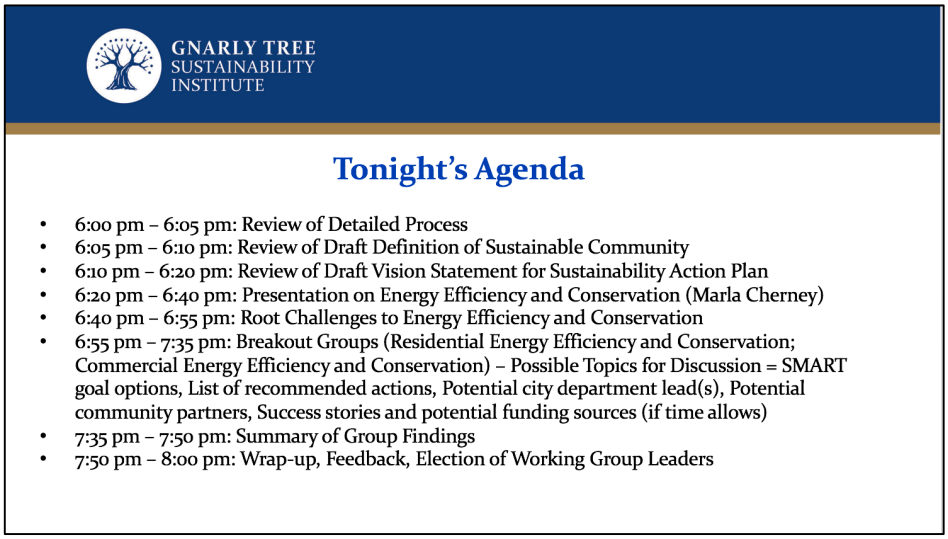
Bloomington Sustainability Action Plan
Climate, Energy, and the Built Environment Working Group
Meeting Two Notes
27 March 2018
City Hall
6 pm – 8 pm

Topic: Identify challenges regarding energy efficiency and conservation and propose solutions
Facilitator: Stephanie Richards
Computer notes: Steven Chybowski
Attendees: 14 (Nolan Hendon, Darrell Boggess, Andrea Webster, Chris Reinhart, Nejla Routsong, Cynthia Bretheim, Ryan Zaricki, Loren Stumpner, Alex Jorck, Stephanie Richards, Steve Chybowski, Marla Cherney, Jane St. John, Autumn Salamack)



Summary of Topics discussed

- Review sustainable community definition and vision statement
- Background presentation of the current situation of energy efficiency and conservation in Bloomington
- Identify challenges the community faces with energy efficiency and conservation
- Discussion of challenges and solutions in the residential sector
- Discussion of challenges in the commercial sector

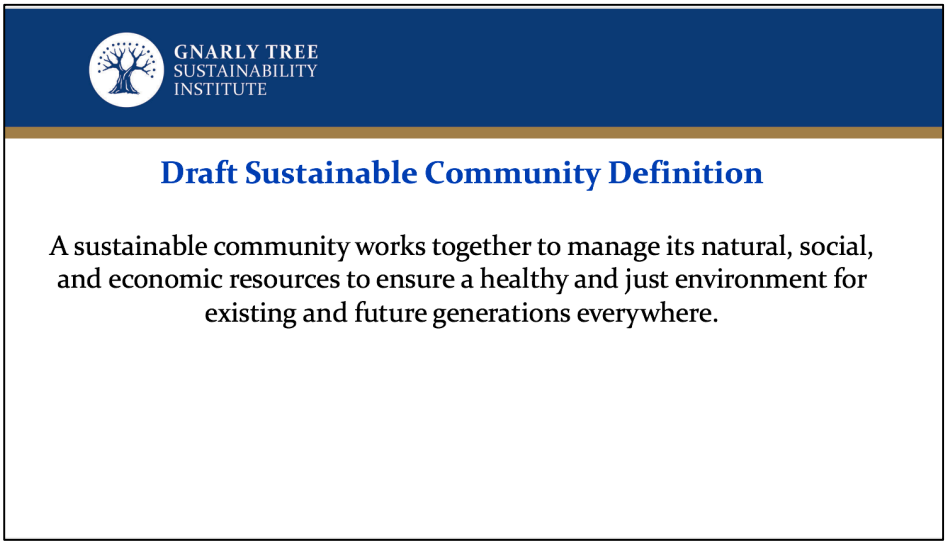
Detailed Notes

Overview of the Meeting and Process:

