



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Agenda

Climate Action Plan Steering Committee

Monday, December 9, 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

Agenda Items:

- 1 [24-1460](#) Request for Funding Assistance for Lighting Retrofits at Black River Beach Neighborhood Center - Jim Flottmeyer
Attachments: [Cost Estimate](#)
[CAPSC Budget \(Dec 24 Update\)](#)

- 2 [24-1467](#) Request to Fund Leadership in Energy and Environmental Design (LEED) for Cities Certification Fees - Mindel

- 3 [24-0067](#) Outreach & Engagement Update

- 4 [24-1575](#) Discussion on Grant Services, Reporting, and Pursuits
Attachments: [Building Blocks for Sustainable Communities | US EPA](#)
[Climate Smart Communities Initiative](#)
[Consumer Recycling Education and Outreach Grant Program | US EPA](#)

5 [24-1576](#) Implementation Plan Status, Part 1 - Mitigation Goals

- Attachments:** [Increase Bus Frequency](#)
[Assist Private Fleets with EV Transition](#)
[Reduce Home Energy Audit Costs](#)
[Promote Energy Audits and Incentives for Commercial Buildings](#)
[Annual Residential Solar Purchase Program](#)

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
La Crosse, WI 54601

Text File

File Number: 24-1460

Agenda Date: 12/9/2024

Version: 1

Status: Referred with Direction

In Control: Climate Action Plan Steering Committee

File Type: Request

Agenda Number: 1

KISH & SONS ELECTRIC, INC.

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

2135 Enterprise Ave P.O. BOX 543 LA CROSSE, WI 54602-0543 (608) 785-0207 Fax (608) 782-5599

10/17/2024

Jim Flottmeyer
Parks, Forestry, Building and Grounds
Facilities and Marine Operations Manager
La Crosse, WI 54601

RE: Black River Beach Center Outdoor Lighting

Jim,

We are pleased to submit a price for the above-mentioned project. Our price of **\$4,476.00** is based on my walk in the park. We would like to offer the following clarifications to our price.

1. Provide and install (2) of the same RAB LED light fixtures at the entrance that were not working in the same location
2. Provide and install (4) LED wall packs in the existing locations.
3. Provide and install (6) 8" can lights in the existing location.
4. Provide and install (9) 6" can lights in the existing location.
5. Provide and install (2) LED pendant light fixtures in the existing location.
6. Price includes installing new photo-eyes where needed.
7. To add a wall pack on the south east corner up high, as discussed, **please add \$688.00**
8. Price does not include electrical permit and inspection fees; city projects are free.
9. Price does not include Sales and Use Tax.

Thank you for allowing us to be of service to you. If you have any questions feel free to call.

Sincerely,

Art Herbst
Project Manager/Estimator

"Your friend in the business."

Table 1. Projected CAP Implementation Fund Spending in 2024

Vendor	Description	Projected	Current
Dairyland	Water Insert Printing	\$1,763.15	\$1,763.15
Sustainability Institute	Sponsorship	\$3,000	\$3,000
Community Climate Solutions	Outreach - Carbon Free Challenge	\$6,000	\$1,500
paleBLUEdot	Grant services	\$52,200	\$31,162.50
Paul Nicholas	Outreach - Small businesses + grant events	\$18,500	\$11,084
Sustainability Analytics	GHG Inventory	\$8,900	\$0
USDN	Annual membership	\$1,980	\$0
Drift Share	Sponsorship - 2 stations	\$10,000	\$0
TBD	ADU Building Plans from ADU design competition	\$10,000	\$0
RSVP	Bus Buddy Program	\$4,098.86	\$0
US FHA	Matching Funds - Charging & Vehicle Infrastructure Grant	\$15,000	\$0
Arbor Day Foundation	Energy Saving Trees Program	\$15,000	\$0
Xcel Energy	Partners in Energy Program	\$3,557.99	\$0
Total		\$150,000	\$48,509.65

Table 2. Contracted services requested for 2025

Vendor	Description	Amount
paleBLUEdot	Grant services	\$30,000
Paul Nicholas	Outreach and engagement	\$15,000
Sustainability Analytics	GHG Inventory	\$9,000
RSVP	Bus Buddy Program	\$5,000
Drift Share	Sponsorship - 2 stations	\$10,000
Arbor Day Foundation	Energy Saving Trees Program	\$5,000
Total		\$54,000

Table 3. Other requested funding for 2025

Vendor	Description	Amount
WisCorps	AmeriCorps	\$20,895.04
USDN	Annual membership	\$1,980
Sustainability Institute	Sponsorship	\$3,000
Total		\$25,875.04

