



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda

Climate Action Plan Steering Committee

Monday, March 11, 2024

4:30 PM

Eagle Room

This meeting will also be conducted through video conferencing.

Join Zoom Meeting:

<https://cityoflacrosse-org.zoom.us/j/89556262687?pwd=TmzYMQRWEj7sOuWitzv04sLbpMOYp5.1>

Meeting ID: 895 5626 2687 Passcode: 102161

Join by Phone: +1-507-473-4847

Call to Order

Roll Call

Approval of Minutes

Notices and Discussion

The County is forming a Community Sustainability Committee for its Climate Action Planning process.

Agenda Items:

- 1 [24-0065](#) Working Group Updates
Discussion on possible policy changes to pursue.
- 2 [24-0359](#) Stormwater Credit Policy Recommendation
Attachments: [Memo](#)
- 3 [24-0067](#) Outreach & Engagement Update
Discussion on Earth Fair Participation.
- 4 [24-0313](#) Proposal to extend outreach & engagement contract with Paul Nicholas.
Attachments: [Communications Support Contract La Crosse - Nicholas Marketing 2024-02-21](#)
- 5 [24-0314](#) Proposal to continue measurement and verification on phases 1 and 2 of Johnson Controls' energy saving performance contract.
- 6 [24-0304](#) Focus On Energy 2023 Year End Report
Attachments: [Report](#)

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

City Hall
400 La Crosse Street
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Text File

File Number: 24-0065

Agenda Date: 1/8/2024

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Status Update

Agenda Number: 1



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
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Text File

File Number: 24-0359

Agenda Date: 3/11/2024

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: General Item

Agenda Number: 2

Memorandum

To: Tina Erickson, Utility Finance and Compliance Manager
From: Kaitlyn Wiehe, Habitat for Humanity VISTA, and Lewis Kuhlman, City Environmental Planner
CC: Climate Action Plan Steering Committee
Date: March 11, 2024
Re: **Stormwater Credit Policy Changes to Enable Greater Participation at Lower Levels**

The Climate Action Plan recommends improving the resilience of the community's stormwater infrastructure to in the face of extreme weather events. Increasing green infrastructure may be a necessary supplement to long term stormwater drainpipe maintenance and replacement to increased flow. The Stormwater Utility incentivizes larger scale green infrastructure investment through stormwater credits. Beneficiaries are often businesses and organizations with funds, resources, and space to take on these projects.

The average homeowner likely does not have the budget to pay for engineers and installation of large stormwater management systems. They may also lack the appropriate space to qualify for the credit. To reduce stress on the grey stormwater infrastructure, the Stormwater Utility should consider incentivizing smaller-scale green infrastructure and increasing homeowner engagement. The following proposed policy changes would reduce barriers faced by residents and expand the ability to obtain credits, especially at lower rates. Proposed policies include adding lower levels of stormwater credits at 10%, 20%, and 30%; adding credits for trees; providing educational resources and workshops on the credit application process; and providing engineering support at reduced or no cost for homeowners applying for credits.

Stormwater credits for rain gardens and rain barrels range from 40-80%. Extending credits from 40% to 10% may increase participation and overall stormwater retention. Rain garden credits could include a 30% credit for 69 to 91 cubic feet, 20% for 46 to 68 cubic feet, and 10% for 23 to 45 cubic feet. Rain barrel credit could include a 30% credit for 3 barrels (or 165 gallons), 20% for 2 barrels (or 110 gallons), and 10% for 1 barrel (or 55 gallons).

Trees have great stormwater retention potential but aren't given any credit. While there are a range of variables to consider such as species, crown circumference, and diameter at breast height, a simplified criteria may be necessary to encourage participation. Stormwater credits could go by number of trees over 15 feet tall—10% for each tree up to 8 trees.

In addition to announcing changes to the above policies, a public awareness campaign could address the following issues. Outreach could provide basic information about stormwater credits and how to obtain them, including the purpose of the stormwater fee and cost and the benefits of stormwater management. Next, workshops and webinars on best management practices (BMPs) that can earn credits could be held in the spring and summer.

PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512 | F: (608) 789-7318

Lastly, the language in the application could be clarified to provide guidance about when an engineer is required to qualify for credits. Hiring an engineer may be a dealbreaker for some, so staff may want to consider the way the policy could reduce or eliminate engineering costs.

To implement these recommendations, the Stormwater Utility will need to change language and policy around stormwater utility tax credit, though it can still use existing practices to monitor effectiveness. Depending on the necessity of professional engineering services, the Utility may want to maintain a fund for engineering expenses for low-income households to participate.

These policy recommendations have the potential to increase the program's accessibility, promoting inclusivity by enabling residents with smaller properties or limited capacity to participate. This approach encourages the adoption of manageable and affordable stormwater solutions, fostering a sense of communal environmental stewardship. The flexibility offered by these lower credit levels allows for a diverse range of households to engage in the program, tailoring solutions to their unique circumstances.

Moreover, these lower thresholds serve as educational gateways, enlightening residents about the importance of stormwater management and the impact of their contributions, no matter the scale. This facilitates incremental progress, as residents are more likely to adopt sustainable practices when starting with smaller projects. Consequently, the broader accessibility of credits is likely to enhance compliance with stormwater management guidelines, driving a collective movement towards sustainability and a healthier environment for the community.



