



TRAVERSE CITY
LIGHT & POWER

Improving Energy Efficiency in Residential Households in Traverse City



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY



Meet Our Team



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About Traverse City Light & Power (TCLP)



TRAVERSE CITY
LIGHT & POWER

FY24/25-28/29
STRATEGIC PLAN
POWERED BY POSITIVE ENERGY
VISIT OUR WEBSITE TO LEARN MORE!

Traverse City Light & Power
1.9K likes · 2.1K followers

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Intro
Traverse City Light & Power is a community-owned, municipal electric utility.

Page · Energy Company
1131 Hastings St, Traverse City, MI, United States, Michigan
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tclp.org

Featured

Traverse City Light & Power
July 6, 2023
! Attention TCLP Customers: We now have a user guide for the online account/portal titled "User Guide - My..."

Traverse City Light & Power
May 12, 2023
! Attention TCLP Customers: Having trouble understanding your new bill? We now have a "How to read your bill user..."

USER GUIDE MY ACCOUNT

HOW TO READ YOUR BILL USER GUIDE



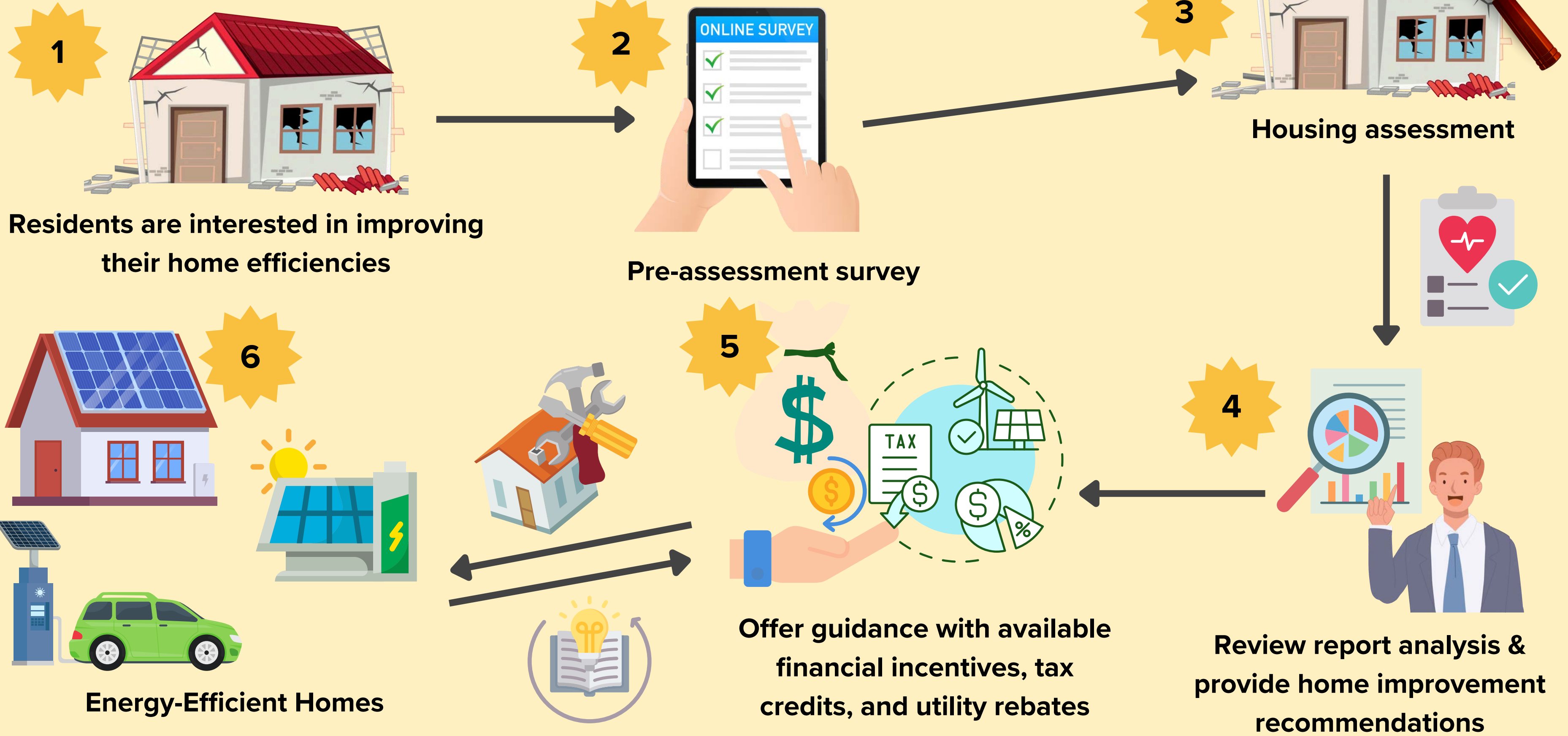
100% renewables
by 2040, with an
interim goal of
40% renewables
by 2025!

