



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda

Climate Action Plan Steering Committee

Monday, December 11, 2023

4:30 PM

Eagle Room

This meeting will also be conducted through video conferencing.

Join Zoom Meeting:

<https://cityoflacrosse-org.zoom.us/j/83963386607?pwd=QlkvVG1EMm8vK2d6aXFrdWgyYXNaZz09>

Meeting ID: 839 6338 6607 Passcode: 419317

Join by Phone: +1-305-224-1968

Call to Order

Roll Call

Approval of Minutes

Notices and Discussion

Agenda Items:

- 1 [23-1460](#) Discussion and Action on Xcel Energy Fleet Electrification Advisory Program.

 Attachments: [Proposal](#)
- 2 [23-1446](#) Discussion and Action on Budget Proposal for Reducing Commercial
Greenhouse Gas Emissions.
 Attachments: [Budget Proposal](#)
- 3 [23-1455](#) Discussion and Action on Budget Proposal for Increasing Transit Frequency.
 Attachments: [Budget Proposal](#)
- 4 [23-1456](#) Discussion and Action on Budget Proposal for Fleet Electrification.
 Attachments: [Budget Proposal](#)
- 5 [23-1454](#) Discussion and Action on Budget Proposal for Home Energy Audits.
 Attachments: [Budget Proposal](#)

- 6 [23-1464](#) Discussion and Action on Budget Proposal for Green Infrastructure.
 Attachments: [Budget Proposal](#)
- 7 [23-1465](#) Discussion and Action on Budget Proposal for Gray Infrastructure.
 Attachments: [Budget Proposal](#)
- 8 [23-1457](#) Discussion and Action on Proposal for 2022 and 2023 GHG Inventory.
 Attachments: [GHG Inventory Proposal](#)
- 9 [23-1458](#) Discussion and Action on Sustainability Institute Request for Sponsorship.
 Attachments: [Support Request](#)
- 10 [23-1459](#) Discussion and Action on Canopy Electrification Platform.
 Attachments: [Pricing Table](#)
 [Presentation Slides](#)
 [Demo Webpage](#)
- 11 [23-1466](#) Discussion and Action on Drift Cycle Sponsorship.
- 12 23-1467 Discussion and Action on Request to Fund Sustainability Partnership Mailing

Next Meeting / Agenda Items

Adjournment

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.



City of La Crosse, Wisconsin

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400 La Crosse Street
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Text File

File Number: 23-1460

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 1



December, 4th 2023

Lewis Kuhlman
Environmental Planner
City of La Crosse, WI
400 La Crosse Street, La Crosse, WI, 54601

RE: Proposal for XE FEAP: EV Analytics

Dear Mr. Kuhlman:

Sawatch, Inc. (d.b.a. Sawatch Labs) is pleased to have the opportunity to submit a proposal to the City of La Crosse, WI (the Fleet) for an Electric Vehicle (EV) Suitability Assessment for their fleet. Sawatch Labs would analyze the vehicles using Geotab telematics data from the fleet.

This work qualifies for a rebate through Xcel Energy's Fleet Electrification Advisory Program. This scenario looks at analysis for up to 50 fleet owned vehicles. We plan to study vehicles operating in various departments that have like EV replacements for purchase today or are expected in the next several years.

Sawatch Labs works closely with our customers to understand the needs of all stakeholders (e.g. drivers, fleet managers, sustainability managers) and provides metrics for each vehicle related to operational suitability, financial impact, and sustainability impact for each vehicle analyzed. These metrics are combined into an overall EV Suitability Score for each vehicle.

We have had the opportunity to work with entities of all sizes and have substantial experience working with public sector fleets; please see our references at the conclusion of our proposal. We appreciate your consideration and invite the opportunity to provide clarification or answer any questions you may have about our offering.

Sincerely,

Mary Till
Director of Business Development
720-468-3550
till@sawatchlabs.com

EVSA & EVSE Analysis

1. Process and Timeline

The EVSA requires a minimum of 90 days of telematics data for each vehicle. The FLEET has requested a three-month data collection period. As such, this timeline in Table 1. is based on when that data collection would be complete.

2. Deliverables

Sawatch Labs will provide a summary report of the ezEV Suitability Assessment for the fleet. The ezEV Suitability Assessment will include ezEV results for each individual vehicle and by agency (including EV suitability scores and infrastructure needs) and recommendations for EV procurement. Additionally, a 1-page summary will be provided for each vehicle providing information on the observed driving, estimated energy use, EV recommendation, charging infrastructure needed, estimated cost to charge the vehicle, estimated annual and lifetime savings, and estimated GHG emissions reductions. A sample of the 1-page vehicle summary is provided in Appendix A.

Fleet operations have become more variable, and managers are increasingly concerned about fluctuating gas prices and how these items (in particular) may reduce confidence in analysis such as EVSA. In response, Sawatch Labs can process up to three scenarios, providing results via summary reports and summary tables, at no additional cost. The primary scenario will be made available in the analytics dashboard. Examples of scenarios include differing fuel prices, vehicle lifetimes, and/or EV models.

We will also include a one-time option to re-run the collected data with new EV models, no later than 12 months initial after results delivery. Please note that new EV models are actively added to ezEV during the active project period.

Table 1. Deliverables and Projected Timeline

Task	Deliverable	Schedule
T1. Kickoff webinar meeting with FLEET staff ¹	D1. Webinar	TBD based on FLEET’s preference
T2. Installation	D2. FLEET to install Geotab hardware	TBD based on FLEET’s preference
T3. Introduction to EV Analytics dashboard and myGeotab (optional)	D3. Webinar training	2 weeks after Task 3
T4. ezEV Suitability Assessment & ezIO EVSE Site Map Analysis Conducted	D4a. ezEV scores and summary data for each vehicle made available in a secure online dashboard	3 months after completion of Task 2
	D4b. 1-page PDF vehicle summary provided for each vehicle	3 months after completion of Task 2
	D4c. Fleet summary data table (.csv) and Report (.pdf)	3 months after completion of Task
	D4d. Interactive EVSE site map analysis & data table (.csv)	3 months after completion of Task 2
	D4e. Vehicle & fleet-wide anticipated charging needs	3 months after completion of Task 2
T5. Presentation of Results	D5a. Presentation of results via webinar ¹	Based on FLEET’s preference but no sooner than completion of Deliverable D4d.
	D5b. Scenario summaries delivered	
¹ It is anticipated that the kickoff and results meetings will occur via webinar. If FLEET would prefer for these meetings to be in person, we are happy to discuss that option in more detail.		

3. Cost

The cost to provide EV Analytics under this project can be found in the corresponding quote 2730 for pricing details. Total cost is estimated at \$26,379.00.

4. Approach and Methodology

Sawatch Labs developed the ezEV analytics platform to determine how an EV would perform following the same drive cycles and driving patterns of an existing vehicle. This allows you to see how an EV would have performed had it driven the same trips that your vehicle drove over the period of observation, providing a clear understanding of whether or not an EV would be successful in the same use case. The analysis uses telematics data and requires a minimum of 90 days of data for each vehicle to ensure that the driving observed is representative of each vehicles' driving patterns.

The ezEV fleet assessment scores each vehicle based on its suitability to be replaced with an EV using tens of thousands of data points contributing to 170 different attributes for each vehicle. The overall ezEV Score is a composite score that incorporates energy use, economics, parking (time and location consistency), and confidence that the data collected is a representative sample of overall vehicle activity. The Energy Score helps you easily see how many days a vehicle could do all its driving without needing to charge midday. The Economics Score assesses the financial impact of replacing the vehicle with an EV, including the purchase price and operational costs and savings. The Parking Score and analysis shows you where your vehicle is parking and where charging infrastructure would be needed to support your vehicle.

The higher the overall ezEV score, the better suited a vehicle is for replacement with an EV. A sample of a vehicle summary is provided in Appendix A. The costs of EVs considered in the analysis are based on the vehicle pricing available to the FLEET. The ezEV app will be made available through an online dashboard which updates daily based on driving. Sawatch Labs will set up credentials to access the online dashboard for all staff identified by the FLEET's project manager.

Figure 2. ezEV Single Vehicle Assessment shows the single vehicle ezEV summary. From here, one can access options to change the BEV or PHEV model comparison as well as view suggested locations for charging infrastructure based on the vehicle's driving and parking patterns.

For each vehicle that is identified as a good candidate for replacement with an EV, Sawatch Labs will provide the specific EV model recommended to replace the existing vehicle. Data will be provided on the estimated financial and environmental impact of replacing the vehicle with the specific EV. The current EV models included in the analysis include models that are available on the market today. The specific models included in the analysis will be determined in discussions with the FLEET and based on vehicles that are available for purchase by the FLEET.

Figure 1. ezEV All Metrics Summary Table

Home

EVSA | All metrics

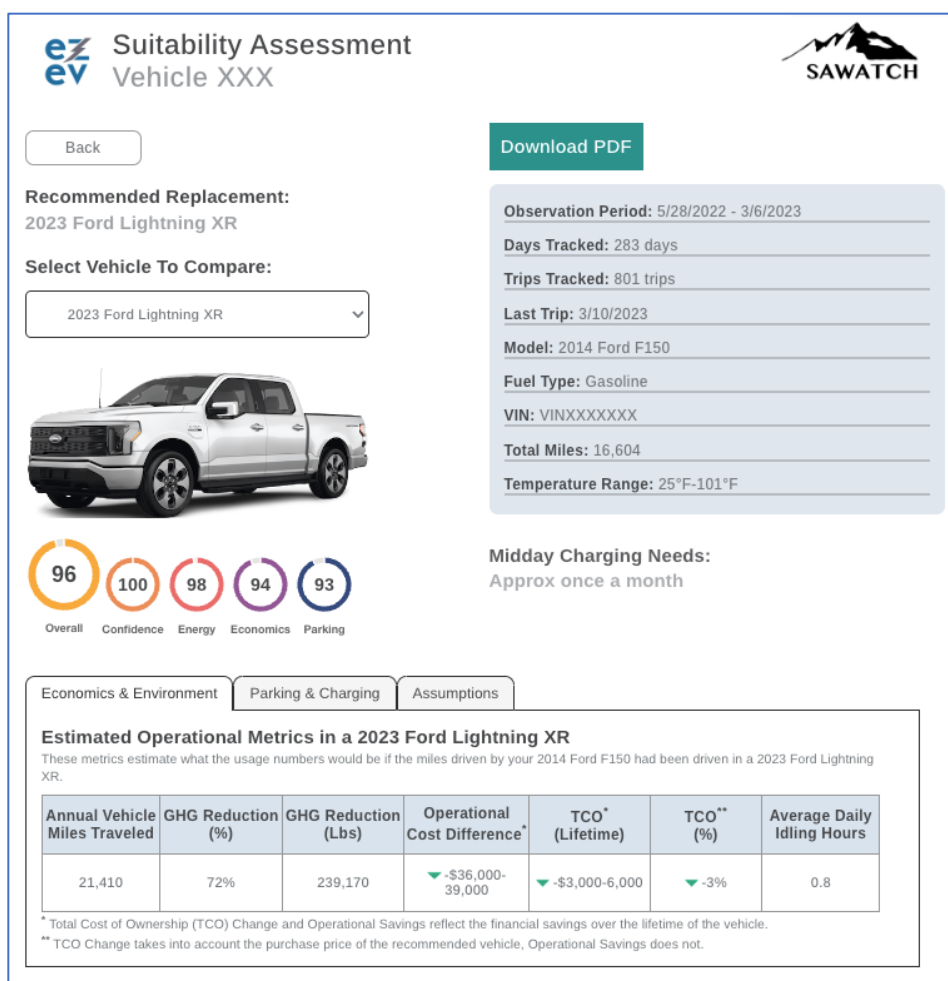
All Metrics

Annual projected figures based on tracked period
Click on a header to sort by that metric. Click on a vehicle to see specifics for that vehicle

Year	Make	Model	Recommendation	Annual Est. VMT	Overall Score	Economics Score	Operational Savings (Lifetime)	TCO Change (Lifetime)
2016	HONDA	Civic	No Change	35,790	71	106	More than \$21,000	More than \$21,000
2014	TOYOTA	Venza	2019 Kia Soul BEV	13,710	92	101	\$12,000-15,000	\$6,000-9,000
2013	HONDA	Pilot	2019 Kia Soul BEV	10,780	95	100	\$9,000-12,000	\$3,000-6,000
2012	JEEP	Grand Cherokee	2019 Kia Soul BEV	7,530	91	92	\$6,000-9,000	Cost parity
2010	TOYOTA	PRIUS	Optimization Candidate	3,930	91	83	\$3,000-6,000	Cost parity
2013	CHEVROLET	Volt	Optimization Candidate	470	90	71	Cost parity	-\$6,000-9,000