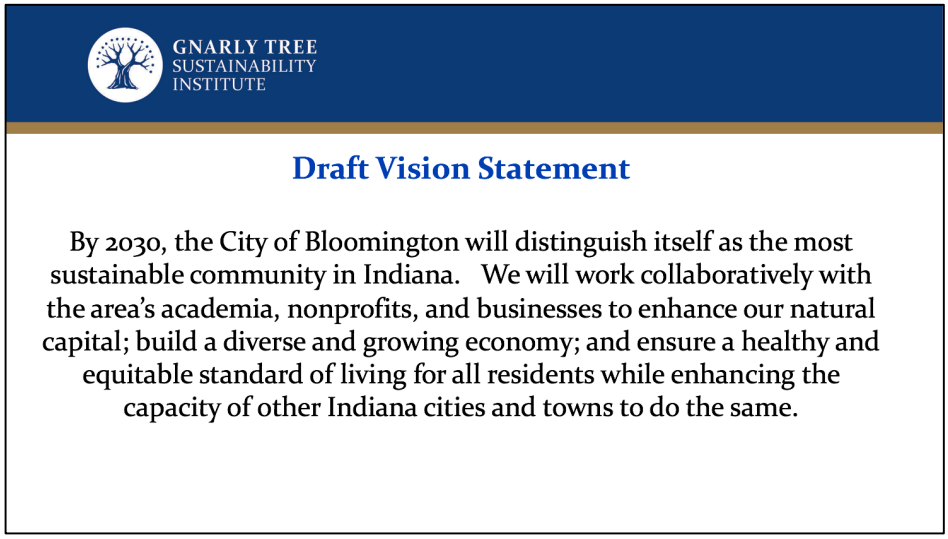
- In the first meeting, we did a voting process to identify the most pressing issues facing the community
- Stephanie grouped all the subtopics into larger categories prior to today's meeting
- This meeting is to discuss energy efficiency and conservation
- Meeting three will discuss renewable energy and green buildings

- Meeting four will discuss urban sprawl and climate change adaptation
- We will discuss possible goals, metrics, and recommended actions for these three large topics
- Stephanie will present the working group ideas to the advisory board in mid-May
- Stephanie and students will draft a sustainability action plan by early July
- Stephanie will ask you to nominate one or two members to coordinate the feedback for the draft of the sustainability action plan
- It is still undecided how it will be presented to the general public

Defining our Terms:



- Stephanie worked to incorporate everyone's ideas into the definition of sustainable community
- Members appreciate the term "everywhere" in the sustainable community definition



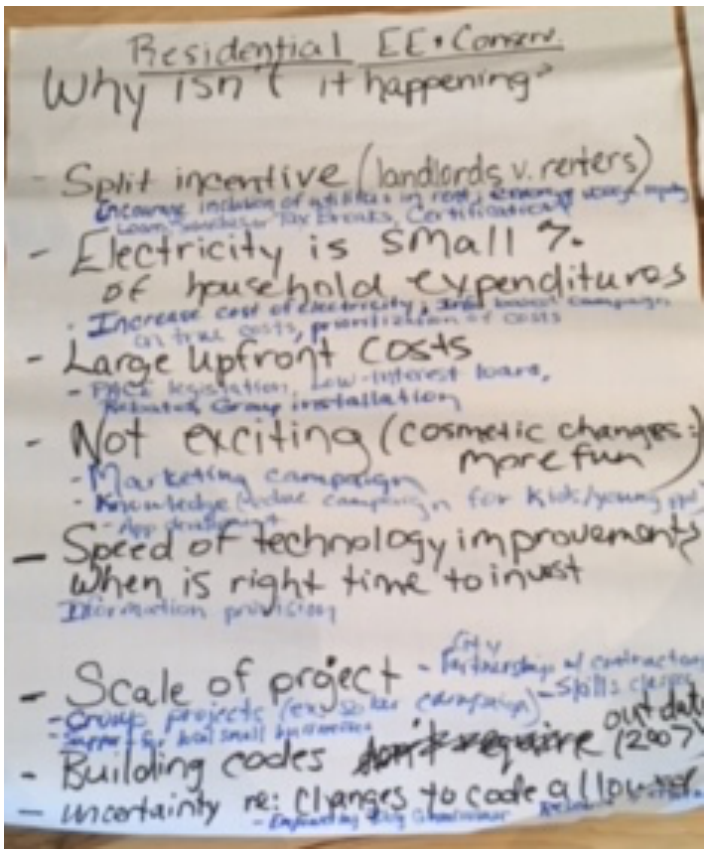
- Stephanie composed the vision statement incorporating all of the suggestions for the statement
- Does the general public understand the term natural capital? Maybe replace that term
- "Natural resources" may be a better term in the vision statement
- "Preserve our natural resources" – suggestion for the vision statement
- Could the vision statement have more specificity?
- The group likes the use of collaborative in both the sustainable community definition and the vision statement