Table 4. Climate Action Plan Implementation Fund Spending in 2023

Vendor	Description	Amount
Community Climate Solutions	Outreach - Carbon Free Challenge	\$2,000
Drift Share	Sponsorship - 2 stations that Parks could no longer sponsor	\$10,000
Habitat for Humanity	Rain gardens for Renew the Block	\$43,000
Johnson Controls, Inc.	Performance Contract	\$24,299.59
La Crosse Center	Small Business Workshop	\$1,363.58
paleBLUEdot	Climate Action Plan	\$18,763.90
paleBLUEdot	Grant services	\$32,497.49
Paul Nicholas	Small Business Outreach and Workshop	\$8,250
Poellinger Electric	Occupancy Sensors	\$740
Xcel Energy	Partners in Energy Program	\$9,085.44
Total		\$150,000



City of La Crosse, Wisconsin

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Text File

File Number: 24-1467

Agenda Date: 12/9/2024

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Request

Agenda Number: 2



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 24-0067

Agenda Date: 1/8/2024

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Status Update

Agenda Number: 3



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 24-1575

Agenda Date:

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Status Update

Agenda Number: 4



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Text File

File Number: 24-1576

Agenda Date: 12/9/2024

Version: 1

Status: Agenda Ready

In Control: Climate Action Plan Steering Committee

File Type: Status Update

Agenda Number: 5

Action

Increase bus frequency. At a minimum, extend 30-minute service on weekdays by one hour until 6:42 pm on routes 1, 2, 4, 5, and 6 to provide flexibility to employees who work into the evening. (TM 2-2)

Introduction

Increasing bus frequency is an important Transportation & Mobility action for GHG reduction. It supports the Climate Action Plan's strategy to increase the share of commuters traveling by bus to 3% by 2030. As of 2019, bus riders made up 1.6% of commuters. Using the current total commuter number of 39,197, 3% would be 1,176 commuters taking transit, an increase of 549.

Goal

The CAP draws on MTU's [Transit Service Enhancement & Policy Plan](#) recommendation to extend 30-minute service on weekdays by one hour until 6:42 pm on routes 1, 2, 4, 5, and 6 to provide flexibility to employees who work into the evening (Pg. 6-2). La Crosse's Municipal Transit Utility (MTU) operates buses between 5:12 am and 10:40 pm. Before 5:42 pm, buses operate on a 30-minute cycle. After that time, they operate on a 60-minute cycle.

Cost

MTU estimates the annual cost of this improvement to be \$111,137 for 1,300 hours of service (wages for drivers). They would need more drivers, longer shifts, or shift shifts.

Work Sequence

- A. Review linked documents in the CAP Implementation Matrix for funding:
 - a. <https://www.vtpi.org/tranfund.pdf>
 - b. <https://utcm.tti.tamu.edu/tfo/transit/summary.stm>
 - c. <https://uspigedfund.org/sites/pirg/files/reports/Why-and-How-to-Fund-Public-Transportation.pdf>
 - d. <https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1031&context=jpt>
- B. In collaboration with the grant services consultant, identify funding sources in addition to those in the MTU plan in Chapter 6.
- C. Track increases in ridership during that additional hour to support further actions.

Current Status

Not started

Considerations

If funding is from a one-time source, the MTU must identify new sources in subsequent years. The latest Transit Development Plan has additional documents that could add to this recommendation: [Needs Assessment](#), [Service & Policy Recommendations](#), and [Executive Summary](#).

Climate Action Plan Implementation - Increase Bus Frequency (Revision 10/16/24)

MTU's focus is accessibility

Lead

MTU

Support

Planning Dept., La Crosse Area Planning Committee (LAPC), transit advocacy groups, and major employers.

Complementary Actions

- I. Identify funding for public transit improvements and service increases. (TM 2-1)
- II. Establish a parking cash-out program, where municipal employees who do not drive to work can cash out their parking space or receive a comparable transit benefit. Guide other businesses and organizations to implement their own parking cash-out program. Goal: 10 New organizations will establish programs annually. (TM 1-4)
- III. Add transit-oriented development (TOD) requirements to commercial design standards; add design standards for transit corridors, including accommodations for bus stops and wider sidewalks. (TM 2-3)
- IV. Partner with sports and entertainment organizations for free bus rides to/from events. (TM 2-6)

Action

Assist private fleet operators with grant applications for EVs and EV infrastructure; require they set EV goals of 30% by 2030 and 100% by 2040 to qualify for assistance. Goal: 10 New organization commitments annually. (TM 3-3)

Introduction

Transitioning to electric vehicles is another important Transportation & Mobility action for GHG reduction. It supports the Climate Action Plan's strategy to increase electric vehicle use to 20% (11,800 vehicles) by 2030. There are approximately 77 EVs in La Crosse now.

