

# Welcome to 350 Madison's Monthly Meeting

- We suggest you “**start video**” so we can see your face (if you have a camera on your device).
- We suggest you use the “**gallery view**” so you can see all our faces (when the slides are over).
- Please send questions or comments, or technology questions, to **Chat Box**.
- Note: This meeting is being recorded for posting on the 350 Madison web site (using Speaker view so you will not be visible if you are muted).

**FROM DAPL TO LINE 3,**

**BUILD BACK FOSSIL FREE**

**> WEEK OF  
ACTION**

**April 1-9**



<https://drive.google.com/file/d/1VArPZRugyfad626f2FUTjZVgdtAkR3P4/view?usp=sharing>





Let's take a moment to take 2 deep breaths together and reflect on our ties to this land we live on.

# Preview of Evening

- 7:00 [Lovesong to the Earth Video/Build Back Fossil Free Week of Action](#)
- 7:05 [Welcome and Land Acknowledgement](#)  
Julia Isaacs, Monthly Meeting Team
- 7:10 [Getting Fossil Fuels out of Buildings](#)  
Susan Millar, Community Climate Solutions Team (CCST) introduces our speaker, Samantha Williams, Midwest Climate and Clean Energy Program, NRDC
- 7:45 [Campaign Updates & Actions](#)  
State Policy Team update  
Conservation Congress Hearings  
Community Climate Solutions Team - Vote on April 6!  
[Climate Justice Video](#)  
Earth Day Activities  
Volunteering  
[Build Back Fossil Free](#)
- ~8:15 Optional breakouts: 1. Q&A with speaker; 2. Enbridge Conference Skit, and Newcomer welcome,

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350 Madison Monthly Meeting  
*Transitioning away from fossil use  
in buildings*



