

CLIMATE ACTION PLAN

PHASE 2: 2015-2020

City of Urbana, Illinois

5.1 IMPLEMENTATION SCHEDULE

START	FINISH	GOAL	ACTION
2015	2015	Goal 1	Action 1 Propose an ordinance or policy requiring new City facilities to achieve LEED certification
2015	2015	Goal 2	Action 1 Evaluate existing zoning and development codes for possible integration of LEED-ND and other green development standards
2015	2015	Goal 4	Action 1 Engage the Illinois State Water Survey to evaluate an update to design storm standards
2015	2016	Goal 1	Action 2 Propose an ordinance incentivizing or requiring new homes to achieve the Designed to Earn the ENERGY STAR certification, LEED certification, or Passive House certification
2015	2016	Goal 1	Action 3 Propose an ordinance incentivizing or requiring new commercial buildings achieve the Designed to Earn the ENERGY STAR certification, LEED certification, or Passive House certification
2015	2016	Goal 4	Action 2 Evaluate funding needed to increase the tree pruning cycle to preserve existing trees
2015	2016	Goal 5	Action 1 Partner with existing energy efficiency programs and community groups
2016	2016	Goal 3	Action 1 Purchase Green Power Partnership qualified renewable energy credits in future municipal electric aggregation agreements
2016	2016	Goal 4	Action 3 Incorporate pollinator-supportive plant species in City landscapes
2015	2017	Goal 3	Action 4 Propose strategies to improve the local onsite renewable energy market
2017	2017	Goal 1	Action 4 Engage Ameren Illinois to facilitate energy data access for commercial facilities through ENERGY STAR Portfolio Manager web services
2017	2017	Goal 1	Action 5 Seek funding for the Urbana Home Energy Performance program
2016	2018	Goal 3	Action 2 Purchase Green Power Partnership qualified renewable energy credits and/or the installation of onsite renewable energy for City facilities
2016	2018	Goal 3	Action 3 Pursue long term purchase of bundled renewable power and renewable energy credits
2018	2018	Goal 5	Action 2 Partner with organizations conducting smart grid education and engagement
2018	2019	Goal 3	Action 5 Propose strategies to increase renewable energy purchasing in the commercial sector
2018	2019	Goal 1	Action 6 Evaluate opportunities to retrofit existing outdoor lighting with more energy efficient lighting
2016	2020	Goal 2	Action 2 Reduce single occupancy vehicle mode share from 51.6% to 40%
2016	2020	Goal 4	Action 4 Reduce tree species, genus, and family preponderance to 5%, 15%, and 30% respectively
2016	2020	Goal 6	Action 1 Work with the Sustainability Advisory Commission to inventory greenhouse gas emissions and evaluate emissions reduction strategies every two years
2019	2020	Goal 5	Action 3 Partner with the Green Power Partnership
2019	2020	Goal 5	Action 4 Partner with the local tenant unions
2019	2020	Goal 6	Action 2 Work with the Sustainability Advisory Commission to create a new plan to reduce greenhouse gas emissions for the 2020 to 2050 period

5.2 ENERGY EFFICIENT RESIDENTIAL BEHAVIORS SURVEY RESULTS



DEPARTMENT OF PUBLIC WORKS
Environmental Sustainability Division
m e m o r a n d u m

TO: Sustainability Advisory Commission
FROM: Scott R. Tess, Environmental Sustainability Manager
DATE: July 2, 2013
SUBJECT: Residential Energy Survey Results

The Urbana Climate Action Plan calls for investigating barriers to energy efficiency behaviors. By identifying barriers that stand in the way of folks choosing activities that improve energy efficiency and reduce greenhouse gas pollution, the City is able to plan for more effective energy efficiency programs. The following goals are listed in the Climate Action Plan:

Goal 1

Action 2 Reduce emissions from residential sector building electricity consumption.

- Identify specific barriers through focus groups and surveys in the local community.

Goal 1

Action 3 Reduce emissions from residential sector building natural gas consumption.

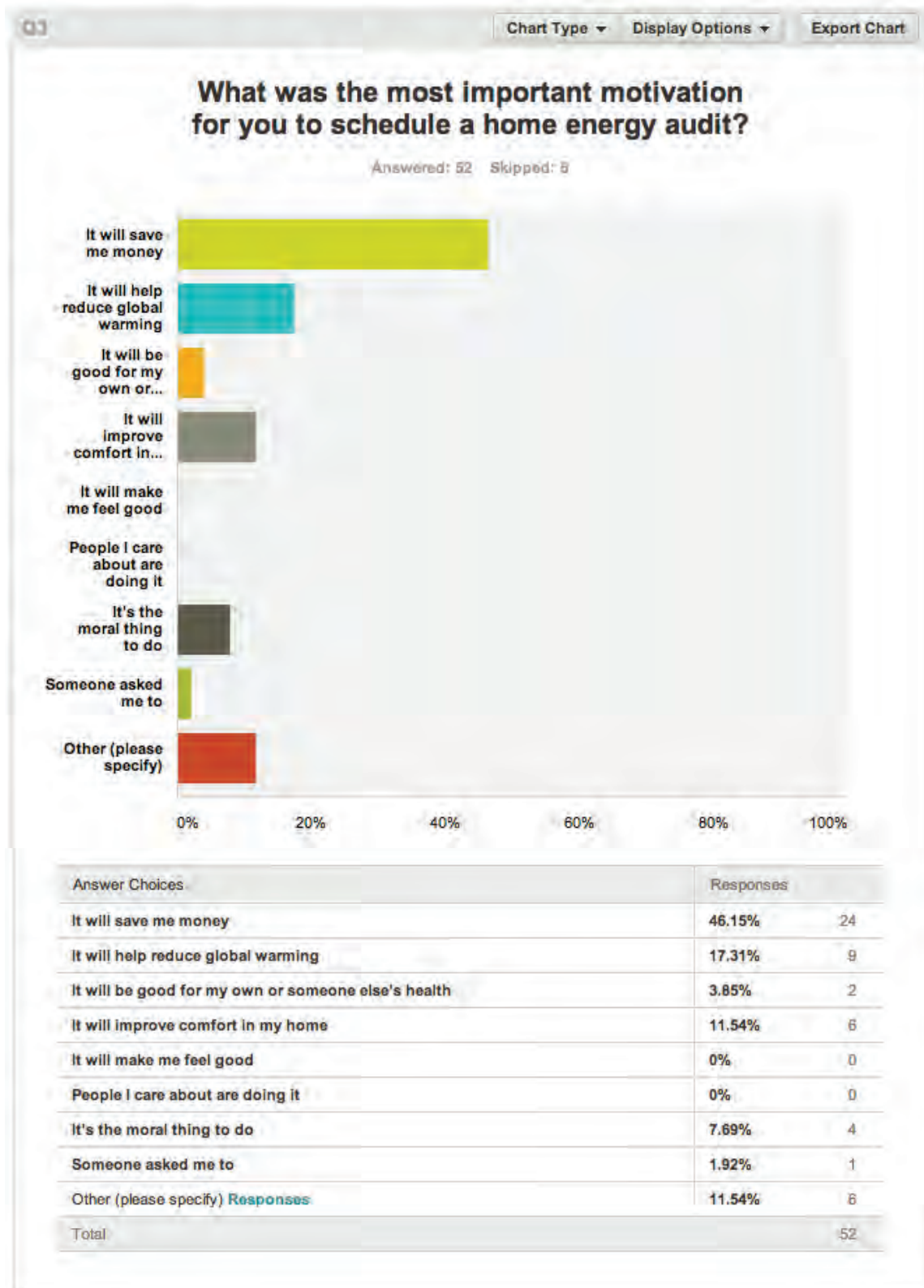
- Identify specific barriers through focus groups and surveys in the local community.

Methodology

The Urbana Home Energy Performance Program used ARRA stimulus funding in 2010 and 2011 to pay for home energy audits and increase energy efficiency rebates in partnership with Ameren Act on Energy. 695 households received an energy audit through this program. 169 households that received an energy audit applied for an energy efficiency improvement rebate, or 24%. Rebates paid down the cost of improvements such as insulation and air sealing. This survey seeks to determine what barriers prevented households that received an energy audit from applying for an energy efficiency improvement rebate.

5.2 ENERGY EFFICIENT RESIDENTIAL BEHAVIORS SURVEY RESULTS

Findings



I already had one done with the last 12 months by Amren

5.2 ENERGY EFFICIENT RESIDENTIAL BEHAVIORS SURVEY RESULTS

6/17/2013 7:21 PM [View respondent's answers](#)

All of the above, plus it didn't cost me much

6/15/2013 2:04 PM [View respondent's answers](#)

It was free

6/14/2013 2:47 PM [View respondent's answers](#)

Energy saving devices provided during audit

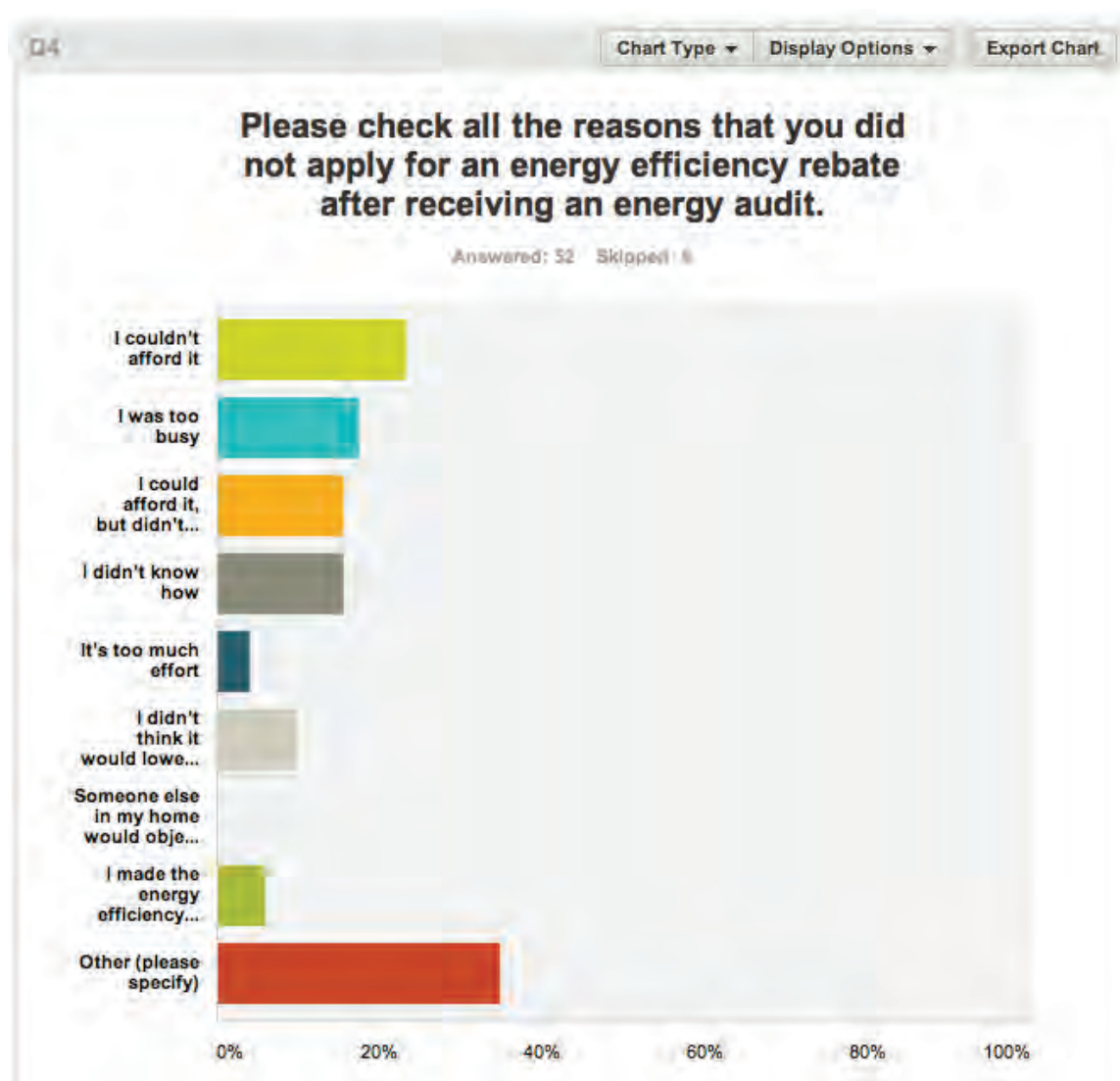
6/11/2013 7:24 PM [View respondent's answers](#)

I don't want to waste energy

6/11/2013 7:26 AM [View respondent's answers](#)

lower my reliance on the power company (I suppose a combination of saving money and comfort)

6/11/2013 7:05 AM [View respondent's answers](#)



5.2 ENERGY EFFICIENT RESIDENTIAL BEHAVIORS SURVEY RESULTS

Answer Choices	Responses	
I couldn't afford it	23.08%	12
I was too busy	17.31%	9
I could afford it, but didn't want to spend the money	15.38%	8
I didn't know how	15.38%	8
It's too much effort	3.85%	2
I didn't think it would lower my power bill	9.62%	5
Someone else in my home would object to the change	0%	0
I made the energy efficiency improvement, but didn't apply for the rebate	5.77%	3
Other (please specify) Responses	34.62%	18
Total Respondents: 52		

I think We were told there wasn't anything we could do

6/28/2013 11:06 AM [View respondent's answers](#)

home too new and not eligible for incentives

6/27/2013 10:52 AM [View respondent's answers](#)

contractor handled it, I think

6/26/2013 11:35 AM [View respondent's answers](#)

Didn't realize there was a rebate

6/26/2013 8:02 AM [View respondent's answers](#)

Results indicated that improvements would result in minimal savings.

