



**Proclaiming October 5, 2022 as Energy Efficiency Day**

**WHEREAS**, by Resolution R-26-19, the Fitchburg Common Council approved a plan to address global climate change, identifying energy efficiency as a chief priority for Fitchburg; and

**WHEREAS**, energy efficiency—defined as using less energy to perform the same tasks—is the cheapest, quickest, and cleanest way to meet Fitchburg’s energy needs, avoid dangerous pollution, and reduce utility bills for residents and businesses in our community; and

**WHEREAS**, the energy efficiency industry supports over 2.2 million jobs in the United States, more than twice the jobs in fossil fuel industries; and

**WHEREAS**, implementing energy efficiency and other clean energy policies and programs can help boost economic opportunities and job creation and reduce the burden of disproportionately high energy bills on lower-income residents, making energy efficiency a driver of increased equity; and

**WHEREAS**, the International Energy Agency has estimated that energy efficiency alone could help us to meet half of the emissions reduction targets set by the Paris Climate Accords; and

**WHEREAS**, Wisconsin’s *Focus on Energy* incentive program for energy efficiency and renewable energy has returned over \$5 in benefits to Wisconsin residents for every \$1 invested in the program since 2001, delivering over \$1 billion in net benefits to the state over the past decade; and

**WHEREAS**, a nationwide network of energy efficiency groups and partners has designated the first Wednesday in October as national annual Energy Efficiency Day; and

**WHEREAS**, together we can continue to contribute to our sustainability efforts by learning more about energy efficiency and practicing smarter energy use in our daily lives.

**NOW, THEREFORE, BE IT PROCLAIMED** that I, Mayor Aaron Richardson, along with members of the Fitchburg Common Council, do hereby recognize October 5, 2022 as Energy Efficiency Day in the City of Fitchburg, urging all Fitchburg residents to join us in pursuing energy efficiency as a means of achieving our clean energy goals and moving towards a more sustainable future.

Proclaimed this 27th day of September 2022.

Mayor Aaron Richardson

Tracy Oldenburg, City Clerk



## Energy Efficiency Day notes

As noted in the proclamation, Council passed a resolution in 2019 setting energy and greenhouse gas reduction priorities for the City of Fitchburg over the coming decades. While Fitchburg's renewable energy targets receive the most attention from this Resolution, equally important is the first operative clause, which reads as follows: "...given the City's first choice for meeting energy needs is energy efficiency measures that reduce both operating costs and carbon footprint, the City will prioritize energy efficiency and conservation as a means of rapidly reducing the need for centralized fossil energy generation."

In the past few years, this focus on energy efficiency has taken the form of a retro-commissioning study that resulted in multiple upgrades to Fitchburg's HVAC and building lighting systems; a new fund created to assist with the purchase of more energy-efficient fleet vehicles; accelerated transition of outdoor lighting to LED fixtures; and ongoing assessments of how Fitchburg can further reduce its energy usage to save on costs and cut back on carbon emissions. Fitchburg contributed to the creation of Dane County's 2020 Climate Action Plan, which stressed the importance of energy efficiency to our climate goals; and the City earned multiple Dane County "Climate Champions" awards in 2020 for energy performance in City buildings.

The energy efficiency industry continues to grow at a rapid pace, and efficiency measures are an increasing focus of national legislation such as the American Rescue Plan Act and the Inflation Reduction Act, seeking to meet our climate goals while also providing significant economic benefit. As such, Fitchburg will continue to seek out opportunities to promote energy efficiency to both our businesses and residents, through promotion of the state's highly successful *Focus on Energy* incentive program and other partnerships and opportunities. Additionally, staff will continue to periodically review the City's buildings, fleet, and infrastructure for potential efficiency improvements.

Thank you for this Citywide recognition of an important national effort.