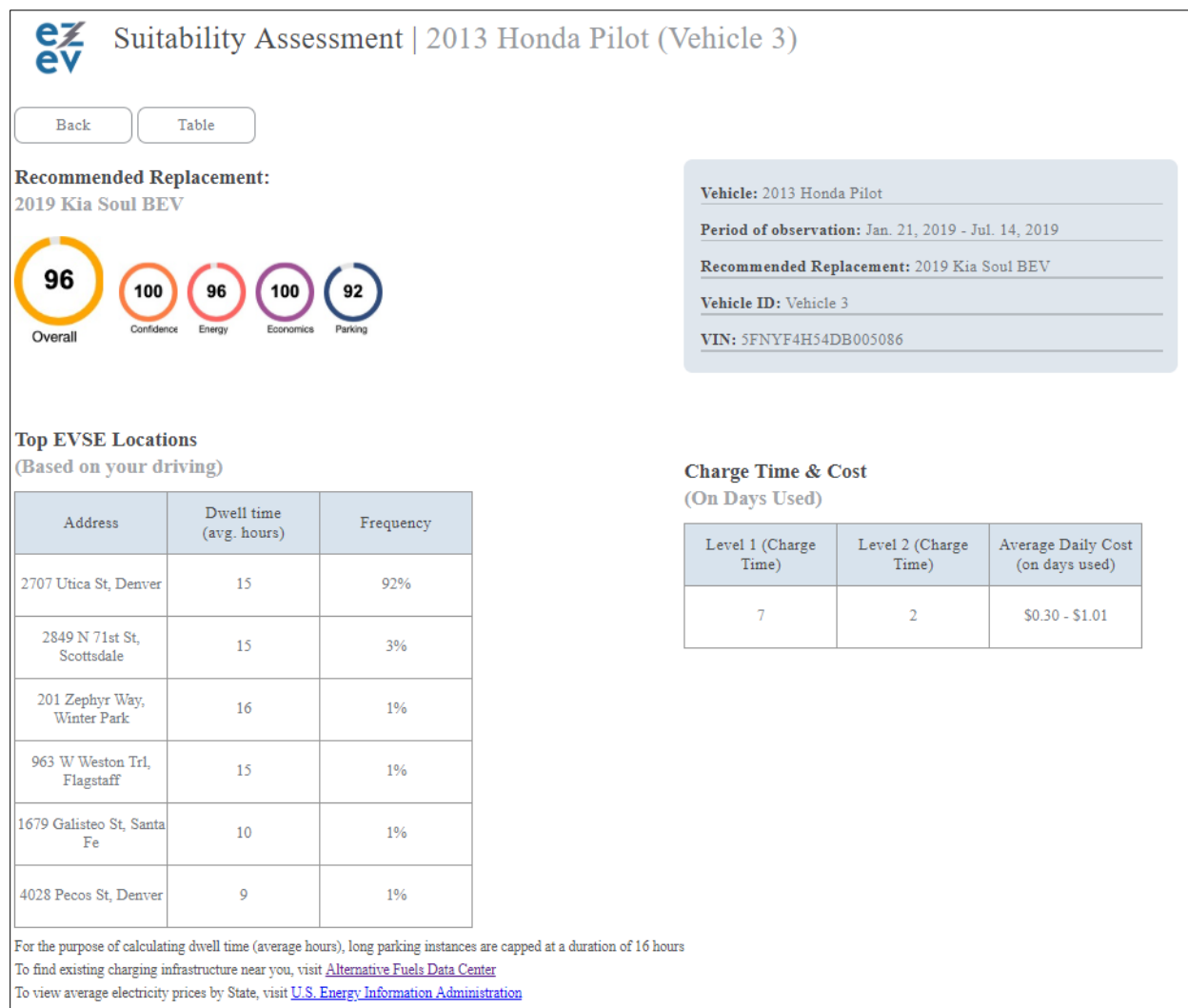
Download

Figure 2. ezEV Single Vehicle Assessment



Additionally, each vehicles' overnight parking patterns will be assessed to identify optimal locations to install EV charging infrastructure to support that vehicle. The amount of time that a vehicle parks overnight and the hours needed to fully charge based on driving will also be provided to determine the level of charging infrastructure required for each vehicle. See Figure 3 for an example of this output.

Figure 3. Sample ezEV Charging Infrastructure Analysis



This per-vehicle parking analysis will then be aggregated using our Infrastructure Optimization (ezIO) application. ezIO provides insight into where, when, and for how long you can expect vehicles to charge based on their actual daily operations. This provides powerful insight into what you can expect for your charging peak demand at each parking location used by your fleet, allowing you to determine when and where managed charging solutions will be integral.

The application will highlight the months and days with greatest demand per location so fleets can:

- Plan charging infrastructure based on charging needs
- Predict when charging will coincide with a facility's existing peak demand and plan strategies to mitigate an overall increase in facility peak demand
- Identify opportunities to charge efficiently and economically by implementing smart charging programs

Figure 4. Example ezIO Total Demand per Month

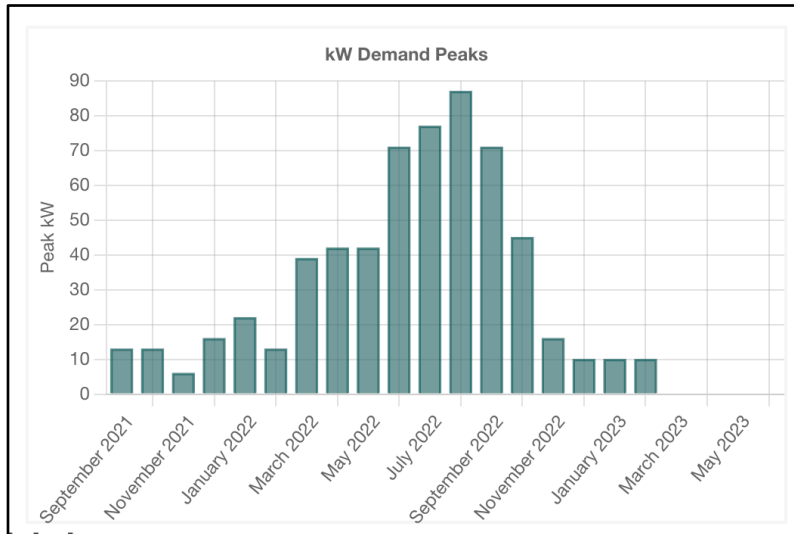
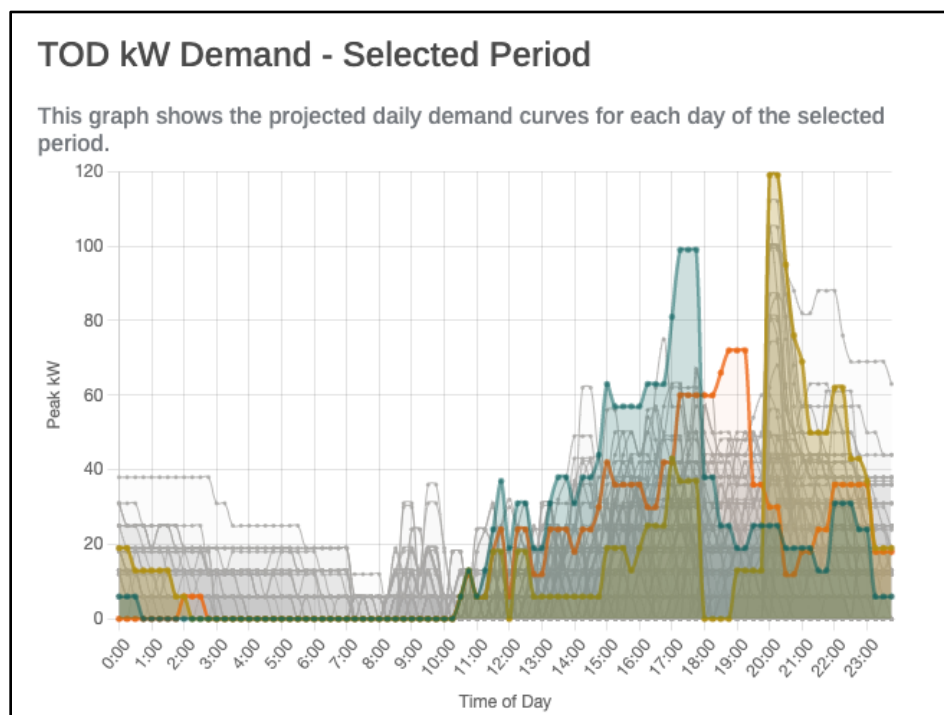


Figure 5. Example ezIO Daily Demand Per Month



5. Related Project Experience

Sawatch Labs has conducted analyses of fleets for multiple clients around the country, including for vehicles from many different use cases (e.g., light duty passenger carry, law enforcement, parks and recreation, off-road, campus, shuttles, etc.) operating in both urban and rural environments. The following provides high level summaries of a few related projects.

Select Clients	Project Type
Energetics	EVWATTS is a DOE-funded, nation-wide data collection effort to track how EVs are operating in fleet and individual consumer applications. Sawatch Labs is providing data collection and analytics for 1,800 vehicles for 12-18 months. The resulting dataset will be anonymized and provided to researchers and the public to further EV technology, policy, and adoption.
National Renewable Energy Laboratory (NREL)	For more than three years, Sawatch Labs has worked on multiple projects for NREL, supporting research and development to further the adoption of EV technologies and to address market barriers. These projects include conducting ezEV analyses for multiple EPA-covered fleets, providing telematics for NREL's internal fleets, and conducting assessments to identify the impacts of EV charging at various levels of EV adoption across entire state fleets.
Breckenridge, CO	XE FEAP ezEV electric vehicle suitability assessment and ezIO infrastructure planning analysis supported by Geotab telematics deployment.
City of Rochester, MN	ezEV electric vehicle suitability assessment supported by Geotab telematics deployment and using historic Verizon NetworkFleet data.
Electrification Coalition	10+ ezEV electric vehicle suitability assessments provided to cities across the United States, supported by Geotab telematics deployment and existing third-party(multiple vendors) telematics data. Client of three years with ongoing projects.
Minneapolis Department of Transportation	XE FEAP ezEV electric vehicle suitability assessment and ezIO infrastructure planning analysis using existing telemetry from Verizon NetworkFleet

6. Project Team Qualifications

Matthew Helm is the Co-Founder and CEO at Sawatch Labs. For more than 15 years he has worked with large, complex datasets to glean valuable insights for clients, working specifically with connected car software and hardware for the previous six years. He's worked extensively with the OBDII protocol, including having written popular backend OBD tools for development of connected car mobile applications and consumer facing mobile applications in deployment worldwide. He is fluent in Python, Node, Postgres, Objective C, Swift, and C++. Of particular relevance to this project is his experience working with datasets for large public fleets, analyzing the data and presenting it concisely in an interactive online platform. Mr. Helm received his B.A. in English from the University of Colorado.

Sarah Booth, the Chief Operating Officer, has more than 10 years of experience working in the clean energy sector, focusing on analyzing energy data and making that data more accessible to governmental decision makers. Ms. Booth has supported local, national, and international governments as well as non-profit organizations including the World Bank and United Nations. She has led stakeholder engagement processes for the State of Hawaii and the City of Boulder to improve the understanding of the needs and priorities for community members and businesses in relation to their energy use. She has led the development of multiple online tools and resources designed to increase access to energy and policy data, improving stakeholders' ability to incorporate this data into their decision-making processes. Ms. Booth holds an M.A. in International Relations and Environmental Policy from Boston University.

Mary Till is the Director of business Development at Sawatch Labs. Mary has been leveraging the power of driving data for more than 10 years to change driver behavior, increase safety and reduce fuel consumption & emissions. With her extensive knowledge of embedded telematics systems she led deployments in over 20 countries. She is excited to use her expertise to drive smart, economical fleet electrification and optimization. Ms. Till holds a B.S. in Marketing from Pennsylvania State University and is serving as Secretary for Drive Clean Colorado, a Clean Cities Coalition.

Jared Walker, Director of Fleet Optimization, has 14+ years of experience in the automotive fleet industry. He has worked across all vehicle segments in both the private and public sectors. Jared is passionate about leveraging data to help fleets reduce cost and emissions. He has worked with several hundred fleets across the country to improve operational efficiency through electrification.

Appendix A: Sample ezEV Summary report

Please find the sample report attached.

Appendix B: Electric Vehicle Suitability Assessment: North Carolina

Please find the ezEV Suitability Assessment provided to the North Carolina Motor Fleet at:

<https://files.nc.gov/ncdoa/Comm/Other/Zero-Emission-Vehicles-Suitability-Assessment-2019.pdf>.

Appendix C: Electric Vehicle Suitability Assessment: Cincinnati, OH

<https://www.electrificationcoalition.org/wp-content/uploads/2021/01/Cincinnati-New-Case-Study-Final-1.5.2021.pdf>



QUOTE

City of La Crosse, WI
Attention: Lewis Kuhlman
400 La Crosse Street
LA CROSSE WI 54601
USA

Date
4 Dec 2023

Expiry
31 Dec 2023

Quote Number
QU-2730

Reference
La Crosse, WI, City of | XE
FEAP: 50 w/ GO9

Sawatch Labs
Please remit payment to:
4045 Pecos Street Suite
190 Denver, CO 80211
(303) 578-2465

EV Analytics for XE FEAP for La Crosse, WI, City of

This work qualifies for a rebate through Xcel Energy's Fleet Electrification Advisory Program.

This scenario looks at analysis for up to 50 fleet owned vehicles. We plan to focus on vehicle types that have available, like EV replacements for purchase today or are expected in the next several years. These vehicles operate in several different departments.

Item	Description	Quantity	Unit Price	Amount USD
XE FEAP EVSA 50	EVSA using ezEV and ezIO for up to 50 vehicles. This program qualifies for reimbursement through Xcel Energy's Fleet Electrification Advisory Program	1.00	17,250.00	17,250.00
GV - G09	GO9 Geotab GPS Hardware, one-time fee	50.00	88.50	4,425.00
GV - HRN-GS16K22	GO9 OBDII Universal Harness, one-time fee	50.00	28.06	1,403.00
GV - PRO Plan	PRO Plan, monthly data fees (50 vehicles x 7 months = 350)	350.00	16.33	5,715.50
Shipping	Shipping, Standard	1.00	35.00	35.00
XE FEAP Instant Rebate	XE FEAP Instant Rebate for the Fleet Electrification Advisory Program	1.00	(28,828.50)	(28,828.50)
Subtotal				0.00
TOTAL TAX				0.00
TOTAL USD				0.00

Terms

"The provided information is not an invoice and is only an estimate of goods/services described above.

Please confirm your acceptance of this quote electronically or by signing this document and returning it to Sawatch Labs.

An invoice for all charges will be delivered after analysis results have been completed. Terms: Net 30

Termination by Either Party. Either party may terminate this contract at any time, with or without cause, by giving the other party thirty (30) days written notice to terminate. In the event of such termination, Client's sole obligation and liability to Sawatch Labs, if any, shall be to pay Sawatch Labs that portion of the Fixed Price Amount earned by Sawatch Labs for the performance of the Services through the date of termination only, in accordance with the Schedule of Values plus any authorized reimbursable expenses incurred to date of termination and any verifiable and documented non-cancelable commitments made by Sawatch Labs through the date of termination; provided, however, that Sawatch Labs shall exercise best efforts to mitigate the cost of same. Under no circumstances shall Client be liable to Sawatch Labs for any lost profits, lost revenue, or any other losses of any kind whatsoever associated with any Services not performed.