6/23/2013 5:29 PM [View respondent's answers](#)

There was little found that was cost-effective, as I had already done the simple, effective energy saving things. The next step was too expensive and unnecessary in my eyes.

6/15/2013 2:04 PM [View respondent's answers](#)

I thought I did! Wasn't the contractor supposed to do this?

6/14/2013 5:12 PM [View respondent's answers](#)

If I remember correctly, the auditor said no changes were worth making: we could spend a lot of money on more insulation if we really wanted but were already doing fairly well. Did you have to follow a recommendation to get a rebate? I mentally filed this under "no further action needed, can forget about it" a long time ago!

6/12/2013 9:38 AM [View respondent's answers](#)

Um, confused. The audit didn't cost anything and the improvements were subsidized by Ameren. Rebate?

6/11/2013 9:57 PM [View respondent's answers](#)

No high impact needs were identified by the audit

6/11/2013 7:24 PM [View respondent's answers](#)

No changes were needed

6/11/2013 2:25 PM [View respondent's answers](#)

I was only able to reach one contractor for a quote. I wanted more bids for the job to cost compare.

5.2 ENERGY EFFICIENT RESIDENTIAL BEHAVIORS SURVEY RESULTS

6/11/2013 8:46 AM [View respondent's answers](#)

Contractor costs seemed too high even after the rebate. Also, one contractor included the rebate in his estimate (so I wouldn't need to apply for it) while another said that I needed to apply for the rebate. The inconsistency concerned me.

6/11/2013 7:47 AM [View respondent's answers](#)

Had already made the majority of possible improvements.

6/11/2013 7:05 AM [View respondent's answers](#)

I don't recall this option.

6/10/2013 9:50 PM [View respondent's answers](#)

I moved.

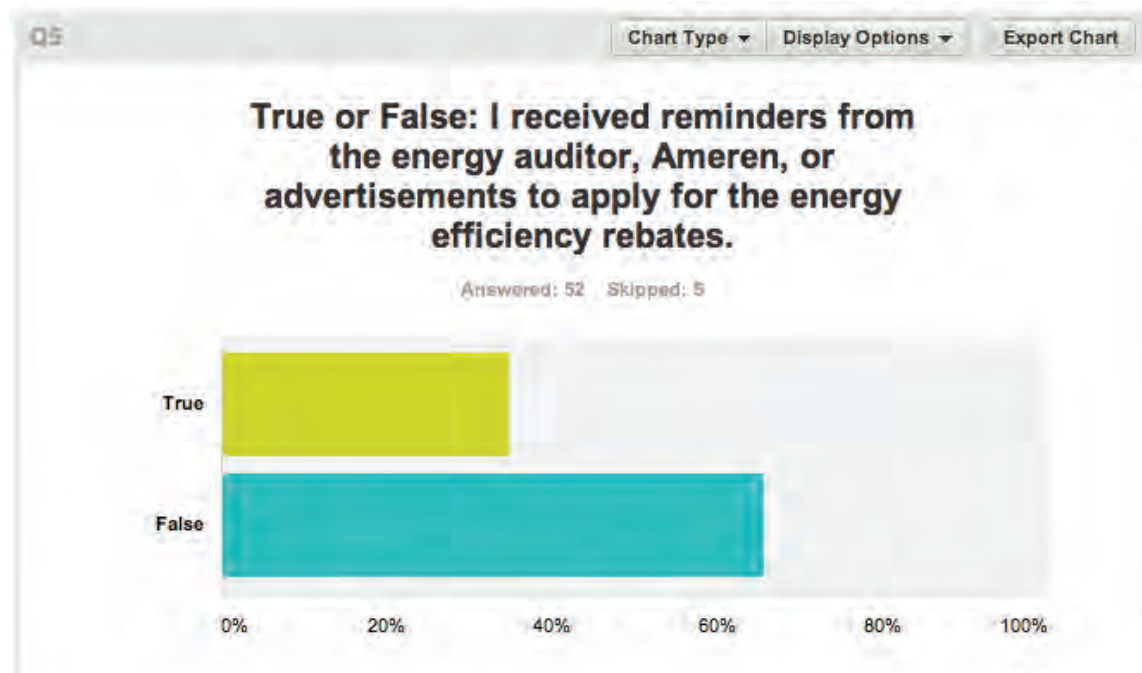
6/10/2013 9:13 PM [View respondent's answers](#)

I did the work myself which was not eligible (I think)

6/10/2013 8:03 PM [View respondent's answers](#)

the energy saving options were not environmentally friendly

6/10/2013 6:35 PM [View respondent's answers](#)



5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



DEPARTMENT OF PUBLIC WORKS

Environmental Sustainability Division

m e m o r a n d u m

TO: Urbana Sustainability Advisory Commission
FROM: Scott R. Tess, Environmental Sustainability Manager
DATE: March 4, 2014
SUBJECT: **Commercial Energy Efficiency Survey**

The Urbana Climate Action Plan calls for investigating barriers to energy efficiency behaviors at commercial properties. By identifying barriers that stand in the way of businesses choosing activities that improve energy efficiency and reduce greenhouse gas pollution, the City is able to plan for more effective energy efficiency programs. The following goal is listed in the Climate Action Plan:

Goal 1

Action 1 Reduce emissions from residential sector building electricity consumption.

- Identify specific barriers through focus groups and surveys in the local business and commercial community.

Methodology

This survey utilized existing city databases to identify addresses for 700 commercial properties in Urbana. A postcard was sent to all the addresses prompting business owners and managers to take the survey online for a chance to win a \$50 Amazon gift card.

5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS





Urbana Public Works
706 S. Glover Ave.
Urbana, IL 61802

PRESORTED
STANDARD
U.S. POSTAGE
URBANA, IL
PERMIT NO. 116

Take this business survey for a chance to win a
\$50 Amazon.com gift card!

<https://www.surveymonkey.com/s/NDTN6RZ>



Biz Survey Postcard.indd 1

1/8/14 4:15 PM



Enter Now to Win a \$50 Amazon Gift Card!

Complete the survey on business energy efficiency by February 14, 2014 to qualify.
Visit <https://www.surveymonkey.com/s/NDTN6RZ> to take this brief survey.

Drawing sponsored by City of Urbana: Scott Tess 217-384-2381 stess@urbanailinois.us



Available Cash Incentives



Millions of dollars in cash incentives are available from the award-winning Ameren Illinois ActOnEnergy® Program. These cash incentives will help your business invest in smart energy solutions, which can lower costs by thousands and help boost your bottom line.

For more information on this program, visit:
ActOnEnergy.com/Business



The City of Urbana can provide your business with a cash incentive equal to 5% of your total energy efficiency project cost when your project reduces energy use by 10% or more. The property must be located in one of Urbana's TIF Districts to qualify.

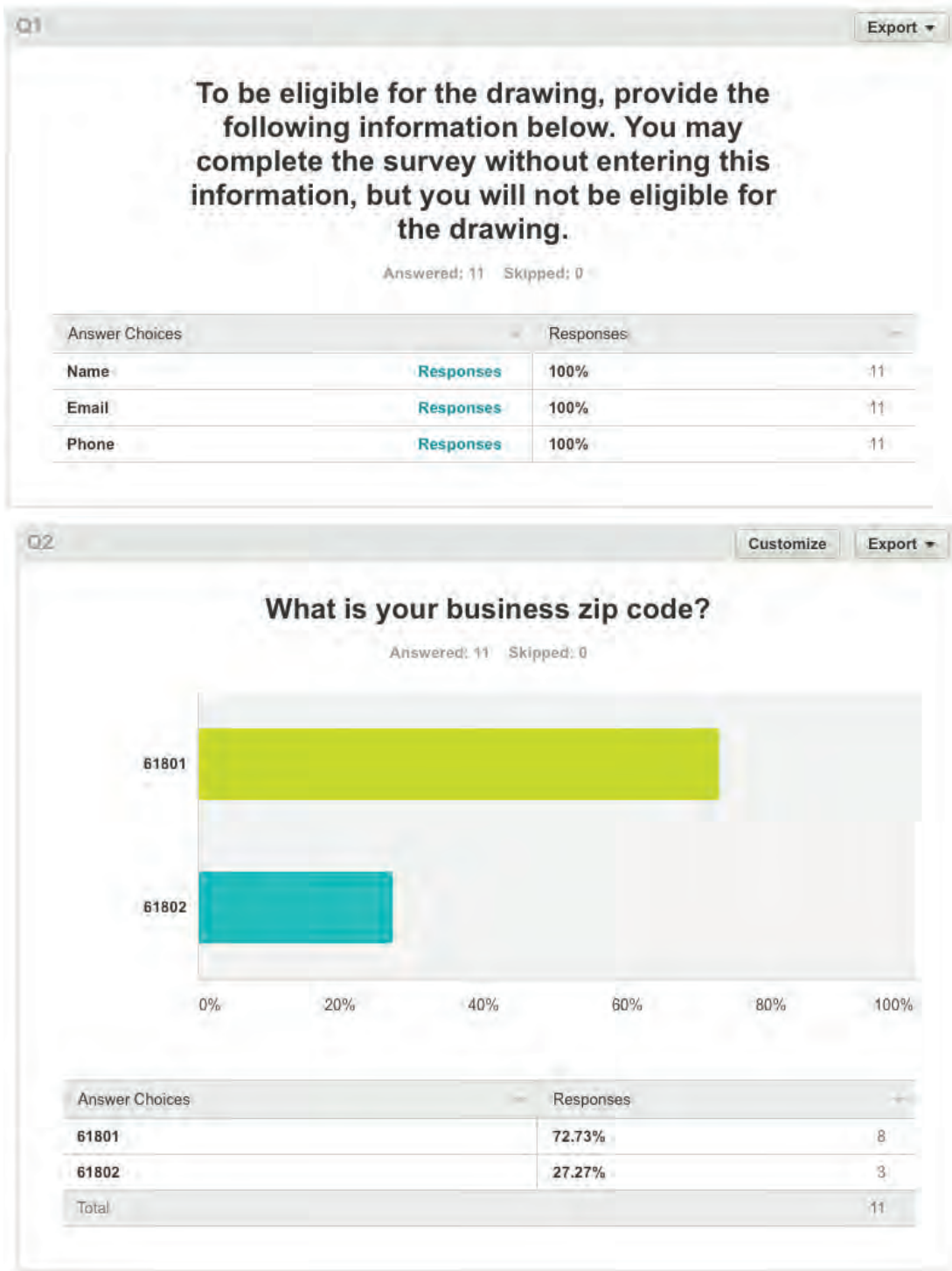
For more information, visit:
Urbanailinois.us/businesses/incentives