Goal

Work with ten new organizations each year.

Cost

Staff would have to estimate time commitment or cost for contracted services. Supporting materials may add to costs. EV incentives from the Federal and State governments have increased, so the city could assist organizations in identifying and attaining grants, tax rebates, and technical assistance to ease their fleet's transition to electric vehicles.

Work Sequence

- A. Research what other communities doing to help fleets convert to EVs.
- B. Brainstorm how the County, WTC, UWL, and the City lead by example on EVs.
- C. Identify what EV incentives are available to businesses.
- D. Develop support materials such as a frequently updated list of incentives, letters of support, and contacts with the incentivizing organizations.
- E. Contact business organizations (LADCO and Chamber of Commerce) and large institutions to share the incentives.
- F. Assist applicants or refer them to outside assistance.

Considerations

Review [Electric Vehicle \(EV\) Ready Guide](#). The fleet operators interested in help should be committed to converting 30% of their vehicles to electric by 2030 and 100% by 2040.

Lead

Planning Dept.

Support

WisDOT, LAPC, Xcel Energy, Focus on Energy, and WI Clean Cities.

Complementary Actions

- I. Require new development to have wiring capacity for electric vehicle charging and reserve a percentage of new parking spots for exclusive EV use. (TM 3-9)
- II. Collaborate with the [electric utility](#) to provide incentives for EV charger installation at small and medium-sized businesses, with a priority in areas that promote equity. (TM 3-11)
- III. Develop a detailed implementation plan for EV charging infrastructure at municipal facilities. Budget for municipal EV charging station installation and upkeep. (TM 3-8)
- IV. Implement the [La Crosse Energy Action Plan](#)'s municipal operations EV strategies [pg. 25-26]. (TM 6-1)

Action

Contract with an organization to reduce the cost for low-income residents to receive professional home energy audits and recommendations for energy use reduction and monitoring. Develop a program to identify and implement measures that increase their homes' durability, safety, and efficiency. Goal: 500 households annually, each achieving 15% energy reductions. (BE 1-3)

Introduction

Reducing the cost of home energy audits is an important Buildings & Energy action for GHG reduction. It supports the Climate Action Plan's strategy to reduce building energy consumption by 15%.

Goal

500 households annually achieve 15% annual energy reductions each year.

Cost

[Homeadvisor.com](https://www.homeadvisor.com) estimates the cost of a typical home energy audit to be between \$200 and \$700. That means meeting the goal of auditing 500 homes a year could cost between \$100,000 and \$350,000 annually.

Work Sequence

- A. Review the Mayor's Home Energy Challenge for lessons that could apply here.
- ~~B. Look for partner organizations to conduct an energy audit program. Green Homeowners United~~
- ~~C. Identify funding sources for the program. Energy Innovation Grant Program~~
- D. Conduct outreach to attract 500 households to the program. Forward Together canvassed the low-income target neighborhoods.
- E. Prepare materials to show how incentives can be combined to reduce the cost of improvements.
- F. Help homeowners get assistance with completing forms to qualify for incentives.

Status

The City has secured funding to conduct 350-500 energy audits and will hopefully be self-sustaining thereafter.

Considerations

There are likely not enough energy auditors in the area to meet that annual goal so the city will need partners. Also, this program could use multiple funding sources to bring homes up to code.

Lead

Planning Dept.

Climate Action Implementation Plan - Reduce Home Energy Audit Costs (Revision 10/16/2024)

Support

Community Risk Management Dept., US DOE, WI OEI, WHEDA, Xcel Energy, Focus on Energy, CouleeCAP, Habitat for Humanity, and WTC.

