

# Promoting Sustainable Energy Engagement in Traverse City



Sources: [EGLE](#), [Graham Sustainability Institute](#), [EGLE](#), [TCLP](#), Sarah Lee

# Our Project Team

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# About Traverse City Light & Power (TCLP)





# Why Are These Programs Important?

## Save Money



## Promote Health



## Protect the Environment



# Focusing On Two Main Engagement Strategies

## Energy Fair



## Youth Programming



# Energy Fair Research





# Energy Fair Guidebook

## ENERGY FAIR GUIDEBOOK

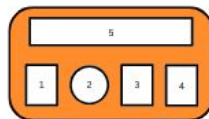


### Education



### Sample TCLP Education Booth

This booth will serve as one of the entrance/exit booths for the Energy Expo. To help welcome/see off visitors and familiarize them with TCLP, this booth will include things like a TCLP program fact sheet, small giveaways, and a map of the Expo. Visitors can also pick up and submit punch cards here.



1. Brief fact sheet about TCLP's environmental programs
2. Giveaways like water bottles, stickers, or pens
3. Map of the Energy Expo
4. Punch cards and submission box for raffle
5. Welcome/TCLP sign or banner
6. TCLP employee greeting visitors and handing out punch cards

### Generation



### Residential Solar

This booth will provide information about residential solar panels, including associated costs and benefits, potential contractors, and relevant TCLP solar programs.

TCLP Rating: ⚡⚡⚡

Relevant TCLP Programs: *Energy Saver, Net Metering, Voluntary Green Pricing*

Traverse City Partners:

- Windemuller
- Traverse Solar
- Leelanau Solar

General Partners:

- Local solar installers



### Efficient Lighting

This booth will showcase the differences in appearance, energy use, and lifespan of incandescent, fluorescent, and LED bulbs.

TCLP Rating: ⚡⚡⚡

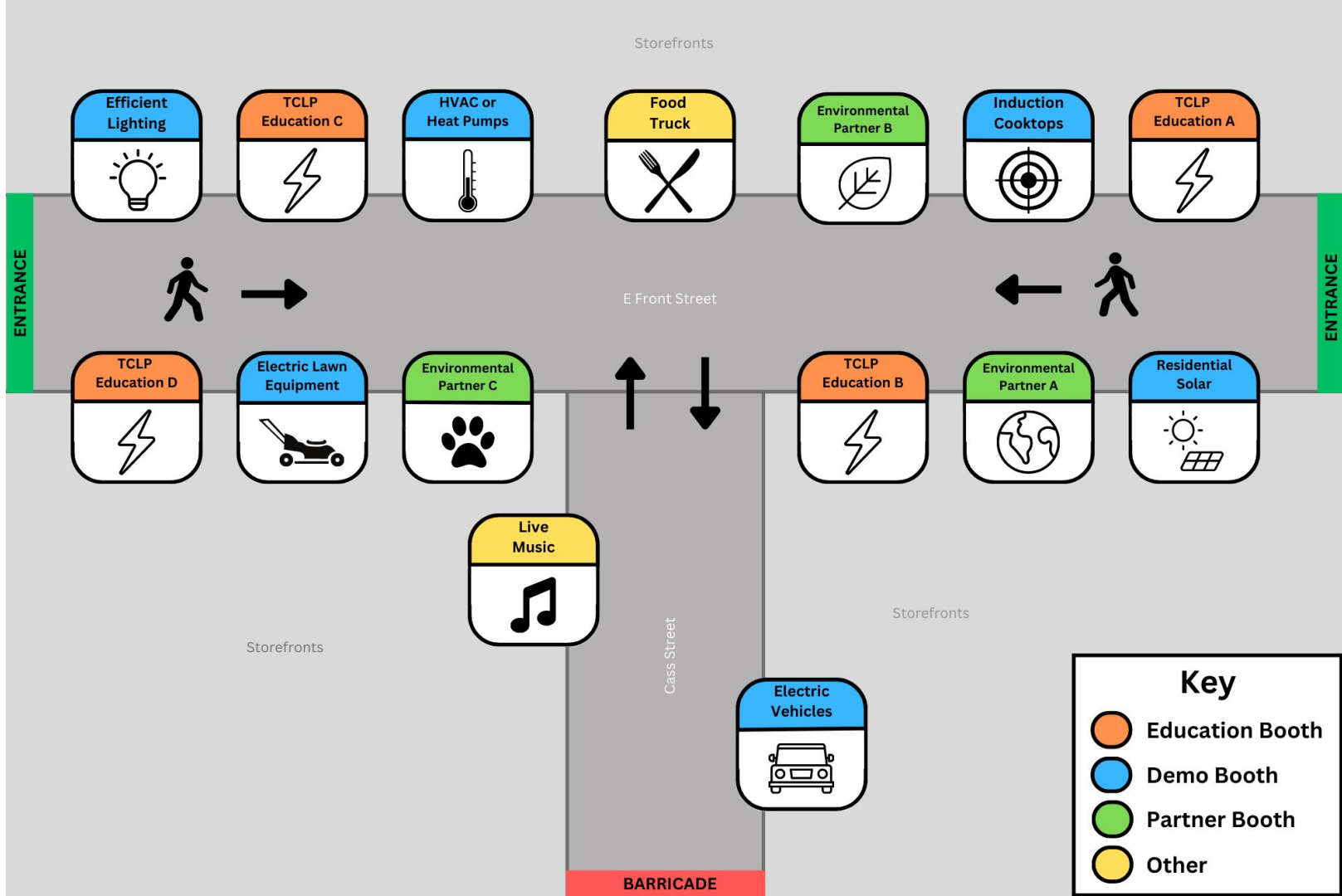
Relevant TCLP Programs: *Energy Saver, Time of Use*