Data collection devices, such as the Geotab GO9, must be installed within 30 days of receipt. Data collection will end 120 days after devices are received by the client unless otherwise indicated in the contract terms. If devices are installed after 30 days, there may not be sufficient data on those vehicles.

Delivery of Results: Sawatch Labs will notify the client when results are available and *request to schedule a meeting (in-person or web call). If client does not participate in a results delivery meeting within thirty (30) days, Sawatch Labs has the right to deliver results via email and invoice in full. Results will remain available in the online dashboard for six (6) months.

Client Participants Limitations & Potential Conflicts of Interest. The Client participants in the Xcel Energy Fleet Electrification Advisory Program (FEAP) shall be limited to client staff that are involved in fleet electrification activities, including fleet, sustainability, facilities, and management staff. The participation in dashboard demos, results reviews, and user access to Sawatch Labs' dashboard will be limited to the staff identified by the Client that are supporting fleet electrification activities. No additional Client staff nor third-party entities (e.g. consultants) shall be permitted to participate in the FEAP program calls nor access the Sawatch Labs' dashboard. The Client may submit a written request to Sawatch Labs for review to extend participation to other staff or entities. The Client is responsible for identifying potential conflicts of interest by participating staff, including but not limited to identifying staff that are involved in ventures outside of Client operations that are related to fleet electrification and transportation analysis. If a potential conflict of interest is identified, Client must provide a written notification to Sawatch Labs within 24 hours.

Attribution. The results from the Sawatch Labs' Dashboard and Analytics, including but not limited to summary results, downloaded material, and screenshots, are permitted to be shared by the Client. If the Client shares the results and output from Sawatch Labs' analysis, including in modified form, the Client must attribute the material and analysis to Sawatch Labs and comply with the following requirements:

- a. Provide clear attribution to Sawatch Labs in each instance in close proximity to the location of the material.
- b. The attribution must in every case include a hyperlink to <https://www.sawatchlabs.com/>.
- c. Include an indication if the Client modified the results and output from Sawatch Labs.

Signature: _____

Printed Name: _____



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
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Text File

File Number: 23-1446

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 2

Climate Action Plan Implementation – Commercial Buildings

2024 Funding -\$32,500

Total Funding – \$115,000

This request for funding Climate Action Plan implementation is a request for funding within the CAP Transportation and Commercial Buildings. Intention would be for first year funding approval in 2024 with follow-up funding based upon completing task goals

Requesting Department(s)

Request Type: Program

Current Status: Not started

Timeline: 01/2024 to 12/2027

Department Point of Contact: Kuhlman, Lewis

What is the request's desired outcome?

The request's desired outcome is initiate actions for commercial building greenhouse gas emissions reductions through a program utilizing education, peer pressure through energy expenditure outlay, and localized greenhouse gas emissions reduction incentives.

How will this outcome be measured?

The outcome will be measured through tracking of energy consumption/greenhouse gas emissions reductions of participants in the program. Additionally, working with Xcel Energy to examine overall commercial building energy reduction amounts year over year.

What is the program plan to reduce City of La Crosse commercial building greenhouse gas emissions?

- 2024
 - City of La Crosse commercial and small business webinar on energy efficiency to help educate building and small business owners
 - Focus on energy savings initiatives for buildings
 - Presenters (to determined through recruitment) could include:
 - Xcel
 - Trane Technologies
 - JCI
 - Kwik Trip
 - Lighting company
 - Prior Sustainability - Kasey
 - Budget need: \$5,000 for presenters and webinar services
 - CAP SC to work with Xcel Energy - Develop building energy footprint map of La Crosse -
 - Premise of the Map of city energy footprint
 - Money to generate map
 - Determination of funds and Year 2 planning

- \$20,000 - Consultant fee for use of Xcel Energy information and mapping
 - 80 hrs
- Development of Climate Action Proponent Plan (CAPP) total program - highlights below in Year 2
 - Council board for applicant review and approval
 - Marketing of CAPP 4Q24 - \$7,500
 - Energy Assessments would need to take place in 2H24 or 1H25
- Year 2 - 2025
 - Release of Climate Action Proponent Plan
 - Free Xcel Business Energy Assessment (proposed at this point)
 - Develop council board for review of CAPP applications for cost-share
 - Cost share of up to \$3,500 for business investment in energy savings
 - Year 2 max of \$35,000 cost share as a total
 - Cost Share can be done in addition to Xcel bonus Incentives
 - Will Hutchens
 - Cost-share would be given in 2H25
 - Release of Xcel Energy Map to commercial building and business owners in City of La Crosse
 - Council reviews how to incorporate into the Year 3 Climate Proponent Plan incentives
 - Budget - \$5,000 for any additional work and webservice for portal left from 2024
- Year 3 - 2026
 - Webinar Review of Year 2 results - City of La Crosse commercial and small business webinar on energy efficiency - energy savings
 - \$5K
 - Update of Commercial Building Energy Footprint Map - \$10,000
 - Continuance of Cost Share Program - updates based on Year 2 - \$35,000
 - Change of program based on map
 - Marketing - \$2500 for additional push
- 2027 and Beyond
 - Budget plan would be updated annually as part of annual budget approval. Additional years beyond 2026 would be added as needed and per budget constraints.

Request Budget	2024	2025	2026	Total
Small Business GHG Webinar	\$5,000		\$5,000	\$10,000
Consultant for Comm Business Energy Consumption Mapping	\$20,000	\$5,000		\$25,000
CAPP Incentive Plan		\$35,000	\$35,000	\$70,000
Marketing of CAPP	\$7,500		\$2,500	\$10,000
Total	\$32,500	\$40,000	\$42,500	\$115,000



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Text File

File Number: 23-1455

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 3

Title: Climate Action Plan Implementation of Action Item TM-2-2: Increase bus frequency as part of goal to increase transit access and commuter ridership

Description:

Action item TM 2-2: increase bus frequency, is part of the overall goal, TM 2: increase transit access and commuter ridership, which is tied to goal TM 1: decrease commuter and community-wide Vehicle Miles Traveled (VMT). These goals were set in order to reduce transportation-related emissions which made up 34.4% of community-wide emissions in 2020. While a one-time budget request is not feasible to fund an ongoing service, there are supporting actions that can prioritize increases in access and a transition to transit. Access includes knowing there is a bus system, understanding how to use it, feeling safe and comfortable riding, being able to afford the system, and feeling support from the community and employer/school for riding transit. Increasing commuter participation and access will require education and outreach about MTU routes, schedules, and incentives. The target audience must include those who currently drive; simply providing better service for current riders will not help reach the overall goal of reducing transportation-related emissions.

Requesting Department(s):

Request Type:

Current Status: Not yet started.

Timeline:

Department Point of Contact:

JUSTIFICATION:

What is the request's desired outcome?

By the end of year one, 500 first-time riders will have taken at least one ride on the MTU. At least ten percent of these new riders will purchase a fare or a pass for additional MTU rides. An average of at least ten Rides with Guides per month will be accomplished. At least one New Rider event will be held each month. At least ten new businesses will sign up to try the MTU works program. At least ten MTU+ event trials will occur. Travel planning assistance sign ups will be accepted at all related events. Promo materials will be viewed and shared on social media.

Each subsequent year will see increases in new ridership, participation in new rider events, and overall ridership. The goal is to permanently reduce the numbers of individual drivers creating greenhouse gas emissions.

How will this outcome be measured?

New rider passes will be counted as they are used. Ride Guides will submit attendance reports after each ride. New rider event reports will be filed by the organizers. The MTU counts overall ridership and tracks changes.

What is the methodology used to determine the budget for this project?

Past experience and similar initiatives.

Explain why project will take more than one year to complete?

Currently, there is an 18 to 24 month wait time between ordering a bus and getting one. The system for procuring new equipment goes through the state and depends upon their timelines. In addition, there is a driver shortage in La Crosse and nationwide. Increasing service is one part of increasing ridership. Ensuring what we have right now is being used to its fullest capacity can increase ridership while the funding and logistics are being worked out to increase service.

But, changing behaviors, especially car-driving habits, requires more than just increasing frequency or improving service. Our whole society revolves around cars. A recent meta-study of policies aimed at reducing VMT and increasing transit ridership concludes that, “[C]arrots alone are not sufficient to overcome the entrenched infrastructure and incentives, which today favors car use.” This means that besides education and

outreach events, promotional fares, and increased service, some changes to city policies should be considered which will take more than a year to accomplish. In addition, lack of familiarity with the system, lack of understanding about using it, and misinformation about safety, keep people from considering the bus for some trips. It will take time to roll out new information, train volunteers, and schedule programs. The changes must be permanent, not one-time entertainments. So, it is probable that repeated promotions, events, and incentives will be required.

Building ridership within the current system will strengthen the case and increase rider fares that can be used for increasing service, including extending weeknight 1/2 hour service, adding later service on weekends, and ensuring the bus fully serves French Island and the La Crosse Regional Airport.

APPROVAL & OVERSIGHT:

Has request been approved by an oversight board?

Climate Action Plan Steering Committee

Is this request part of an approved master plan?

2023 Climate Action Plan (2019 Carbon Zero Resolution)

Does this request require regulatory/other outside approval?

No

Outside Funding: *(It is possible that grants could be found for some of this. For example*

- [AARP Community Challenge grants](#) (applications start in January) may help train Ride Guides or related transit education and outreach events, especially for seniors and diverse communities.
- [Section 5310 grants](#), administered by the state, offer resources for small urbanized areas to increase access and use for and by seniors and disabled citizens.

Does this request require the city to contribute funds?

Does this request use donated funds?

Operating Costs	Source FTEs		Amount				
	Past	2023	2024	2025	2026	2027	Total
Request Budget							

FUNDING SOURCES:

SPENDING PLAN:

EXPENDITURE CATEGORIES:

Details:

Year One \$30,000

1. Social and local media campaign to promote transit ridership and encourage first-time riders, especially commuters, to try the bus \$12,000
 - * Contracted and/or volunteer media to educate about how to and benefits of taking the bus, how bus riding helps the CAP, events for new riders, etc. Advertise and promote taking the bus.

2. Training and support for ten volunteer Ride Guides including passes for guides and participants, stipends for volunteers, handouts, support materials \$3,000

* “Bus Buddy” or Ride Guide programs provide support for first-time riders, do outreach in the community, help new riders understand the route and fare systems. (Example: [Minneapolis Bus Buddy YouTube Video](#) and [RSVP Bus Buddy Program in Madison](#))

3. Materials and supplies for 12 *new rider* events and promotions Passes, handouts, promotional material, facility rental, etc. \$6,000

4. Materials and supplies for MTU Works outreach and events and outreach to entertainment and event venues to encourage including transit. Printed material, promotional material. \$5,000

* MTU Works outreach to local businesses and non-profits to encourage them to sign up for reduced-fare passes for employees and/or members. Will also include information about parking cashout.

* MTU+ would be a new program encouraging events, restaurants, entertainment venues to partner with MTU and provide a free fare to get to and from the event and/or a promotional item if the bus is used.

5. New rider and promotional passes \$1,500

6. Training and deploying volunteer travel planners \$2,500

Years Two-Four (\$15,000 per year) \$45,000

1. Social/Local media (update existing materials) (\$500 x 3 years) \$1,500

2. Support for volunteer Ride Guides (\$2,000 per year x 3) \$6,000

3. Materials and supplies for monthly new rider events and promotions (\$500 x 12 x 3) \$18,000

4. Materials and supplies for MTU Works/MTU+ outreach and events (\$4,000 x 3) \$12,000

5. New rider passes and promotional passes (\$1,500 x 3) \$4,500

6. Travel planners - train new/update materials (\$1,000 x 3) \$3,000

BUDGET	2024	2025	2026	2027	TOTAL
Social/Local media	\$12,000.00	\$500.00	\$500.00	\$500.00	\$13,500.00
Volunteer training	\$3,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$9,000.00
<i>New Rider</i> events	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$24,000.00
MTU Works/MTU+	\$5,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$17,000.00
Passes	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$6,000.00
Travel planners	\$2,500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$5,500.00
TOTAL	\$30,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$75,000.00

###

Not part of the budget request, but background information for committee.

RELATED ACTIONS

As mentioned, a recent meta-study of transit policies* found that the most effective policies to encourage people to switch from their cars to public transit make car driving less convenient and more expensive (sticks). Funding for bus service increases (carrots) could, in some cases, come from these policy changes, much as increased taxes on cigarettes not only discourages tobacco use but also helps pay for health and smoking prevention programs.

The top recommendations from the study referenced above include policy changes already recommended by city and county plans such as workplace parking charges, parking cash out schemes, restricting and/or charging

extra for time-sensitive access by private cars, variable rate parking charges, reducing availability of parking (removing spaces), and creating car-free streets (temporary, occasional, or full-time).

The City of La Crosse 2018 Transportation Demand Management Plan already includes parking cash out, variable charges for parking, and other similar “sticks” that can help manage demand *and* fund improved transit (see p. 26, Table 1: TDM Tactics and Goals). Sharing revenue from *parking benefits districts* with the MTU can help fund better services that will reduce the demand for parking. Implementing these *and* the policy and operational changes outlined in the Grand River Transit Service Enhancement & Policy Plan 2015-2025 and the 2021-2024 LAPC Regional Transit Development Plan, can provide the carrots and sticks needed to move people from their cars and permanently reduce transportation-related GHG emissions in our community.

