



Joe Parisi  
DANE COUNTY EXECUTIVE

# Office of Energy and Climate Change

---

Director – Keith Reopelle

## Notes from the Fourth Meeting of the Dane County Council on Climate Change

February 16, 2018, 10:00 am to 1:00 pm  
Middleton Public Library  
7425 Hubbard Ave, Middleton, WI 53562  
Archer Room

### Agenda

- 10:00 to 10:05 Welcome, Abby Attoun
- 10:05 to 10:15 Introductions, Agenda Review, Announcements, Keith Reopelle
- 10:15 to 11:10 Presentation: *Trends and Affordability of Solar*  
Chad Sorenson, President, SunPeak
- 11:10 to 12:00 Presentation: *YWCA's Racial and Gender Equity Program*  
Libby Tucci, Race and Gender Equity Coordinator
- 12:00 to 12:15 Break
- 12:15 to 1:00 Energy Efficiency Program Presentation and Discussion
- 1:00 pm Adjourn

### Council Members in attendance included

1000 Friends of Wisconsin – Ash Narayanan  
Alliant Energy – Steve Jackson and Michele Pluta  
Azar Law – Lauren Azar  
BIOFerm -- Nadeem Afghan  
City of Fitchburg – Erika Kluetmeier  
City of Sun Prairie – Drake Daily  
Clean Fuel Partners -- John Haeckel and Jessica Niekrasz  
Clean Wisconsin – Mark Redsten  
CRANES – Caryl Terrell  
Dane Co Emergency Management – Charles Tubbs  
Dane Co Office of Equity and Inclusion – Wesley Sparkman  
Derr Farms – Jamie Derr  
H&H Energy Services – Chris Beedle  
Ho Chunk -- Erik Lincoln

City-County Building, Rm 421, 210 Martin Luther King, Jr. Boulevard, Madison, WI 53703  
PH 608/283-1476 FAX 608/266-2643 TDD Call WI Relay 711

Home Savings Bank – Jim Bradley  
MGE – Jeff Jaeckels  
MMSD -- Bill Walker  
Public Health Department of Madison and Dane Co – Jenel Heinrich  
RENEW Wisconsin – Katherine Clausing  
Sierra Club – Elizabeth Katt Reinders  
Sun Peak – Chad Sorenson  
Sustain Dane – Stacie Reece  
Urban League of Greater Madison – Wayne Strong  
UW Health -- Mary Evers Statz  
UW Wisconsin Energy Institute – Gary Radloff  
WPPI -- Andy Kellen  
YWCA of Madison – Libby Tucci

## **Introduction and updates**

Abby Attoun, City of Middleton welcomed attendees and gave an update on sustainable development progress in Middleton

- 2-year option to lease 16 acres of property for solar
- 5 MW array
- \$1.1 million TIF to incentives for solar
- 2 major projects – will bring TIF up to \$2 mil
- 320 kW system at Market West
- Hiring sustainability coordinator -- spread the word

Keith Reopelle, Dane County Office of Energy and Climate Change

- Be sure to fill out the “When is Good” survey for April, May & June Council meetings
- Introduced new Office of Energy and Climate Change staff person, Kelly Osborn

## **Presentations**

### ***Trends and Affordability of Solar***

Chad Sorenson, President, SunPeak

Chad gave an overview of what’s going on in the solar industry, including an assessment of the recent 30% tariff on imported PV panels, which he feels will have little impact.

On the topic of Trump solar tariff, he did not believe that the tariff will have a meaningful impact on the industry, for a variety of reasons. To some extent the price of solar modules has already gone up in anticipation of the tariff, so it’s somewhat

**City-County Building, Rm 421, 210 Martin Luther King, Jr. Boulevard, Madison, WI 53703**  
**PH 608/283-1476 FAX 608/266-2643 TDD Call WI Relay 711**

baked in. But it's also because the modules (panels) are only 32% of the entire solar system.

The cost of solar has plummeted while electricity rates continue to rise. "Grid Parity" (occurs when an alternative energy source can generate power at a cost that is less than or equal to the price of purchasing power from a utility). This occurred for solar in 2015. Germany and China are leading countries in solar energy, but the solar can now compete in the U.S. without subsidies, which is a more politically sustainable situation. The price of solar has dropped 99% since 1977.

With storage not being cost effective yet, Chad recommended against over-building a solar project (20% energy offset should be the goal), adding there is little economic incentive to install a larger system without net metering. The biggest financial incentive is the tax savings. Currently, simple payback for a commercial system is 4-7 years.

Chad went on to describe the Delta Wing configurations his company has been installing. With no self-shading, this system allows a higher density of panels, is more aerodynamic, and reduces structural load. The result is a more consistent power output.

Financing was briefly discussed, with a comparison of direct ownership to a 3rd party agreement, with the latter being an option for those not able to benefit from the tax credit.

