

**TO: Zoning, Neighborhoods & Development Committee
of the City of Milwaukee**

**FROM: Lawrence M. Hoffman
1225 E. Wright St., Apt. 1
Milwaukee, WI 53212
Representing 350.org Milwaukee**

DATE: September 13, 2016

RE: Testimony – Solar Requirements for TIF Districts

Please include this memo as testimony for agenda item #2 in file #160177.

This testimony is on behalf of the Milwaukee members of the worldwide environmental organization, 350.org.

We ask the Zoning Committee to pass ordinance 355-5, paragraph 5. This ordinance seems to provide a carrot and a stick. It requires the City to give developers guidance as to how and where to obtain financial and technical assistance for installation of solar power. And it requires developers to estimate the cost of installing solar power and the amount of time needed to recover the cost. A developer who doesn't want to make the effort won't get the deal.

Other American cities, such as San Francisco, and progressive cities in Europe are passing ordinances that require renewable energy. We don't know what fraction of Milwaukee developers fall under this proposed ordinance. It applies to TIF districts and has a lower limit of a million dollars. But we envision that you will pass a series of solar ordinances, one by one, for different categories of development – large and small, residential, commercial, and industrial, in areas that are affluent and areas that are needy. Let this be just the first ordinance of many.

We do recognize the possibility that installing sustainable features could be used as an excuse to charge higher residential rents. Please be cognizant that urban rents are rising all over the USA. Please do what you can to ensure that developers don't use solar requirements to take unfair advantage of tenants, especially in lower-income neighborhoods.

The overriding purpose of our organization, 350.org, is to halt global warming and climate change. Climate change is caused by humans, by our increasing use of carbon-based fuels. By reversing global warming, we will be making our city and our world a better place for our children and grandchildren. It is our responsibility as individual citizens and corporate citizens to do so. Every developer shares this responsibility.

In conclusion, we ask the City to take every opportunity to press WE Energies, our region's huge polluter and contributor to global warming, to join the 21st century and lead the way in the transition from fossil fuels to renewable energy.