TRAVERSE CITY
LIGHT & POWER

Climate Action Plan
&
Integrated Resource Plan

TRAVERSE CITY
LIGHT & POWER
Investing Our Energy In You
SERVICE AREA

What is an Energy Coaching Program?



So... Why Have an Energy Coaching Program?



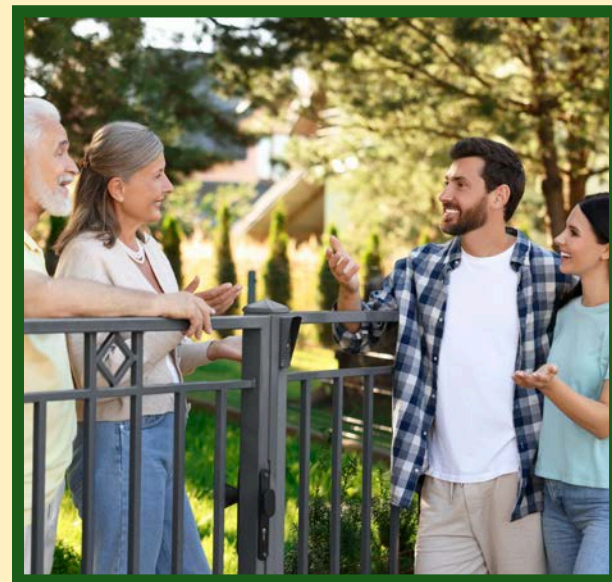
Lower utility bills



Boost program participation



Provide on-demand support



Improve Health and Quality of Life



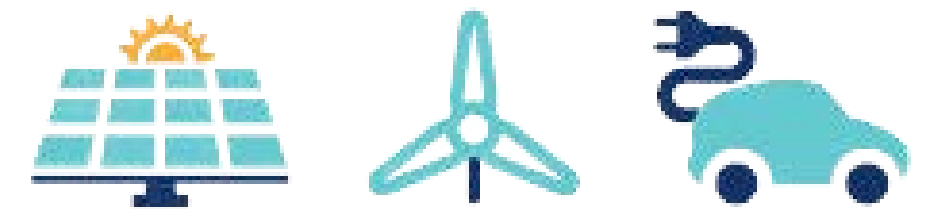
Reduce energy consumption & greenhouse gas emissions