Solutions for funding increased bus service may include

- * Add a \$5 *clean transportation assessment* for every property tax payer. Using a similar formula that allows university students to get an annual bus pass for about \$15 per year per student, provide each property tax payer with three transit day-passes. Because every property tax payer subsidizes the city's parking infrastructure, whether or not they own or drive a car or use the facilities, this would begin to address transportation funding inequities. \$115,000 for an extra half-hour of service is less than \$3 per La Crosse adult per year.
- * Invite volunteer *Clean Transportation* donations (similar to WI affinity license plates) with donors receiving three (or x) free day passes for every \$5 donation.
- * Pay for increased service, planning for increased service every year, using parking fees and fines. Adjust parking fee/fine rates as needed to make up the difference. Possibly, as transit is more used, more rider fares will make up more of the cost and parking will be less in demand.
- * Charge (more) for on-street parking in more areas of the city and use the money to increase service.

* Article: <https://www.forbes.com/sites/carltonreid/2023/08/17/sticks-not-carrots-needed-to-get-drivers-out-of-cars-say-climate-scientists/?sh=50cd609529af>

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City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1456

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 4

Title: Climate Action Plan Implementation of Action Item TM 3-3. Assist private fleet operators with grant applications for EVs and EV infrastructure to transition to EVs

Description:

Action item TM 3-3 aims to assist private fleet operators to transition to electric vehicles in order to reduce transportation-related greenhouse gas emissions. The support must include education about EVs, support for assessing what an EV fleet would look like and what charging infrastructure needs will be, help in finding grants and incentives to make these transitions, and incentives to participate.

Requesting Department(s):

Request Type: Project

Current Status: Not started yet

Timeline:

Department Point of Contact:

JUSTIFICATION:

What is the request's desired outcome?

By the end of year one, at least ten private fleet managers will sign on to a La Crosse Green Fleets program and have completed or nearing completion on an EV Transition Plan with EV goals of 30% by 2030 and 100% by 2040 in order to qualify for assistance. The goal for years two through four are the same.

How will this outcome be measured?

Each year's "class" will be tracked with quarterly surveys and/or meetings to assess progress and adjust support if needed.

What is the methodology used to determine the budget for this project?

Past experience and similar initiatives.

Explain why project will take more than one year to complete?

The ultimate goal is to reduce transportation-related emissions to zero which means as many as possible zero emissions vehicles. There will not be sufficient resources or people to contact and support a spontaneous overnight change. After the first "class" of participants, the programming may need to be adjusted. New developments in battery materials, charging technologies, vehicle sizes and price points, government policies and incentives may alter the timeline of the transitions.

Has request been approved by an oversight board?

Climate Action Plan Steering Committee

Is this request part of an approved master plan?

2023 Climate Action Plan (2019 Carbon Zero Resolution)

Does this request require regulatory/other outside approval?

No

Outside Funding: *(It is possible that grants could be found for some of this. For example*

[Department of Energy Tax Credits](#) for Commercial EV and Alt Fuel Vehicles

[Commercial Clean Vehicle Credits](#)

[IRA Tax Credits for EVs for individuals and their businesses](#)

[Focus on Energy Business Solar PV](#) incentives (charging)

Xcel Energy fleet assessments (limited availability), charger incentives

[Renew Wisconsin EVs for Good](#) grants for EVs and charging (non-profit, service-oriented)

Does this request require the city to contribute funds?

Does this request use donated funds?

Operating Costs Source FTEs Amount

Request Budget Past 2023 2024 2025 2026 2027 Total

FUNDING SOURCES:

SPENDING PLAN:

EXPENDITURE CATEGORIES:

Details:

Year One \$35,000

1. Use existing materials to develop an invitation to participate in a “La Crosse Clean Fleets” program, including overall goal, services offered, timeline, requirements, incentives when intermediate goals met. Use existing materials including the [paleBLUEDot EV Ready Guide](#), materials from Xcel Energy, and, if available, [WI Clean Cities Smart Fleet](#) materials. Include overview of transition, reasons to consider, basic information about EVs and charging, and outline of Clean Fleets program. (\$2,000)
2. Invite fleet managers to sign up for the program. Focus on taxi services and businesses/non-profits with at least five vehicles in the fleet (Xcel requirement), especially businesses and non-profits which have already demonstrated interest in sustainability. Aim for March 15 sign up deadline initially. Develop waiting list if needed.
3. Host online or in-person Clean Fleet orientation program including WI Clean Cities, Xcel, EVA, Renew Wisconsin, guest from local or regional business/np that is in transition. Request that participants bring fleet assessment data to event. \$3,000 for event.
4. Ensure participants are signed up for a fleet assessment through Xcel, WI Clean Cities or another organization if needed. If possible, train one or more volunteers or interns to assist with fleet assessments. May need to contract with EV Transition consultant. \$3,000 to train volunteers (cost of assessment from contractor depends upon individual situations)
5. Provide regular updates on new programs, vehicles, charging news, grant opportunities via email or website updates.
6. Quarterly one on one meetings and assessments of progress and adjustments in programming and support needed. \$4,000 (10x\$100x4)
7. By end of year one, reward those who have finalized a transition plan or are in process of finalizing. \$15,000
Incentives may include one or more of:
 - * \$1,000 per participant toward charging infrastructure costs as needed
 - * \$500 per participant for BlueDot (<https://www.thebluedot.co/business>) EV charging
 - * \$500 support to purchase e-cargo bike or ebike if assessment shows need (local deliveries,

inspection services, consulting, etc.)

- * Membership option in Wisconsin Sustainable Business Council for one year (\$250 - \$500 depending upon size of business) OR similar organization

8. Annual follow up with class one participants. Invite class one participants to be presenters at programs in years two through four.

Years Two-Four (\$70,500)

Same as year one with updates and adjustments as needed. Target ten fleets per year or more if conditions and resources permit.

BUDGET	2024	2025	2026	2027	TOTAL
Invitation/Promo	\$2,000.00	\$500.00	\$500.00	\$500.00	\$3,500.00
Orientation	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$12,000.00
Volunteer training	\$3,000.00		\$3,000.00		\$6,000.00
Quarterly support	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$16,000.00
Incentives	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$60,000.00
TOTAL	\$27,000.00	\$22,500.00	\$25,500.00	\$22,500.00	\$97,500.00



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1454

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 5

Title: Home Energy Audits

Description: This CIP request is for funding to cover the cost of home energy audits for residences in La Crosse. This request comes directly from top climate actions from the La Crosse Climate Action Plan and the year 1 implementation plan for the La Crosse Climate Action Plan. This request will provide 100% of the cost for a home energy audit for those making under 100% of the County Median Income, and progressively less as the income rises. At 150% of the County Median Income the rebate will be \$100. Everyone above 150% of the County Median Income will be able to claim the \$100 rebate.

Requesting Department(s): Planning and Community Development

Request Type: Program

Current Status: Not Started

Timeline: Funding requests for each year in the CIP.

Department Point of Contact: Lewis Kuhlman

Justification:

- **What is the request's desired outcome?**
 - Provide 100 home energy audits over the course of the first year of implementation.
- **How will this outcome be measured?**
 - By measuring the number of households impacted.
- **What is the methodology used to determine the budget for this project?**
 - The La Crosse Climate Plan indicates that the cost of an energy audit is between \$300-\$600, and local experts indicate that a quality energy audit will run closer to \$500. To accomplish the goal of 100 households in a year there will need to be funding to cover the cost of the energy audits and the administrative costs for running the program.
- **Explain why project will take more than one year to complete?**
 - This is supposed to be an ongoing program and to reach the broadest possible number of households this program will need to run for more than one year. There is also not enough supply of contractors who could provide energy audits to do every household in one year, nor the capacity at the city.

Approval & Oversight:

- **Has request been approved by an oversight board?**
 -
- **Is this request part of an approved master plan?**
 - Yes, this request is directly tied to the La Crosse Climate Action Plan.
- **Does this request require regulatory/other outside approval?**

Outside Funding:

- Does this request require the city to contribute funds?
 - Yes.

- Does this request use donated funds?
 - No.

Operating Costs	Source FTEs	Amount
-----------------	-------------	--------

Request Budget (\$75,000 per year)	Past	2025	2026	2027	2028	2029	Total (\$375,000)
------------------------------------	------	------	------	------	------	------	-------------------

FUNDING SOURCES:**SPENDING PLAN:**

- The funding would be spent by paying for the contracted energy audits. Those receiving the 100% cost cover would be contracted directly from the city. Those receiving a reimbursed portion would receive a voucher for that funding after the fact.

EXPENDITURE CATEGORIES:**Other Notes:**

- IRA does provide up to 30% credit on energy audits that cost up to \$500, with a maximum credit of \$150.
 - <https://www.irs.gov/newsroom/home-energy-audits-may-qualify-for-an-energy-efficient-home-improvement-credit>.
 - We anticipate that this could be on top of what the city provides. However, to access this credit the household would need to have the financial capacity to take on that cost. This program alleviates that burden.
- A goal for these energy audits would be to tie the results to the Electrification Campaign (EECBG) and IRA incentives.
- Resources: <https://www.energy.gov/scep/slsc/articles/achieving-energy-savings-small-and-medium-sized-public-facilities-strategic>



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1464

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Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 6

Title: Equitable Urban Tree Canopy Initiative

Description: Prioritizing new development of a healthy tree canopy in neighborhoods identified as both underserved and subject to a high urban heat island effect. This project seek to enlist outside support for planting and ongoing (multiyear) tree establishment maintenance of young trees.

Requesting Department(s): Parks, Recreation and Forestry; City Planning

Request Type: New funding - \$50,000

Current Status:

Timeline: FY24 - target 2024 fall planting

Department Point of Contact: Lewis Kuhlman

Justification:

- **What is the request's desired outcome?** Increased equitable tree canopy in underserved areas defined by the city inventory per goals of the climate action plan. This has potential to reduce the urban heat island effect, sequester carbon, and increase stormwater retention
- **How will this outcome be measured?** # trees planted; # of trees new trees surviving beyond 3 years. It is anticipated that the benefits from this project will increase each year including lower average summer temperature (long-term) in neighborhoods served, amount of carbon sequestered, and # gallons stormwater absorbed.
- **What is the methodology used to determine the budget for this project?**
- **Explain why project will take more than one year to complete?** New trees need multiple years to establish themselves and tree planting will be an ongoing, multi year project.

Approval & Oversight:

- **Has request been approved by an oversight board?**
- **Is this request part of an approved master plan?** Part of climate action plan and Parks, Recreation, and Forestry planning
- **Does this request require regulatory/other outside approval?** Tree planting ordinances

Outside Funding:

- **Does this request require the city to contribute funds?** \$50,000
- **Does this request use donated funds?** N/A

Operating Costs	Source FTEs		Amount				
	Past	2023	2024	2025	2026	2027	Total
Request Budget							



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1465

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 7

Title: Stormwater management education for homeowners

Description: Including educational flyers within annual stormwater utility mailing. Information would include why stormwater and stormwater rates are increasing due to climate change and how property owners can take action that mitigates stormwater flooding and earn tax credits.

Requesting Department(s): Stormwater utility; City planning

Request Type: New funding - \$5,000

Current Status:

Timeline: flyers go out in June 2024

Department Point of Contact: Lewis Kuhlman

Justification:

- **What is the request's desired outcome?** Increased homeowner participation in stormwater mitigation efforts on their property.
- **How will this outcome be measured?** #people participating; # flooded housing complaints
- **What is the methodology used to determine the budget for this project?**
- **Explain why project will take more than one year to complete?** Ongoing education efforts

Approval & Oversight:

- **Has request been approved by an oversight board?**
- **Is this request part of an approved master plan?** Climate Action Plan
- **Does this request require regulatory/other outside approval?** No

Outside Funding:

- **Does this request require the city to contribute funds?** \$5000
- **Does this request use donated funds?** No

Operating Costs	Source FTEs		Amount				
	Past	2023	2024	2025	2026	2027	Total
Request Budget							

FUNDING SOURCES:

SPENDING PLAN:

EXPENDITURE CATEGORIES:



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1457

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Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 8



Sustainability Analytics LLC
225 17th Pl S, La Crosse WI 54601



December 1, 2023

Mr. Lewis Kuhlman, Environmental Planner
Planning and Development Department
City of La Crosse

Subject: **Proposal for City of La Crosse GHG Emissions Inventories**

Dear Mr. Kuhlman,

You requested annual Greenhouse Gas (GHG) Inventories as recommended in the Climate Action Plan. Thank you for the request; I would be pleased to provide this service to the City of La Crosse. The scope of work would include two GHG inventories for calendar year 2023: government operations and community-wide. Both inventories would be completed in the same way as Pale Blue Dot's inventories completed previously for 2019-20, to be fully comparable.

Results for both inventories would be available by late July 2024, for inclusion with CDP reporting (per our earlier discussion). Total fee for both inventories would be \$8,500. This would include license fees for use of Pale Blue Dot's calculation tool.

Thank you for your consideration of this proposal. Please feel free to contact me with any questions or concerns that you may have.

Sincerely,

A handwritten signature in black ink that reads 'Anders Olson'.

Anders Olson
Sustainability Analytics LLC
608.518.7703
anders@sustainanalytics.com



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1458

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Request

Agenda Number: 9



Dear Community Sustainability Supporter -

According to the latest data from the Yale Center of Climate Change Communication, adults in Wisconsin's 3rd Congressional District place efforts to respond to climate change squarely on the shoulders of businesses. In fact, 2/3 of respondents feel businesses, more so than individuals, local, state or federal government, should be doing more to address global warming.

Ten years ago, having concrete examples of how your business is supporting efforts to reduce global warming was a "nice to have"; now, it's a "need to have" as customers and other stakeholders simply expect it, particularly among those in the market dominating segments of the Millennials and Gen Z. What is your business doing to meet those expectations, and how are you communicating your commitment to your stakeholders in the Driftless region?

At the Sustainability Institute, we have built our organization and following based on the notion that people don't want to be mired in doom-and-gloom. Rather, they want to be inspired by the local solutions that are already underway; to learn what others are doing; and to have some fun in the process. Is this messaging something your organization would benefit from being a part of? If so, **please consider supporting our programs and becoming a sponsor of the Sustainability Institute.**

We engage residents of the Driftless region through a variety of programming. Our monthly Sustainability Chat series informs participants of climate and sustainability solutions that businesses are undertaking right now; events like our annual Green Goose Chase uses gamification to connect participants to regional sustainability-focused initiatives and organizations; and events like our Inspiring Sustainability Awards gives people a chance to recognize and celebrate individuals and organizations who are walking the walk.



