019.

**B. National Night Out Workgroup Update (Teresa, Dan, Mark)**

This workgroup began contacting community partners throughout the past month based upon the last meeting's brainstorm. Dan Costello reported that MGE agreed to have a booth at the event, and advertise the GPT program, Zimbrick Honda will bring electric vehicles for individuals to view, and Crazy Lenny's E-Bikes will bring bikes to view and potentially test out. Focus on Energy, OnSite Solar, and RENEW Wisconsin are potential attendees. Ideas that were present at the last meeting – the scavenger hunt and parade of homes – have been put on hold until the organizations attending are solidified.

**C. Energy Campaign Workgroup Update (Nancy, Molly, Pat, Susan)**

Due to scheduling conflicts, this workgroup did not have time to meet. Updates to come.

**6. New Business**

**A. MadiSUN Update**

The first MadiSUN event was held in Monona, at the Aldo Leopold Nature Center on June 6<sup>th</sup>. Chair Nancy Moore and Susan Vogt were present. Despite having a smaller turnout than expected (10) is expected to have a better turnout after a month of advertising.

**B. RENEW Monona Loan Update**

Chair Nancy Moore updated the Committee on the recent review of the RENEW Monona program by the Community Development Authority (CDA). The revisions will allow energy efficiency upgrades and renewable energy projects to qualify as viable home improvement projects. The program has been sent to Council for final approval.

**C. WVMO Info Spots**

Many Committee members have already recorded sustainability PSA's pertaining to the Resident Energy Survey and other initiatives. Given the many new projects the Committee has in the works, more PSA's will be recorded:

- General Update (on Dashboard Topics) – Brad Bruun
- National Night Out Promotion – Dan Costello
- Sustainable Lawn Management – Molly Grupe
- Energy Efficiency & Home Audits – Mark Buffat

#### **D. MGE MOU Work**

Given the passing of the Clean Energy Resolution in March 2019, the Committee is interested in entering a Memorandum of Understanding (MOU) with MGE in order to achieve the goals outlined in the resolution. Before beginning proceedings, a request for data from MGE is needed to establish a baseline for the goals that will be present within the MOU. Community-wide data for participation in GPT, shared solar projects, and residential solar will all need to be incorporated into the final agreement.

#### **E. 2020 Capital Budget Request**

Opening up the discussion for capital budget requests, Chair Nancy Moore suggested that Committee members come to next meeting with a project in mind if they have one. Due to the late start on the Comprehensive Energy Plan – funded through the OEI Grant received by the City last year – the Committee does not have the expected guidance it needs to make such a decision. Staff recommended that the Committee held off on making a budget request until the Plan was complete, and offered four viable options for future projects – 1. Utilize the GPT program and purchase renewable energy for the City's consumption, 2. Investing in solar bonds to fund renewable energy projects, 3. Commit to solar on community buildings, and infrastructural project, or 4. Participate in MGE's renewable energy RIDER program as part of a private-public partnership. Dan Costello stated the City could reach its 50% renewable energy target earlier than expected and hold off on infrastructural projects until the report is completed. This, he said, would maintain the momentum of the resolution and show MGE that Monona is serious about pursuing renewable, clean energy.

#### **F. Identifying & Aligning City Policies/Ordinances with Sustainability (Working with Other City Committees)**

To better implement policies encouraging sustainability throughout the City, Committee members will begin attending other committee meetings to inform and work with them on sustainability. This will foster a culture around sustainability throughout the City, and ensure that all committee's and factions of the municipality are involved and united with common goals.