#### *Discussion*

Q: What is the tipping point for adaptation of solar?

A: Education and awareness is key. Solar is just getting started.

Q: How important is it to have a new roof?

A: A new roof is ideal, but in some circumstances not necessary.

#### ***YWCA's Racial and Gender Equity Program***

Libby Tucci, Race and Gender Equity Coordinator

Libby gave an overview of the Madison YWCA's programs. As the largest provider of affordable housing for single women in Dane Co., the YMCA provides job training and transportation to area women. Their job training program, which includes a 16-week coding boot camp, seeks to provide skills for living-wage jobs in fields that women have not had access to. The program is currently looking for business partners and internship opportunities.

Race and gender equity is also a major focus of the YWCA, which offers a 9-month inclusive and intersectional leadership program, racial equity training for organizations, and holds an annual racial justice summit.

Libby went on to talk about why the Council should could strive for inclusion and equity. She pointed out that as a culture we avoid talking about race and gender and emphasized that we need to be intentional in considering equity. Diverse teams make better decisions, because more careful information processing is triggered.

She discussed Racial Equity Impact Assessments as a tool for measuring the impact a policy decision is likely to have on different racial and ethnic groups and referred to the City of Madison's version. Libby also stressed that how you gather information from those who may be impacted is very important and that these groups should be informed of policy, program and project progress and impacts over time. The Government Alliance on Race and Equity (GARE) Network was suggested as a resource.

### *Discussion*

Q: How can an employer attract minorities? Example given of no African Americans having applied for engineering positions.

A: Need to look for bias in the job descriptions and consider where the employer is marketing open positions. Work to mitigate bias in interviewing and onboarding. Build bridges with Engineering school and prospective students to create a funnel.

Q: How can an organization best deal with imbalances in representation?

A: Share decision making. It's one thing to get people to the table, but majority vote can't work. Underrepresented voices need to be centered. If you come from privilege, take a step back and watch your airspace.

Q: Recommendations for the Council?

A: Every Working Group has to be doing this from the get-go.

Comments:

- We have to meet people where they are.
- How can the Climate Action Plan lead to a better quality of life?

### ***Energy Efficiency Program Presentation and Discussion***

Keith Reopelle, Dane County Office of Energy & Climate Change

Each Working Group should add their proposed policies, programs and projects to the Tracking and Evaluation spreadsheet (Google sheet). The Energy Efficiency group has added a program which would be similar to Focus on Energy but based in Dane County.

Keith first explained the process that the EE working group used beginning with a gap analysis to document programs and policies that currently exist and which new ones could address any identified gaps. Then the working group split into teams to take a crack at fleshing out proposals for the gaps. Those teams brought ideas

back to the working group and finally the working group together went through the tracking spreadsheet and discussed how to gauge each criterion.

Then Keith went through the tracking spreadsheet and talked about each entry in the spreadsheet for the Dane Co EE program. He talked about the rationale for each entry and the thinking behind them. It was important to note that the EE group could be pretty specific with some of its criteria (a range of GHG emissions and a range of costs) because this proposal is based on results from the statewide Focus on Energy program which has very detailed evaluation reports completed each year. Keith stressed not getting hung up on individual responses within the spreadsheet. Think of it as a blunt instrument to get at relative differences between proposals. He also stressed that coordination with the Focus program will be key, to ensure there is no overlap or redundancy, but rather that the programs are synergistic.

### *Discussion*

Q: What's more important? Incentives, or marketing the program?

A. Keith talked about the important roles that both financial incentives, but also public outreach and customer education plays. For some programs incentives are more important and for others outreach. H&H does a lot of performance contracting, schools have lost some of the financial tools at the state level and there is more of a gap there.

Q: Are there gaps at the state level that could jump-start the Dane co effort?

A: There is a greater demand than availability for some types of programs. A Dane County program could also help pilot some more innovative approaches to program design and delivery, potentially.

Q: Will there be incentives for low-income home audits?

A: A model program of training minorities to do audits (Milwaukee), fell well short of expectations, but we don't want to give up on the idea. There's more potential at the County level to identify and connect with low-income businesses and homes. More potential to build one-on-one relationships with a local program, compared to a statewide program.

Q: Do we vote on these proposals as a Council?

A: Once we have more of a suite of proposals we can have more discussion on the Council level. Some of the proposals will have some overlap and will be adjusted over time.

Q: Can we get utility representatives to give a presentation? It would be nice to know how our ideas fit in with utilities' long-term plans. Individual utility programs could impact the Climate Action Plan.

A: This was discussed at the last Electric Generation Working Group meeting. Keith mentioned a list of actions that utilities had undertaken that could be updated. Representatives from the utilities present expressed a willingness and interest in presenting information to give the Council a better understanding of all their climate-related initiatives.

This meeting was adjourned at 1:15 pm.