

**CITY OF SCOTTSDALE  
ENERGY ADVISORY COMMITTEE  
ENVIRONMENTAL QUALITY ADVISORY BOARD**



**WEDNESDAY, MARCH 5, 2008  
MAIN CIVIC CENTER LIBRARY  
3839 NORTH DRINKWATER BLVD; GOLD ROOM  
SCOTTSDALE, 85251**

**SUMMARIZED MEETING MINUTES**

**PRESENT:** Jim Mulloy, Chairman  
Brian O'Donnell, Committee Member  
Bill Sheaffer, Committee Member  
Richard Stegeman, Committee Member  
Keith Thompson, Committee Member

**ABSENT:** Jimmy Leung, Vice-Chair  
Dave Walker, Committee Member

**STAFF:** Chuck Skidmore, Energy Management Engineer  
Anthony Floyd, Green Building Program  
Vic Valliere, Planning and Development Services  
Joe Miller, Planning Department Intern  
Connie Padian, Chief Planning Officer

**OTHERS:** Michele Cohen  
James McCay  
Dave McDonald  
Craig Zurawski

Call to Order

Chair Mulloy called the meeting to order at 7:42 a.m. A roll call confirmed the presence of Committee Members as noted above.

1) Approval of Minutes

**COMMITTEE MEMBER SHEAFFER MOVED TO APPROVE THE MINUTES OF THE FEBRUARY 6, 2008 MEETING. COMMITTEE MEMBER THOMPSON SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF FIVE (5) TO ZERO (0).**

2) Staff update on progress organizing the Energy Office

Mr. Valliere reported that the team has gathered the necessary information and is close to creating a proposal to present to City Council on April 15. His recommendation will likely be something very similar to what the Energy Update proposed.

3) Presentation by Craig Zurawski of the firm Braun and Zurawski on web-based sustainability education.

Chair Mulloy said that one of the Energy Plan's recommendations was for a mandatory web-based energy education program for all City of Scottsdale employees. While that recommendation has yet to be evaluated, he felt it would make sense to bring in an industry expert to discuss the types of education programs that are available in the industry today. He reminded the Committee Members that the City has a formal public bidding process that would be required if the recommendation was approved.

Mr. Zurawski said his firm, Braun and Zurawski, is a marketing, advertising and communications firm that specializes in energy and environmental initiatives. The Alliance for Sustainable Built Environments asked his firm to coordinate an educational program to help further their goals. SEEC (Sustainable Energy in Education and Communications) was developed by Johnson Controls to educate people in ways to reduce energy and waste costs.

The book *Green to Gold*, talks about the importance of inspiring an "equal advantaged culture," whether a private enterprise or a community. In the very near future, no company will be positioned for industrial leadership and sustained profitability without factoring environmental issues into their strategy. Environmental departments are charged with figuring out how to get everybody to buy into the idea that they can be part of the solution. The responsibility cannot belong to just one person or office, everyone in the organization has to think about it and make informed decisions. In order for sustainability to be successful, it must be embedded from the top down, by the establishment of incentives and rewarding people for doing the right thing.

Communications are a critical part of this process. If people can take home what they learn at the office and embed it there, it will take root throughout the entire community. SEEC talks about the environmental, social and financial impacts of sustainability. The program emphasizes fairness, accuracy, is dispassionate, apolitical, and does not preach. It goes into each concept in depth so that people understand why it is important information to have.

There are ten educational modules, each addressing a specific topic. The program is web-based and accessible 24/7. People spend an average of 45 minutes on each module. Modules offer an overview on sustainability, energy, light, water, indoor air quality, reducing the waste stream, transportation, greening the supply chain, and sustaining the momentum. Participants are tested before and after the modules to track their progress. While scores show that 60% of the test takers understand the core concepts before the modules, those numbers rise to 90% to 95% after the modules.

Education makes good business sense, and sustainability is about business. Sustainability lowers cost through smaller utility bills, waste disposal costs, manufacturing and shipping costs, while increasing employee productivity, stakeholder values, and real estate values.

It is important for people to understand how they are making an impact, by measuring their progress, issuing challenges and presenting rewards. SEEC is customizable to whatever organization is using it. It enhances the image of the organization that uses it, and helps change the culture to get everybody on the same team.

Mr. Zurawski demonstrated a portion of one of the modules for the Committee. He said the program costs about \$2 per person, per module.

Chair Mulloy inquired about the metrics used to track behavioral changes resulting from the program. Mr. Zurawski responded that in addition to the pre-test and post-test surveys, research has found that organizations that have used education programs such as this generally save 10% to 15% per year on their energy and waste reduction expenditures.