A Positive Promoter \$500 level sponsorship helps to support our Inspiring Sustainability Awards. This event is a celebration that recognizes individuals and organizations who have inspired sustainable action within our community. In addition, the Inspiring Sustainability Awards event creates an atmosphere of hope and motivation to keep this vital work moving forward offering an opportunity to network and share stories. Brands looking to associate themselves with themes focused on a brighter future and celebration could benefit from this sponsorship. This year we will be hosting the event again at La Crosse Distilling Co. - a past award recipient. The energy, camaraderie and celebration during the event is just the type of atmosphere we hope to cultivate to help spur further action.

Supporting at the \$1,000 Cheering Champion level supports both the Inspiring Sustainability Awards and Sustainability Chats. This virtual event series help connect our community to the good work and examples of sustainability happening here in the Driftless. We host seven Sustainability Chats a year with each one being recorded and shared out to our mailing list and social media. This is a terrific opportunity for organizations looking to build on their efforts to connect to and support local organizations and grass-roots sustainability efforts. These events offer a dual purpose. They help raise awareness and exposure of sustainable efforts in our community which educates and inspires our audience, but also helps local organizations and businesses gain awareness, volunteers and support.



By the end of 2023, we will have had 28 Sustainability Chats with over 400 attendees since launching in May of 2020. Over 98% percent of attendees reported that they felt inspired to learn more, share with others or take action towards the highlighted topic after attending a Sustainability Chat.



Becoming a supporting member at the **Committed Advocate \$3,000** level supports all three of our major programs including our extremely popular Green Goose Chase - an interactive mission-based game meets scavenger hunt which has teams from our community exploring nature, experiencing local sustainability, learning about the Good Life Goals and creating a positive vision of what a sustainable community looks like. If you're looking to connect your organization to a vibe of fun and family, here is your opportunity! With the third year of this game under our belt, we are seeing a steady and exciting rise in participation.

This last year we had 63 teams consisting of players of all ages contributing over 1,280 submissions. Just take a look at some of the feedback we have received from teams:

"This is such a cool idea and we loved being a part of it! We learned a lot about how La Crosse can be and is becoming more eco-friendly; and how we can help! Thank you!"

"This was a great way to explore things in community we don't know about. Also it's a great chance for entire family to get out and explore together."

"Keep it up! It gets a lot of people out into the community to learn about new sustainable initiatives they may not have been exposed to if not for this game."

"I want more missions but it's probably because we're competitive and it was fun to discover new things around the city or revisit places we already love!"

"Thank you so much for some free family fun! This was the most fun we have had in a long time, and we will likely be talking about it for many years to come. We loved every mission; there wasn't a mission we didn't like. It was really cool and inspiring to see what other participants were posting, too! We learned, we played, and we explored all together."

Our mission at the Sustainability Institute is to celebrate and advance sustainability efforts within the Driftless region. **The thing is, we need your help to keep this work going. Our work is only possible thanks to the generous support of our members, donors, and sponsors.** When you become a sponsor of the Sustainability Institute, you are helping to communicate your commitment to bring about a cleaner, healthier, and more vibrant community, region, and world. Given consumer sentiment concerning the leadership role businesses should be taking regarding climate change, is this an opportunity you can afford to pass by?

We invite you to visit our website:

www.sustaininstitute.com

and become a member today! You can choose a level of support and pay via credit card by clicking on the **"Become a Member"** button on the top of our homepage. If you prefer to pay by check or need an invoice, please email us at email@sustaininstitute.com.

Your membership support at any level is tax deductible and greatly appreciated! As always, we want to **THANK YOU** for your support and making steps towards a brighter and more sustainable community for all.

	PROMOTER \$500	CHAMPION \$1,000	ADVOCATE \$3,000
What membership support includes:			
Email Alerts for Upcoming Programming	✓	✓	✓
Monthly Sustainability Spotlight Blog Email	✓	✓	✓
Ticket(s) to Inspiring Sustainability Awards Event	3	4	6
Summer & Winter E-Newsletter	✓	✓	✓
Membership Recognition on Website	✓	✓	✓
Logo/Name in E-Newsletter	✓	✓	✓
Logo/Name at Inspiring Sustainability Awards	✓	✓	✓
Logo/Name at Sustainability Chats Virtual Events		✓	✓
Logo/Name on Green Goose Chase Website & at Team Celebration			✓
Green Goose Chase Mission highlighting your Business or Location of Choice			✓

THANK YOU!

Carrie Thompson, Executive Director - Casey Meehan, Director of Programming

The Sustainability Institute Executive Board

Lee Rasch, Dorothy Lenard, Wade Hackbarth, Brandon Prinsen, Maggie McDermott,
Vicki Miller, Nao Tsumagari & Jacob Sciammas



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1459

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Proposals

Agenda Number: 10

This table includes more of a sliding scale for the advisory service for partners that is working well so that the City can adjust those services as needed and Canopy can come in under the 25k threshold as well.

Item	Description	Fee
One-time start up work	Customized, white-labeled website for La Crosse <ul style="list-style-type: none"> State of the art website in terms of graphics, design, and user interface. PW: electric. With local information and education for residents on home and vehicle electrification, rebates, and incentives. This will serve as the front-door to the Canopy platform for all residents and can highlight your key messages, campaigns, and priorities. It can be connected by simply adding a button on your existing website, or it can replace your website if you're ready for an upgrade. 	One-time \$5k
Platform	Localized Canopy Platform <ul style="list-style-type: none"> Personalized experience on the core platform with education and information tailored to each resident re: what makes the most sense for their home, step-by-step guides for each upgrade, and planning tools for individuals. Including localization of rebates and incentives, contractors, and local fuel pricing, and email drip campaigns and nudges to follow up. Data and reporting on usage, interests, actions taken, upgrades completed, emissions reductions, etc. 	\$9.5k annually
Advisory	1-on-1 advisory service for residents <ul style="list-style-type: none"> Unlimited low-touch support via email (~75% of people use self-service guides and email support) High-touch support via phone and video calls. We can scale up based on max volume of calls: <ul style="list-style-type: none"> \$5k for up to 80 calls/year \$20k for up to 320 calls/year \$40k for up to 640 calls/year Training / capacity building for local staff or volunteers to handle advising workflow as desired 	\$5k-\$40k annually, depending on max volume.
	Total Cost:	\$14.5k + advisory fee if needed

CANOPY

On a mission to remove fossil fuels from America's
households

**Your community has big, ambitious
climate goals.**

A donut chart with a light blue background and a darker blue segment representing 35% of the total. The text '35%' is written in bold blue font inside the white center of the donut.

35%

Nationwide, **35% of emissions** are generated by the **1 billion residential machines** owned by individuals

The technology to decarbonize the residential sector **already exists**, but much of it hasn't yet **gone mainstream**



**Community groups have figured out
how to activate homeowners, but
their approach **doesn't scale****

Canopy offers digital tools that support, amplify, and help you reach scale and impact.













Canopy walkthrough

Localize and customize

Customize offering

Homeowner offerings


WHICH UPGRADES DO YOU WANT TO OFFER HOMEOWNERS?
Select all options

 Rooftop solar	 Electric vehicles	 Induction stove
 Insulation, windows, & doors	 Heat pump	 Smart thermostat
 Home battery	 Heat pump water heater	 Renewable energy
 Bicycle	 Portable heat	 Portable


Customize offering

Homeowner offerings


WHICH UPGRADES DO YOU WANT?
Select all options




Rooftop solar



Insulation, windows, & doors



Home battery



Add contractor

CONTRACTOR NAME

Your City Heating & Cooling

SERVICES PROVIDED

☒ Energy audits

☒ Weatherization

☒ Heat pumps

☐ Solar

☐ EV chargers

☐ Electrical panel upgrades

☐ Heat pump water heaters

WEBSITE

https://example.com/

PHONE NUMBER

555-555-5555

EMAIL


contractor@yourcityhvac.com

[Back](#) [Complete](#)


Customize offering

Homeowner offerings


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Back

Fuel pricing

AVERAGE ELECTRICITY RATES

\$ / kWh

Enter the average default rate (\$ / kWh) for utilities in your community. This will be used to calculate savings estimates for homeowners.

AVERAGE NATURAL GAS RATES

\$ / therm

Enter the average default rate (\$ / therm) for utilities in your community. This will be used to calculate savings estimates for homeowners.

AVERAGE PROPANE RATES

\$ / gallon

Enter the average default rate (\$ / therm) for companies in your community. This will be used to calculate savings estimates for homeowners.

AVERAGE FUEL OIL RATES

\$ / gallon

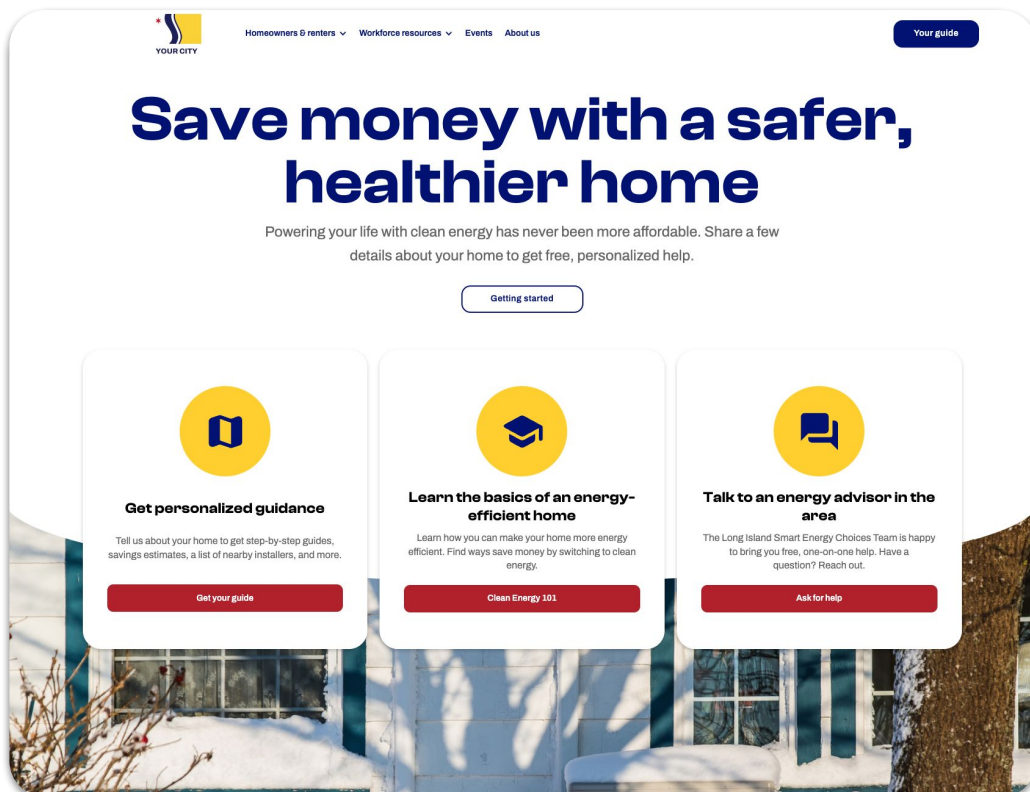
Enter the average default rate (\$ / therm) for companies in your community. This will be used to calculate savings estimates for homeowners.

Back


Complete

Customized website

Landing pages



Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide

The basics of an energy-efficient household

Electrification means replacing machines like a fossil fuel burning furnace, water heater, stove, or car with efficient, electric alternatives. It also means getting your electricity from renewable sources so you can run these machines with clean power.

⚡


The good news is that that technology to electrify your home is here, and it is great!

These technologies have a lot of benefits above their fossil fuel counterparts. They can:

- Improve indoor air quality and safety
- Make your home more comfortable and resilient
- Reduce your energy bills
- Reduce pollution and help the environment


You don't need to electrify your home all at once. You should be practical and

CLEAN ENERGY 101




1. Planning ahead

Making a plan can help save you money when appliances and vehicles break down




2. Renewable energy

Rooftop and community solar projects can help save you money on energy bills




3. Electric vehicles

From overcoming range anxiety to choosing the right vehicle, learn what's important




4. Home heating & cooling

Heat pumps can heat and cool your home in any season more efficiently than other systems



5. Water heating


Heat pump water heaters are often the most cost-effective way to get hot water



6. Cooking

Induction stoves are gaining popularity among professional chefs and homeowners alike

Education



Homeowners & renters ▾ Workforce resources ▾ Events About us

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Homeowners & renters ▾ Workforce resources ▾ Events About us

Your guide



⚡

LESSON 5 2 minutes

Water heating

Heat pump water heaters are often the most cost-effective way to get hot water

All lessons

Get started

Your water heater provides hot water throughout your home, and is usually the second largest source of energy use in the home (after space heating). When you turn on your shower or run your washing machine, you're using water provided by the water heater.

Many traditional water heaters that have been around for decades burn fossil fuels—like

Education



Homeowners & renters ▾ Workforce resources ▾ Events ▾ About us

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Homeowners & renters ▾ Workforce resources ▾ Events ▾ About us

Your guide



Your water heater provides hot water through the largest source of energy use in the home. To shower or run your washing machine, you

Many traditional water heaters that have

If your current water heater runs on fuel oil, propane, or electric resistance then you'll very likely save money on your energy bills. If you're on natural gas, you'll be closer to breaking even, but it depends on local energy prices.

Retrofitting for your home

Heat pump water heaters are powered by a compressor that pulls heat out of the air and transfers it to an insulated water storage tank, which means it needs ample space from which to pull. An unfinished basement or garage is a great place for a heat pump water heater.

If your current water heater is in a small space like a utility closet, it may not have enough airflow to heat the water. You may need to install louvered doors to increase the airflow, or you may need to get a special kind of heat pump water heater – called a split system – where the compressor sits on the outside and the tank sits inside.