*Samantha Williams*  
*NRDC - Midwest Director, Climate & Clean Energy Program*

# Key Pillars of Deep Decarbonization

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ENERGY EFFICIENCY



RENEWABLE ENERGY



ELECTRIFICATION

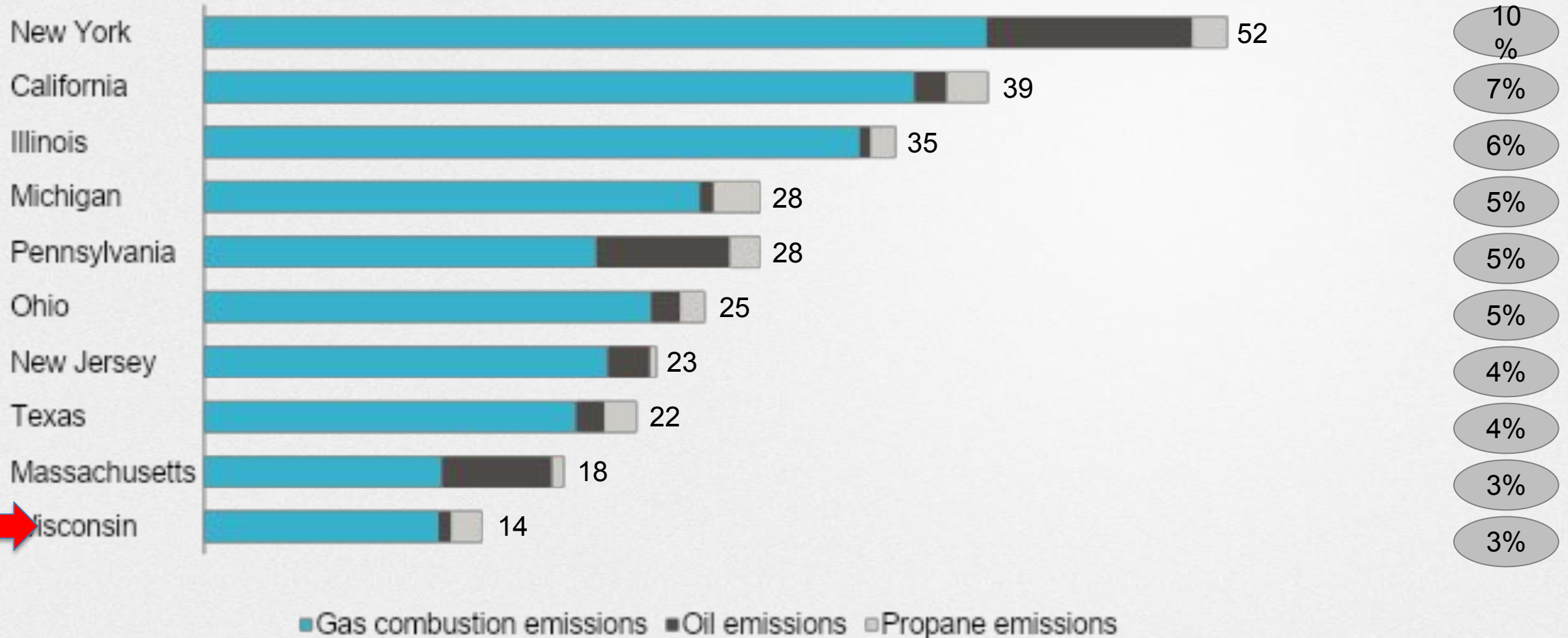


# 10 states are responsible for 55% of direct building emissions nationally

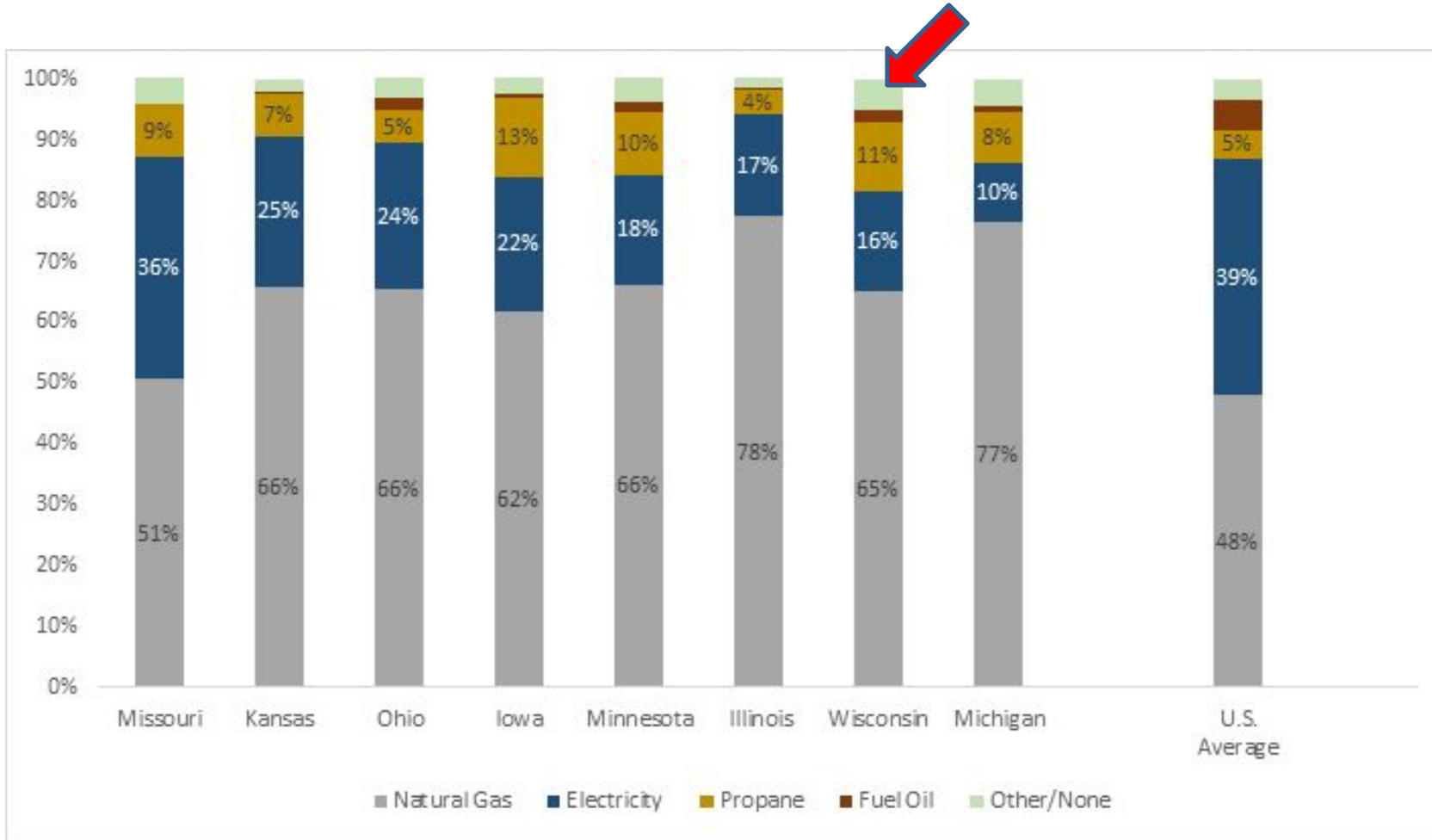
