

March 8, 2010

MADISON METROPOLITAN SCHOOL DISTRICT



BUSINESS SERVICES DEPARTMENT

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Erik J. Kass, Assistant Superintendent for Business Services

Daniel A. Nerad, Superintendent of Schools

To: Board of Education
 From: Daniel A. Nerad, Superintendent
 Date: February 25, 2010
 Subject: Energy Management Services Report

I. Introduction

A. Energy Management Services Contract

This report is provided to inform the Board of Education and Community about the future recommendation from Administration to hire an outside firm to provide Energy Management Services to the Madison Metropolitan School District. These services aim to limit the utilization of electricity, natural gas, water, and other natural resources on an annual basis. A formal recommendation will be brought forward at the April 12, 2010 regular Board of Education meeting.

B. Presenter or contact person for the presentation

Erik Kass, Assistant Superintendent for Business is bringing this information and recommendation forward for the consideration of the Board of Education.

C. Background information

MMSD has maintained a focus on energy conservation and energy avoidance over the past 10 – 15 years. The district currently has 17 LEED certified buildings and most recently Paul J Olson Elementary School was featured in the Alliant Energy annual calendar.

D. Describe the action requested of the BOE

The purpose of this information is to inform the Board of Education of the desire to return in April with a full recommendation to approve a contract for Energy Management Services.

II. Summary of Current Information

A. Provide a brief synthesis of the topic

Energy Management Service Program's provide the most value-driven, flexible and innovative solution to meet MMSD's short and long-term energy and environmental goals. These programs offer a systematic program that promotes active participation from staff and students, careful tracking of resources, and attention to efficient operations. The overall mission of this energy and environmental awareness effort will be to educate students, faculty, and staff about the importance of energy efficiency and associated climate impacts in order to sponsor behavioral modifications which reduce energy consumption. A key

focus is placed on efficient facility operations that maintain occupant comfort while increasing cost effectiveness. Administration proposes to hire an outside firm to work with the district's facility staff to identify and implement low and no cost savings initiatives that save energy and money – savings that can be reinvested into education.

Using a highly collaborative approach, we are looking for the following services through the key program elements to focus on: Program, People, Process and Technology:

1. Program - The Program aspect of Energy Management Services will focus on development and implementation of a sustainable district-wide energy savings plan structured to our unique needs and culture. The focus will be on detailed planning, clear communication and efficient execution as a critical course of action with documented processes and procedures that are well defined. This systematic, proven process will provide us with focus and prioritization of key efforts that will streamline program delivery and expedite energy savings. The future service consultant will provide facilitation and support of essential building blocks including program planning, buy-in and commitment strategies, formulation and facilitation of a steering committee, institution of an energy policy and building guidelines, incentive and recognition programs, and integration with the EPA's ENERGY STAR program.
2. People - The People aspect of the program will promote direct involvement of building occupants to take ownership of energy and environmental solutions for their facilities. Staff and student goals will be to eliminate waste and reduce energy use and carbon footprint through behavior modification.

The program outlines how individuals can reduce energy consumption to improve their economic, environmental, and sustainable impact. The methodology is to develop and implement a program brand, communication plan, and multi-media promotional campaign that will motivate students and staff to save energy and practice environmental stewardship through prompts, facts, and sustainability messages. A personalized promotion and communication plan will be deployed to bolster support for the program, get people involved in the process, and increase program visibility. The service consultant will facilitate incorporation of energy education into the school-wide curriculum through our strategic partnerships with Wisconsin's K-12 Energy Education Program, ENERGY STAR, and Madison Gas & Electric in conjunction with the Department of Curriculum and Assessment.

3. Process – The service consultant will audit each of our facilities to identify low and no cost behavioral, operations, and maintenance energy savings strategies. Their technical experts will be focused on investigation of energy intensive systems, controls, and operational characteristics identifying and documenting energy saving opportunities specific to each facility. This process will include building operator interviews, baseline energy audits, in-depth site and occupancy surveys, energy use analysis, and systems documentation and monitoring. Detailed documentation of best practice recommendations and actions for implementation will be provided.

4. Technology– The technology aspect of the program is fundamentally based on analysis, measurement, quantification, and communication of energy use and savings. The service consultant will provide ENERGY STAR benchmarking, utility tracking, measurement, and quantification of our program efforts to help target opportunities, document savings progress, and promote success. Web-based progress reports will include detailed monthly energy and greenhouse gas savings by facility. We will also collaborate with the service consultant to provide a strategic technology plan and development of a web site including design and content.

B. Clearly label any recommendations

There is no recommendation at this time.

III. Implications

A. Budget

Currently there is no budget for this project, but the premise of this program is that Energy Savings will not only pay for the program cost, but also return a positive benefit to the district in terms of expenditure decreases in utility costs.

B. Strategic Plan

The obvious link to the strategic plan is in the parameter stating that our practices are held to an environmentally ethical standard.

C. Implications for other aspects of the organization

1. Energy Steering Committee – The Steering Committee will guide the high-level program efforts for MMSD and will meet once per month throughout the program duration. Recommendations for team participation will be made by the District administration. This team should possess district-level decision-making capabilities as well as the ability to communicate and support collective implementation of strategies throughout the school district. Steering Committee members will represent a cross-section of leadership within operations, finance, and administration. Primary responsibilities will include:

- District-Level Program Planning
- Establishment of Mission and Goals
- Energy Policy and Budget
- Recognition Program Development
- Support and Guidance of Program Managers and Champions
- Monitoring of Savings Progress

Overall Program Support and Communication

2. Self-Champions – The service consultant will work with MMSD to identify one point person from each facility as a site-specific Self-Champion that will foster ownership, engagement, and participation within each district facility. Champions will receive program training to support and communicate local program activities while leveraging the district-wide program objectives.
3. Program Management – The service consultant will provide an on-site Resource Conservation Manager, an employee of the service consultant firm that will lead and manage MMSD's program that will work with MMSD staff investigating, identifying, and implementing best practice energy savings opportunities. MMSD will hire an internal Energy Management Program Coordinator to manage the "People" aspect of the program to work with the Steering Committee, Self-Champions, students, and staff at each facility. Both the service consultant and the district will support these employee's in collaboration to provide the framework, on-going training, and staff and student support network.
4. Promotion and Communication – The service consultant will work with our current Communications and IT departments to facilitate implementation of a promotional campaign, communication plan and a strategic technology plan.