- We could look to tie the "most sustainable" to specific areas
- One suggestion is to use the phrase "sustainability leader" instead of "the best"
- How would we enhance capacity of other cities that we do not have control over?
- "Inspire other cities" rather than "enhance the capacity" – we do not want to claim responsibility for things we do not have control over
- Why the date in the vision statement? It is 12 years in the future and the first sentence could be seen as unnecessary – one suggestion for the vision statement
- If the rest of the plan is for 5 years does a vision statement for 2030 make sense?
- Should we include anything about climate change in the vision statement?
- We could add "community as a whole" to the vision statement to add residents that do not belong to the other categories mentioned

Presentation on Background Information:

- Slides are provided separately from this document
- Reviewed current situation in Bloomington
- Reviewed actions and metrics in other cities and in STAR
- Data in the presentation is percent change per capita
- Is the data weather normalized?
- The Energy Information Administration has information that would help explain how kwh per capita has dropped so significantly
- Appliance standards have become much better which plays a large part in reduction of kwh per capita
- Are there ISO standards tracking natural gas consumption in BTUs?
- House sizes since 1990 have been larger and have increased consumption

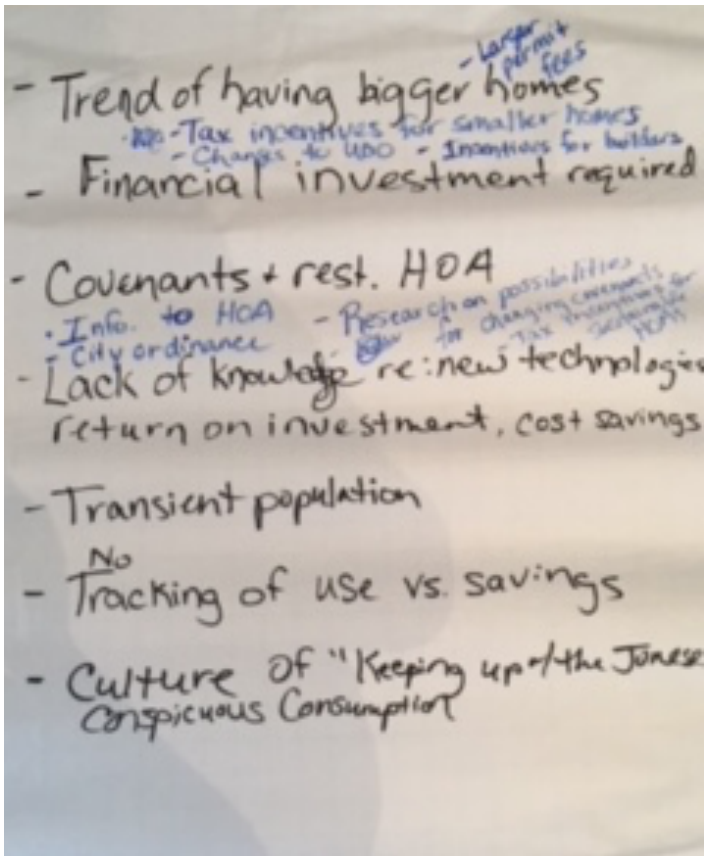
If Energy Efficiency and Conservation is a good idea, why isn't it Happening?



Residential:

- There's a large rental market in the city, landlords don't have an incentive to improve energy efficiency
- *Possible solution:* Landlords that include utilities as part of rent (internalizing)
- *Possible solution: Some places require renters to show average monthly bills for utilities – Should we adopt this?*
- *Possible solution: Tax breaks/subsidies for landlords for efficiency improvements*
- *Possible solution: Green certification stamp of approval*
- *Possible solution: Recognition and award system may increase competition of landlords*
- Electricity represents 1% of disposable income which is a small percentage of household expenditures; Electricity as 1% - information-based campaign on the true cost of energy (externalities)
- *Possible solution: Increase costs of electricity to create incentive for conservation*
- *Possible solution: Information campaign on true costs of electricity use*
- There are large up-front costs for improvements