#### **7. Action Items**

##### **A. Motion to close the Resident Energy Survey on Monday, June 17, 2019.**

Motion to approve; First – Sarah Smith, Second – Dan Costello

#### **8. Adjournment**

**8:30 PM – Meeting Adjourned; First – Susan Vogt, Second – Mark Buffat**

**Next Meeting: Thursday, July 11<sup>th</sup> at 6:30 PM.**

*Any questions or additions please notify Brad Bruun, [bbruun@ci.monona.wi.us](mailto:bbruun@ci.monona.wi.us) – Thank you.*

## Resident Energy Survey – Analysis and Results

July 2019

### **Introduction**

In order to gauge community interest in sustainability, the Sustainability Committee decided to design and distribute a community survey in December 2018. The survey was timely as it was distributed on the heels of Monona's City Council approved Clean Energy Resolution (passed in March 2019).

### **Research Question**

The goals of the survey were to validate and affirm community values around energy use and generation, generate energy awareness with residents, and to educate residents on opportunities for participating in purchasing solar energy or installing solar panels.

### **Methods**

The survey was primarily distributed online, specifically on Facebook to Sustainable Monona's page, on the City Website, Nextdoor page, and City of Monona Twitter. Multiple Committee members also distributed the survey in person by handing out QR code links to the survey. Physical copies of the survey were made available at City Hall, the Public Library, and Community Center. The survey was open from February 27, 2019 – June 17, 2019.

### **Results & Analysis**

In total, the survey garnered 314 responses, however 10 responses were deleted due to incomplete responses (did not answer any question outside of the demographic questions), bringing the total number of responses included in this analysis to 304. Due to the fact that all questions were optional, some individuals chose not to respond to questions throughout the survey. Some questions will therefore have a response number less than 304.

The survey was designed to ask respondents about their previous or current investment in renewable energy and energy efficiency, as well as their interest in participating in future programs. Because of this, the analysis of the survey groups responses according to the question at hand, and can be found in the Appendix.

- Demographic Data
- Priority of Energy Issues
- Current Investments
- Describing the Lack of Current Investment
- Potential Interest

## Summary Results & Analysis

As expected, almost all survey participants live in the city of Monona (99%), many for over 10 years (53%).

Primarily, respondents lived in houses (89%) that they owned (88%) as opposed to a rental.

When asked on the priority of energy efficiency, renewable energy, and the City's role in pursuing the two, respondents were overwhelmingly supported these initiatives. Over 50% responded that they considered each of these issues a high priority.

More residents reported having invested in energy efficiency projects compared to renewable energy projects.

Many respondents were concerned about the cost of energy efficiency and renewable energy upgrades to their homes; 53% reported this for energy efficiency, and 65% for renewable energy. Uncertainty over future cost savings were also an issue, and to a lesser extent, questions about having enough information on particular upgrades or projects.

The majority of those interested in pursuing a renewable energy project, the vast majority of residents responded that they would prefer rooftop solar (93%) or purchasing green power for their home (38%). Less were interested in options or projects located in a place other than their home, such as shared solar, or community advocacy.

## Appendix

### Demographic Data

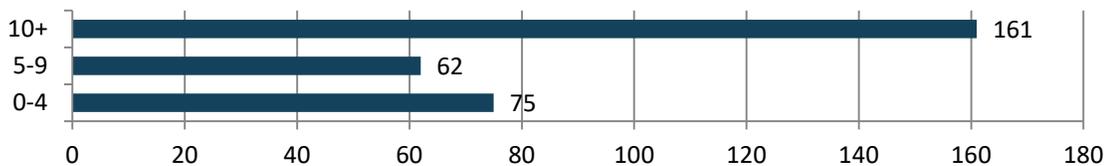
Question 2 Are you a resident of the City of Monona?			
	Yes	296	99%
	No	4	1%

Responses: 300

Question 3 How many years have you lived in Monona?			
	0-4	75	26%
	5-9	62	21%
	10+	161	53%