Biz Survey Postcard.indd 2

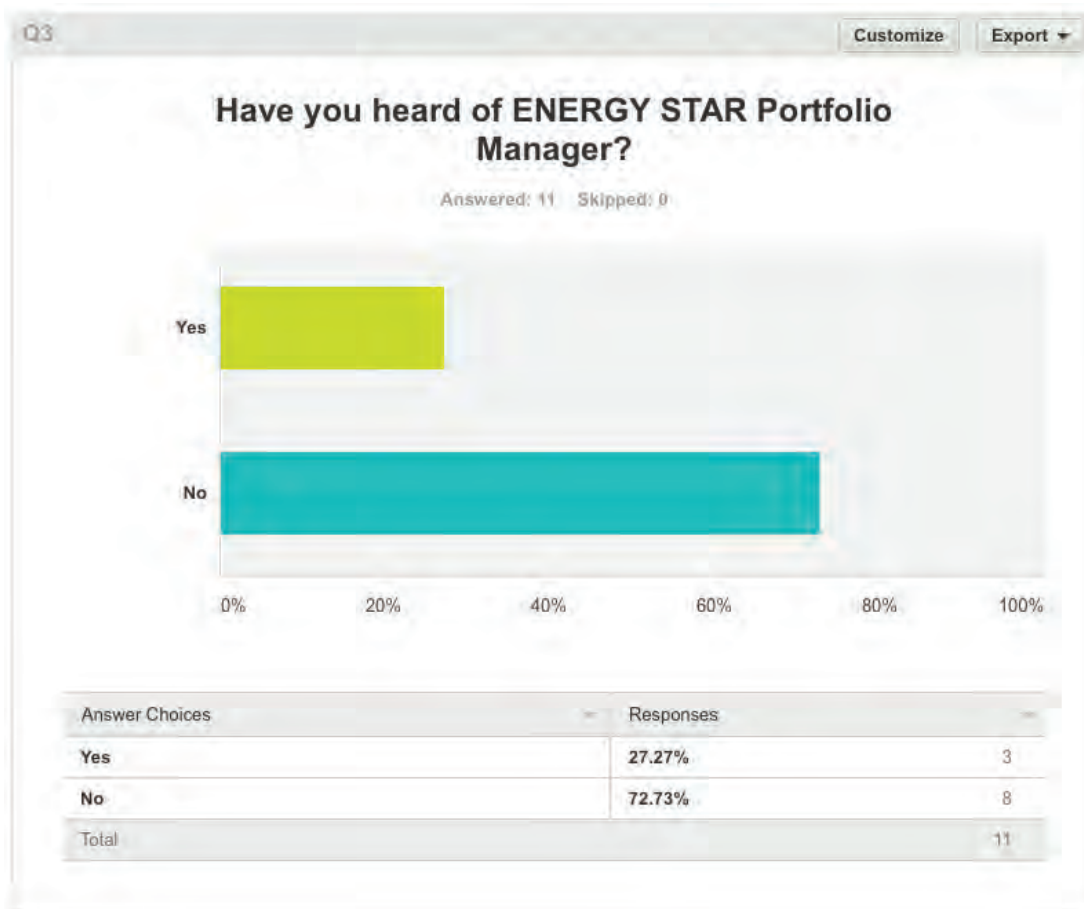
1/8/14 4:15 PM



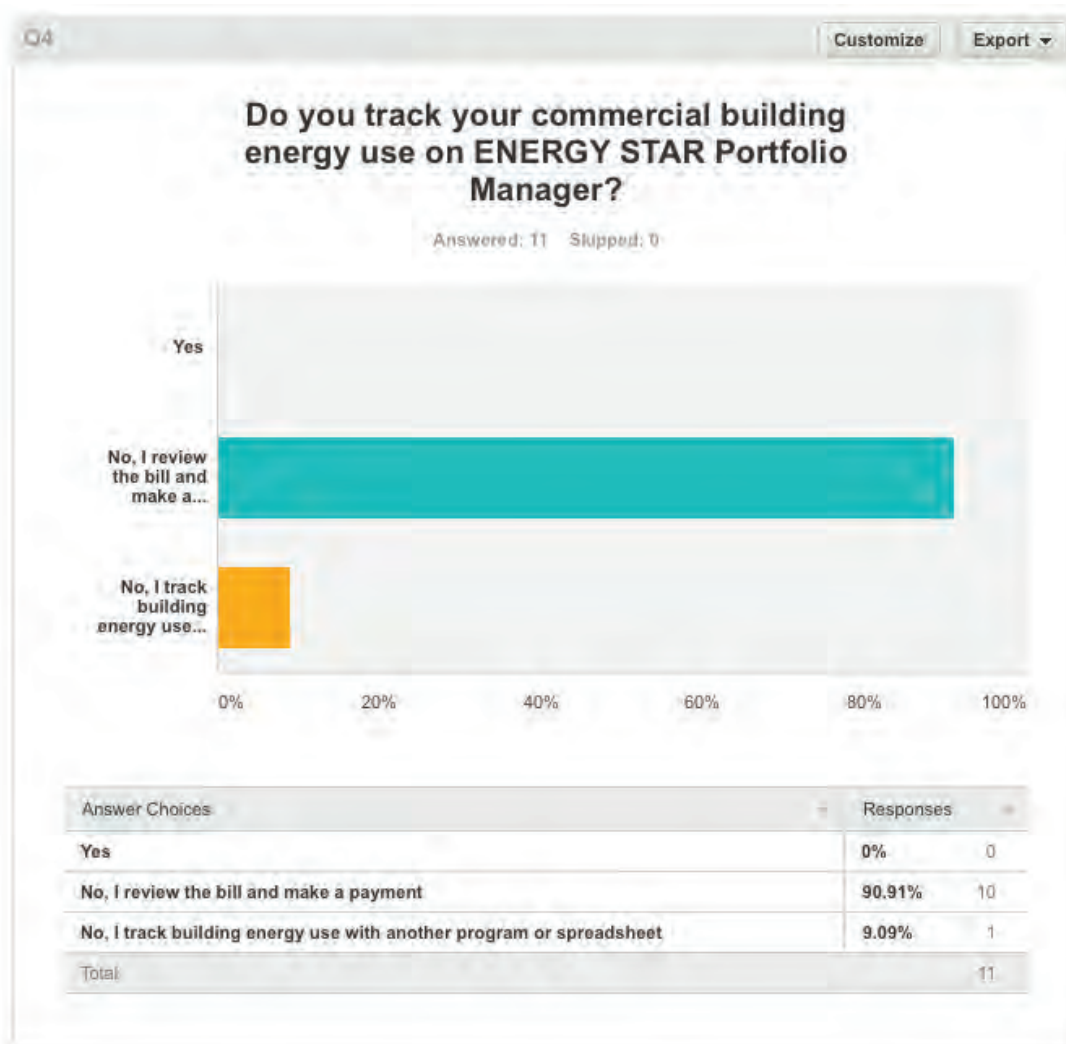
5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



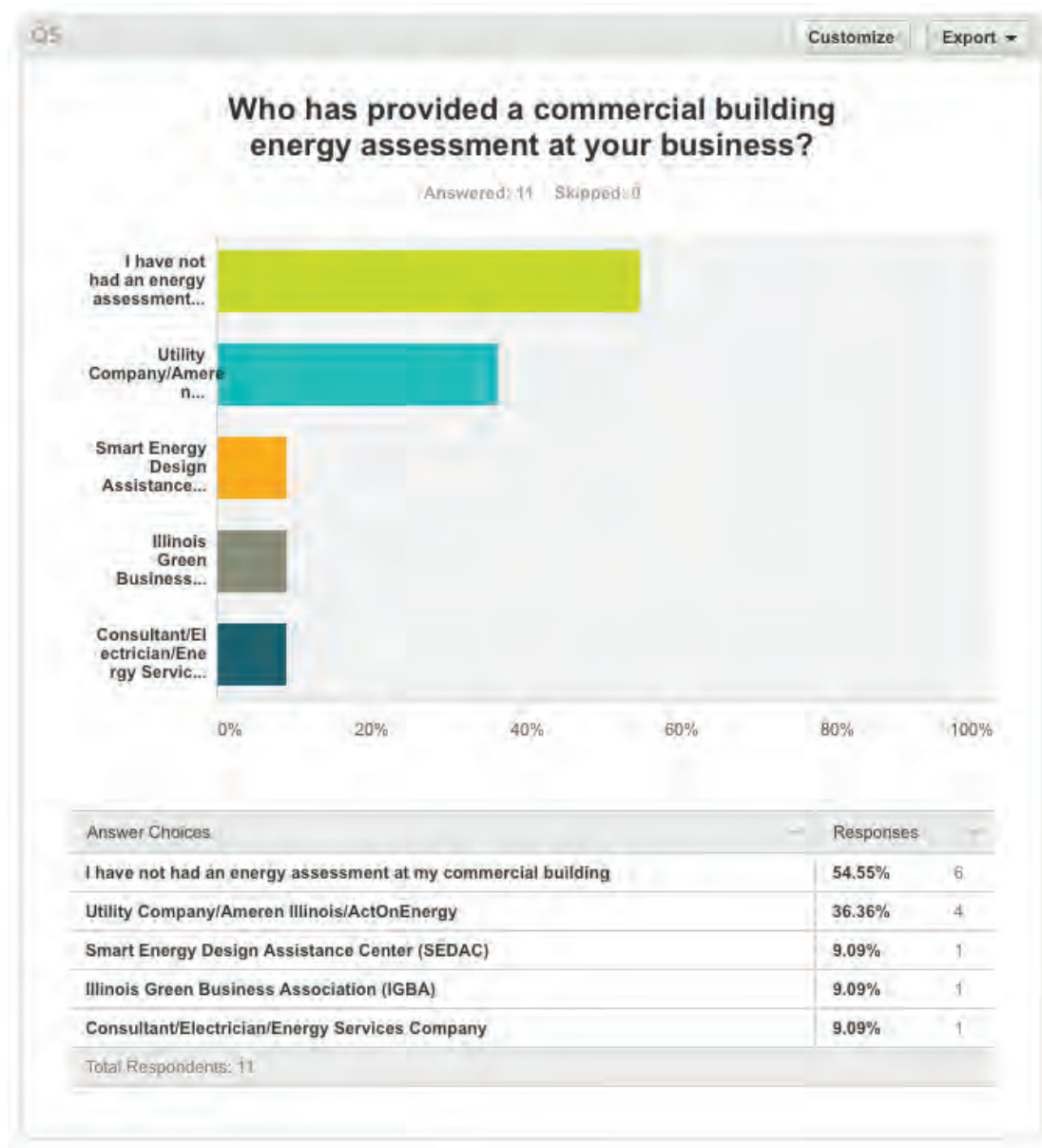
5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



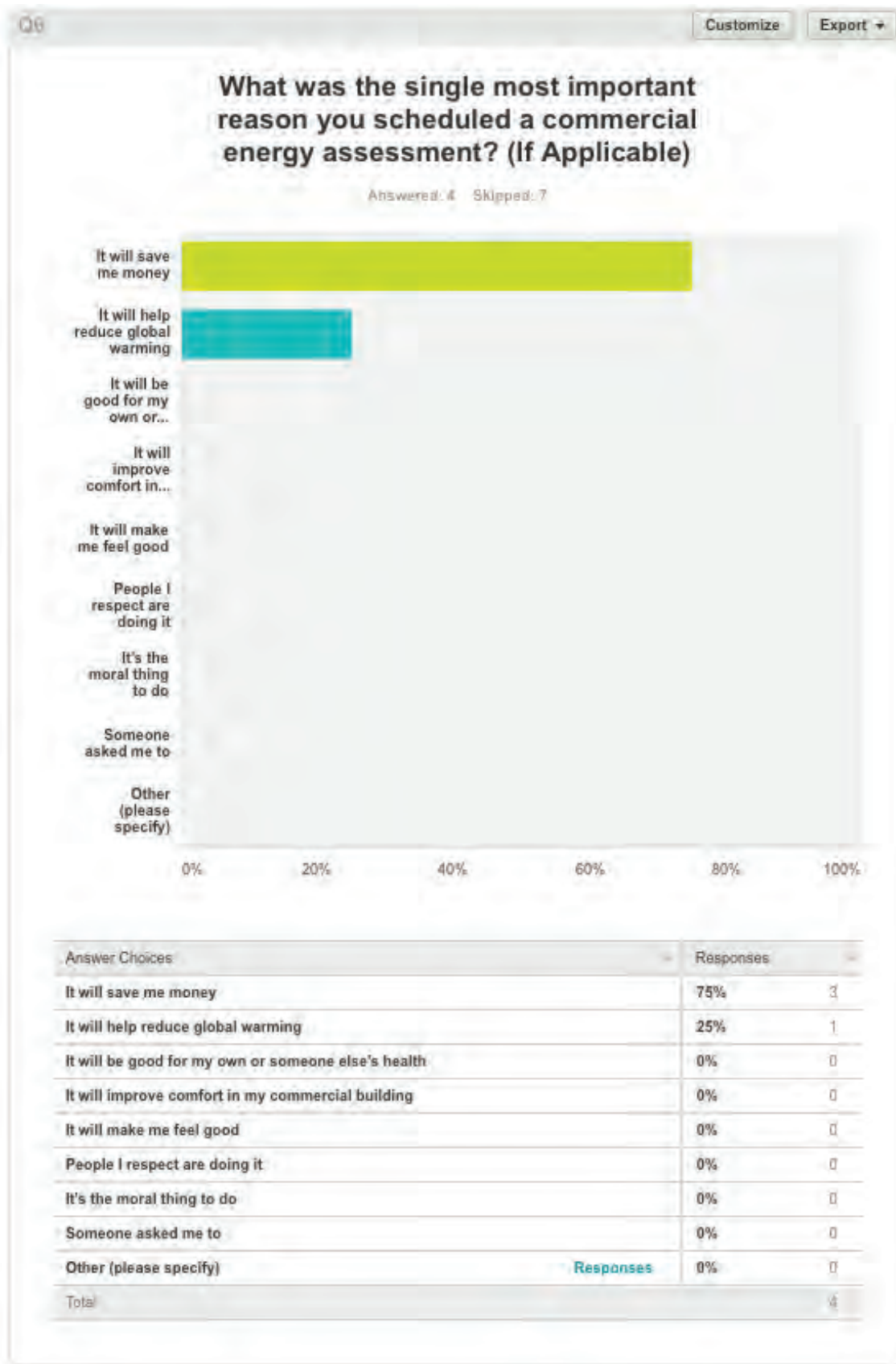
5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