Complementary Actions

- I. Revive/expand the Mayor's Home Energy Challenge to increase weatherization projects. Fund an income-based payment system for low- and fixed-income residents to participate in energy efficiency and weatherization program(s) at little to no cost. Finance energy efficiency retrofits and renewable energy projects for all residential buildings. Establish a tiered incentive based on percent improvement to energy efficiency and income qualifications for applicants. (BE 1-5)
 - a. With new IRA HOMES & HEAR programs launching, now would be the time to do this. What's the mayor's interest level?
- II. Communicate available energy efficiency incentives to residents, focusing on low-income and minority residents. (BE 1-7)
 - a. IRA Home Energy Rebates launched in August: <https://focusonenergy.com/home-energy-rebates>
 - b. IRA Energy Hero program: <https://focusonenergy.com/about/rfp/IRA-HERO>
 - c. Couleecap will be added as a Trade Ally
- III. Implement the [Energy Action Plan](#)'s Energy Efficiency Strategies: 1) increase awareness of energy efficiency rebates and behavior changes, 2) host an energy challenge, 3) connect residents with free and low-cost energy assistance programs, and 11) update existing loans and grants to include energy efficiency improvements as eligible costs. (BE 4-1)
 - a. [Housing Rehabilitation](#), [Lead Safe Homes Program](#), and [Replacement Housing](#)
 - b. Natalie met with Kevin Conroy.
 - i. Concerns: even if we give away a bunch of energy audits, we don't have enough trade allies locally to accomplish the work. Many contractors aren't interested in rehab projects or smaller, older homes.
 - ii. We will reconnect now that the IRA program has launched & discuss ways to share information through city programs.
- IV. Create an online "one-stop shop" for building and developing energy efficiency and renewable energy information and resources as an expansion to the City's existing "Energy Resources" website content. Resources should include the City's anticipated [Net Zero Energy Guide and checklist](#), [Solar Ready Guide](#) as well as content connecting residents and businesses with resources for energy-efficient products, costs, rebates, incentives, contractors, etc. (BE 1-13)
 - a. Net Zero Energy Guide doesn't account for embodied carbon, adaptive reuse or consider material reuse as a potential energy reduction strategy. Consider <https://worldgbc.org/advancing-net-zero/embodied-carbon/>, <https://carbonleadershipforum.org/embodied-carbon-101-v2/>, <https://rmi.org/embodied-carbon-101/>

Climate Action Implementation Plan - Reduce Home Energy Audit Costs (Revision 10/16/2024)

- b. The greatest impact would come from working with larger developers (Three Sixty Real Estate, e.g.). Connect with La Crosse Area Builders Association? Assess barriers to adding solar. What steps would make it easier? What are they currently doing?
- c. Find a good example of a large building that successfully added solar - talk to Marvin Wanders (?) to showcase the study & how it penciled out
- d. How can local governments motivate change? Potential strategies for implementing solar readiness & net zero construction methods:
 - i. Expedited permitting/zoning process
 - ii. Make it easier to retrofit existing buildings ["The majority of the buildings that will exist in 2030, and even in 2050, have already been built."](#)
 - iii. Education
 - iv. Set minimum standards for new buildings' energy efficiency and renewable energy content. Mandate tracking and disclosure of energy use.
- e. Next steps:
 - i. Contact key leaders - Marvin (Steph), Jason (Natalie), etc.
 - ii. Ask LABA who is working on solar/net zero (Natalie)
 - 1. Olson Solar / Ethos
 - iii. Ask CAPSC who else we should talk to
 - iv. Share guides with all for their feedback

Action

Promote existing commercial and industrial energy efficiency audit and upgrade programs. Develop energy efficiency programs for businesses that don't own their building. Use the Minnesota Chamber of Commerce's Energy Smart program as a model. Goal: 15% of commercial/ industrial buildings by 2030 achieving a 20% efficiency increase per location. (BE 1-4)

Introduction

Promoting commercial and industrial energy efficiency audit and upgrade programs is another important Buildings & Energy action for GHG reduction. It also supports the Climate Action Plan's strategy to reduce building energy consumption by 15%.

Goal

15% of commercial and industrial buildings increase energy efficiency by 20%. There are 111 industrial parcels and 2,159 commercial parcels in La Crosse. There may be multiple buildings on each parcel, but 15% would be 341 parcels or about 49 per year.

Cost

[Greenlinerates.com](https://www.greenlinerates.com) estimates the cost of a typical commercial energy audit to be between \$1,000 and \$15,000. To do 49 per year, the annual cost could range from \$49,000 to \$735,000.

Work sequence

- A. Secure funding and help from a program administrator.
- B. Identify potential incentives for projects.
- C. Reach out to businesses directly and through business organizations.
- D. Conduct commercial energy audits to identify cost-effective energy efficiency improvements.
- E. Show how Federal, State, and utility incentives can be combined to reduce the cost of improvements significantly.
- F. Help businesses get assistance with completing forms to qualify for incentives.