## Building GHG Emissions by State

2016, MMT CO<sub>2</sub>e

% of U.S. total



# Energy Source Used for Home Heating (2017)

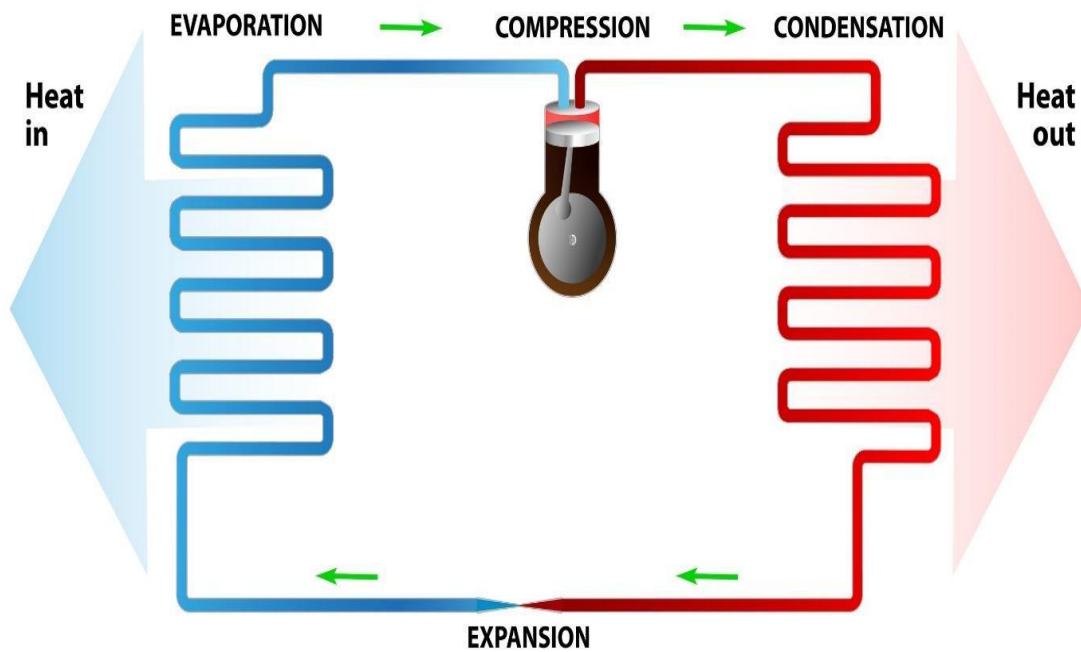




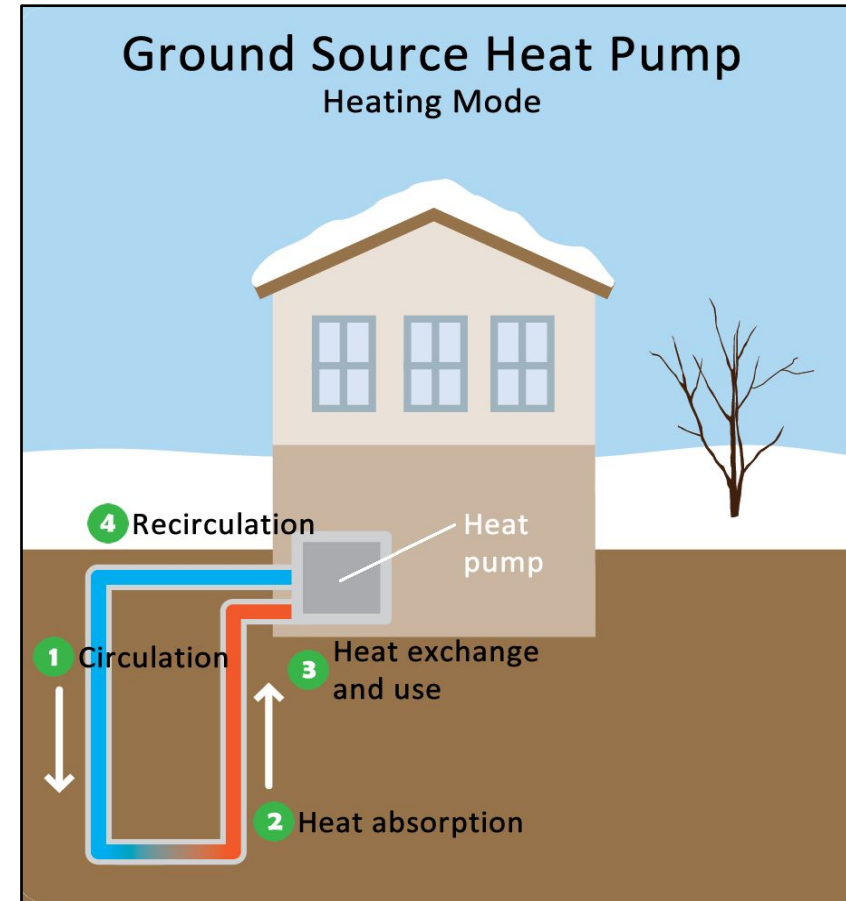
# High Efficiency Heat Pump Technologies

## Air Source Heat Pumps

How does a heat pump work?