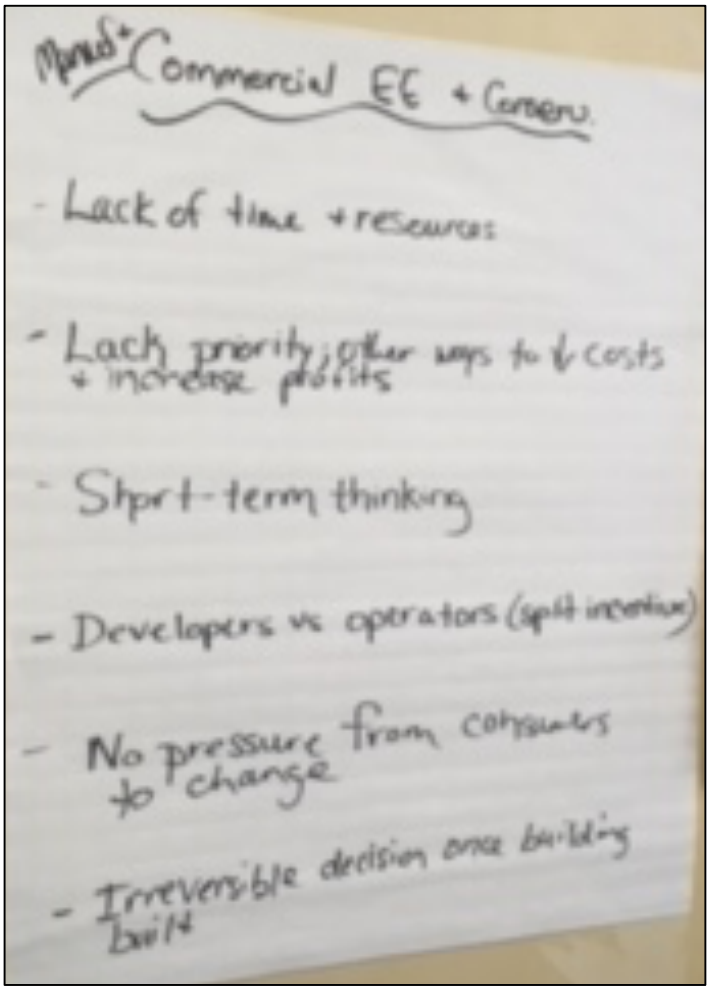
- *Possible solution: Address large, upfront costs*
- *Possible solution: Rebates, group insulation programs, low interest loans, PACE legislation*
- People don't see it as an exciting remodel for their house
- *Possible solution: Marketing campaign directed at adults or young people*
- *Possible solution: App to help determine utility cost reductions from investments*
- Speed that technology is improving makes it a lot of work to know when to invest in a certain technology or improvement
- *Possible solution: Information provision*
- Small scale solar projects don't get done as contractors can make more money with bigger projects
- *Possible solution: City partnerships with contractors*
- *Possible solution: Group projects*
- *Possible solution: Skills classes for homeowners (DIY)*
- *Possible solution: Support for local small businesses*



- Can the building code be stricter than the state regulations? We believe that it is antiquated; Building code is at the state level rather than city level
- *Possible solution: Empower changes to building code*
- Bigger home trend is not energy efficient
- *Possible solution: Tax incentives for smaller homes*
- *Possible solution: Changes to UDO*
- *Possible solution: Incentives for builders that make smaller homes more profitable*
- *Possible solution: Higher permit fees for larger homes*
- Covenant and home owners' association restrictions
- *Possible solution: Provide information to HOAs*
- *Possible solution: City ordinance*
- *Possible solution: Research on potential solutions for changing covenants*
- Lack of knowledge in new technology and how much money can be saved
- No tracking and metrics of how much can be saved by making changes
- Culture of keeping up with the joneses, conspicuous consumption