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Text File

File Number: 24-0067

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In Control: Climate Action Plan Steering Committee

File Type: Status Update

Agenda Number: 3



City of La Crosse, Wisconsin

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Text File

File Number: 24-0313

Agenda Date: 3/11/2024

Version: 1

Status: Agenda Ready

In Control: City Plan Commission

File Type: Proposal

Agenda Number: 4



Communications Support Agreement

For the City of La Crosse’s Climate Action Plan

This agreement is between the City of La Crosse and Nicholas Marketing for communications support for the City of La Crosse’s Climate Action Plan (CAP). There are two separate but complimentary groups being targeted, with the following objectives:

1. Increase awareness and participation by businesses and other organizations in actions detailed in the CAP to reduce greenhouse gas emissions.
2. Increase awareness and participation by residents in the La Crosse Carbon Free Challenge.

Workshop Communications Campaign Support/Management

Fee: \$1500 - \$3000 (final amount determined by range of responsibilities) per event.

Nicholas Marketing will support the City’s Environmental & Sustainability Planner with:

1. General promotion of the event.
2. Media coverage.
3. Social media posts.
4. Emails.
5. Event participation from key business partners, local celebrities/politicians and any other person or organization that would help raise the profile of the event.

Ongoing Communications Support & Engagement

Fee: \$1000/Month

1. Communications Support
 - A. Manage the La Crosse CAP website (lacrosseclimateactionplan.org)
 - i. Blog Posts
 - Generate one blog post per month.
 - Post on lacrosseclimateactionplan.org.
 - Make available for posting on the City of La Crosse website.
 - ii. Content Management
 - Update the website with any information needed.
 - B. Email Marketing
 - i. Build an email list of businesses and organizations.
 - ii. Distribute a monthly email blast/newsletter that includes:
 - A link to the monthly blog post.
 - Information about upcoming events.
 - Any additional news or information considered interesting for businesses/organizations wishing to engage in CAP actions.



- C. Social Media
 - i. Generate and post weekly content.
 - A minimum of one post per week.
 - ii. Provide to the City’s Environmental & Sustainability Planner for posting.
 - Assist, if desired, with the launch of dedicated social media pages for the La Crosse CAP.
- D. Public Relations
 - i. Generate and distribute press releases as needed. Topics may include but are not limited to:
 - Event promotion.
 - Announcements.
 - Hitting CAP thresholds.
 - ii. Media Relations/Coverage
 - Build on existing relationships with important media contacts.
 - Create coverage of topics important to the promotion/awareness of the La Crosse CAP.
- E. Business/Organization Engagement

Engaging and having ongoing communications with a base of community groups identified as being important to supporting/evangelizing the La Crosse CAP plan.

 - i. The City will prioritize groups for outreach.
 - ii. Outreach will continue to engage as many community groups as possible.
 - iii. After community group commits:
 - Continue to educate how the CAP compliments their mission.
 - Facilitate identifying ways they could have an impact on the success of the La Crosse CAP
 - Monitor and support the community group's efforts moving forward.
- F. Participation in up to 30 minutes of strategy/implementation discussions per month.

Expenses

If the City considers it important to be in person for community group engagement meetings - or any other reason - a \$250 per diem will be charged to the City to cover any related travel expenses incurred (time, mileage, lodging, food, etc.).

Ownership

All content, creative, website, and survey components and contacts developed by Nicholas Marketing will be the exclusive property of the City of La Crosse.

Billing

Nicholas Marketing sends invoices via email. Due net-15 days from invoice.

This agreement supersedes any previous agreement or contract and will take effect March 15, 2024.



February 21, 2024

City of La Crosse Agent Signature

Date

Lewis Kuhlman
Environmental Planner
kuhlmanl@cityoflacrosse.org
(608) 789-7361

Nicholas Marketing Agent Signature

Date

Paul Nicholas
Owner
paul@nicholasmarketing.net
(612) 269-7300



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Text File

File Number: 24-0314

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Text File

File Number: 24-0304

Agenda Date: 3/11/2024

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Report

Agenda Number: 6

2023 Fiscal Year In Review

City of La Crosse



TOTAL INCENTIVE AMOUNT PAID

\$94,946.36

Jan 1, 2023 - Dec 31, 2023



ANNUAL THERMS SAVINGS

56,622

Jan 1, 2023 - Dec 31, 2023



ANNUAL KWH SAVINGS

96,447.00

Jan 1, 2023 - Dec 31, 2023



POUNDS CO₂ AVOIDED

822,706

Jan 1, 2023 - Dec 31, 2023



EST. ANNUAL UTILITY SAVINGS

\$60,599.32

Jan 1, 2023 - Dec 31, 2023

**based on US EIA Commercial Rate 2023

2023 Projects

1807584 - 253-1028

10044301 - City of La Crosse - La Crosse Ctr Boilers/VFDs/PPB - 12/23

SCHOOL & GOVERNMENT OFFERINGS

Project Planning Bonus

Developing your organization's energy-saving priorities and strategic energy goals can have powerful long-term benefits. Include Focus on Energy in your planning process and receive a 10% bonus on projects completed this year. Work with an Energy Advisor to complete the project planning workbook.

Custom Energy Efficiency Projects

Custom projects provide opportunities to upgrade your equipment and receive incentives for technologies not available through standard offerings. Custom incentive amounts are determined by the estimated first-year energy savings when upgrading to energy-efficient equipment. Work with your Energy Advisor to receive pre-approval before purchasing equipment or proceeding with upgrades.

2024 Custom Incentive Rates

- \$0.05/kWh Saved
- \$100/Peak kW Reduced
- \$0.95/Therm Saved

Energy Advisor Contact:

Paul Dragseth | 715.720.2127

paul.dragseth@focusonenergy.com

Get Started Today!

For a complete list of current available offerings, visit focusonenergy.com/business.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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focus on energy

Partnering with Wisconsin utilities