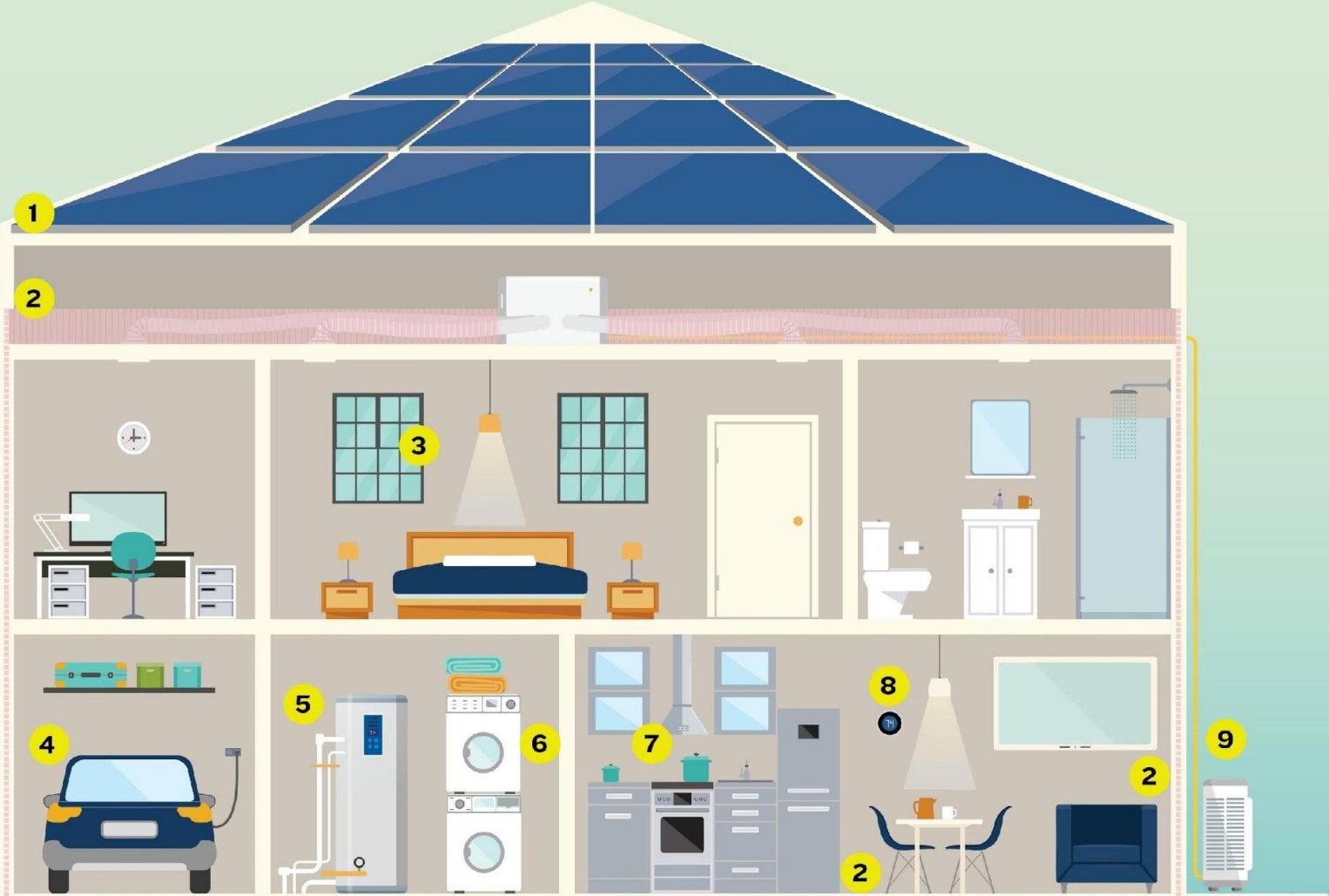
## Ground Source (aka Geothermal) Heat Pumps



# ZEROING OUT HOME CARBON EMISSIONS

Cut pollution and carbon emissions to zero by switching to high efficiency electric heating, cooking, hot water, appliances, and car powered by renewable electricity

- 1. Solar Panels
- 2. Insulated Walls, Floors and Attic
- 3. Energy Efficient Windows & Doors
- 4. Electric Car
- 5. Heat Pump Water Heater
- 6. Heat Pump Dryer
- 7. Induction Stove
- 8. Smart Thermostat
- 9. Heat Pump Heating and Cooling