Improve community and environmental health

Coaching Program Template


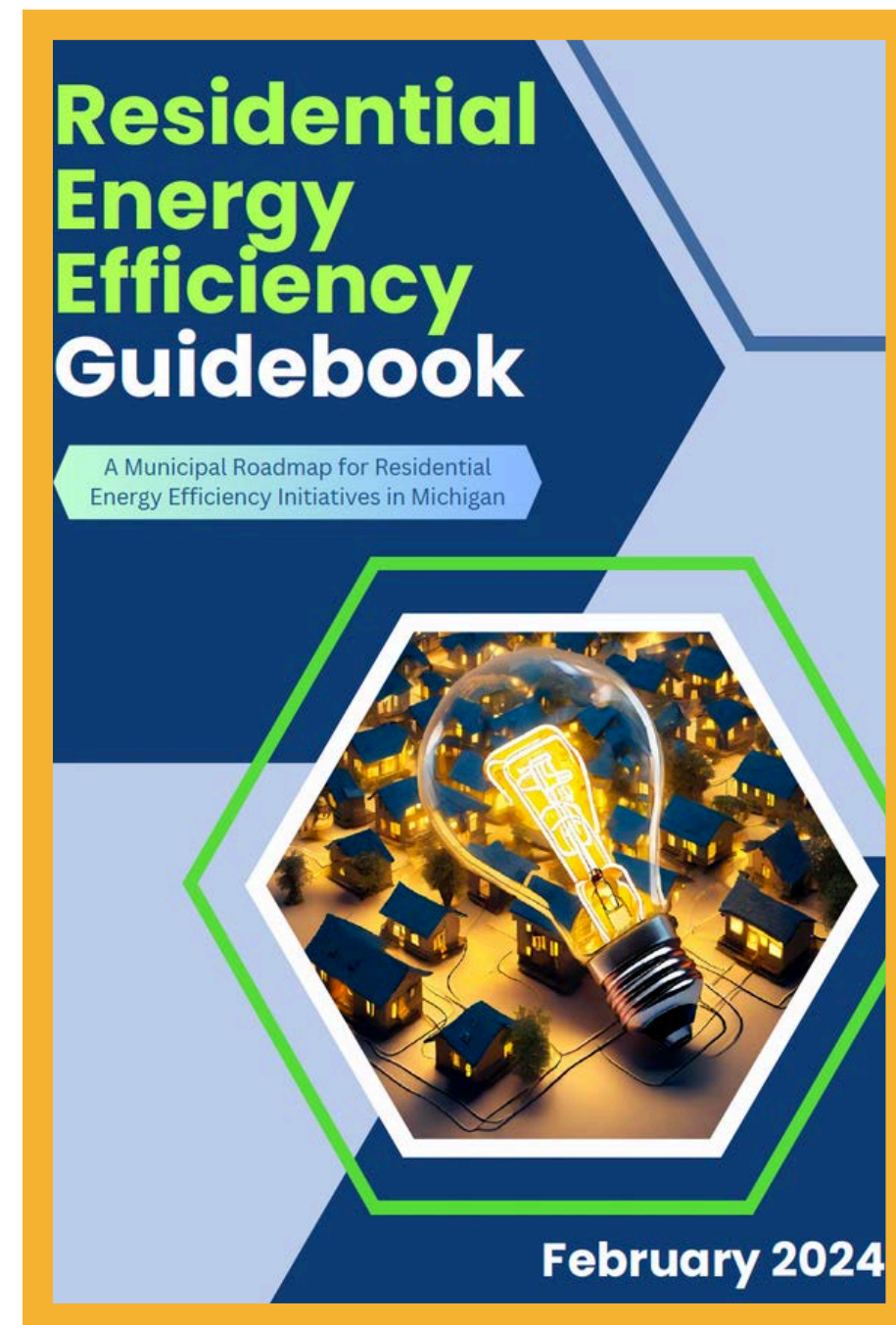
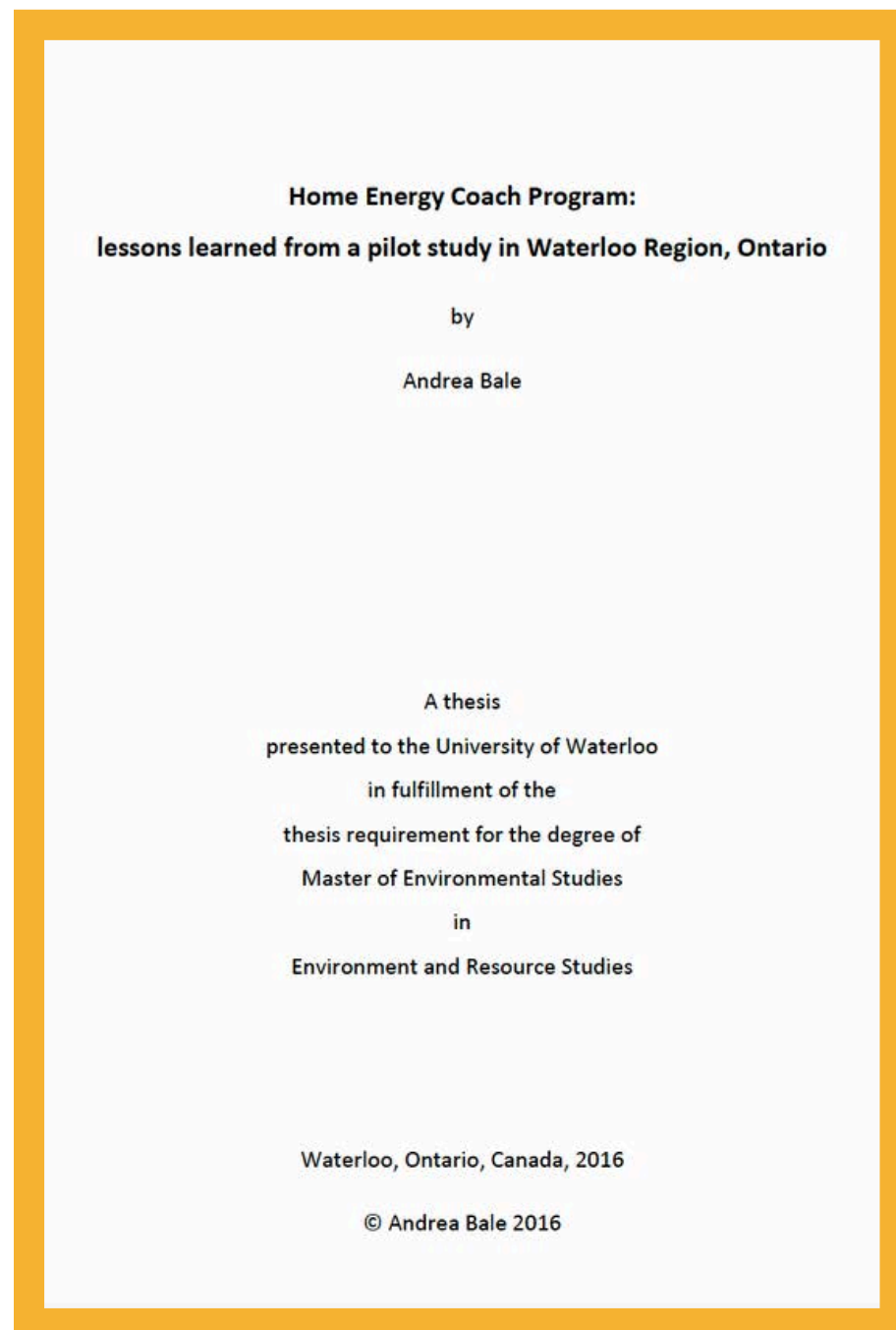
1. Personal Interviews



