

CONSERVATION COMMITTEE REPORT

March 10, 2010

10:05–11:00 am

140 West Pine Street

Members Present: Marilyn Marler (chair), Pam Walzer, Dave Strohmaier, Bob Jaffe, Dick Haines, Renee Mitchell, Ed Childers, Jon Wilkins, Stacy Rye, Lyn Hellegaard, and Roy Houseman

Members Absent:

Others Present: Ben Schmidt, John Freer

I. ADMINISTRATIVE BUSINESS

A. Approve minutes.

Minutes of March 3, 2010 were approved as submitted.

II. FINAL CONSIDERATION AGENDA ITEMS

III. CONSENT AGENDA ITEMS –

IV. REGULAR AGENDA ITEMS

1. Update from the Greenhouse Gas & Energy Conservation Team regarding Green Tags and general committee activities ([memo](#))—Regular Agenda (Marilyn Marler and Ben Schmidt) (Referred to committee: 03/08/10)(**REMOVE FROM AGENDA**)

This is an update from the Greenhouse Gas and Energy Conservation Team (GGECT) on the progress of the Green Tag Program, Green Building initiatives and Council expectations of the GGECT.

Ben Schmidt – the Green Tag program was approved by Council and is a voluntary program which enables citizens or businesses to purchase renewable energy certificates, buying electricity on the grid from a renewable energy source. The cost for one Megawatt will be \$18 per mega watt. The benefits of the program is to provides support for renewable energy sources, gives businesses a marketing advantage and generate revenue to the City for projects to help citizens with energy efficiency and cost savings . Currently sixty-five percent of Montana's energy comes from coal derived business. If a citizen/business purchases a certain level of Green Tags they will be able to use Green powered as a marketing tool.

The web page with information on the program will be ready in April. Part of the campaign will include GGECT members directly approaching business or going to service group meetings to present Green Power Montana. Ben provided the committee with a sample of various public service announcements which can be used by the City to promote the program.

Discussion:

Several of the committee members asked questions on how the name for the program was derived. The name chosen by the GGECT was Green Power Montana. Comments from the committee members favored having the name changed to Green Power Missoula. The actual power is not generated in Montana and committee members felt for branding purposes, Missoula should be in the name of the program. Other cities who want to be involved could use Green Power and the name of their city in the title. The committee asked Ben to review the name with the GGECT and work with the Mayor's office on marketing.

There was more discussion related to the benefits of the Green Tag program and how it benefits individual citizens. The cost of \$18 per megawatt is more expensive than what a citizen pays normally. However it may encourage the production of more renewable energy as well as generate funding for cost reducing energy programs in Missoula.

Jon Wilkins expressed his lack of support for the program and would rather see a greater emphasis on the Green Blocks program.

The next item of discussion was on the GGECT initial work on green building initiatives for Missoula Building Codes. John Freer explained the main goal of the team is to put together the framework for a green build incentive program. The GGECT will work with possible stakeholders in the community, getting their input and discussed what could be available

monetary and non monetary incentives. The next step would be to pass an ordinance for the green build incentive program. The program could include a variety of incentives such as monetary rebates, density bonus, fast track permitting. The GGECT will continue to investigate what is possible and what developers would see as feasible.

Council expectations –

Dave – does the committee have enough direction from council?

Ben – any direction to the GGECT is appreciated and we are moving forward after some initial reorganization with new members and back to projects.

V. NON-AGENDA ITEMS

VI. HELD AND ONGOING AGENDA ITEMS - PER COMMITTEE CHAIR – Marilyn Marler

1. Support for City employee cash for Bus Commuters Program ([memo](#)).—Regular Agenda (Ben Schmidt and Nancy Wilson) (Referred to committee: 08/24/09)
2. Review Conservation and Urban Wildlife Subcommittee referrals. ([memo](#)) – Regular Agenda (Marty Rehbein) (Referred to committee: 01/11/10)
3. Budget update on aquatics ([memo](#)).—Regular Agenda (Lyn Hellegaard) (Referred to committee: 12/21/09)
4. Update from the Mount Jumbo Advisory Committee ([memo](#)).—Regular Agenda (Marilyn Marler and Giles Thelen) (Referred to committee: 03/01/10)

ADJOURNMENT - The meeting adjourned at 11:00 am.