Responses: 298

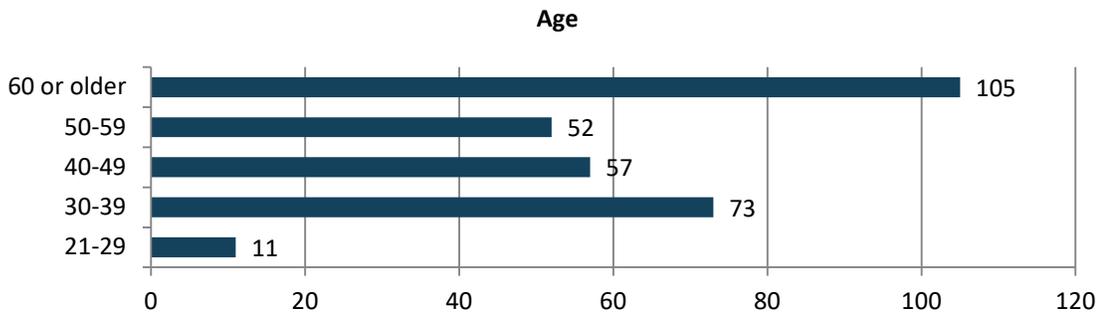
Years Lived in Monona



Question 4 Age			
	21-29	11	4%
	30-39	73	24%
	40-49	57	19%

	50-59	52	17%
	60 or older	105	35%

Responses: 298



<b>Question 5 Which best describes your residence?</b>			
	House	270	93%
	Apartment	16	5%
	Other	4	1%

Responses: 290

<b>Question 6 Do you rent or own your place of residence?</b>			
	Rent	31	10%
	Own	271	88%

Responses: 302

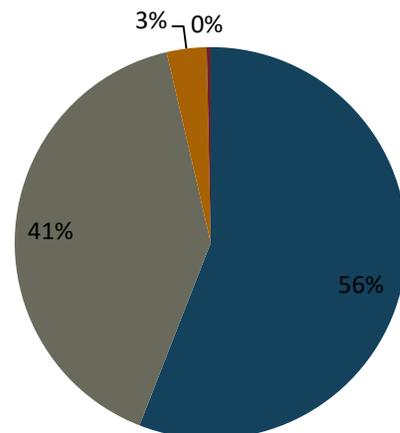
*Priority of Energy Issues*

<b>Question 7 How much of a priority is using less energy (energy efficiency)?</b>			
	High priority	170	56%
	Somewhat of a priority	123	40%
	Low priority	10	3%
	Not a priority	1	0%

Responses: 304

**How Important is Energy Efficiency?**

■ High priority ■ Somewhat of a priority ■ Low priority ■ Not a priority

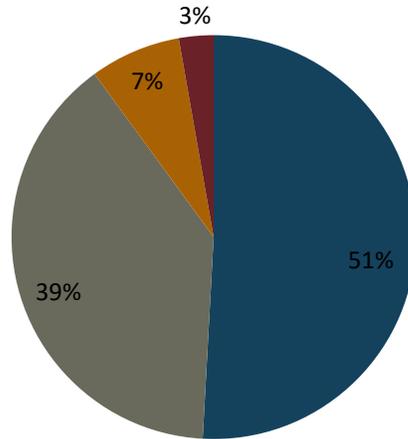


Question 12 How much of a priority is moving towards using more renewable energy?			
	High priority	147	48%
	Somewhat of a priority	113	37%
	Low priority	21	7%
	Not a priority	8	3%

Responses: 289

### How Important is Renewable Energy?

■ High priority ■ Somewhat of a priority ■ Low priority ■ Not a priority

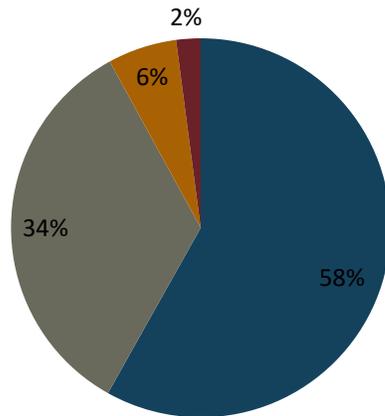


Question 15 How much of a priority should investments in energy efficiency and renewable energy projects be for operating the City of Monona?			
	High priority	168	55%
	Somewhat of a priority	98	32%
	Low priority	17	6%
	Not a priority	6	2%