Holland Board of Public Works



Coaching Program Template

2. Literature Review




Energy Coach Program

The Coach Experience from a Homeowner's Perspective



- HC – Wasn't optimizing steps she had already taken.
- JO – Didn't realize she might qualify for free program
- TP – Client needed 5 months to make decisions.




Deliverables: Coaching Program Template

[CLICK HERE](#) 

PROGRAM STRUCTURE & CONTENT


- **Peer Mentorship model:**
 - Shadow experienced energy coaches to familiarize yourself with the procedures.
- **Workforce Training & Development:**
 - Theory classes (4 to 6 hours) & hands-on training (Example: 2 housing visits & 1 assessment).
 - Content to be covered: Local building codes and envelopes, utility rebate programs, basic knowledge of tax rebates, financial assistance programs, construction theories, plumbing.
 - Mock tests: Perform 1 to 2 mock home energy assessments independently, conduct mock virtual calls, proficient use of assessment tools.

RESOURCES & SUPPORT




Financing

Michigan Saves
Michigan Saves is a nonprofit green bank that helps people improve the health and efficiency of their homes and businesses. It serves as a trusted financial partner providing access to customized home solutions to support healthy communities.



Rewiring America's Incentives Calculator
Check out this easy-to-use free savings calculator and discover how you can benefit from the electrification incentives and rebates!



MI Funding Hub
MI Funding Hub is a free program to help the Michigan community track and apply for fundings, get one-on-one technical assistance, and access tools for becoming more grant savvy.

Communication Strategies

DO'S AND DON'TS



- ✓ Treat residents as peers.
- ✓ Always follow up with customers.
- ✓ Be empathetic and patient.
- ✓ Be informed on the latest financial incentives and assistance programs.