# Policy Framework

## Stop digging the hole

- New buildings – IECC, local stretch/reach codes

## Transform the market (existing buildings)

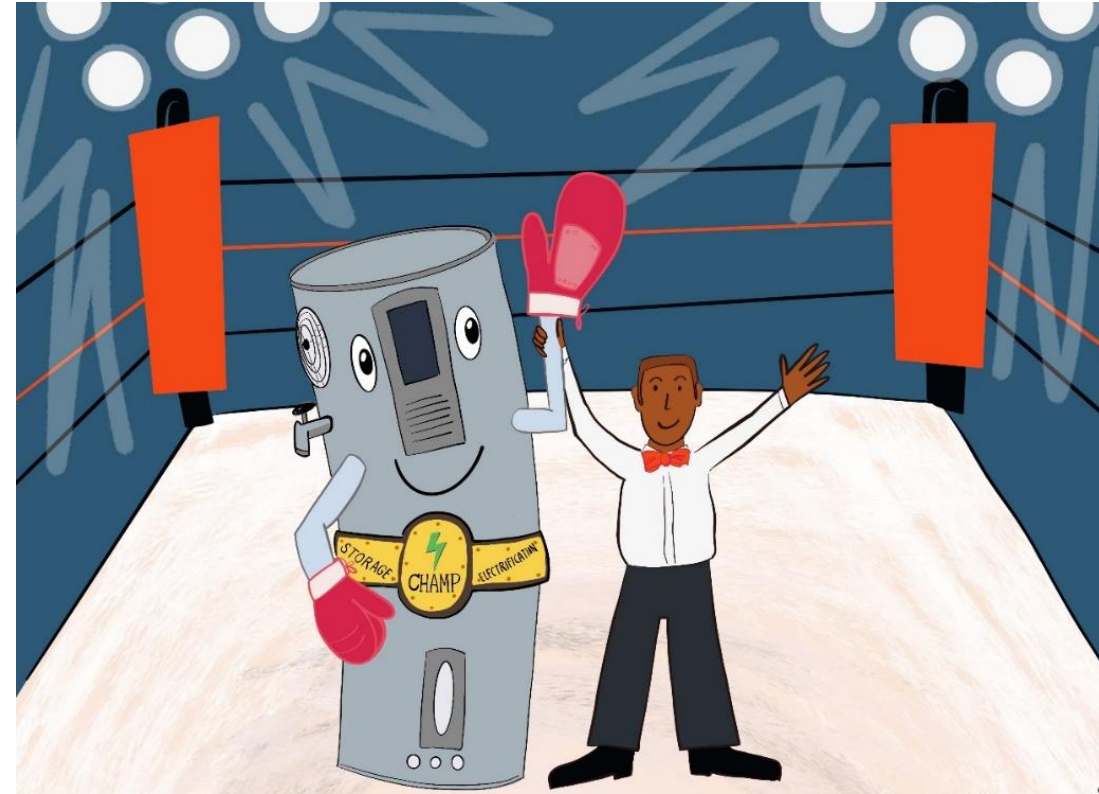
- Demonstrate electrification technologies and benefits
- Transition building stock, building performance stds, incentives
- Focus on low-income/MF affordable housing

## Remove regulatory barriers

- Fuel-switching restrictions
- EE programs/statutes - fuel-neutral, expanded conversion rate
- Rate design

## Plan for equitable and just gas transition

- New/expanded gas infrastructure
- Develop strategic transition plan that protects workers and vulnerable communities