Responses: 289

**Should Energy Efficiency / Renewable Energy be a Priority for the City of Monona?**

■ High priority   ■ Somewhat of a priority   ■ Low priority   ■ Not a priority



*Current Investments*

<b>Question 8    What investments have you made to reduce the use of energy or improve energy efficiency? Select all that apply.</b>		
CFL or LED lighting	270	89%
Smart metering system or energy management software	22	7%
Light switches detecting room occupancy, motion, or daylight to turn on/off	32	11%
Smart thermostat or HVAC system with programmable controls	193	63%
Energy Star rated equipment and/or appliances	231	76%
Windows or door retrofit or replacement	161	53%
Window treatments or exterior shading devices	117	38%
Increased wall, attic, or roofing insulation	145	48%
Sealing of attic floors, basement sills, or ducts	82	27%
Residential renovation to increase the volume of natural light	47	15%
Residential energy audit	68	22%
None of the above	10	3%
Other	19	6%

Responses: 304

<b>Question 13    What investments have already been made to your residence to employ or increase the use of renewable or alternative energies? Select all that apply.</b>		
Solar power for overall electrical needs	4	1%
Solar lighting	12	4%
Solar hot water generation	0	0%
Wind power	1	0%
Geothermal heating and cooling	4	1%
Purchase of alternatives like solar and/or wind through my utility company	68	24%
None of the above	186	65%
Don't know	13	5%
Other	10	4%

Responses: 285

<b>Question 10</b> What strategies have you employed to reduce your use of energy for transportation? Select all that apply.		
Use of public transit	38	13%
Ride sharing or car pools to get to work or more regular commitments	44	15%
Purchase of smaller or more fuel-efficient vehicle(s)	134	44%
Purchase of electric vehicle(s)	23	8%
Frequently ride a bicycle to work, do errands or visit friends	83	27%
Frequently walk or run to work, do errands or visit friends	67	22%
None of the above	81	27%
Other	19	6%

Responses: 303

### *Describing the Lack of Current Investment*

<b>Question 9</b> If you have struggled to make significant changes to your energy consumption, which of the following represents a reason why? Select all that apply.		
I don't own my residence so have little to no control over upgrades	24	8%
Upfront cost	157	53%
Unsure about future cost savings	69	23%
Not enough information on energy efficiency technologies	39	13%
My home or lifestyle does not support them	14	5%
Not applicable	51	17%
Don't know	21	7%
Other	21	7%

Responses: 299

<b>Question 14</b> If you have not invested in any renewable or alternative energy, which of the following represents a reason why? Select all that apply.		
Upfront cost	188	65%
Unsure about future cost savings	91	32%
Not enough information on renewable energy technologies	68	24%
My home or lifestyle does not support them	21	7%
Not interested in renewable energy	6	2%
Not applicable	16	6%
Don't know	26	9%
Other	32	11%

Responses: 288

### *Potential Interest*

<b>Question 16</b> If you were to participate in advancing the residential use of renewable energy in Monona, which options appeal most to you? Please select your top three choices.		
Installing solar panels on my individual home	117	40%
Participation in a residential group purchase of rooftop solar	137	47%
Purchasing green power (wind and solar)	104	36%
Enrollment in new shared solar projects	56	19%
Subscribing in a community solar garden or farm	64	22%
Investment in solar bonds via a co-operative	54	19%
Joining a community campaign to advocate for renewable energy	39	13%
Joining a community campaign to advocate for solar leasing in Wisconsin	25	9%
I am not interested in any of the above	32	11%

Unsure	61	21%
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Responses: 290