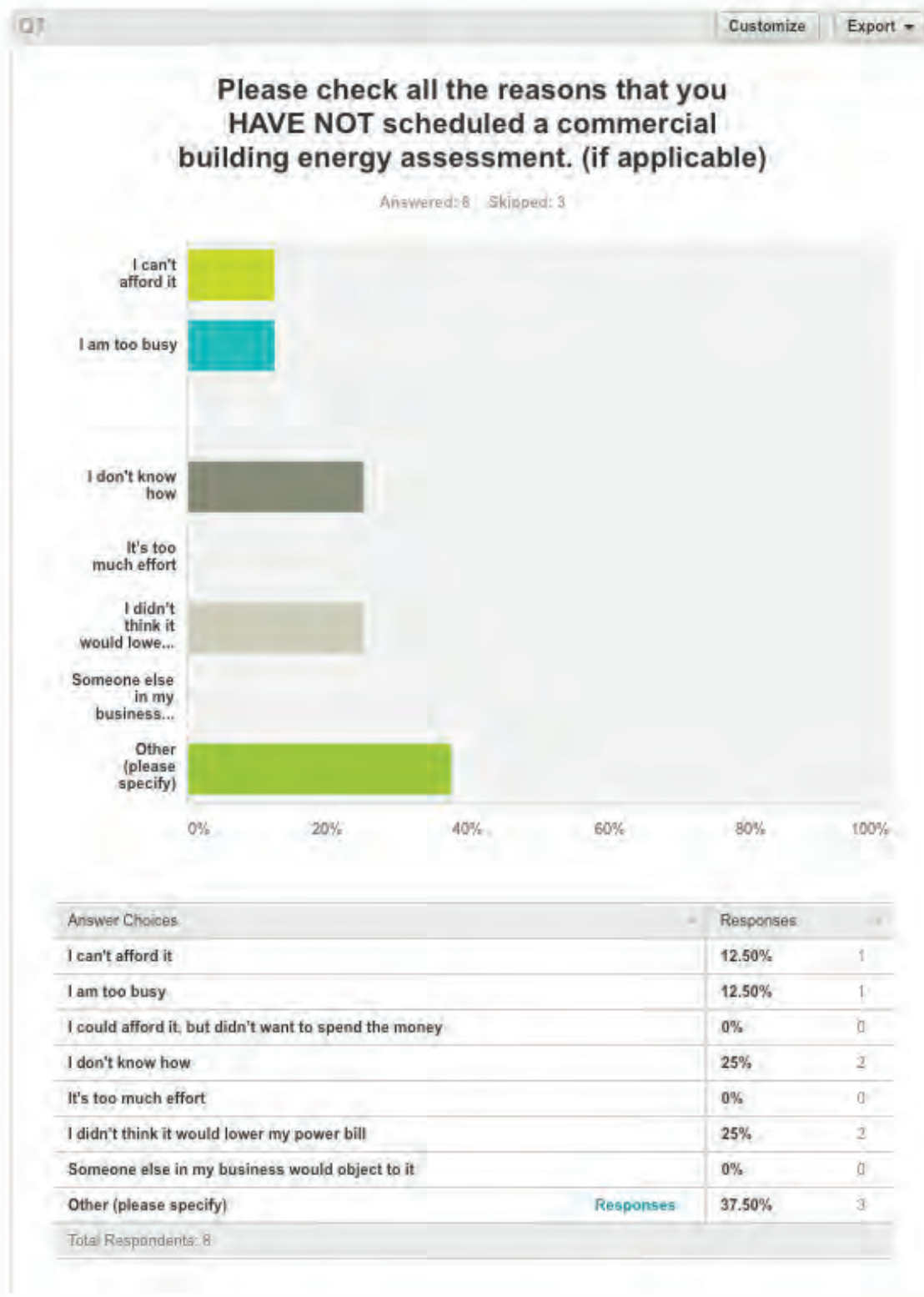
5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS



5.3 ENERGY EFFICIENT COMMERCIAL BEHAVIORS SURVEY RESULTS

Showing 3 responses

I don't want to think about it.

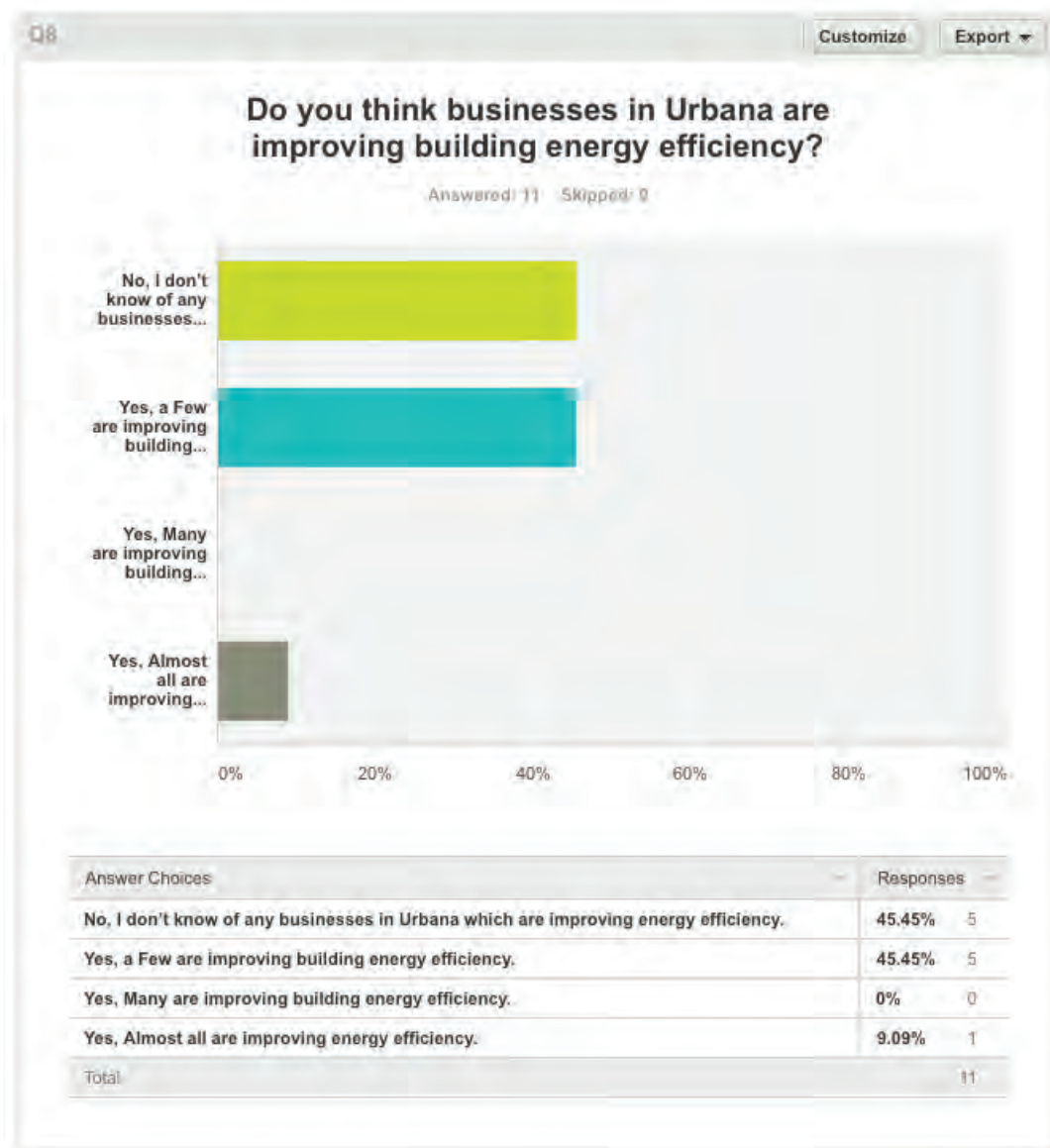
2/5/2014 10:29 AM [View respondent's answers](#)

Unfamiliar with process and costs

2/4/2014 4:56 PM [View respondent's answers](#)

never thought about it

2/3/2014 1:41 PM [View respondent's answers](#)



5.4 ENERGY EFFICIENT TRANSPORTATION BEHAVIORS SURVEY RESULTS



DEPARTMENT OF PUBLIC WORKS

Environmental Sustainability Division

m e m o r a n d u m

TO: Urbana Sustainability Advisory Commission
FROM: Scott R. Tess, Environmental Sustainability Manager
DATE: March 4, 2014
SUBJECT: **Transportation Behaviors**

Impetus

The impetus of this document comes from the Urbana Climate Action Plan Goal 2: Action 2 which calls on City staff to “Identify specific barriers to adopting more active and energy-efficient transportation behaviors through focus groups and surveys, and provide information and resources to help overcome these barriers.”

Purpose

The purpose of this document is to summarize research commissioned by the Champaign-Urbana Mass Transit District (MTD) for the purposes of addressing Urbana Climate Action Plan Goal 2: Action 2. The findings in the MTD research will inform City of Urbana activities seeking to increase the proportion of sustainable transportation choices.

The findings of the MTD research are contained in the Mobility Implementation Plan (miPLAN) available at http://www.ihavemiplan.com/shared/pdfs/employee_report_spring07.pdf. “The purpose of miPLAN is to: Find out what mobility options Champaign, Urbana & Savoy want as a community, both now and in the future, and then craft a plan to bring those options to fruition.”

“The Champaign-Urbana Urbanized Area Transportation Study (CUUATS), the transportation entity of the Champaign Regional Planning Commission (CCRPC), completed its Long Range Transportation Plan 2025 in 2005. To implement the non-single occupant vehicle mobility recommendations of the LRTP 2025, a Mobility Implementation Plan (miPLAN) Committee was

5.4 ENERGY EFFICIENT TRANSPORTATION BEHAVIORS SURVEY RESULTS

convened. miPLAN is a multi-phased study to identify ways to expand mobility options that provide residents and visitors with more choices and enhance the livability of the region. MiPlan will expand transportation choices that support a greater diversity of living.”

Scope

This document will review survey results from miPLAN. The survey was conducted among employees of several of the larger employers in Champaign and Urbana.

Summary

miPLAN identifies several barriers to choosing more sustainable transportation options. More sustainable means walk, bike, bus, and carpool in increasing order of pollution emissions and expense. Single occupany vehicle (SOV) transportation has the largest pollution emissions profile and is considered the least sustainable transportation choice. The miPLAN survey results identify both advantages and barriers to choosing more sustainable transportation options as identified by survey respondents.

Advantages:

Bicycle: Low cost, low pollution emissions, flexible

Carpool: Save money, companionship, convenience

Bus: Low cost, convenience

Walk: Health, low cost

SOV: Flexibility, work usage, transporting children

Barriers:

Have to use car during the workday

Must use my car for work purposes (not just for personal errands) during the workday

Need car for errands

Had to drop children at child care

Stopped for shopping

5.4 ENERGY EFFICIENT TRANSPORTATION BEHAVIORS SURVEY RESULTS

Barriers to using alternative modes to commute

(Source: miPLAN e-Survey of Employees, 2007)

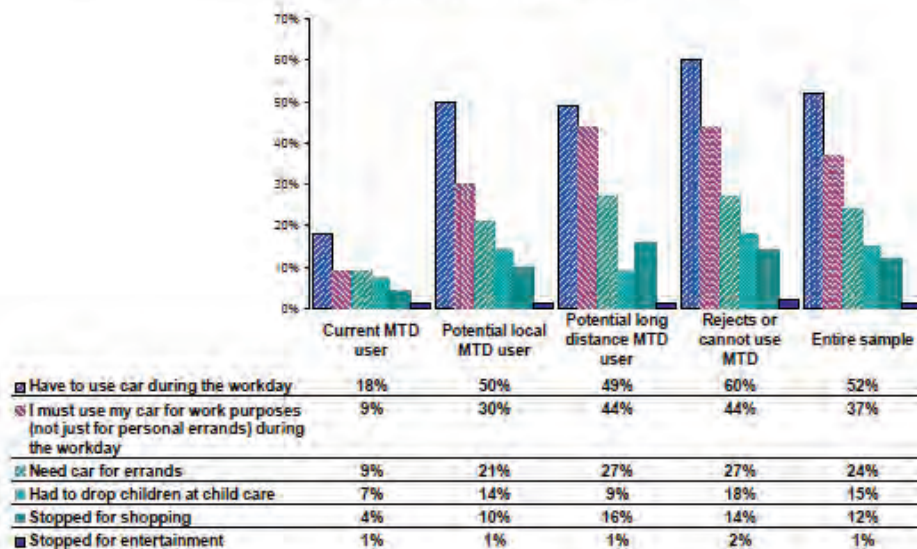


Figure 30 Barriers to using alternative modes to commute

5.5 ENERGY EFFICIENCY IN RENTAL PROPERTIES FOCUS GROUP SUMMARY



Public Works Department
Environmental
Sustainability Division
706 South Glover Ave
Urbana, Illinois 61802
TEL (217) 384-2381
FAX (217) 384-2400

Rental Properties Energy Efficiency Task Force

Purpose

As directed by the Urbana Climate Action Plan, this task force was conducted to study barriers to innovation and improvement in the energy efficiency of rental properties.

Dates/Times

- May 30, 2013
- 3-5pm

Location

- Engineering Conference Room at Public Works

Facilitator

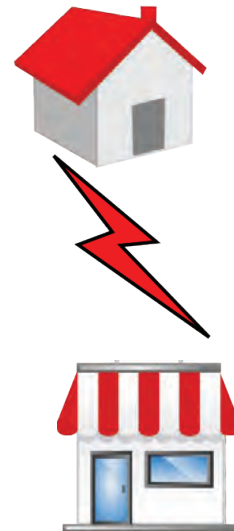
- Scott Tess, Environmental Sustainability Manager

Participants

- Commercial and residential property managers
- Commercial and residential tenants
- City staff

Agenda

- Introductions
- Review of energy efficiency measures
- What stands in the way of energy efficiency improvements in rental properties?
- In your ideal world, how would things work differently?
- Who needs to be involved and what needs to be done?