Electrical panel and wiring

Depending on the capacity and remaining space of your electrical panel, you may need to have an electrician add or reconfigure circuits on your panel and add 220V outlets for the heat pump water heater to plug into ([learn more](#)). This should be done in preparation for or alongside the heat pump water heater install.



All lessons

Get started




Get personalized guidance

We help homeowners and renters make their homes more sustainable and comfortable, all while lowering their energy bills. Tell us about your home to get started.

Get your guide

Rebate & incentive finder


[Getting started](#) [Rebate finder](#) [Contractors](#) [Sign in](#)


All rebates & incentives

Learn which financial incentives are available to you for work in your home. Share a few details about your household, and we'll help you find all the programs you're eligible for.

[Homeowners](#) [Renters](#)

HOME HEATING & COOLING

**Insulation, doors & windows** \$1,054

**Heat pumps** \$2,000

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one highly energy efficient appliance. [Learn more](#)

TAX INCENTIVES

Reduce your year-end income tax liability

Up to
\$2,000**Inflation Reduction Act**

Deduct 30% of the cost of labor and materials — up to \$2,000 — off your federal taxes. Restrictions apply to which heat pumps qualify. Must owe federal taxes to qualify.

REBATES

Get money back after a purchase

\$500**Utility ABC**


Must use a Utility ABC qualified contractor. Additional requirements

Average available
\$45,166

Depending on your income, you could be eligible for more

[Find incentives](#)

Contractor finder



Getting startedRebate finderContractors

Sign in

Contractors and installers

An installer will help you figure out which heat pump is right for your home, determine any retrofitting work that needs to be done, and explain financing options.



Stars: Highest to lowest

ElectriciansPlumbersHVAC experts

INSTALLER30% OFF

K&B Appliance Repair



Olympia, WA★★★★★478

 Website 

INSTALLER30% OFF

Ortiz Heating and Air



Olympia, WA★★★★★219

 Website 

INSTALLER

Harrison's Heating & Air Conditioning Inc

Olympia, WA★★★★★129

 Website 

INSTALLER30% OFF

Mills Andrew K Plumbing Inc

INSTALLER30% OFF

Degree H V A C Inc

INSTALLER

Eminent Electrical Inc

Personalized guidance

YOUR CITY Homeowners & renters ▾ Workforce resources ▾ Events ▾ About us **Your guide**

Getting started with clean energy

Our online platform will give you personalized information and guides, making it easy to take action.

[Get your guide](#)

Recommended for you

Rooftop solar*

0 1 2 3 4 5 6 7 8 9 10

Save \$782 each year

Heat pump

0 1 2 3 4 5 6 7 8 9 10

Save \$782 each year

Heat pump water heater*

0 1 2 3 4 5 6 7 8 9 10

Save \$782 each year

Learn which options are right for your home

We can help you find appliances and vehicles that boost savings, reduce pollution, improve safety, and more. Share a few details, and we'll take care of the rest.

Your plan

1.
2.
3.

Make a plan to swap out appliances and vehicles

You don't have to do everything at once – that's why we help you make a plan based on your needs and your timelines.

Homeowner & renter experience

Onboarding

Home

Share information about your household to get a personalized home upgrade plan with cost and savings estimates, local installers, and more.

HOME ADDRESS







Your home address

We use your location to estimate costs, emissions, and local vendors. We never sell or share your info. You can enter just a zip code, no street address required.

OWN OR RENT

- ☐ I own
- ☐ I rent







TYPE OF HOME

<input checked="" type="radio"/>  Single family home	<input type="radio"/>  Apartment or condo	<input type="radio"/>  Townhouse
<input type="radio"/>  Multi-family home	<input type="radio"/>  Mobile home	<input type="radio"/>  Other / I'm not sure

Heating & Cooling







HOW DO YOU HEAT YOUR HOME?

Choose the primary way heat is delivered throughout your home

<input checked="" type="radio"/>  Forced air with vents	<input type="radio"/>  Baseboard or wall heater	<input type="radio"/>  Radiators
<input type="radio"/>  Mini-splits	<input type="radio"/>  Radiant floors	<input type="radio"/>  Stove or fireplace

WHAT POWERS YOUR HEATING SYSTEM?








Choose the primary energy source for heat in your home

<input checked="" type="radio"/>  Natural gas	<input type="radio"/>  Electric resistance	<input type="radio"/>  Heat pump
<input type="radio"/>  Fuel oil	<input type="radio"/>  Propane	<input type="radio"/>  Other / I'm not sure

Interests

WHAT ARE YOU INTERESTED IN?


Select all options you'd like to learn about


<input checked="" type="checkbox"/>  Rooftop solar	<input type="checkbox"/>  Induction stove	<input type="checkbox"/>  Insulation, windows, & doors
<input checked="" type="checkbox"/>  Heat pump	<input checked="" type="checkbox"/>  Smart thermostat	<input type="checkbox"/>  Home battery
<input checked="" type="checkbox"/>  Heat pump water heater		

Back

Complete

Personalized exploration & education


 **Explore** **Your plan**

Have a question? [Get help](#) 

Explore

Your picks
You've indicated interest in these electrified home upgrades

Save \$1,200/year




Electric vehicle

- Save on gas & car maintenance
- Reduce outdoor air pollution

\$7,500 In rebates and incentives

Save \$120/year




Heat pump

- Save on energy bills
- Add air conditioning
- Replace aging equipment

\$2,500 In rebates and incentives

Save \$3,200/year



Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage


\$12,290 In rebates and incentives

[View all](#)

Browse all upgrades

SORT BY
Category


HOME ELECTRICITY



Renewable energy plans


n/a In rebates and incentives

Save \$3,200/year




Rooftop solar

\$12,290 In rebates and incentives



Home battery

n/a In rebates and incentives




Electrical panel

\$500 In rebates and incentives


63

Personalized exploration & education

**Explore****Your plan**

Have a question?

Get help



Your picks

You've indicated interest in these electrified home upgrades

Elect

• Save on


• Reduce

\$7,500

Renewable energy plans


n/a


in rebates and incentives

**Explore****Your plan**

Have a question?

Get help





Your heat pump overview

Heat pumps can heat, cool, dehumidify, and filter the air inside your whole home or specific parts of it — all with one energy efficient appliance.

- 💡 Reduce energy bills
- 🏠 Improve indoor air quality & temperature control
- 📅 Replace 15+ year old HVAC equipment
- 🛢️ Reduce or eliminate fuel oil use

ROUGH TIMELINE

2 to 5 weeks

Estimated – installers will give more accurate ranges

ABOUT THE PROCESS

6 steps

We'll help you find installers, evaluate quotes, and more

YOUR PROGRESS

0% complete

[View guide](#)

Cost overview

Based on the prices of electricity, fuel oil, and market factors, here's how much you can expect to

\$12,200

n/a

\$500

Personalized exploration & education

YOUR CITY Explore Your plan Have a question? Get help

Your picks
You've indicated interest in these electrified home upgrades

Electrified home upgrades

- Save on energy bills
- Reduce carbon footprint

\$7,500

Renewable energy plans

n/a in rebates and incentives

ROUGH TIMELINE

- 2 to 5 weeks
- Estimated - in give more acc

Cost overview
Based on the prices of electricity

Benefits of a heat pump
There are several reasons to consider a heat pump for your home.

Pollution

Compared to a heat pump, your current HVAC system emits an extra **7,277 lbs of CO₂** each year.

That's like driving your car to Newark, New Jersey and back.

Lower bills

↓ \$116/year
on energy bills

Based on information about your home's energy use and the price of electricity and fuel oil in Alaska over the last 12 months.

Home value

↑ 4.3-7.1%
average increase in home value

Homes with heat pumps sell at higher prices than comparable homes heated with fossil fuels. [See research.](#)

Health & safety

- Reduced risk of fuel oil leaks
- Reduced risk of fire

Eliminating sources of dangerous fumes or harmful pollutants makes your home more safe.

[View all](#)

Personalized exploration & education

How it works

Cold climate heat pumps can work even when the temperature outside is below zero. However, it is important to have a source of backup heat for particularly cold days.

★ Ductless heat pump

Ducted heat pump

PRIMARY HEAT

Cold climate ductless heat pump ^

These systems are great for homes without duct work.

- 1 An outdoor compressor captures heat from the air outside and pumps the heat into your home. In warm weather, it works in reverse.
- 2 Indoor unit(s) – often called “mini-splits” – are installed in one or more specific rooms and distribute heat and cool air throughout the space. [See examples](#)

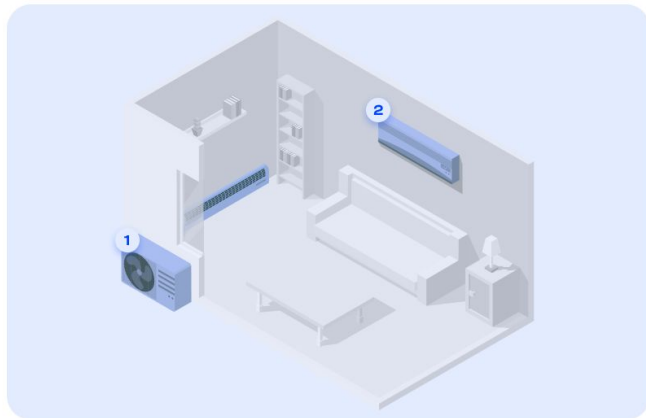
BACKUP HEAT OPTIONS

Keep current system as backup ^

If your current wood stove is still functional, keep it to heat rooms without indoor units and to add supplemental heat for particularly cold days. Your heat pump will run most often, and your wood stove can be turned on at the lowest temperatures.

Add additional electric heating ^

If you want to get off wood, you can install an electric back up system to heat rooms without indoor units. Options include an electric boiler, electric baseboards, infrared heaters, and more. [Learn more about your options](#)



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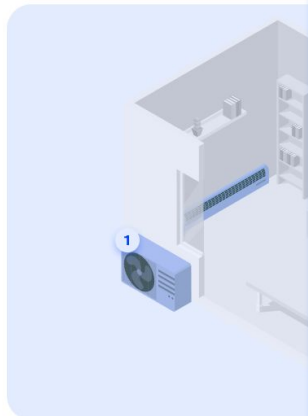
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Ducted heat pump

Ductless heat pump

PRIMARY HEAT

Cold climate ducted heat pump ^

Ducted heat pumps use your home's existing ductwork to heat and cool your home. In order to work efficiently, your ductwork must be well air sealed and insulated.

- 1 An outdoor compressor captures heat from the air outside and pumps the heat into your home. In warm weather, it works in reverse.
- 2 An air handler sits in your basement, attic, or crawlspace. It blows the warm or cool air through your ducts.
- 3 Your duct system delivers the warm or cool air to rooms throughout your home.

BACKUP HEAT OPTIONS

Keep current system as backup ^

If your current furnace is still functional, you can keep it to provide supplemental heat for particularly cold days. Your heat pump will run most often, and your furnace can be turned on at the lowest temperatures.

Additional electric heating ^

You can install an electric resistance heating strip inside your air handler. The strip will provide supplemental heat for particularly cold days. [Learn more about your options.](#)



Economics

Cost overview

Based on market factors, here's how much you can expect to pay up for a heat pump system is appropriate for your home.

LOW ESTIMATE

\$6,106

\$8,106 before incentives

to

HIGH ESTIMATE

\$18,266

\$20,266 before incentives

A ductless mini-split heat pump with one indoor wall unit and supporting electrical work is closer to this price.

You'll pay more if adding multiple wall units and/or if your home needs larger electrical upgrades.

REBATES & INCENTIVES

There are federal, state, and local incentives available. Depending on income, you might be eligible for more.

\$2,500

[Find more incentives](#)

FINANCING

You could qualify to get low-interest financing for home electrification projects

\$120/mo

[Financing options](#)

Economics

Cost over

Based on market factors, he
appropriate for your home.

LOW ESTIMATE

\$6,106

\$8,106 before incentives

A ductless mini-split heat
one indoor wall unit and
electrical work is closer

Rebates & incentives

Learn which rebates, incentives, and financial aid programs are available to you as you purchase and install a heat pump.

Rebates

Tax incentives

Assistance programs

TAX INCENTIVES

Reduce your year-end income tax liability

\$2,000

Energy Efficient Home Improvement Credit

You can deduct 30% of your [qualifying heat pump equipment](#) and installation expenses from your year-end taxes – up to \$2,000. Learn more about how [tax credits](#) work.

REBATES

Get money back after a purchase

\$500

Homer Electric Association

Must be a member of Homer Electric. Other restrictions apply.

FINANCIAL ASSISTANCE

Reduce upfront project costs

Up to
\$3,000

Clean Heat Incentive Program – Juneau

Homeowners in Juneau could be eligible for \$1,500-\$3,000 when they install a heat pump, depending on their household income. Additional requirements around models and more apply.

HOUSEHOLD INCOME ⓘ

Your income ...

Find incentives

Available to you

\$2,500

Depending on your income, you could be eligible for more

Economics

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Clean Heat Incentive

Homeowners in Juneau can
install a heat pump, depending
requirements around mor

HOUSEHOLD INCOME ⓘ

Your income ...

Financing options

These banks and loan packages are available to most homeowners in your area.

True North FCU Heat Pump Loan

Eligibility required AK Heat Smart home assessment and successful credit check. Available in Juneau. Special offers for CHIP participants.

💰 Up to \$12,500 at 4% – 6%

AHFC Energy Efficiency Interest Rate Reduction

Mortgage must be held by approved lender. Requires energy assessments before and after a home is renovated. Applies to the first \$200k of mortgage balance.

💰 Up to -0.75%

USDA Home Repair Loans

Available for low income-qualifying households, and can be used in combination with the grant program if a qualifying household.

Case studies & testimonials

Community experiences

Hear from people in your area who have made the switch to a heat pump



132 neighbors have a heat pump



Janine Grove of Sitka installed a mini-split in 2019, and she would never switch back

Janine's and her family swapped their pellet stove in their 1963 Alaska craftsman home to a heat pump in 2018. She's noticed that her monthly expenses are lower and her home is more comfortable ever since.