Traverse City Partners:

- Batteries Plus Bulbs

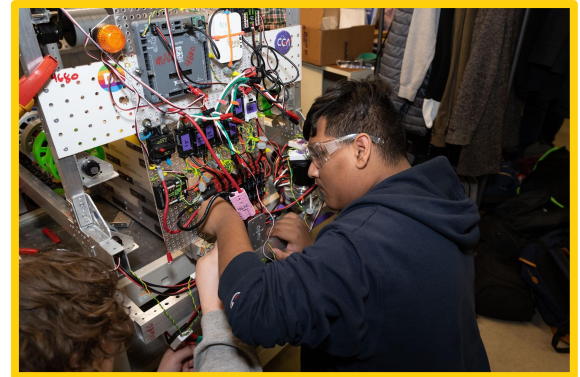
General Partners:

- Local Home Depot/Ace Hardware/Lowe's







# Youth Programming Research



# Youth Energy Engagement Toolkit



## YOUTH ENERGY ENGAGEMENT TOOLKIT



## Pre-Planning

This phase is meant to emphasize the importance of reflection, planning, and community visibility in your organization's process before reaching out to potential partners. Steps include:

1. Reflecting on why you want to engage with youth in the first place. What do you hope to achieve and why?
2. Thinking about what you can offer potential partners that can help them achieve their goals. This could include expertise, resources, capacity, collaboration, etc.
3. Determining who on your team will be taking the lead on connecting with potential partners and/or developing youth programming materials.
4. Creating a list of potential partners and their contact information.
5. If open to all community members, attending meetings and events held by potential partners to make introductions and build rapport.
6. Developing ideas for potential youth and family-focused events and initiatives for your organization.



(General)

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## Youth-Focused Events

Regularly hosting or being involved with local events is an extremely effective way for organizations to connect with many residents at once and increase their visibility within a community. Here are a few youth and family-focused event ideas to consider:



### Energy Fair

Interactive booths are set up for residents to learn about your organization, energy-efficient products and practices, and other local environmental organizations.



### Induction Cook-Off

Local chefs compete to make the best dishes using nothing but induction cooktops, showcasing the effectiveness of an electric alternative to gas stoves.



### Local Energy Site Tour

Families and students tour local power plants, solar arrays, or wind farms to gain a better understanding of where their electricity comes from.



### School Energy Reduction Competition

Over the course of the year, local schools compete to have the greatest reduction in energy usage by employing energy-saving measures.



### Family Open House

Local families are invited to learn more about your organization and have the opportunity to be entered in raffles to win energy-related prizes.