# Lead with Equity

- **Energy burden/affordability**

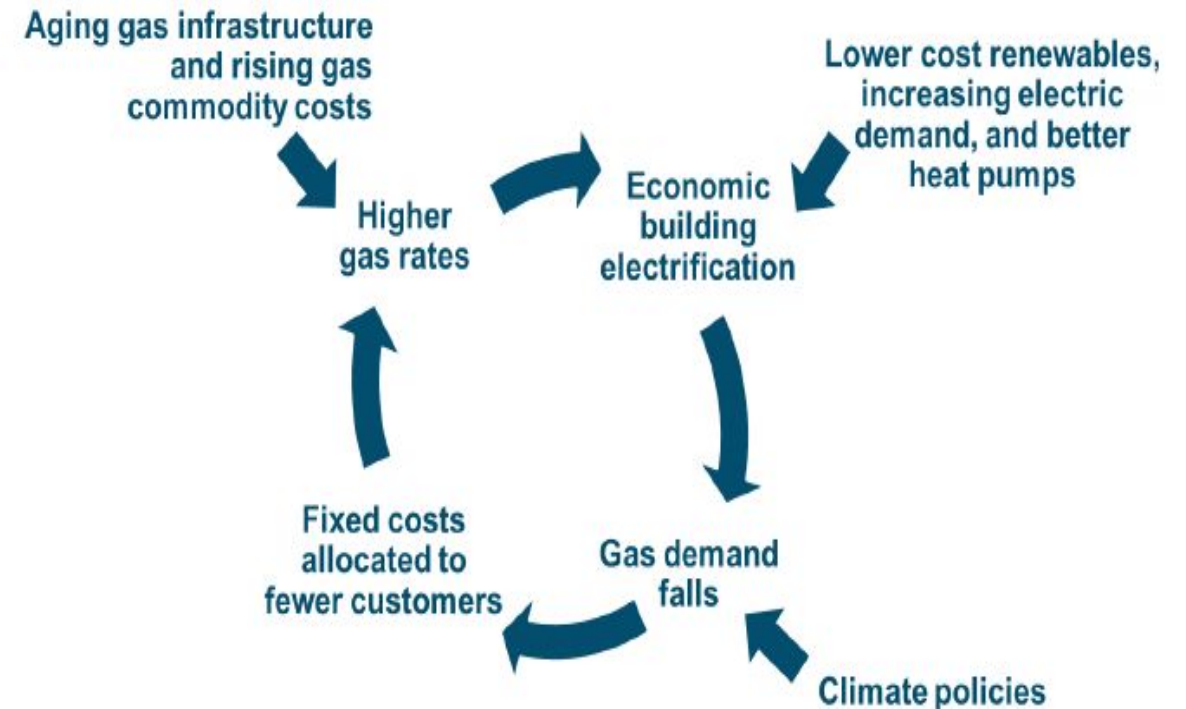
- **Increasing gas system costs**

- Vulnerable communities, low-income customers risk being stranded on a gas system with increasing costs
- Prioritize them for electrification programs, lead decision-making
- Greenlining report:  
<http://greenlining.org/publications/reports/2019/equitable-building-electrification-a-framework-for-powering-resilient-communities/>

- **Indoor air quality**

- Eliminating the emissions from burning fossil fuels inside homes provides major public health benefits.
- Gas stoves release carbon monoxide, nitrogen dioxide (NOX) and other harmful pollutants into the air
- Two reports released this year:
  - Sierra Club w/UCLA – <https://coeh.ph.ucla.edu/effects-residential-gas-applications-indoor-and-outdoor-air-quality-and-public-health-california>
  - Rocky Mountain Institute – <https://rmi.org/insight/gas-stoves-pollution-health>

*Gas Bill Cost Spiral*



Source: E3



**Samantha Williams**  
**Midwest Director, Climate & Clean Energy Program**

**NATURAL RESOURCES DEFENSE COUNCIL**  
**20 N. WACKER DRIVE, STE 1600, CHICAGO IL 60606**  
**OFFICE: 312-651-7930 | [SWILLIAMS@NRDC.ORG](mailto:SWILLIAMS@NRDC.ORG) | [WWW.NRDC.ORG](http://WWW.NRDC.ORG)**

# Getting fossil fuels out of Friends Meeting House

Switching from gas furnaces to electric-run heat pumps

Active and passive solar

Geothermal energy for heating & cooling

Better insulated envelope

More efficient and manageable heating and cooling zones

Better ventilation system to improve air quality and safety

Airlock entries

New LED lighting and controls



Want to financially support the Meeting House's transition off fossil fuels? Contact Julia, [Julia.isaacs@350madison.org](mailto:Julia.isaacs@350madison.org).

[https://www.fgcquaker.org/system/files/cloud\\_attachments/Friends%20MH%20Renovation%20Brochure%2021\\_0.pdf](https://www.fgcquaker.org/system/files/cloud_attachments/Friends%20MH%20Renovation%20Brochure%2021_0.pdf)

# State Policy Group

State policy has a HUGE impact on our ability to get fossil fuels out of buildings!

- Building codes
- Third party solar
- Focus on Energy--grants to increase energy efficiency
- Building efficiency standards for the WHEDA Low Income Housing Tax Credit Program

**YOU CAN HAVE AN IMPACT ON THESE AND OTHER POLICIES!**

# State Policy Group

- Meets 1st and 3rd Wednesdays of the month
- 4:00-5:30 PM

Interested?

- Put your name and email in the chat

OR

- Email [Gail.Nordheim@350madison.org](mailto:Gail.Nordheim@350madison.org)



# Vote online at WI Conservation Congress!

Our opportunity to vote against the **Line 5 expansion** and any **new fossil fuel infrastructure** in Wisconsin.

From 7 p.m. April 12 to 7 p.m. April 15, any Wisconsin resident can vote virtually to advise the DNR!

Click on the link and put it on your calendar - it will make a difference.



<https://tinyurl.com/ConservationCongressvoting>

# Why does it matter who wins these advisory votes?

1. **1. The DNR does consider what the Conservation Congress decides.**
2. **2. These votes get coverage in the media, and can influence decision makers.**
3. **3. An easy way for climate lovers with little time to be heard.**

Register via the Sierra Club page

([www.tinyurl.com/ConservationCongressVoting](http://www.tinyurl.com/ConservationCongressVoting)) and get their guide for recommended votes on several resolutions. Thank you!