[Janine's story](#)

Case studies & testimonials

Community experiences

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Janine
installe
2019, a
never s

Janine's an
pellet stove
craftsman h
She's notice
are lower an
comfortable

Janine



Anonymous

RESULTS

We love our heat pump. Installers said our bills would be high in the cold weather, but so far our bills are still lower than past winters. We've had it for 3 years and haven't needed repairs, yet.

LOOK OUT FOR ...

It was hard for us to find an installer who would work with a heat pump in the area. We wound up going with BW/Cook.

SHARED

November 22, 2022

LOCATION

Juneau, AK



Sarah E.

older home

Cold winters/region

RESULTS

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November 22, 2022

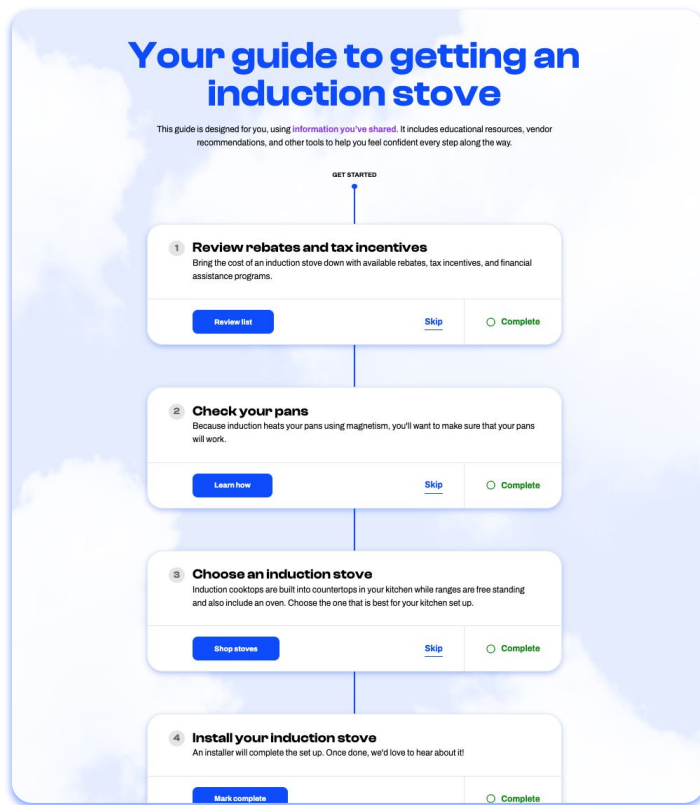
LOCATION

Juneau, AK

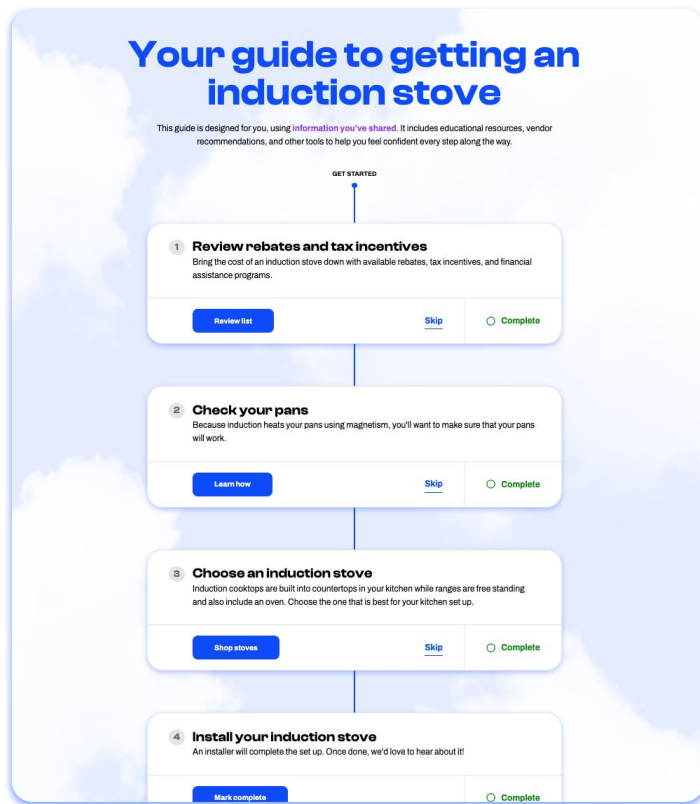
View all



Personalized step-by-step guides



Personalized step-by-step guides



Personalized step-by-step guides

Your guide to a heat pump

This guide is designed for you, using information you've shared. It includes other tools to help you feel confident about your heat pump.

42% complete

- Check the age of your heating system**
You'll want to replace your furnace if it's over 15 years old to prevent inconvenient and expensive failures.
[Learn how](#)
- Find rebates and tax incentives**
We'll help you figure out which federal, state, local, and utility rebates and tax incentives you qualify for.
[Learn how](#)
- Take a picture of your electrical panel**
Because heat pumps run on electricity, you'll need to have your electrical panel inspected. We'll help you figure out the answers.
[Upload photo](#)

Heat pump installers

Upgrades > Heat pump > Guide > Heat pump installers

Ortiz Heating and Air

30% OFF

Emerald Hills, CA ★★★★★ 129

[Phone](#) [Email](#) [Website](#)

Harrison's Heating & Air Conditioning Inc

Emerald Hills, CA ★★★★★ 129

[Phone](#) [Email](#) [Website](#)

Eminent Electrical Inc

INSTALLER

Emerald Hills, CA ★★★★★ 129

[Phone](#) [Email](#) [Website](#)

Mills Andrew K Plumbing Inc

Emerald Hills, CA ★★★★★ 129

[Phone](#) [Email](#) [Website](#)

Degree HVAC Inc

Emerald Hills, CA ★★★★★ 129

[Phone](#) [Email](#) [Website](#)

Need some help?

If you haven't found the right option, our advisor team is here to help.

Personalized step-by-step guides

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[Learn how](#)
- ✓ **Take a picture of your electrical panel**
Because heat pumps run on electricity, you'll need to have a professional look at your electrical panel. We'll help you figure out the answers.
[Upload photo](#)

Heat pump installers

Upgrades > Heat pump > Guide > Heat pump installers

Ortiz Heating and Air
Emerald Hills, CA ★★★★★ 129
[Website](#)

Harrison's Heating & Air Conditioning Inc
Emerald Hills, CA ★★★★★ 129
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Mills Andrew K Plumbing Inc
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Degree HVAC Inc
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[Website](#)

Get a quote review

Send us copies of your quotes from installers, and we'll help you evaluate them to make sure they make sense and are fair.

UPLOAD QUOTE(S)

[Search your device](#)

DETAILS

Do you have any specific questions about the quotes?


[Submit](#)

[Close](#)

Need some help?

If you haven't found the right option, our advisor team is here to

Make a plan




Explore

[Your plan](#)

Have a question?

Get help



Your plan

✓ Done (3)

This year

PROJECT COSTS

\$6,500

Combined total for each upgrade

INCENTIVES & AID


\$2,400

Available rebates & incentives

Heat pump water heater

REPLACE BY 2024

50%

...

Add upgrades

Next year

PROJECT COSTS

\$25,200

Combined total for each upgrade


INCENTIVES & AID

\$13,283

Available rebates & incentives



Rooftop solar

0%

...

77

Make a plan

 Explore [Your plan](#) Have a question? [Get help](#) 

Your plan

✓ Done (3) ^

This year


^

PROJECT COSTS

\$6,500

Combined total for each upgrade

Heat pump water heater

 REPLACE BY 2024

Add upgrades

Next year

^

PROJECT COSTS

\$25,200

Combined total for each upgrade


INCENTIVES & AID

\$13,283

Available rebates & incentives

Rooftop solar

0%

 ...



Need help making a plan?

Tell our Advisor team about your home –
we'll suggest solutions based on your needs

[Schedule a call](#)

78

Advisors

 [Explore](#) [Your plan](#) [Rebate finder](#) [Get Help](#) 

Talk to an energy advisor

Switching to renewable energy, upgrading your home, and swapping out your car can be intimidating and confusing. Our advisors are here to support you along the way.


[Message us](#) [Schedule a call](#)

Help me make a plan for my home

Help me with rebate eligibility


I'm stuck – help me with next steps

Nudges

**Canopy**
support@link.canopyclimate.com
to me

2:48 PM (2 minutes ago)

☆ ↶



Harness the power of the sun

Solar panels absorb energy from the sun and turn it into electricity, powering your home with clean, renewable energy.

It can feel magical ✨.

But beyond magic, installing rooftop solar also lowers your energy bills, increases the value of your home, reduces pollution, and boosts your energy independence.

[Learn more](#)

Your savings potential

30% off

Available tax incentives

Amount you can claim on your taxes for installing solar panels. We can help you find more state and local incentives too.

\$1309
per year

Your estimated annual savings

Once the panels are installed, you'll generate free electricity saving you money on your energy bills.


4.1%

Estimated home value increase


Based on a [recent study](#) by Zillow, homes with rooftop solar are attractive to buyers.

[Learn more](#)

See your personalized guide




We've created a personalized, step-by-step guide to walk you through all the decisions you need to go solar.


**Canopy**
to me

2:48 PM (2 minutes ago)

☆ ↶



The smartest way to heat and cool your home



Heat pumps can heat, cool, dehumidify and filter the air inside your whole home or specific parts of it — all with one highly energy efficient appliance.

They work by **moving** heat from one place to another rather than burning fuel to generate heat. While a high efficiency traditional furnace or boiler may be 92% efficient, a heat pump can be 200-400% efficient!

[Learn more](#)

Your savings potential


up to
\$2,000

Available tax incentives

Amount you can claim on your taxes for installing a heat pump. We can help you find more state and local incentives too.


[Learn more](#)

See your personalized guide




We've created a personalized, step-by-step guide to help you swap to a heat pump. The first step is easy — check the age of your current heating and cooling appliances.

[Take me to the guide](#)


**Canopy**
to me

2:48 PM (2 minutes ago)

☆ ↶ ⋮



Up next: get quotes from installers




Nice work! You've completed the first two steps in your journey to installing a heat pump.

Your next step is to get quotes for your home. You can choose from a list of vetted installers in your area.

[Find some installers](#)

Need some help?



Are you thinking about multiple energy efficiency projects and want to understand how they all might work together?

[Talk to our advisors](#)


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Future Roadmap: Community Advisors

Staff and community advisors




CANOPY

Advisor Management

Staff

Staff are experts who can provide detailed support to residents seeking advice




[+ Add staff](#)

USER	STATUS	EXPERTISE	RESIDENTS HELPED	SATISFACTION SCORE
 Anna Blankenship ADMIN	ACTIVE	Heat pump, weatherization, heat pump water heater	79	95%
 Nigel Witherspoon	ACTIVE	Induction, EVs, heat pump water heater	12	92%
 Margaret Hanhan	ACTIVE	Weatherization, heat pump	321	91%

Community advisors

Community advisors are homeowners who opt in to talk with their neighbors about their experience

[+ Add community advisor](#)

USER	STATUS	AMBASSADOR FOR	RESIDENTS HELPED	SATISFACTION SCORE
 Maxim Leyzerov	ACTIVE	Heat pump, heat pump water heater	8	95%
 Nigel Witherspoon	ACTIVE	EVs	--	--
 Margaret Hanhan	ACTIVE	Induction	321	91%

Recruiting community advisors

Share tips and advice

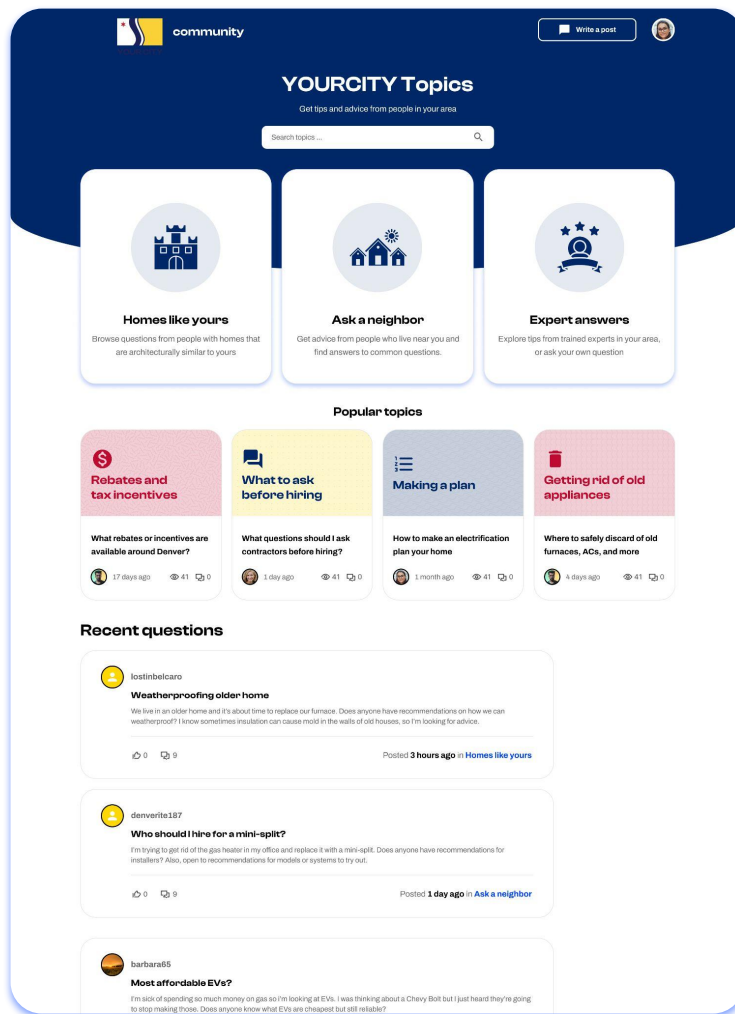
People are more likely to adopt new technology for their home when they hear about their neighbor's experiences.