5.5 ENERGY EFFICIENCY IN RENTAL PROPERTIES FOCUS GROUP SUMMARY

3.2 GOAL 3: FORMULATE STRATEGIES TO REDUCE EMISSIONS FROM RENTAL AND INDUSTRIAL SECTORS

Action 1: Form a task force to study special considerations for rental properties.

Rental units make up about two thirds of Urbana's housing units as well as a significant amount of commercial space. Improvements in residential rental units could contribute significantly to the Climate Action Plan goals.

Attaining greenhouse gas reductions in rental units is complicated by the fact that utility bills are often the responsibility of the tenant, and there is little economic incentive to expend capital on energy efficiency for landlords or owners. Rental units are typically ineligible for incentive funds. This conflict has implications for housing affordability and quality of life.

Rental properties are not defined as a category or sector in the greenhouse gas emissions inventory. Even so, there are special considerations related to greenhouse gas emissions strategies for rental properties, regardless of whether they fall into the residential or commercial sector.

IMPLEMENTATION STRATEGIES

Information and Outreach:

1. Form a task force to study the special considerations of Urbana's rental residential and commercial properties.
2. Explore programs that can assist renters in making informed housing choices based on knowledge of rent, utilities and transportation costs of residential properties while allowing landlords to compete on true costs.

Associated Advantages

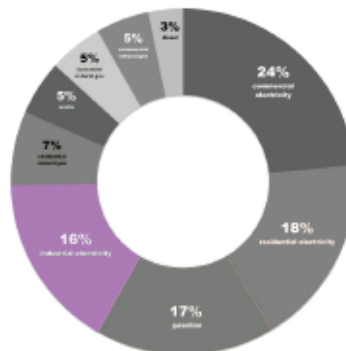
1. Annual energy cost savings
2. Improved air quality and health
3. Green jobs
4. Quality of life

IMPLEMENTATION PARTNERS

- City of Urbana, Urbana Business Association (UBA), Champaign County Chamber of Commerce, Champaign Urbana Tenant Union
- City of Urbana, Smart Energy Design Assistance Center (SEDAC), Center for Neighborhood Technology (CNT)

Action 2: Form a task force to study special considerations for the industrial sector.

Electric usage by the industrial sector is the fourth largest source of greenhouse gas emissions in Urbana, accounting for 16% of emissions. Because industrial processes vary, it is difficult to make a blanket recommendation for emissions reduction in this sector. In addition, there are implications for economic development that are tied to growth of the city's industrial sector.



IMPLEMENTATION STRATEGIES

Information and Outreach:

1. Form a task force of business owners, planning staff, SAC representatives, and energy efficiency subject matter experts to develop greenhouse gas reduction strategies for the industrial sector.

IMPLEMENTATION PARTNERS

- City of Urbana, Urbana Business Association (UBA), Champaign County Chamber of Commerce, Smart Energy Design Assistance Center (SEDAC), Illinois Green Business Association (IGBA), Champaign County Economic Development Council (CCEDC)

5.5 ENERGY EFFICIENCY IN RENTAL PROPERTIES FOCUS GROUP SUMMARY

Smart Energy Design Assistance Center Analysis

Energy Conservation Measure	Typical ROI	\$/MTCO2E	MTCO2E/\$
Programmable Thermostat	1 yr	\$97	0.0103
Tune Up	1 yr	\$253	0.0040
Motion Sensors	0.5 yr	\$344	0.0029
Sealing	2 yrs	\$358	0.0028
Lighting	1-5yrs	\$523	0.0019
HVAC replacement	12 yrs	\$890	0.0011
Renewable Energy	20 yrs	\$1,328	0.0008
Insulation	7 yrs	\$1,685	0.0006
Window Films/ Film Windows	3 yrs	\$2,319	0.0004
Windows	25 yrs	\$2,500	0.0004

5.5 ENERGY EFFICIENCY IN RENTAL PROPERTIES FOCUS GROUP SUMMARY

Summary of Discussion

What stands in the way of energy efficiency improvements in rental properties?

1. Money
2. Split incentive of costs and benefits between property owner and tenant
3. Staff time
4. Tenant education/behavior
5. Info on specific savings from credible source

In your ideal world, how would things work differently?

1. Public access to billing by unit
2. Third party financing for improvements
3. Unified source of information from credible source
4. Tenants would know proper behaviors

Who needs to be involved and what needs to be done?

1. Split incentive
 - a. Public access to home utilities billing
 - i. City role to inquire how this might be possible respecting privacy
 - b. Energy Star Portfolio Manager energy benchmarking voluntary or by ordinance
 - i. City role
2. Financing
 - a. Grant funding to make capital available for energy improvements
 - i. City and professional associations role to seek out
 - b. Rebates/Tax Credits
 - i. Information barrier
 - ii. City and professional associations role to share info

5.5 ENERGY EFFICIENCY IN RENTAL PROPERTIES FOCUS GROUP SUMMARY

3. Unified source of information on energy efficiency opportunities and resources
 - a. Need a single, credible source,
 - i. City Role to forge partnerships and create single point of information
 - b. Digital and print communication
 - c. Agreed to be 1st priority
4. Tenant behaviors for energy efficiency
 - a. City, Student sustainability committee, IGBA, USGBC role
 - i. Provide information and/or programming
 1. Digital and print
 2. Door hangers with programmable thermostat instructions
 - b. Agreed to be the 2nd priority

Conclusion

Creating a single point for information on energy efficiency opportunities and resources including rebates and technical assistance was agreed to be the highest priority. Ideally, this would be completed through a regional platform created in coordination with other municipal and professional agencies. Communications that drive property managers to this single point of information will be critical to success. Utilizing existing government mailings may be an advantageous strategy. Addressing tenant behaviors that affect energy efficiency such as use of programmable thermostats and CFL lights was agreed to be the second highest priority. Partnerships and effective communications will be critical to success on this effort as well. In both instances the City of Urbana was considered to be best positioned to develop partnerships to bring both of these activities to fruition.



An education in energy-efficient living

An Illinois college town makes the first step effortless, putting scores of homeowners on the cutting edge of energy conservation

TRUE OR FALSE?

The tougher the challenge, the harder it is to take the first step. After that, most tasks become a breeze.

As many of us can attest, this statement is spot on. And the City of Urbana, Illinois, recently confirmed it with a program designed to reduce greenhouse gases one resident at a time. With a big assist from Ameren Illinois, the City helped more than 800 homeowners get started on the road to energy-efficient living—and succeeded in reducing their collective carbon footprint by more than 14,000 metric tons.

The origins of innovation

This story begins in 2009, when the City of Urbana applied for and received \$72,000 in Energy Efficiency and Community Block Grant (EECBG) funding from the federal government.

A vibrant micro-urban community with an internationally diverse population and a keen awareness of social and global issues, Urbana is no novice when it comes to energy conservation. Home to the University of Illinois at Urbana-Champaign, this city of 41,000+ residents is a charter member of the Tree City USA program launched in 1976 by the National Arbor Day Foundation. It has had an uncompromising Sustainability Initiative in place since 2007. And, thanks to the enthusiasm and leadership of Mayor Laurel Lunt Prussing and the entire City Council, it is generally recognized as the state's trailblazer in this field.

"Sustainability is a relatively easy sell in this town," said Director of Public Works Bill Gray, a 30-year veteran of municipal government. "Our citizens are generally well-

educated and well-informed, particularly on environmental issues. Still, we weren't sure of the most efficient way to invest this limited grant money. So we contacted Ameren Illinois to explore the possibilities."

"At the time, we already had a robust residential energy-audit program underway in the area under our ActOnEnergy® banner," said Nick Lovier, Energy Efficiency Advisor for Ameren Illinois. "The City hoped that, with this experience, we'd be able to help them devise a plan to spend their money judiciously."

The result? An innovative partnership formed by the City,



Ameren Illinois, and its ActOnEnergy program implementer Conservation Services Group (CSG). Together, the team formed by this unusual alliance

customized a program for Urbana's homeowners—an unprecedented program designed to take full advantage of the EECBG funds.

ActOnEnergy.com

5.6 HOME ENERGY PERFORMANCE PROGRAM CASE STUDY FROM AMEREN ILLINOIS



A ground-breaking solution

With each member bringing specialized knowledge, experience and resources to the challenge, the Urbana/ActOnEnergy team developed a hybrid “audit + retrofit” strategy—a strategy combining free residential energy audits with generous discounts on major envelope improvements.

It was a unique approach, according to Wade Morehead, Home Energy Performance Manager for ActOnEnergy.

“We decided to help homeowners take the first step towards conservation by including a number of free energy-saving measures in our audits,” he said. “The plan included, wherever possible, replacing conventional light bulbs with CFLs in high-usage areas, and installing high-efficiency showerheads and faucet aerators. We hoped that, by making this initial step painless, we’d motivate many of them to invest in more aggressive conservation measures.”

These measures typically involve top-to-bottom air/duct sealing along with attic and wall insulation, he said. “Air/duct sealing is usually the #1 energy-efficiency improvement a homeowner can make, with insulation upgrades coming in a close second.”

In both cases, Lovier added, the discounts were to be very attractive (see sidebar). And they were to be offered exclusively through ActOnEnergy’s existing Ally network, which is restricted to contractors who’ve undergone specialized training as well as a rigorous Business Performance Institute (BPI) certification.

“Unlike conventional insulation contractors, ActOnEnergy Allies are trained to handle the all-important sealing step, and to do all their work to meet BPI’s standards for quality, health and safety. They were the ideal solution for a program like this.”

An astounding response

To get word of the program out to residents, the Urbana/ActOnEnergy team used traditional tools:

- Standard PR techniques, such as news releases and a kick-off press conference that was well-covered by local print and broadcast media
- Direct mail, including a personal appeal from Mayor Prussing and an ActOnEnergy follow-up letter encouraging those undergoing audits to follow through with a retrofit
- Online educational tools to spell out the details

The response, however, was anything but traditional. It was, in fact, dramatic.

Between September, 2010 and February, 2012, a total of 826 Urbana homeowners underwent audits, receiving not only reports detailing the improvements they’d benefit from, but also their free CFL bulbs, showerheads and faucet aerators.

Then, at least in part because of this effortless introduction to the world of energy conservation, 169 of those audited—more than 20%—proceeded to take advantage of the program’s lavish incentives for air/duct sealing and insulation improvements. And another 29 homeowners went straight to Ally contractors for both the audit and subsequent shell improvements.

High-impact results

In the final analysis, the program was even more successful than its creators had anticipated, said Morehead. “We touched 855 homes in all, exceeding our original goal by 16. And our audit-to-retrofit rate of over 20% makes Urbana our best return on our audit investment to date.”

5.6 HOME ENERGY PERFORMANCE PROGRAM CASE STUDY FROM AMEREN ILLINOIS

Its environmental impact is even more impressive, he said. “In just 17 months, from the first audit in September of 2010 through the last in February of 2012, this program saved 32,000 barrels of oil and 1.5 million gallons of gas, and reduced Urbana’s carbon footprint by 14,069 metric tons—almost 2,000 more than our original goal.” That’s the equivalent of planting 40,000 trees in the city, according to Gray – a task which would have taken many years to complete while costing literally millions of dollars.

“Our grant money was relatively modest,” Gray pointed out. “But we were able to realize a major gain from those dollars, and to make a significant dent in our city’s greenhouse-gas emissions.”

What’s more, the program has given a boost to the local economy, he said. “It’s encouraging to see Ally contractor signs popping up all over the city. Even though this particular grant of ours is gone, the ActOnEnergy incentives for envelope improvements are still in force, and people are still taking advantage of them.”

It pays to do the right thing

Customers are, of course, the primary beneficiaries of this program. For example, Morehead said that the average air/duct sealing and insulation retrofit will typically pay for itself in just three years in energy savings alone.

“And because they’ve used our Ally contractors to do the work,

they can rest assured that everything has been done according to the highest standards in the industry. For instance, our contractors are trained in complying with BPI’s Building Airflow Standard. They know precisely how to get a home as tight as possible without requiring costly mechanical ventilation.”

But that’s just the tip of the iceberg, Lovier said.

“Homeowners who’ve made these investments quickly notice an improvement in their indoor air quality,” he said. “Air sealing in particular minimizes the drafts that can pull allergens in from the outside and cause fluctuations in temperature. It also keeps the humidity in a home relatively stable. Together, these improvements add up to a more comfortable home year-round, and a more durable structure.”

Most customers say initially that they’re investing in these improvements to lower their energy bills, he said. “But ask them about it a year later, and they rarely mention the savings. Instead, they talk about how much more comfortable their homes are now.”

There’s an added advantage for those who eventually need to sell their homes in today’s challenging real-estate market.

“The homeowners who’ve taken advantage of this program receive the documentation they need to set their houses apart from the competition,” Lovier said. “It’s an equity improvement that can mean a major return on a relatively minor investment.”

WHO’S PICKING UP THE TAB?

The Urbana project was a team effort on the dollars-and-cents side of things, too.

For the free audit portion of the program, the City of Urbana contributed \$26,425 from the EECBG grant, while the rest was covered by the standard ActOnEnergy program incentives.