# Upcoming team meetings -- all welcome!

## Tar Sands Team

*The Tar Sands Campaign is fighting Enbridge tar sands pipelines in WI. Our aims are to halt plans for a Line 66 in the Line 61 corridor, and to stop the reroute of Line 5 in Northern WI and to #ShutDownLine5! We support efforts led by those most impacted, including tribes, landowners, and affected community members*

Meeting: First Mondays (May 3, 5:45 to 6:45 p.m, to plan further work to stop these pipelines.

Contact [phyllis.hasbrouck@350Madison.org](mailto:phyllis.hasbrouck@350Madison.org)

## Divest & Defund Team

*The Divest & Defund Team works to convince institutions that investments in fossil fuels are not only ethically and fiscally irresponsible, but are literally wrecking the planet we call home—all for profit. We are currently focusing on banks that fund pipeline projects.*

Meeting: Fourth Mondays (April 26) at 7 pm, to plan actions to get Chase Bank to stop funding pipelines/fossil fuels.

Contact [Divest.defund@350madison.org](mailto:Divest.defund@350madison.org)

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Community Climate Solutions Team

## Reminder to Vote Tomorrow!

### What's on the ballot?

- State Superintendent
- Circuit Court Judges
- County Executive
- City Alders
- School District Board Members
- Madison Common Council Referendum

See how Madison Alder Candidates want to reduce Madison's carbon emissions in our blog on

[350Madison.org](https://www.350Madison.org)





**A moment of celebration:  
Kermit Hovey, our CCST Co Lead was  
featured in the Middleton Times Tribune!**

**Upcoming team meetings -- all welcome!**

## Community Climate Solutions Team (CCST)

Community Climate Solutions focuses on making change across Dane County, targeting both systems and individual levels. We assist local governments to achieve climate goals. We *broaden and deepen citizen climate crisis awareness and action.*

Meeting: Third Thursdays (April 15), 5:00-6:00 pm, to orient newcomers, train members, develop strategies, and coordinate working groups.

Contact [susan.millar@350Madison.org](mailto:susan.millar@350Madison.org).

# *Climate Justice Team*

*350.Org Training on March 6th:  
Climate and Environmental Justice*

*Four minutes on White Supremacy, White  
Privilege, White Fragility*

- <https://www.youtube.com/watch?v=Ke18pC3EEzE&t=2s>

# Climate Justice Team

*The Justified Anger African American History Class is over, but the work is just beginning!*



**JUSTIFIED ANGER**  
**NEXT STEPS**  
**VIRTUAL SESSIONS**

**April 19** - Living While Black in Madison  
**April 26** - The Path to Allyship  
**May 3** - Social Action Workshop

# Climate Justice Team

**April Meeting**

**April 12th, 7:00 - 8:15**

**Put your name and email in the  
chat, or contact either co-lead:**

[tanace.matthiesen@350madison.org](mailto:tanace.matthiesen@350madison.org)

or

[Marian.Fredal@350madison.org](mailto:Marian.Fredal@350madison.org)





# Earth Day Activities

# “Pizza for the Planet” Earth Day Fundraiser

## Ian’s -Garver, April 21st

### 3 options to get your pizza:

- Order at Ian’s Pizza Garver
- Pre-Order for Curbside Pickup
- Delivery to Madison’s east side and Monona

### 3 ways to participate in the fundraiser:

- In person: bring [flyer](#) to restaurant
- Phone: mention you’re supporting 350 Madison
- Online/App: Add “350 Madison” after your name

**Goal: 200 orders! Share the flyer with your friends!**

**Bonus:** Terrace seating -- enjoy your pizza outside!

happening 5-9pm  
April 21st

ian's  
PIZZA BY THE SLICE

3241 GARVER GREEN

350  
MADISON  
CLIMATE ACTION TEAM

**Doughnation  
Night**

present this flyer at register  
(show it on your smartphone)

**Pre-Ordering your pizza?**

**1 Phone orders:**  
Call (608)257-9248  
and mention that  
you are supporting  
350 Madison.

**2 Online orders:**  
Visit [ianspizza.com](http://ianspizza.com) or use  
our smart phone app and  
add "350 Madison" after  
your last name.

# EARTH DAY SCAVENGER HUNT

Kicking off on Earth Day 2021, **this four-day virtual scavenger hunt** will challenge players to complete missions and answer trivia questions related to environmental justice and climate action initiatives in Wisconsin.

The incentive: *Win cash for your favorite orgs!*

Fun and family-friendly - tickets are being sold on a sliding scale so all can participate!


**Your registration provides funds for the sponsoring organizations (including us!)**

**Register at Eventbrite - link in chat**

# EARTH DAY SCAVENGER HUNT

W I S C O N S I N  
**EARTH**  
**DAY**   
V I R T U A L S C A V E N G E R H U N T

**APRIL 22ND - 25TH, 2021**



  
**PLAY ANYWHERE  
IN WISCONSIN**



Earth Day 2021  
EV Parade  
in Madison





# Earth Day 2021 EV Parade in Madison

If you have an electric vehicle (or can find one to borrow or ride in) please join our parade! Everyone else can help with decorations/signs & come out to watch and cheer!