WOULD YOU BE INTERESTED IN:

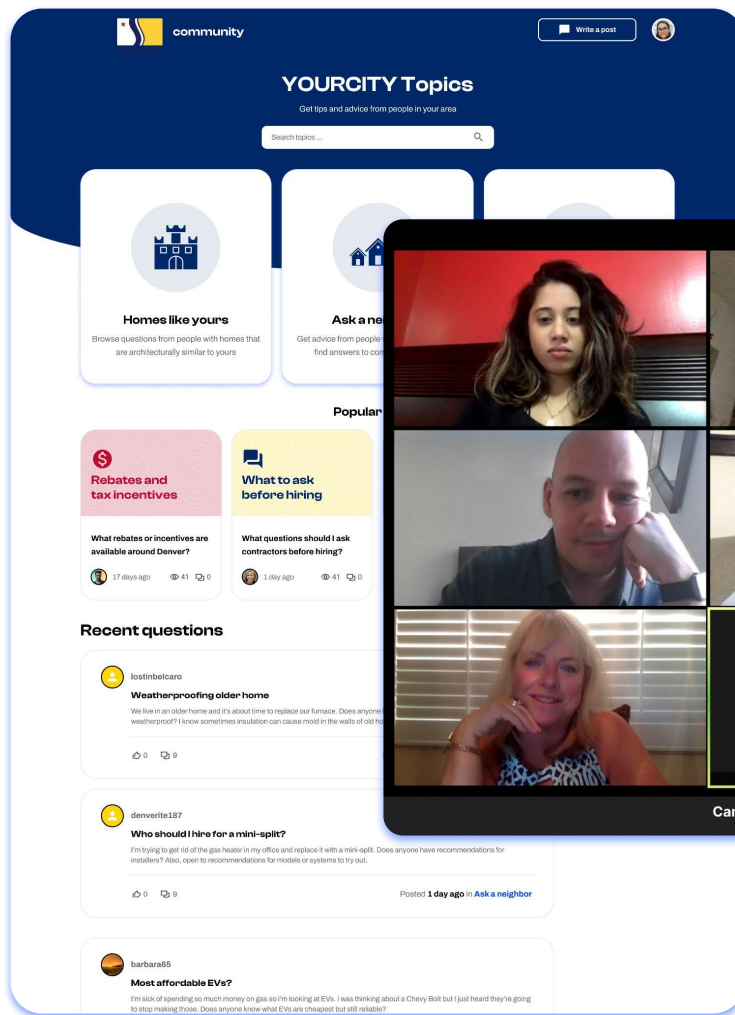
- ☐ Adding a sign to your yard to promote heat pumps (5 min)
- ☐ Writing a review of your heat pump experience (10 min)
- ☐ Being interviewed for a case study (30 min)
- ☐ Recording a video about your heat pump experience (1 hour)
- ☐ Talking to neighbors about heat pumps (1-3 hours/month)

Submit

Forums & webinars



Forums & webinars



1:1 convos with community advisors



Speak with a neighbor

Want to hear from a neighbor about their experience with a heat pump? We'll connect you.

[Connect me](#)

1:1 convos with community advisors



Sp

Want
with

Speak with a neighbor

A community member will reach out to you within 2-5 days.

WHAT DO YOU WANT TO DISCUSS?

What questions would you like a community member to answer for you?

PREFERRED CONTACT METHOD

- ☐ Email
- ☐ Phone call
- ☐ Text message

Submit

1:1 convos with community advisors



Sp

Want
with

Speak with a neighbor

A community member will reach out to you within 2-5 days

WHAT DO YOU WANT TO DISCUSS?

What questions would you like a community member to answer for you?

PREFERRED CONTACT METHOD

- ☐ Email
- ☐ Phone call
- ☐ Text message

Submit

How was your experience?

You recently interacted with Vicky Volvovski, a community advisor on heat pumps.

WERE YOU CONTACTED IN A TIMELY MANNER?

- ☒ Yes
- ☐ No

RATE YOUR EXPERIENCE



SHARE ANY DETAILS

What questions would you like a community member to answer for you?

Submit




Light management tools

CANOPY



Support Queue

Open Conversations

RESIDENT	SUBJECT	ASSIGNED TO	OPENED ON	
 Anna Blankenship	Heat pump rebates	Vicky Volvovski	January 1	***
 Nigel Witherspoon	Help with home energy audit	Donnie Flood	January 2	***
 Margaret Hanhan	Quote review	Kevin Barrett	January 2	***




[View all](#)

Light management tools

CANOPY


Support Queue

Open Conversations

RESIDENT	SUBJECT	ASSIGNED TO
 Anna Blankenship	Heat pump rebates	Vicky Volvovs
 Nigel Witherspoon	Help with home energy audit	Donnie Flood
 Margaret Hanhan	Quote review	Kevin Barrett

View all

Heat pump rebates




Anna Blankenship

January 1, 2023

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Home attributes:


- **Insulated:** I don't know
- **Heating fuel:** Natural gas
- **Heating distribution:** Forced air
- **Water heating fuel:** Natural gas
- **Cooking:** Electric coil
- **Solar:** No
- **Battery:** No



Nigel Witherspoon

January 1, 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Anna Blankenship

January 1, 2023

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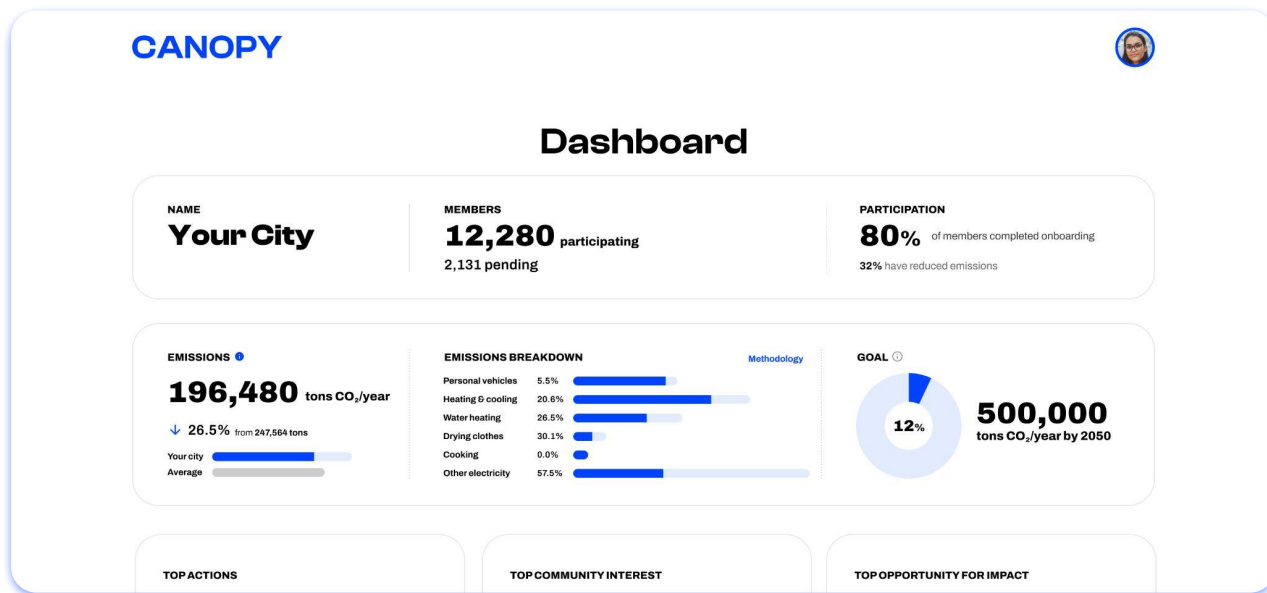
Reassign

Mark as closed

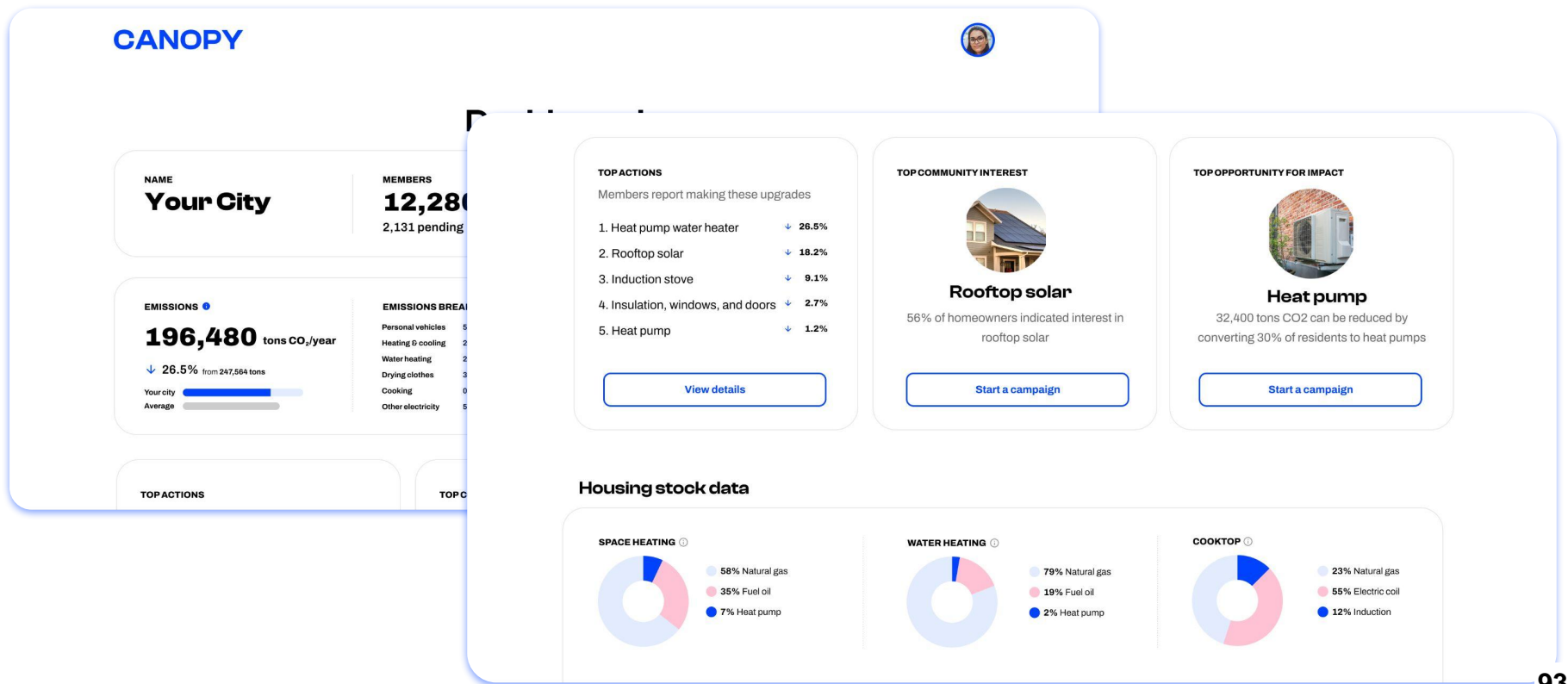
90

Reporting

Reporting




Reporting



Future Roadmap: Promotions & Campaigns


Promotions



[Explore](#)

Your plan

Have a question?

[Get help](#)

Don't miss out on \$1,000

Get \$1,000 off a new water heater if you opt in before August 1

[Learn more](#)

Explore

Your picks

Save money


Reduce pollution

Improve health

Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year



Electric vehicle


• Save on gas & car maintenance

• Reduce outdoor air pollution

\$7,500

in rebates and incentives

Save \$120/year



Heat pump

• Save on energy bills


• Add air conditioning

• Replace aging equipment

\$2,500

in rebates and incentives

Save \$3,200/year



Rooftop solar

• Save on energy bills

• Protect against power outages


• Reduce fossil fuel usage

\$12,290

in rebates and incentives

95


Promotions



[Explore](#)

Your plan

Have a question?[Get help](#)



Don't miss out on \$1,000

Get \$1,000 off a new water heater if you opt in before August 1

Learn more

Explore

Your picks

Save money

Reduce pollution

Improve health

Your picks

You've indicated interest in these electrified home upgrades

Save \$1,200/year



Electric vehicle

- Save on gas & car maintenance
- Reduce outdoor air pollution

\$7,500

in rebates and incentives

Save \$120/year



Heat pump

- Save on energy bills
- Add air conditioning
- Replace aging equipment

\$2,500

in rebates and incentives

Save \$3,200/year



Rooftop solar

- Save on energy bills
- Protect against power outages
- Reduce fossil fuel usage

\$12,290

in rebates and incentives

Claim your \$1,000 discount today

Canopy to me

3:03PM (0 minutes ago)



Save \$1,000 off a heat pump water heater



YOURCITY is offering \$1,000 to the first 200 homeowners who opt in to buy an energy-efficient heat pump water heater!

Cut your energy consumption by up to 50% and enjoy long-term cost savings. This is a limited-time offer, so act fast and claim yours today!

Claim my \$1,000

See your personalized guide



We've created a personalized, step-by-step guide to help you swap to a heat pump water heater. The first step is easy – check the age of your current water heater.

Take me to the guide



We've scoured the United States for great local vendors and installers. See who is available in Wisconsin.

Check out installers



Are you thinking about multiple energy efficiency projects and want to understand how they all might work together?

Talk to our concierge

Canopy experts are here to help

Take advantage of our free concierge service. Send us an email or schedule a 30 minute session to review your home, your goals, and the options available to you.

Talk to an expert

Send us a note

CANOPY



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A wide-angle photograph of a vast field of poppies. The foreground and middle ground are filled with a dense carpet of red and blue poppies interspersed with green grass. The field extends to a flat horizon line. Above the horizon, the sky is a clear, pale blue, filled with large, soft, white cumulus clouds. The overall scene is bright and cheerful.

Thank you!



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1466

Agenda Date: 12/11/2023

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Request

Agenda Number: 11



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 23-1467

Agenda Date: 12/11/2023

Version: 1

Status: Draft

In Control: Climate Action Plan Steering Committee

File Type: Request

Agenda Number: 12