For the insulation and air/duct sealing retrofits, the City subsidized ActOnEnergy’s existing discounts with the remaining \$45,575 of its EECBG grant, plus an additional \$2,000 in municipal funds. The resulting incentives made these improvements almost irresistible for homeowners in a position to make the investment. They paid as little as 10% to 20% of the total cost of the job!

In both cases, ActOnEnergy’s contributions came from funds collected under the terms of the State of Illinois’ Ratepayer Rider, which has utilities charge customers a nominal sum each month to support energy-conservation efforts. Reducing energy demand prevents the environmental impact and high cost of constructing additional power plants.



Rave reviews

The bottom line, Morehead said, is that 5% of all Urbana households received an energy audit because of this program, and better than one in five of those audited took advantage of the sealing and insulation incentives.

With free audits and steep discounts on additional improvements, why didn't the entire town sign up?

"It's a tough time for our economy," Lovier said. "No matter how much they may want to conserve energy, people are justifiably cautious about dipping into their savings these days. And let's face it – we're competing with improvements like granite countertops. We're promoting something you can't see and won't begin appreciating for at least a few months. It's not necessarily an easy sale.

"That's why we consider this program a spectacular return on our investment. Everything came together for us—having such an engaged group of City officials and staff, such great contractors, and such terrific incentives in a day when every dollar counts. It was a unique experience for us, and we're looking forward to doing it again."

Gray said that the City of Urbana is delighted with the outcome. "Sometimes you have to build the momentum to create lasting behavioral change. This program has been so successful that we may well solicit additional local and state dollars to keep it going."

In the meantime, he advised other municipalities considering a similar effort to partner with a utility that has an existing energy-efficiency program.

"What made it so easy for us was the fact that Ameren Illinois already had its audit program underway in our community. They also had the infrastructure in place to support a more ambitious undertaking. When we came on board and were able to further incentivize their work with our EECBG grant, it really took off."

But there's another reason for the success of this program, Morehead insisted—one that may be most important of all from the standpoint of permanently modifying behavior.

"I have to give a large share of the credit to the unique design of our effort," he said, "especially to those simple 'first steps' that put so many homeowners on the road to low-carbon living."

Learn more at ActOnEnergy.com.



FOCUSED ENERGY. *For life.*

THINKING BIG



In truth, this program's ambitions go well beyond immediate environmental concerns, said Director of Public Works Bill Gray.

"We are naturally very concerned about our being good stewards of the land," he said. "At the same time, we want to help improve our citizens' quality of life. And that includes finding ways to keep their energy costs down, which in turn gives them more discretionary money to pour back into our local economy.

"If we can accomplish these goals by moving toward renewable energy sources, and doing it in an environmentally friendly way, everyone benefits."



DEPARTMENT OF PUBLIC WORKS

Environmental Sustainability Division

memorandum

TO: Urbana Sustainability Advisory Commission
FROM: Scott E. Tess, Environmental Sustainability Manager
DATE: February 4, 2014
SUBJECT: Annotated Bibliography Addressing Functioning and Efficacy Renewable Energy Credits

Bird, Lori and David Hurlbut, Pearl Donohoo, Karlynn Cory, and Claire Kreycik. "An Examination of the Regional Supply and Demand Balance for Renewable Electricity in the United States through 2015." National Renewable Energy Laboratory. NREL/TP-6A2-45041. June 2010.

This report discusses market expectations for RECs. The authors expect the market demand for RECs to continue to grow through 2015. The demand for renewable energy from renewable portfolio standards is expected to grow faster than the demand for RECs from voluntary markets.

Heeter, Jenny and Philip Armstrong, Lori Bird. "Market Brief: Status of the Voluntary Renewable Energy Certificate Market (2011 Data)." National Renewable Energy Laboratory. NREL/TP-6A2D-5612B. September 2012.

This report records a 90% increase in reported REC purchases, but attributes much of this growth to better reporting and tracking. EPA data shows an increase of 22% in REC purchases. EPA data is primarily corporate and government reporting. Green-e Certified RECs grew 21%.

The US Energy Information Agency summary of 20 programs that report REC purchases saw median growth of 1%.

Holt, Ed and Lori Bird. "Emerging Markets for Renewable Energy Certificates: Opportunities and Challenges." National Renewable Energy Laboratory. NREL/TP-62D-37388. January 2005.

This report describes the basics of RECs including marketing, prices, and challenges facing the growth of REC markets. The report notes that "if unbundled RECs are sold to retail customers outside the region in which they are generated, RECs purchasers may not receive regional environmental benefits, although they will receive any global environmental benefits that may occur from reductions in greenhouse gases, for example."

Johnson, Sean D., Moyer, Elisabeth J. "Feasibility of U.S. Renewable Portfolio Standards Under Cost Caps and Case Study for Illinois." Center for Robust Decision Making on Climate and Energy Policy. No. 12/07. April 2012.

This paper discusses the workings of renewable portfolio standards (RPS) in state statutes. RECs are described as a subsidy helping the renewable energy industry achieve RPS targets. The subsidy is described as "cost-capped REC sales + the PTC." PTC stands for the federal production tax credit. The paper goes on to state that the "decreasing REC prices do not reflect the subsidy needed for new builds, though, but instead the condition of oversupply in the REC market."

Pinkel, Dan and Weinrub, Al. "What the Heck is a REC?." Local Clean Energy Alliance. 2013. www.localcleanenergy.org.

This document describes how the environmental attributes of particular types of electricity production can be sold bundled with the actual electricity and unbundled and sold separately from the actual electricity on the voluntary REC market. RECs that are not used as compliance RECs to meet state renewable portfolio standards are traded at a market value on a voluntary REC market. The authors describe REC revenue as part of revenue stream for renewable energy producers including "long-term electricity purchase commitments based on competitive generating costs, income tax credits, government subsidies, [and] rebates." Regarding the efficacy of RECs to induce additional renewable energy installations, the authors state that "while there might be cases where the sale of unbundled RECs does play a decisive financing role, this cannot be determined simply from REC attributes. To be a factor in stimulating renewable generation capacity, voluntary RECs would need to be sold in a manner that provides predictable cash flow, for example through long-term REC purchase contracts (10 – 20 years)."

Stavins, Robert and Richard Schmalensee. Renewable energy standards: less effective, more costly, but politically preferred to cap-and-trade? 1/12/2011. Grist. <<http://grist.org/article/2011-01-11-renewable-energy-standards-less-effective-more-costly-but-politi/>>

This article highlights that cap and trade as well as a renewable portfolio standard are both market-based solutions, but cap and trade raises the cost of fossil fuel derived energy, a renewable portfolio standard raises the cost on all electricity.

Environmental Value of Purchasing RECs. U.S. E.P.A. 10/18/13

<<http://www.epa.gov/greenpower/rec.html#fn1>>.

EPA regards REC purchasing as a simple way for organizations and institutions to affect the United States' electricity generation mix at a national scale. These voluntary purchases send a demand signal and provide financial support to new projects that are

competing with conventional technologies. Bringing new renewable electricity facilities online will help the electricity sector emit fewer tons of carbon dioxide emissions than it would have if these renewable energy sources had not been operating or built.

EPA works to ensure Partner environmental claims are supported and accurately communicated. EPA does not encourage organizations to claim that their REC purchases alone makes them “carbon neutral,” or that their REC purchase has reduced their direct carbon emissions to the atmosphere. However, organizations can claim that their REC purchases reduce the carbon emissions associated with their purchased electricity, which is often a key contributor to organizations’ carbon footprint. EPA guidance and corporate GHG accounting rules support these claims.

Green Power Markets. U.S. Department of Energy. 10/25/13. <
<http://apps3.eere.energy.gov/greenpower/markets/certificates.shtml?page=5>>

The US Department of Energy displays graphs detailing the falling price of RECs. The website distinguishes between compliance RECs and voluntary RECs. Compliance RECs are much more expensive because they usually must be regionally sourced. Voluntary RECs are cheaper because they can be nationally sourced.

“Renewable Energy Certificates, Carbon Offsets, and Carbon Claims.” Center for Resource Solutions. April 9, 2012. v. 1.1.

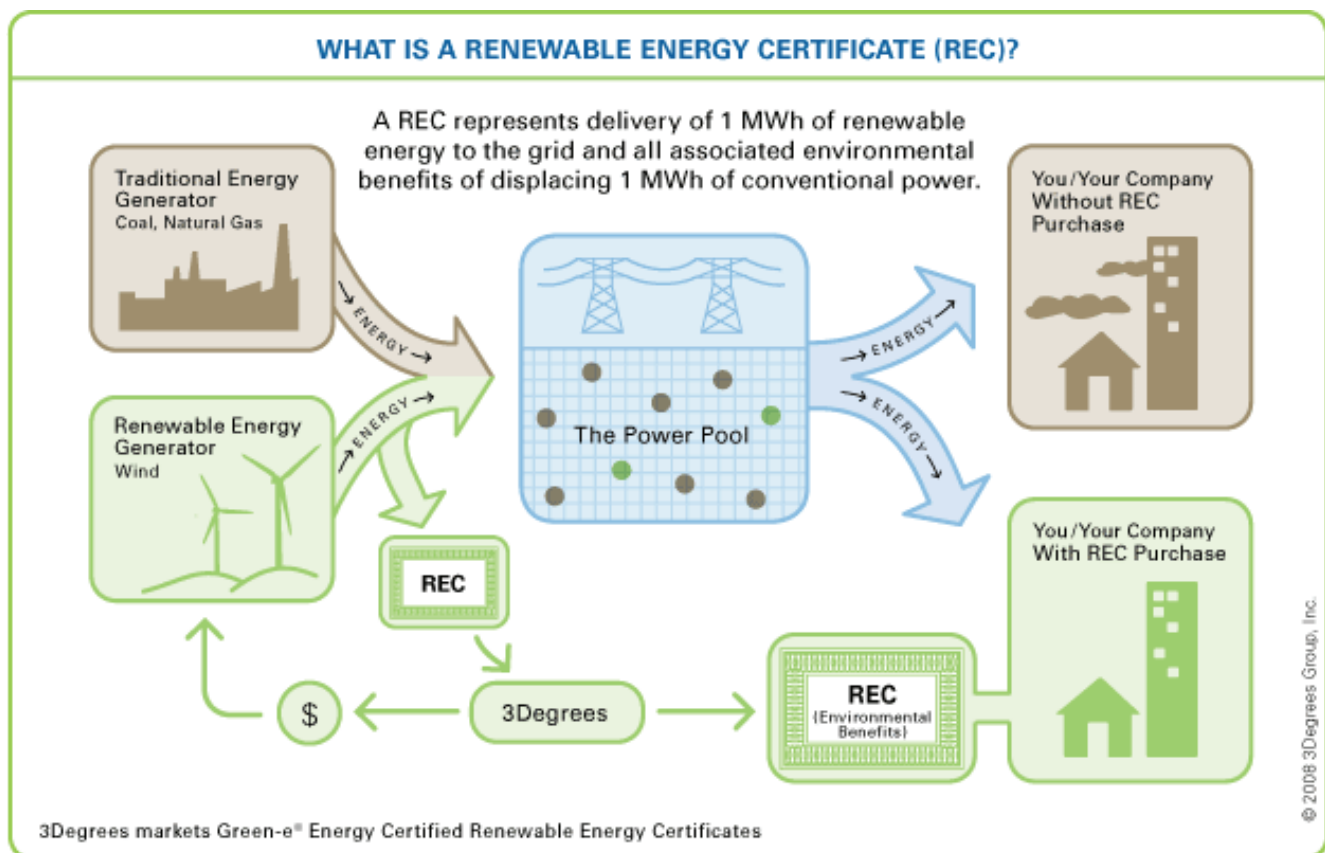
This publication is from the non-profit organization which developed and administers the Green-e certification program for voluntary RECs. This document explains the similarities and differences between RECs and offsets. RECs are defined as the “social and environmental non-power attributes associated with the generation of 1 MWh of renewable energy.” Carbon offsets are defined as “a quantity of GHG emissions reductions, measured in units (usually metric tons) of carbon dioxide-equivalent (CO₂e), that occur as a result of a discrete project. The emissions reductions from that project can be sold to enable the purchaser/owner to claim those GHG reductions as their own.” A REC allows the purchaser to “show the use of renewable energy” in electricity generation. RECs may not be used to address non-electricity related emissions. RECs relate to greenhouse gas inventories by allowing purchasers to “to show use of low or zero-emitting electricity.”

This publication describes the concept of additionality as ensuring “that the project can affect the level of emissions relative to the status quo.” Renewable energy facilities may be additional, but are not necessarily so. Carbon offsets, unlike RECs, need to demonstrate additionality.

5.7 RENEWABLE ENERGY CREDITS ANNOTATED BIBLIOGRAPHY

Renewable Energy Credits. July 2008. United States Environmental Protection Agency. 11/8/13.
◀ http://www.epa.gov/greenpower/documents/gpp_basics-recs.pdf ▶

This document gives a general description of what RECs are and how they work. The document describes how "RECs were created to help convey the attributes of electricity generated from renewable resources to buyers. Analogous to the utility delivering the physical electricity through wires, RECs serve as the means to deliver the environmental and non-power attributes of renewable electricity generation to buyers – separate from the physical electricity."