### Analysis

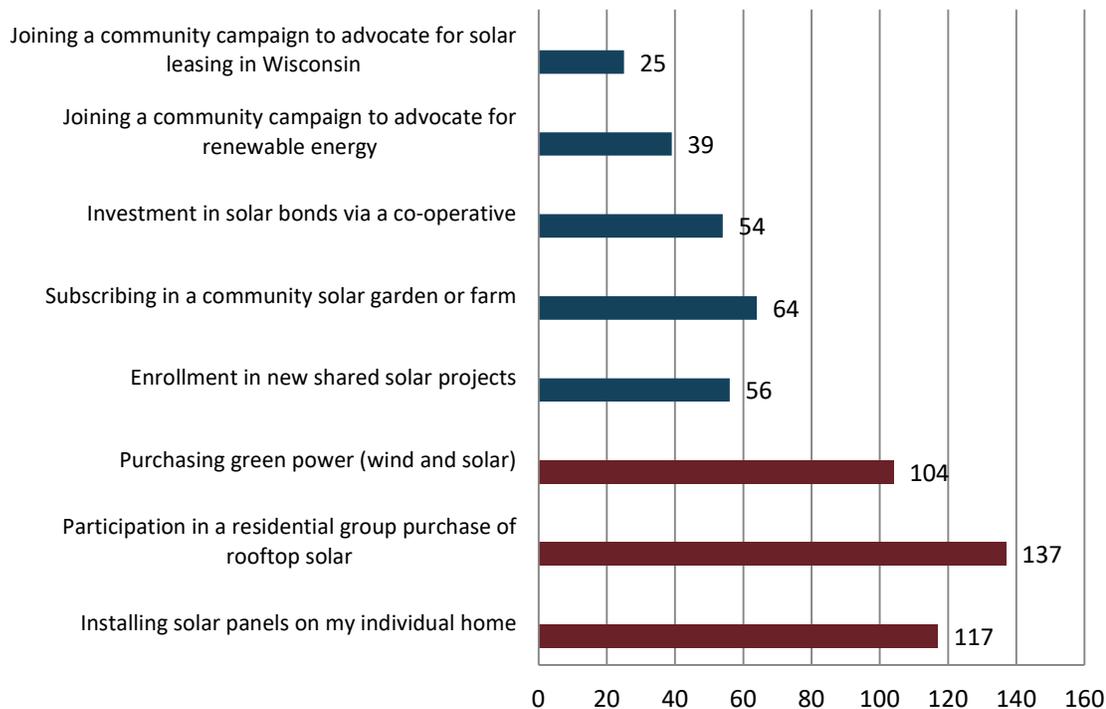
Question 16A Assessed Level of Interest		
Interested	272	94%
Not Interested	32	11%

Responses: 290

Question 16B Level of Interest, from those Interested		
Installing solar panels on my individual home	117	43%
Participation in a residential group purchase of rooftop solar	137	50%
Purchasing green power (wind and solar)	104	38%
Enrollment in new shared solar projects	56	21%
Subscribing in a community solar garden or farm	64	24%
Investment in solar bonds via a co-operative	54	20%
Joining a community campaign to advocate for renewable energy	39	14%
Joining a community campaign to advocate for solar leasing in Wisconsin	25	9%

Responses: 272

### Level of Interest in Expanding Renewable Energy



## Community 100% Clean Energy Campaign – First Meeting 6/30/2019

### Action Items and Decisions Items are in Italics

**Present:** Molly, Nancy, Pat, Susan

*Action: Nancy will reach out to Sarah Smith (as grassroots campaign manager extraordinaire) to see if she is willing to lead this campaign work group and campaign).*

**Goal:** Increase the number of Monona residents and businesses that are pursuing energy efficiency and renewable energy on their property

- Focus on Energy Audits & Action
- Green Power Tomorrow
- Shared Solar
- RENEW Monona program - \$\$ available for reno, renewables & energy efficiency

*Work group agreed that we could be promoting a whole range of things re: sustainability... reduction in the use of plastics, less lawn mowing, more recycling, more walking & biking, reduction of solid waste going into landfill (all of which certainly tie back to energy and are needed) ... but rather than chasing a million rabbits, we should retain a narrower focus for now but create the campaign and brand over time in a way that things can be added*