When: Meeting at 1:30 pm on Thursday April 22 (Earth Day) and starting parade at 2 pm. (Allow time for photos & final decorating before the parade starts.)

Where: Downtown Madison. Parade route and details are being finalized!

For more information and to sign up go to:

<https://daneclimateaction.org/initiatives/Electric-Vehicles>

The parade is being organized by the Dane County Office of Energy & Climate Change, RENEW Wisconsin, Slipstream, and the Phelps family.

Questions? Contact Carol Phelps: (608) 833-0562 [carolandyp@aim.com](mailto:carolandyp@aim.com)





# Volunteering with 350 Madison

- No knowledge required
- Flexible schedule
- Fantastic teams
- New experiences

## Highlighted Needs:

- Event Volunteers
- IT Volunteers

Contact Nikki at [nikki.darga@350madison.org](mailto:nikki.darga@350madison.org) for more information on specifics.

Global Just Recovery  
Gathering – Spread the Word

# GLOBAL JUST RECOVERY GATHERING



APRIL 09-11

# Build Back Fossil Free Campaign, April 1-9


- **Sign petition to Biden at [BuildBackFossilFree.org](https://BuildBackFossilFree.org)**
- **Use social media** to tell your friends that they can too!
- **Email or call your Senators and Representative** and urge them to sign on too. *Don't know who or where they are?*
  - Wisconsin - [www.myvote.wi.gov](http://www.myvote.wi.gov).
  - Rest of U.S. - [https://ballotpedia.org/Who\\_represents\\_me](https://ballotpedia.org/Who_represents_me)
- **Share our dance video** and “Enbridge” press conference video.
- **Want to banner?** Contact Russ Bennett at [bennett.russ@gmail.com](mailto:bennett.russ@gmail.com).

***Recruit your friends and family - this is our chance to get the U.S. on track!***





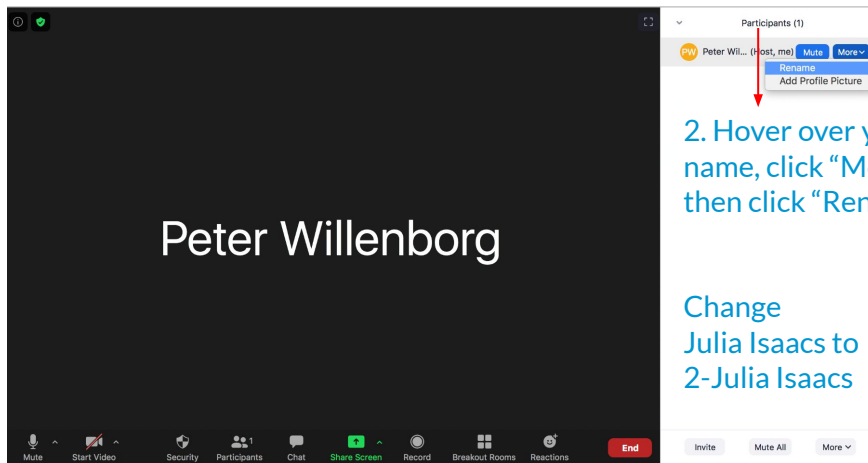
TELL BIDEN:  
STOP LINE 3  
buildbackfossilfree.org  
SIGN the PETITION

 **ENBRIDGE**  
Our Energy Takes Life

# CLOSING

If a newcomer, please stay in main room to meet with Nikki  
See you Monday May 3 for a Divestment Panel!

Optional breakout discussions.  
Choose your room and change your name by putting a  
“1” in front for  
“Q&A with tonight’s guest speaker  
“2” for April Fool’s Day  
Press Conference  
with CEO of Enbridge



1. Click on Participants

2. Hover over your name, click “More”, then click “Rename”

Change  
Julia Isaacs to  
2-Julia Isaacs



# Upcoming team meetings -- all welcome!

## Communication Action Team (CAT)

The Communication Action Team (CAT) provides communication support to the campaigns. CAT services encompass website and social media, press releases, letters to the editor and op-eds, radio spots, email blasts, and photography and video. CAT especially needs new members with expertise in video and graphics arts.

Meeting: Third Mondays (April 19) 6:30 pm,

Contact [emily.park@350Madison.org](mailto:emily.park@350Madison.org)

## Fundraising Team

*The Fundraising Team helps provide financial support for all of our campaign and operational teams and to achieve 350 Madison's Strategic Planning goals. We run donor drives, plan special events, and research and write grant applications.*

Meeting: Third Wednesdays (April 21) at 6 pm.

Contact [stephanie.robinson@350madison.org](mailto:stephanie.robinson@350madison.org)