5.8 CLIMATE ACTION PLAN PHASE 1 EXCERPT

3.1

Figure 15 below describes one example of the contribution of various actions to Urbana's 2020 emissions reduction target. This example scenario was developed using the ICLEI CAPPA software.

Together, these example actions can help Urbana achieve **80%** of its 2020 greenhouse gas emissions reduction target.¹

- Purchasing Renewable Energy Certificates for 20% of community electricity requirements can help Urbana achieve **32%** of its emissions reduction target.
- Purchasing Green Electricity for 100% of government operations and 50% of Community electricity requirements can help Urbana achieve **27%** of its emissions reduction target.
- If 100 City Fleet vehicles and 2500 privately-owned vehicles are flexible fuel vehicles able to run on up to 85% ethanol and 15% gasoline it will help Urbana achieve **5%** of its emissions reduction target.
- Targeted outreach and education programs that offer information about and encourage and incentivize conservation measures can help Urbana achieve **5%** of its emissions reduction target.
- Education and individualized surveying of people to find out their interest in automobile alternatives and sending out targeted information on low-carbon transportation options can help Urbana achieve **3%** of its emissions reduction target.
- Outreach and educational programs that offer information about and encourage conservation measures tailored specifically for small businesses and active participation of 500 businesses in green practices can help Urbana achieve **2%** of its emissions reduction target.
- Generating 50kW photovoltaic energy for powering City Operations and 5000 kW photovoltaic energy towards community energy needs will help Urbana achieve **2%** of its emissions reduction target.
- If 50 City Fleet vehicles and 1000 privately-owned vehicles are electric vehicles, it can help Urbana achieve **2%** of its emissions reduction target.
- Replacing inefficient and older lighting fixtures with new electronic ballasts and T-8 size tubes for 50,000 sq ft of City property and 4,000,000 sq ft of private facilities can help Urbana achieve **2%** of its emissions reduction target.

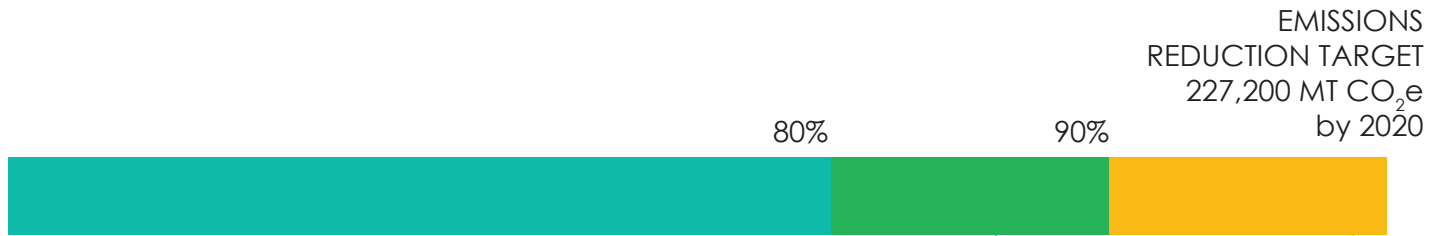
¹ This contribution to be updated after the first quarterly municipal electric aggregation report showing the total energy supplied from green energy sources and the quantity of Renewable Energy Credits (RECs) purchased towards the total energy supplied to Urbana residential and small commercial customers in the municipal electric aggregation program is available.

Figure 15. Examples of Community-Wide Actions and Their Contribution Towards Reaching Emissions Reduction Targets

Source: Climate and Air Pollution Planning Assistant V1.5, ICLEI

5.8 CLIMATE ACTION PLAN PHASE 1 EXCERPT

3.1



Together, these example actions can help Urbana achieve **10%** of it's 2020 GHG emissions reduction target.

- Energy Efficiency Retrofits of 50,000 sq ft of existing Government and 1,500,000 sq ft of existing Community Facilities
- Commercial Energy Code for 1,500,000 sq ft of new construction and renovations
- Lighting Occupancy Sensors for 50,000 sq ft of Government and 1,250,000 sq ft of Community Facilities
- Incentivize and Assist Green Building Efforts for 750,000 sq ft of Community Facilities
- Hybrid Vehicles - 25 hybrids used for Government Operations and 1,000 hybrids used in the Community
- Green Building for 50,000 sq ft of new construction and renovation of Government and 1,000,000 sq ft of Community Facilities.
- Energy Efficiency Retrofit at time of Sale for 3,000 homes sold over 10 years
- 375 businesses participating in Green Business Programs

Together, these example actions can help Urbana achieve **10%** of it's 2020 GHG emissions reduction target.

- Limit Idling of Heavy Duty Vehicles (trucks) for 50 government vehicles and 500 community vehicles
- Fleet Conversion of 200 community vehicles to Biodiesel (B20)
- Water Conservation Ordinance (12% on household saving)
- Use Geothermal Heat Pump for Heating and Cooling for 800 homes
- High Efficiency Water Heaters (replace 5 government heaters and 1,500 water heaters in the community)
- Provide Free High School Bus Passes to 3,000 students
- Low-income Home Weatherization for 900 homes
- Energy Efficient Vending Machines (replace 5 government and 600 vending machines in the community with ENERGY STAR vending appliances)
- Energy Efficient Affordable Housing (250 homes to be built)
- Energy Efficient Refrigerators (replace 5 government and 2,000 refrigerators in community)
- Compressed Natural Gas (CNG) Vehicles 50 for government vehicles and 400 vehicles in the community
- Energy Efficient Printers (replace 30 government printers and 2,250 printers in the community with ENERGY STAR printers)
- Energy Efficient Computers (replace 125 government computers and 4,000 computers in the community with ENERGY STAR computers)
- Initiate a Carshare (500 participants)
- HVAC Fan Upgrades (upgrade 50,000 sq.ft. government facilities and 2,000,000 sq.ft. community facilities)
- Use Solar Hot Water (500 homes use solar hot water)
- Energy Efficient Copiers (replace 20 government copiers and 1,000 computers in the community with ENERGY STAR copiers)
- Provide Bicycles for Daily Trips (200 City employees offered bicycles or incentives to use bicycles and 300 bicycles made available for the community)
- Increase Chiller Efficiency (upgrade 25,000 sq.ft. government facilities and 800,000 sq.ft. community facilities)
- Electric Vehicle Charging Stations on Parking Structures (provide 200 vehicle charging stations)
- Strict Residential Energy Code for 400 units of new housing construction
- Low-Maintenance Landscaping (on 5 acres of government operations and 500 residences)
- Switch Electric Heat to Natural Gas (for 500 homes)
- Reflective Roofing (for 15,000 sq.ft of government facilities and 500,000 sq. ft. of community buildings)
- LED Holiday Lights (30,000 strings replaced with LED lights)
- Use Smaller Fleet Vehicles (10 smaller vehicles used in government operations and 150 smaller vehicles used in the community)
- Water Saving Shower Heads (2 shower heads replaced for government operations and 1,500 shower heads replaced in the community)
- Bicycling Paths and Facilities (200 employees offered improved bicycle facilities and 2,500 weekly community trips switch from car to bicycle)
- Energy-Efficient Dish Washers (2,000 dishwashers replaced with ENERGY STAR washers in the community)
- Efficient Clothes Washers (2,000 clothes washers replaced with ENERGY STAR washers in the community)
- Offer Loans for Energy Efficiency Improvements (600 homes retrofitted)
- Energy Efficient Computer Monitors (replace 125 government monitors and 4,000 monitors in the community with ENERGY STAR monitors)
- Increase Bus Ridership (500 number of additional daily bus passengers)
- Parking and Lane Incentives for Hybrid Vehicles (50 number of additional hybrids purchased over 10 years)
- Energy Efficient Exit Signs (replace 30 government signs and 800 signs in the community)
- Promote Carpooling and Vanpooling (20 City employees and 1,000 employees in the community offered carpool and vanpool incentives)
- Integrate Bicycles and Transit (250 number of additional daily bike/transit trips replacing car trips)
- Increase Bus Ridership (25 City employees switch from car to bus and 250 number of additional daily bus passengers)
- Green Roofs (for 10,000 sq.ft of government facilities and 200,000 sq. ft. of community buildings)
- Limit Idling of Local Transit Buses and School Buses (for 100 buses)
- Compact Fluorescent Light Bulb (CFL) Distribution (replace 2,500 bulbs)
- Energy Efficient Room Air Conditioners (1,000 window air conditioners replaced with ENERGY STAR units in the community)
- Promote Telecommuting (700 employees in the community offered telecommuting incentives)
- Increase Urban Forest (250 trees planted)
- Exchange Fluorescent Torchieres to Replace Halogen (500 halogen torchieres replaced with fluorescent)
- Increase Boiler Efficiency (upgrade 25,000 sq.ft. government facilities and 1,000,000 sq.ft. community facilities)
- Plant Trees to Shade Buildings (25 trees planted to shade government buildings and 350 trees planted to shade community buildings)
- Energy Efficient Water Coolers (300 water coolers replaced with ENERGY STAR coolers)
- Expand Curbside Recycling Programs (waste diverted from landfills 75lbs/person/year)
- Expand Business Recycling Programs (waste diverted from landfills 50lbs/person/year)
- Water Saving Faucets (replace 30 faucets in government facilities and 1,500 faucets in the community)
- Walking Friendly Environments (1,000 weekly trips switched from car to walking)
- Implement Pay-as-You-Throw Program (waste reduced by 25 lbs/person/year)
- Organics Composting (waste diverted from landfill 40 lbs/person/year)
- Reuse or Recycling of Construction Materials (waste diverted from landfills: 4lbs/sq.ft construction for government operations and 4lbs/sq ft for community construction)
- High Efficiency Toilets (15 toilets or urinals replaced in government operations and 1,000 toilets or urinals replaced in the community)

CLIMATE ACTION PLAN

PHASE 2: 2015-2020

City of Urbana, Illinois

Public Input Survey

1. Please list all strategies from the Climate Action Plan Phase 2 that you strongly support.

2. Please list all strategies from the Climate Action Plan Phase 2 that you strongly oppose.

3. Please describe any strategies to reduce greenhouse gas pollution that you think are missing and should be incorporated into the Climate Action Plan Phase 2.

4. Please choose the one (1) greenhouse gas pollution reduction strategy from the Climate Action Plan Phase 2 that is most important to you. (circle one)

Goal 1: Action 1 Propose an ordinance or policy requiring new City facilities to achieve LEED certification

Goal 1: Action 2 Propose an ordinance incentivizing or requiring new homes to achieve the Designed to Earn the ENERGY STAR certification, LEED certification, or Passive House certification

Goal 1: Action 3 Propose an ordinance incentivizing or requiring new commercial buildings achieve the Designed to Earn the ENERGY STAR certification, LEED certification, or Passive House certification

Goal 1: Action 4 Engage Ameren Illinois to facilitate energy data access for commercial facilities through ENERGY STAR Portfolio Manager web services

Goal 1: Action 5 Seek funding for the Urbana Home Energy Performance program

Goal 2: Action 1 Evaluate existing zoning and development codes for possible integration of LEED-ND and other green development standards

Goal 2: Action 2 Reduce single occupancy vehicle mode share from 47% to 40%

Goal 2: Action 3 Evaluate progress of Bicycle Master Plan goal to increase bicycle mode share to 12%

Goal 3: Action 1 Purchase Green Power Partnership qualified renewable energy credits in future municipal electric aggregation agreements

More options on next page →

CLIMATE ACTION PLAN

PHASE 2: 2015-2020

City of Urbana, Illinois

Public Input Survey

Goal 3: Action 2 Purchase Green Power Partnership qualified renewable energy credits and/or the installation of onsite renewable energy for City facilities

Goal 3: Action 3 Pursue long term purchase of bundled renewable power and renewable energy credits

Goal 3: Action 4 Propose strategies to improve the local onsite renewable energy market

Goal 3: Action 5 Propose strategies to increase renewable energy purchasing in the commercial sector

Goal 4: Action 1 Engage the Illinois State Water Survey to evaluate an update to design storm standards

Goal 4: Action 2 Evaluate funding needed to increase the tree pruning cycle to preserve existing trees

Goal 4: Action 3 Incorporate pollinator-supportive plant species in City landscapes

Goal 4: Action 4 Reduce tree species and tree genus proponderance to 5% and 15% respectively

Goal 5: Action 1 Partner with existing energy efficiency programs and community groups

Goal 5: Action 2 Partner with organizations conducting smart grid education and engagement

Goal 5: Action 3 Partner with the Green Power Partnership

Goal 5: Action 4 Partner with the local tenant unions

Goal 6: Action 1 Work with the Sustainability Advisory Commission to inventory greenhouse gas emissions and evaluate emissions reduction strategies every two years

Goal 6: Action 2 Work with the Sustainability Advisory Commission to create a new plan to reduce greenhouse gas emissions for the 2020 to 2050 period

5. In general, is the Climate Action Plan Phase 2 on the right track or wrong track? (circle one)

6. Do you want to be contacted about starting a block or neighborhood group that will work together to improve energy efficiency in your home?