*Also discussed potential value in adding a referendum to the 2020 ballot – the focus having to do with sustainability initiatives we might take (however vague at this time 😊). Nancy agreed to check with Joan re: the deadline and process for getting referendums included.*

**Timeline:** Minimum remainder of 2019 and all of 2020

**Campaign Brand/Tag Line:** Needs to be able to verbally and visually work/be memorable – reaching full age span of community, multiple marketing channels/multiple years. Brainstorm:

- Monona is Moving (to Clean Energy)
- Monona is on the Move (to Clean Energy)
- Make the Move to Clean Energy
- Help Monona Make the Move
- Sustainable Monona – Let's Make it Happen
- Monona is Going Green – Let's Make it Happen
- Home, Work, Community – Powered by 100% Renewable Energy
- Clean Energy Today – A Healthy Planet for our Children Tomorrow
- Out with The Old and In with the New – Monona is Moving to Clean Energy
- Resilient, Efficient and Green – Be a Part of It
- Clean Energy Today Means a Healthy Community Tomorrow – Be a Part of it

- You Have the Power – Go Green

*Action: Molly will noodle with Kate Pahl, graphic designer, to get her thinking and creating.*

**Need Clear/Powerful Messaging:** targeted messaging – with different messengers or “champions” - over time.

*Group talked about the need to bring in other voices/groups “champions” in efforts. Engage wider community and then they help us engage others.*

*Action: Target groups and champions for each target identified. Nancy will reach out to those we volunteered to lead to enroll them in the possibilities. Each lead is to generate 5 potential messages for their target group by the next meeting.*

- Seniors (e.g. senior center, newsletter): **Molly**
- New Residents/Residents Re-modeling/upgrading home (e.g. realtors; info/fact sheet @ permit/inspection office; poster @ Restore, Cozy Home, Booth 121; info/fact sheet for Zoning Board): **Chris Conrad**
- City Departments (e.g.info/fact sheet for Plan Office; continued advocating for building & fleet improvements): **Nancy**
- Schools/Youth (MG21, Scouts, youth groups within the schools): **Pat**
- Businesses (info/fact sheet; posters; presentation to MESBA): **Dan** (other business messenger since Dan is already jamming on stuff?)
- Churches (e.g. presentations, notices in church bulletins, posters): **Mark**

**Need super cool, memorable, eye-catching graphics to go with tag:**

- Dump truck with plow with wind turbines and/or panels in back pushing over a fossil fuel plant
- Colorful prairie with turbines and panels sprouting up
- Satellite view of Monona with turbines & panels
- Vintage City look with turbines/panels

*Action: Molly will reach out to Kate Pahl, graphic designer, to get her thinking and creating some graphics*

**Marketing Tools & Channels**

- yard signs (perhaps everyone who has already taken steps towards efficiency or renewables gets a yard sign in much the same way that anyone who becomes a member of Clean Lakes gets a Clean Lakes sign? “I’ve moved to green” ...)
- Engagement of residents & businesses via door to door hanger campaign
- Postcards to put out and/or hand out at events

- Table-top, mobile display to sign up folks on the spot at key community events
- Permanent table-top display for Library
- Full page promos in Community Guides
- Multiple articles in Community Herald
- WVMO PSA's
- Poster
- Social Media (FB, Twitter, Next Door, where else?)
- City website
- City-wide scavenger hunt with prizes (how many homes with solar panels, how many EV's, etc.

#### **How do we know we have moved the needle?**

- Need baseline data from MGE – how many folks have signed up for programs, overall energy usage
- Is there any value in counting building permits that have been issued in the past X years that included energy efficiency or renewable projects?
- Some sort of Community Challenge that folks can respond to?

*Action: Nancy will reach out to Brad and/or our MGE rep regarding getting baseline data on Monona residences and businesses*