Considerations

Not all businesses own their buildings; they may need help in other ways. For example, technical assistance could help property owners and businesses negotiate rents that fairly offset costs and savings without pricing the tenant business out.

Lead

Planning Dept.

Support

Community Risk Management Dept., US DOE, WI OEI, WEDC/WHEDA, Xcel Energy, Focus on Energy, Chamber of Commerce, DMI, NLBA, LADCO, Rewiring America, ACEEE, DMI, CoC

Complementary Actions

- I. Inform businesses of financing opportunities for energy efficiency improvements. Information campaigns may include Focus on Energy programs, energy efficiency performance contracting, Property-Assessed Clean Energy (PACE) financing; Clean Energy Credit Unions; and Federal, State, County, Utility, and City incentive programs. (BE 1-8)
- II. Promote incentives for building electrification. Goal: 5% of commercial/industrial market conversion (an estimated 25 commercial businesses, 10 industrial companies annually) by 2030. (BE 3-4)
- III. Create a heat pump grant to incentivize fuel switching. Incentives could be coordinated or combined with energy efficiency/weatherization incentives. (BE 3-5)
- IV. Identify and engage in opportunities to assist with accessing funding, feasibility assessments, information/educational content, or other technical resources for businesses and organizations to support and promote micro-grid, and district heating and cooling projects, especially where 'waste' energy or geothermal can be utilized. (BE 1-15)

Action

Organize annual Residential Solar Group Purchase program for La Crosse, supported by a program administrator such as MREA or others experienced in solar group purchase programs. Goal: 70 participants and 750 KW installed annually. (BE 4-5)

Introduction

Another important Buildings & Energy action for GHG reduction is organizing an annual residential solar group purchase program. It supports the Climate Action Plan's strategy to increase renewable energy from 0.24% to 5% of community-wide electric use by 2030.

Goal

70 participants and 750 KW are installed annually.

Cost

Staff would have to estimate time commitment or cost for contracted services. Supporting materials may add to costs. Solar incentives from the Federal and State governments have increased, so the city or consultant could assist homeowners in identifying and obtaining grants, tax rebates, and technical assistance to lower their costs.

Work Sequence

- A. Partner with a solar group buy program administrator.
- B. How can we get started with [the Ann Arbor Solarize Tool Kit?](#)
- C. Solicit a contractor.
- D. Identify the target audience and determine pre-qualifying criteria.
- E. Schedule outreach campaigns and informational events.

Consideration

La Crosse worked with MREA on a solar group buy in 2020 which only resulted in 4 properties getting solar panels installed. That amount was not worthwhile for the contractor. The education sessions provided good information for the 90 attendees. Over half of those interested were disqualified because the houses couldn't support a rooftop array or were highly shaded. The investment wasn't possible for many, and they wondered if their credit score would be good enough. Older attendees worried they wouldn't recoup their investment.

Try to get a group of 50 upfront before selecting an installer. Use tools like Project Sunroof to help identify the solar opportunity at each property. City and County staff must step up support and outreach and consider incentives for participation.

Lead

Planning Dept.

Climate Action Implementation Plan - Residential Solar Purchase Program (Revision 10/16/2024)

Support

La Crosse County, Program administrator such as MREA or Renew WI, solar installers, Xcel Energy, Focus on Energy, [Project Sunroof](#)

Complementary Actions

- I. Organize an annual Commercial property and Industrial property group purchase program. Coordinate program with the City's Solar Top 50 effort. Goal: 30 participants with 3,000 KW installed annually. (BE 4-4)
- II. Identify the top privately owned Solar PV sites within the city (including rooftop, ground-mounted, and carport site potential). Efforts should include the development of a Solar PV Site Assessment for identified with estimated installation costs and projections for energy generation and economic payback over a minimum 20-year period. Assessments, along with a summary highlighting the economic potential should be provided to property owners. This strategy could be coordinated with the Commercial property and Industrial property Solarize program. Solar Top 50 assessment efforts could be repeated annually, particularly through 2025. (BE 4-3)
- III. Develop renewable energy programs that increase on-site and community renewable energy and create benefits for low-income community members. Example programs include the [City of Dubuque Low Income Solar Renewable Energy Credit \(SREC\)](#), Leech Lake Band of Ojibwe Community Solar for Community Action, and the [Texas Energy Poverty Research Institute Community Solar Program Model](#). Goal: 10,000 MWh of clean energy delivered through programs annually by 2030. (LH 5-1)
- IV. Support the development of community solar projects that benefit all residents, particularly communities of color and low-income populations. Advocate for passage of bill [SB 490](#). (BE 4-6)