7. Enter email address (optional)

8. Please share any other comments on the Climate Action Plan Phase 2 here. (optional)

5.9 PUBLIC INPUT



DEPARTMENT OF PUBLIC WORKS

Environmental Sustainability Division

memorandum

TO: Sustainability Advisory Commission
FROM: Scott R. Tess, Environmental Sustainability Manager
DATE: November 4, 2014
SUBJECT: Urbana Climate Action Plan Phase 2 Draft public comment

Urbana is currently drafting the second phase of the city's Climate Action Plan. Please find below public comment provided by City commissions and the general public.

Tree Commission

- Recommended revising Goal 4: Action 4 to set the tree genus reduction goal to 15%

Bicycle and Pedestrian Advisory Commission (BPAC)

- Recommended keeping a separate bicycle mode share goal and overall mode share goal.
- Recommended changing the goals to an annual percentage increase goal or a 2020 percentage increase goal.
- Recommended a goal to create a pedestrian master plan
- Recommended goals to continue existing efforts such as bicycle master plan implementation
- Recommended working with campus bicycle and pedestrian improvement efforts

Plan Commission

- Recommended against requiring LEED on private sector construction projects. Incentives would be helpful.

Other Exposures

- Green Drinks Champaign County presentation
- Illinois State Geologic Survey Seminar Series
- Lierman Neighborhood Action Committee meeting
- Urbana Market at the Square tabling
- UPTV slide

5.9 PUBLIC INPUT

Public Comment

30	forms by webform via email prompt
7	forms by webform via website prompt
13	forms by paper via personal prompt
50	total public comment forms

1. Please list all strategies from the Climate Action Plan Phase 2 that you strongly support.

Count	Action
11	All
3	None
5	Goal 1: Action 1
3	Goal 1: Action 2
7	Goal 1: Action 3
4	Goal 1: Action 4
9	Goal 1: Action 5
0	Goal 2: Action 1
8	Goal 2: Action 2
5	Goal 2: Action 3
6	Goal 3: Action 1
5	Goal 3: Action 2
3	Goal 3: Action 3
7	Goal 3: Action 4
3	Goal 3: Action 5
3	Goal 4: Action 1
3	Goal 4: Action 2
4	Goal 4: Action 3
5	Goal 4: Action 4
4	Goal 5: Action 1
0	Goal 5: Action 2
0	Goal 5: Action 3
2	Goal 5: Action 4
1	Goal 6: Action 1
2	Goal 6: Action 2

5.9 PUBLIC INPUT

2. Please list all strategies from the Climate Action Plan Phase 2 that you strongly oppose.

Count	Action
2	All
4	None
2	Goal 1: Action 1
0	Goal 1: Action 2
0	Goal 1: Action 3
0	Goal 1: Action 4
0	Goal 1: Action 5
0	Goal 2: Action 1
0	Goal 2: Action 2
0	Goal 2: Action 3
4	Goal 3: Action 1
4	Goal 3: Action 2
2	Goal 3: Action 3
0	Goal 3: Action 4
1	Goal 3: Action 5
0	Goal 4: Action 1
0	Goal 4: Action 2
0	Goal 4: Action 3
2	Goal 4: Action 4
0	Goal 5: Action 1
0	Goal 5: Action 2
0	Goal 5: Action 3
0	Goal 5: Action 4
0	Goal 6: Action 1
0	Goal 6: Action 2

5.9 PUBLIC INPUT

3. Please describe any strategies to reduce greenhouse gas pollution that you think are missing and should be incorporated into the Climate Action Plan Phase 2.

Count	Summary
8	none
1	more specifics for implementation
2	more commercial focus
1	plant more trees
2	better walkability
1	Reduce traffic speeds
3	less sprawl / compact development / infill development / sustainable development
1	create a pedestrian action plan
1	tax full cost of vehicle use
1	more recycling
1	more composting
1	coordinate CAP with LRTP
2	encourage energy efficiency
2	EV charging stations
3	use electric vehicles in City fleet
4	install/incentivize renewable energy
1	energy efficiency in city facilities
2	more public engagement
1	utilize landfill gas
1	individual household level goals
1	encourage care sharing services
1	encourage hybrid/ev vehicles
2	more/better bicycle infrastructure
1	oppose coal and fracking
1	city purchase of local food
1	conservation pricing of energy consumption
1	encourage green business practices
1	city financial support to renewable energy start-ups
1	need a plan to fund activities
1	climate change science does not have consensus
1	plant based carbon sequestration
1	less lawn mowing / no gasoline mowing
1	more / better mass transit
1	remove HOA restrictions on clotheslines, solar panels, wind turbines, rain barrels
1	natural gas busses
1	more fuel efficient bus routing / scheduling

5.9 PUBLIC INPUT

4. Please choose the one (1) greenhouse gas pollution reduction strategy from the Climate Action Plan Phase 2 that is most important to you.

Count	Action
1	Goal 1: Action 1
1	Goal 1: Action 2
6	Goal 1: Action 3
1	Goal 1: Action 4
9	Goal 1: Action 5
2	Goal 2: Action 1
3	Goal 2: Action 2
3	Goal 2: Action 3
1	Goal 3: Action 1
2	Goal 3: Action 2
2	Goal 3: Action 3
3	Goal 3: Action 4
0	Goal 3: Action 5
4	Goal 4: Action 1
0	Goal 4: Action 2
0	Goal 4: Action 3
0	Goal 4: Action 4
1	Goal 5: Action 1
0	Goal 5: Action 2
0	Goal 5: Action 3
0	Goal 5: Action 4
1	Goal 6: Action 1
2	Goal 6: Action 2

5. In general, is the Climate Action Plan Phase 2 on the right track or wrong track?

Count	Response
39	Right Track
7	Wrong Track

5.9 PUBLIC INPUT

6. Do you want to be contacted about starting a block or neighborhood group that will work together to improve energy efficiency in your home?

Count	Response
10	Yes
34	No

7. Enter email address (optional)

17 email addresses entered

8. Please share any other comments on the Climate Action Plan Phase 2 here. (optional)

18 comments

I so appreciate that the people who made the plan tried to present many alternatives, but it really is too much for me to look through--and I'm a kind of pestery checking things out person, willing to study documents. I don't think it's a good idea to be so exhaustive, because exhaustive feels like exhausting. I trust you all to know what you're doing, and I would have appreciated a much smaller list of goals--maybe, that you would have linked goals together in an implementation plan. So we would have been presented with, say, 5 alternatives, and not the huge number you presented us with. But thank you SO much for all this caring careful work.

I, like most other Urbana householders, would be interested in learning to improve energy efficiency at home. But since that's not where the biggest contributions to climate changing pollutants come from, I'd be even more interested in being part of a group that worked to involve area industries in reducing their emissions. I think we should be working toward solutions that make substantial changes. I understand how difficult it is to make changes to plants and big facilities, but I think that's where focus should be. And I'd like to see commercial, industrial, and research representatives working with city and community people to design strategies that will amount to real improvements, not things that are just theoretically improvements.

My suggestion is to go aggressively after the action steps that can produce the biggest returns and do what you can to encourage and incentivize all the rest. All of Goal 4 is easily done. Reducing any energy demand is good (like requiring rental units to be energy efficient.) I think bike share can go beyond 12%. I think redeveloping the Urbana Downtown (knock down the County Plaza and get a high density mix of retail and housing there would be great long term) will generate income and reduce energy use. Let's get a hardware store downtown again!!

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Not a significant enough reduction.

We should take advantage of our various neighborhood groups and their mailing lists as much as possible.

Very important to cross-link with the LTRP on a continuous basis. This makes or breaks the sustainability development of Urbana. Additionally, there needs to be some analysis of the transportation contribution to GHG added to this! Thank you for the wonderful work.

Seems thoughtful and ambitious.

I support reducing commercial energy consumption, and think it could be promoted to businesses using the benefit of cost savings to try to increase participation. O'Brien Auto Park seems like a big target, because from the air, they are one of the brightest spots in Urbana, i.e. they use a lot of light at night. I also support bringing back the Home Energy Rebate program. My family did not get to take advantage of it, and there may be other residents or families new to Urbana who would like to take advantage of it.

It needs more action items for making Urbana more bike friendly. A reliable bike route from downtown Urbana to downtown Champaign would be a good start. Cyclists either cut through the engineering quad which endangers pedestrians or are forced to take Springfield, Green St, or University which during busy times can be quite dangerous.

Your 2020 goal of a 25% reduction in green house gases seems a bit low. Your 2050 goal seems good, but I would increase that percentage for 2020. Page 25 - you point out many things that aren't great/couple be improved upon - would like to see more detailed recommendations in this section. You've put little data or commentary about the impact climate change has already had on Urbana - for example, drought a year ago cause crazy amounts of bugs, the significantly went summer we had resulted in larger amounts of mosquitoes and put us at risk for west Nile virus. The extreme winter, I'm sure drives away residents. Heating is so high as a result of this crazy weather. If you have stats on people dying due to weather related events - that would be good to have in this report. Even the allergy impact of not pruning trees as often as the national standard of 5 years - would be good to point out. For some of the charts looking at Urbana's 2007 & 2013

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consumption stats - it would be interesting to compare how the city is doing in comparison to the City of Champaign. I realize they are much bigger, but even if you could do a comparison per individual home or per individual business - it would be interesting to see how we compare to our neighboring city. Grammatical Comments = Page 5 - under Goal#4 you have the term "Action Item 4" repeated twice. Page 8 - first sentence needs a common before "which". Page 8 - second sentence, I would reword to read - "The purpose of Phase 1 was to implement a small number of proven initiatives that reduce greenhouse gasses, while evaluating additional initiatives to be implement in Phase 2 that includes climate change adaptation initiatives." Page 8 - Title at the top, change "In Progress" to "In-progress". Then title at the bottom, capitalize Section 5, and drop the period between 5 and Appendices. Page 9 - Add bullets to sub-paragraphs. Page 9 - 4th paragraph down, 3rd sentence - "infrastructure. Because the electrons produced from the different technologies .." reword to read "infrastructure. As a result, the electrons produced from different technologies..." Page 9 - last sentence - "Because RECs are..." reword to "Since RECs are..." Page 12 & 13 - text in the boxes under "Sector" - I would capitalize each word there. Page 13 - try to use vector images so when you import in graphics - they won't be so fuzzy/poor resolution. Page 14 - for the top end of the KWH & Therms - would be nice to have number labels. Also put a note on the second chart why nothing for industry shows up on the Therms graphic. Page 18 - change the bullets to check marks - and drop the "A" at the beginning of each bullet. Page 18 & 19 - you could probably reduce down the spacing so it fits on one page. Page 20 - hard/impossible to see the grey goal line on the chart - consider making that darker. Page 21- Throughout the document, you need to add periods to anytime you have a complete sentence, even if its a bullet. On this page, you are missing periods for 1st, 3rd, 4th, 6th, and 7th bullet. Page 21 - This sentence doesn't make sense/is unclear = "Estimated cost: Estimated program cost for commercial reduction through financial incentives strategy: \$76,000 per year. Estimated program cost for commercial reduction through benchmarking strategy: \$490,000 per year. Estimated cost for commercial reduction through RECs: \$82,000 per year. Additional costs to business participants." Page 22 - drop "Such a policy" each time is used, and change it to "Policy should". Page 24 - under action item 2, second sentence, change "They" to "These" Page 24 - under action item 4 - you mention a Chicago program - I would cite the source and provide a hyperlink to that program. [Note that in modern word/document fonts - you don't need two spaces after a period - the text adjusts automatically at the start of the sentence - therefore, you have too much space at the start of sentences where you double spaced.] Page 28 - your chart runs off the page. If that first column is not needed, then delete it.

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Does the U of I iCAP and Urbana iCAP goals not overlap? Incorporating each other may help expand Urbana's number of supporting committees and research. It might be difficult with the university red tape.

We simply can't expect that once a PLAN has been set up that it will solve a problem. And as the title suggests, ACTION is required. Unfortunately, funding is required - whether via additional staff and/or actual resources. Are we finally willing to do that?

Solar power on every rooftop should also be a plan.

I would like to see Electric Vehicle charging points (EVSE's). Level 2 at minimum.

The potential of solar water heaters might be worth having a closer look

Keep up the good work!

Recognizing and reducing local risk needs to be prioritized first when addressing the impacts of climate change with limited financial resources. Once local risks have been mitigated it would be appropriate to pursue more regional or global strategies. (i.e. Although wise to encourage both, Goal 4, Action 1 should be prioritized above Goal 3 Action 1 because the local risk of inadequate infrastructure will be more effectively mitigated by community action than will the global distribution of energy sources)

Again, please add Electric Vehicles for all city of Urbana parking enforcement, and other city vehicles. Talk to the city of Normal, IL to learn how to get Federal Funding for this.

Typos and Formatting Edits

The following amendments have been made to the Urbana Climate Action Plan Phase 2 since public comment has been closed.

p4 remove duplicate text

p5, p22, p24 footnote page number

p8 2 roundabouts instead of one

p8 capitalize Section 5 and remove period

p13 updated pie graphs

p14 caption and titles

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p15, p16 charts colors, chart REC rendering

p16+20 removed unused legend symbols

p18 bullet style change

p21 added periods

p22 added an energy consulting firm

p23 Action 2 47% to 51.6%

p24 they to these

p24 alignment change

p26 alignment change

p26 promotion and education

p28 resized chart to fit on page