Committee Member Sheaffer drew a parallel between the current efforts to change attitudes on sustainability, with what happened decades ago with quality control concepts that have now become standard procedure in corporations. Mr. Zurawski agreed, adding that quality assurance methods provide a good model for understanding how to embed sustainability concepts into the culture of an organization.

Mr. Zurawski said sustainability is not just about energy or waste reduction, it encompasses transportation, purchasing, lighting, indoor air quality, etc. Everybody benefits when sustainability is viewed in a holistic way.

Committee Member Stegeman agreed that without education, none of the other objectives would be reached. People need to have that awareness.

The attendees shared anecdotes illustrating how different countries have managed to change their cultural attitudes towards sustainability.

Chair Mulloy reminded attendees that the presentation was for informational purposes only, and that any requests for additional information should be made through Mr. Zurawski personally, not through the City.

- 4) Receive copies of Transportation Master Plan for individual study and consideration from an energy perspective.

Mr. Skidmore presented copies of the Introduction, Visions and Goals, and Policy sections of the TMP. The entire plan is available on the City website. Given that the Transportation Commission has already adopted the plan, Mr. Skidmore felt it within the EAC's realm to look at it and determine how it would impact Scottsdale's carbon footprint.

5) Possible update by Anthony Floyd on energy code related developments

Mr. Floyd reported on the annual energy code hearings held by the International Code Council. The ICC discussed possible changes to the 2009 edition of the International Energy Conservation Code. The Energy Efficient Codes Coalition sent material to the nation's mayors to generate support for the 30 Percent Solution. If all their proposals were approved, it would target 30% better performance over the existing energy code. Following a lengthy debate, the recommendation ended up at 20%. The recommendation will be sent to the International Code Conference in September for a final vote. The code changes relate primarily to residential construction.

In response to an inquiry from Mr. Skidmore, Mr. Floyd said most cities are adopting the international family of codes. Scottsdale has already chosen to adopt measures 15% above code, so the changes do not affect the city much. Most of the jurisdictions in the Valley are adopting the energy code, though about half of the jurisdictions in the state have not. The Department of Energy website has software available that looks at the building envelope and provides a score based upon the tradeoffs made in construction.

Committee Member O'Donnell said many communities in outlying areas are unwilling to adopt the energy code because they do not want to be told what to do.

6) Updates from fuels and case studies working groups.

Mr. Skidmore reported that the Granite Reef Senior Center case study is currently on hold. The information he has received so far did not have the depth he was looking for.

Mr. Floyd reported that a graduate student at ASU, who is studying productivity in LEED-certified buildings, surveyed employees of green buildings around the Valley, including the Senior Center. Mr. Skidmore suggested that she be invited to make a presentation of her findings to the EAC.

7) General Announcements

Committee Member O'Donnell presented an update on the omnibus Energy Bill in the State Legislature, that included items like a renewable energy standard for SRP, green buildings for State facilities, increasing the energy efficiency over the ICC standards, requiring schools to use green energy, and creating new gasoline and appliance standards. The Environmental Committee held the bill in the face of opposition over the details. The lesson learned is that it would be better to start with something very general in the beginning. If too many requirements are listed, it will generate too much opposition. Scottsdale's approach with the Energy Update was the right way to go.

He reported that another bill to create an emissions bank is in trouble because the State is getting ahead of the Federal government.

The Western Climate Initiative is making some progress. A coalition of western states is working to address climate change, and has settled on four major areas to regulate. The proposals are expected to come out in August.

During the Governors' Conference on Climate Change, Governor Napolitano asked why nuclear power was not being included in the discussion. The CEO of General Electric said it should be. It is important to keep an open energy portfolio until technologies like solar power can be improved over the next 20 years.

Mr. Skidmore said Scottsdale should consider what would happen to the economy if gasoline prices rose to \$10 a gallon. If the city does not allow light rail and mass transit into the area, Scottsdale citizens would be stuck paying those prices just to get to work.

If people become educated about sustainability, the enabling policies are put in place, and the corporate attitude is changed, it could have an enormous impact on the City's carbon footprint. If the plan relies on one person to take responsibility for its implementation, it is doomed to fail. It has to be an organization-wide attitude change.

Committee Member Sheaffer said the alternative fuel vehicle show held on the Capitol Plaza was a success. Several mayors, including Mayor Manross, received Clean Air Champions awards.

He also reported that a number of bills are pending in the legislature that concern clean fuels, and a new Department of Sustainability has been established at ASU.

Adjournment

With no further business to discuss, the meeting adjourned at 9:17 a.m.

Respectfully submitted,

A/V-Tronics, Inc.