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## Pre-Planning

- Reflecting on why you want to engage
- Determining what you have to offer
- Identifying potential partners
- Establishing internal leads

## Initial Outreach

- Conducting outreach to partners
- Determining shared goals with partners
- Identifying areas for initial collaboration

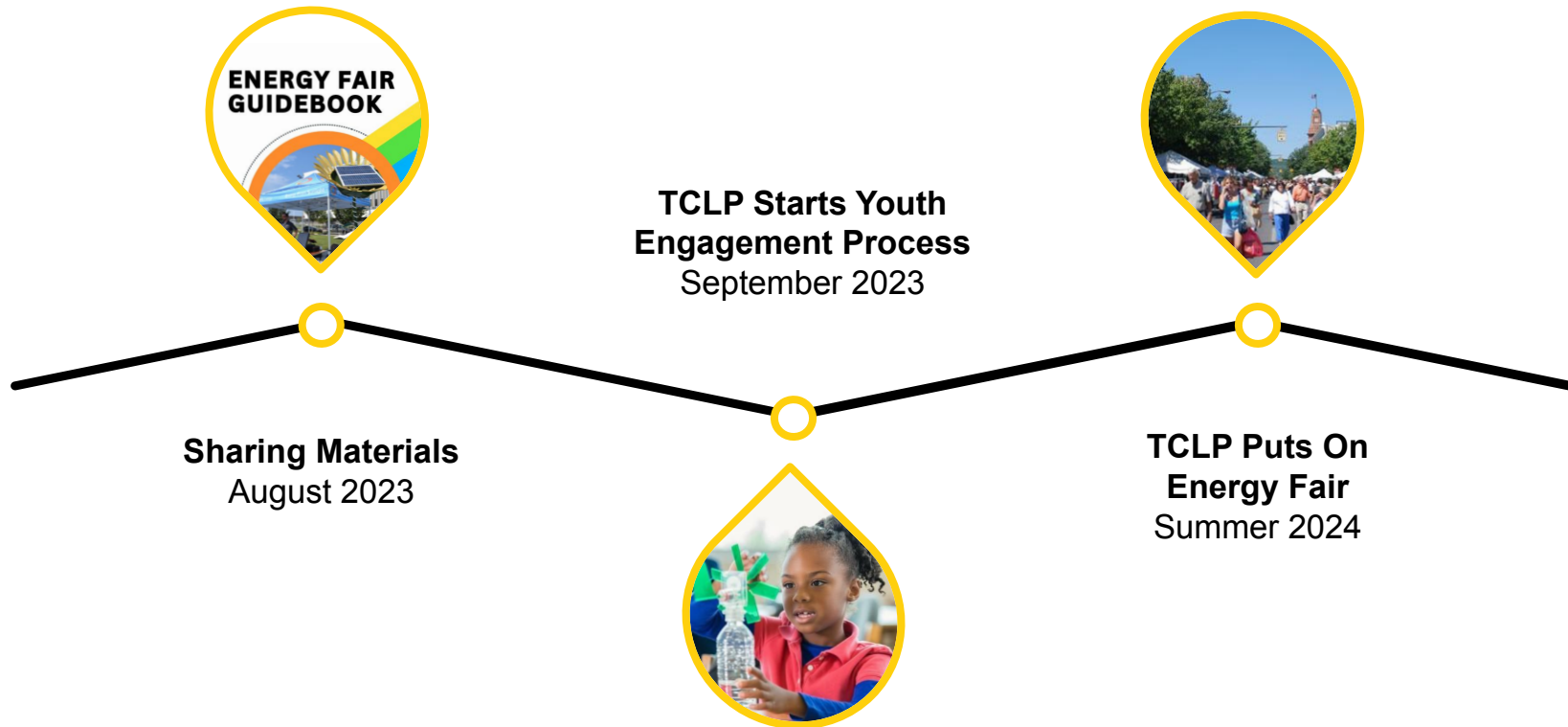
## Early Collaboration

- Offering sponsorship and presence at partner events
- Creating online educational resources for youth, families, and educators
- Finding opportunities to plug into pre-existing curriculum and activities

## Advanced Collaboration

- Establishing a set of core collaborative events
- Developing a youth internship or job training program
- Connecting with partners about what is and is not working

# Next Steps





# Thank You To...

Jake and José!

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