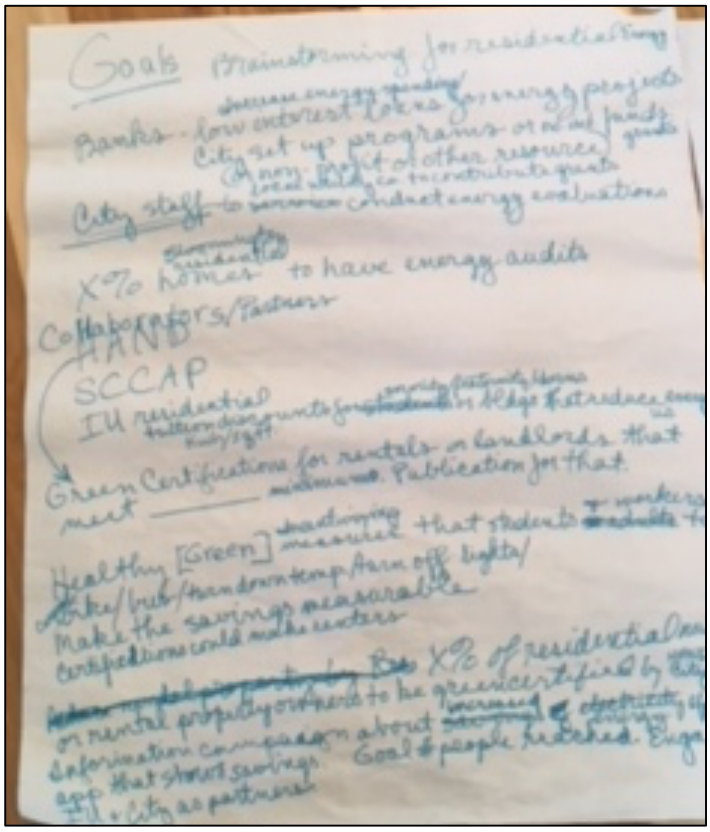
Commercial:

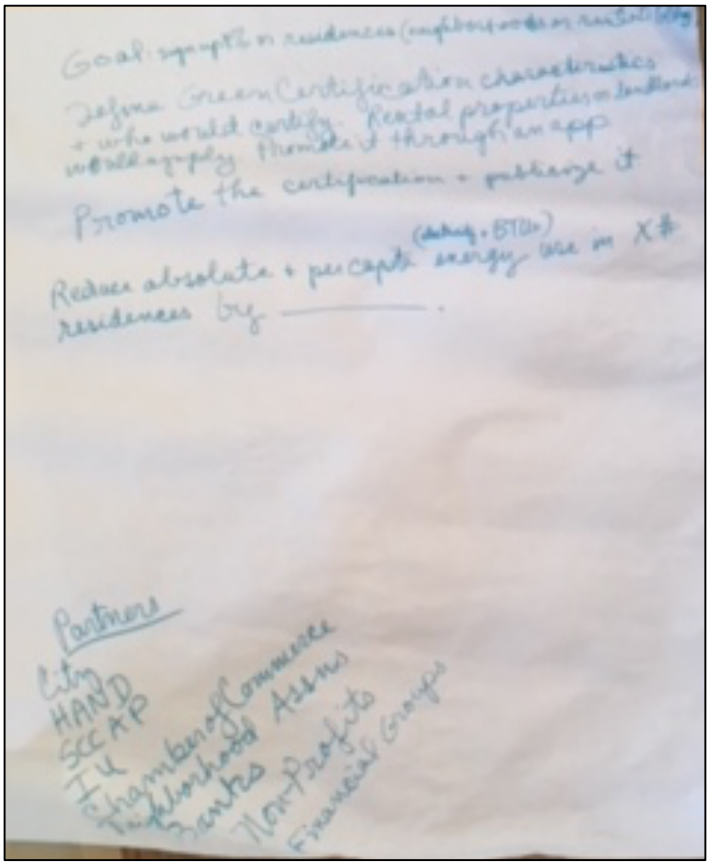
- Lack of time and resources
- Not a priority
- Businesses find it easier to increase output rather than decrease costs for their bottom line
- Short-term outlook rather than long-term
- 2-5% of costs are energy costs
- Those that build buildings and own them are not the ones operating the building
- Not enough pressure from consumers to change
- Irreversible decision once building built



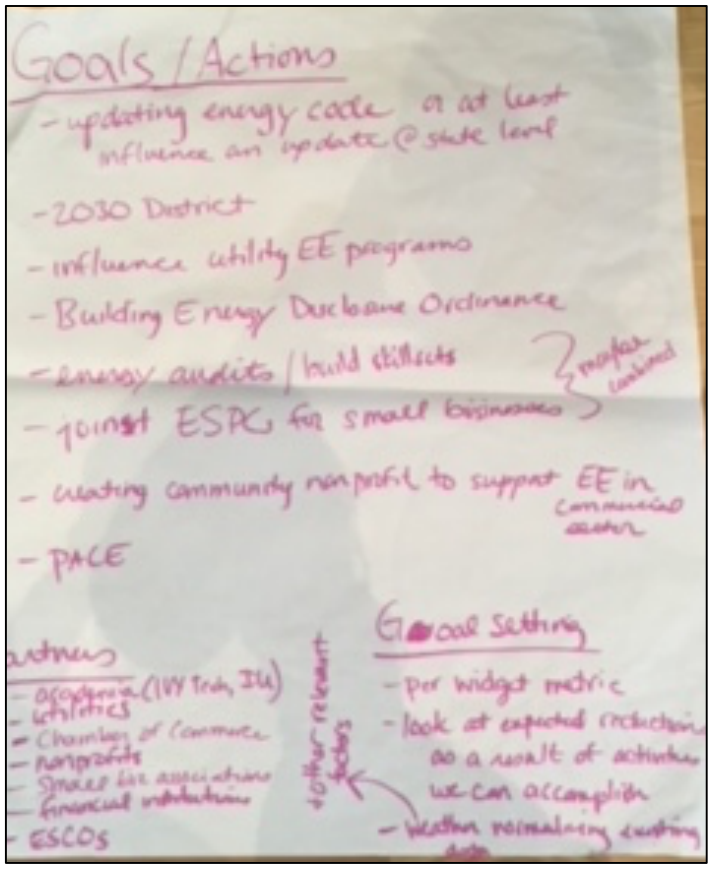
Breakout Groups:
<u>Residential</u>

- Make energy improvements more exciting
- Marketing campaign, information, app
- Address when the right time is to invest
- There are low-tech ways to improve energy efficiency
- Information campaign
- Address scale of project - grouping small projects together
- City partnership with contractors
- Give homeowners tools to do it themselves
- Home improvement classes
- Address building codes
- Identify an attorney in town that can understand building codes
- We could try something locally and let the state slap it down
- Tax incentives for smaller homes, property tax incentives?
- Updates to the Unified Development Ordinance
- Builders aren't interested in smaller houses due to lower profits
- Larger permit fees for larger homes
- Information and outreach to HOAs or city ordinances to restrict HOAs
- Tax breaks for sustainable HOAs
- HAND green certification program for properties or entire neighborhoods
- Neighborhood competition to reduce energy consumption
- Banks can provide low interest loans for energy products
- City can fund low interest funds
- City staffer that conducts energy evaluations in homes and individual rental units
- Education/app that would show the money saved by making small energy changes
- Green incentivizing program: individuals get incentives for daily actions (biking/busing for commuting, turning down the temp…)
- Potential partners for residential improvements: City, HAND, SCCAP, IU, Chamber of Commerce, Neighborhood Associations, Banks, Nonprofits, Financial Groups
- Potential metrics: Reduce absolute and per capita energy use by X% by year XXXX.





Commercial



- Upgrade energy code from 2007 – raise the baseline
- Builders, designers, businesses would not like raising the energy code and they would put financial resources behind stopping it
- Goal: Encourage an update the code
- 2030 districts – get access to resources for reaching certain goals
- Is there an energy efficiency nonprofit locally for commercial?
- Utility programs that encourage commercial improvements
- One of the major issues is the availability and access to services
- Problem in size
- Commercial is hesitant for changes that will not deliver actual savings
- Small commercial facilities lack the resources in information and personnel
- Grant to the city to evaluate brownfields puts the upfront cost on the city instead of the business
- Rebates to utilities
- Energy disclosure ordinance
- Energy audits
- PACE if possible
- Small businesses group projects in bulk for contractors
- Goal: Influence the programs of utilities aimed at commercial
- Identify what the major energy saving opportunities are
- Disclosure ordinance – only work required is to disclose information – not a huge burden – must show how much energy the building uses
- Financial cost to the city to track this data
- Building disclosure was heavily fought by businesses in Seattle
- Cost of tracking the data is on the businesses and that is what they fought that policy
- Try to leverage the current utility programs and have a nonprofit double up on the rebates available
- Repower program in Washington – train laborers to do energy score reports for businesses
- Combine gas and electric data that is weather-normalized
- We could do disclosure with technology, automated system after a one-time setup and have the data go right into a database
- Level of specificity in disclosure would matter
- Partners: Utilities, nonprofit, help with financial expertise, banks, credit unions, ESCOs
- Possible metrics: Per widget energy metric, expected reductions, weather normalizing existing data

Wrap-up/Comments about the Process:

- Try to schedule more time for the breakout groups
- More guidance as to what should be discussed in the breakout groups (reminder of Goals, Metrics, and Partners)
- All topics are related so we may need to feed back new ideas into previously discussed topics
- Conversation about the vision statement is important
- We can set up a Google Doc or other mechanism to allow everyone to continue the discussion