DO'S

- ✗ Avoid using technical jargon.
- ✗ Never be pushy.
- ✗ Don't ignore residents' feedback.
- ✗ Don't assume one-size-fits-all solutions.

DON'TS



[Utility Logo]

Residential Energy Coaching Guidebook [CLICK HERE](#)

RESIDENTIAL ENERGY COACHING GUIDEBOOK

This material is based upon work supported by the Department of Energy and the Michigan Energy Office (MEO) under Award Number EE0008653 as part of the Catalyst Communities program. Find this document and more about the CLC Fellowship that supported this project at graham.umich.edu/clcf.

PROGRAM OVERVIEW

Pre-Assessment Phase

STEP 1: INITIAL CONSULTATION

Make a checklist to note the information you need to provide prior to the consultation. It could be something like:

- Basic home details (size, age, type of home, # of occupants).
- Current electricity and gas providers.
- Energy habits.
- Source of household electricity.
- Existing appliances and systems.

**** If you have conducted an assessment before, keep track of the list of recommendations the contractor provided.**

Assessment Phase

STEP 2: HOME ENERGY ASSESSMENT

You should be home at the time of the assessment, and it can take about 2 to 4 hours. During the assessment, energy coaches may:

- Walk around your house and locate the air leaks.
- Request your copies of your energy bill over the past months.
- Upload data on the laptop.

**** If you are a pet owner, please secure your pets in a separate room and kindly notify the energy coach to ensure a smooth assessment.**

STEP 3: REVIEW HOME ASSESSMENT

Energy coach will reach out to you again to request for a post-assessment consultation. This time, the energy coach will:

- Provide a thorough review and explanation of the report.
- Give advice and recommendations on home improvements.
- Provide a list of resources to tailor your needs and concerns.

Post-Assessment Phase

STEP 4: CONSIDER FUNDING OPTIONS

Be prepared to consider the following questions:

- How long do you plan to own your current home?
- What is the value you want from your home?
- Do you need to hire a contractor, or can you do it yourself?
- What is your estimated budget?
- How much time do you have for maintenance and repairs?

STEP 5: MAKE HOME IMPROVEMENTS

Congratulations! You are all set to embark on your home improvement projects with your energy coach!

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FINANCING OPTIONS

Federal Incentive Programs

Weatherization Assistance Program

- Description:** Provides free home energy conservation services to low-income Michigan homeowners and renters. For more information, please reach out to your **local Community Action Agency**. Click [here](#) to find out how to apply!

Internal Revenue Service (IRS): Home Energy Tax Credits

1. Energy Efficient Home Improvement Credit (25C)

- Description:** Up to \$3,200 off annually to homeowners, specifically up to \$1,200 per year for most projects including weatherization and insulation, with a separate \$20,000 cap for heat pumps and heat pump water heaters.

2. Residential Clean Energy Credit (25D)

- Description:** Equates to 30% of the costs of new, qualified clean energy property for your home.

State Incentive Programs

Home Energy Rebate Programs

Description: Help households save money on energy bills, improve energy efficiency, and reduce indoor and outdoor air pollution.

- Home Efficiency Rebates (IRA Section 50121)**

Description: Offer rebates of up to \$8,000, based on the modeled energy savings or measured energy savings achieved by the retrofit.

Note: Rebates vary depending on final amounts, eligibility, or timeline.

Eligibility: Single-family and multifamily households.

- Home Electrification and Appliance Rebates (IRA Section 50122)**

Description: Offer rebates for high-efficiency home appliances and equipment.

Note: rebates vary depending on final amounts, eligibility, or timeline.

Note: Sign up [here](#) for program notifications, and contact EGLE-EnergyServices@Michigan.gov for more local utility rebates and incentives!

Local Incentive Programs

Financing

- Check with your local utilities if they provide on-bill financing options, such as loans.
- Check with the financing institutions, such as [Michigan Saves](#).

Utility rebate programs and incentives

- Stay tuned for your local utility providers' rebate programs!

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**Let's make our homes sustainable,
comfortable, and desirable!**

As a famous CLC fellow once said...

**“An Energy Coach A Day, Keeps Those
Expensive Utility Bills Away!”**

**“Prevention Is Better Than Cure! Let's Find
Ourselves a Dr. 'House' before it gets sick!”**



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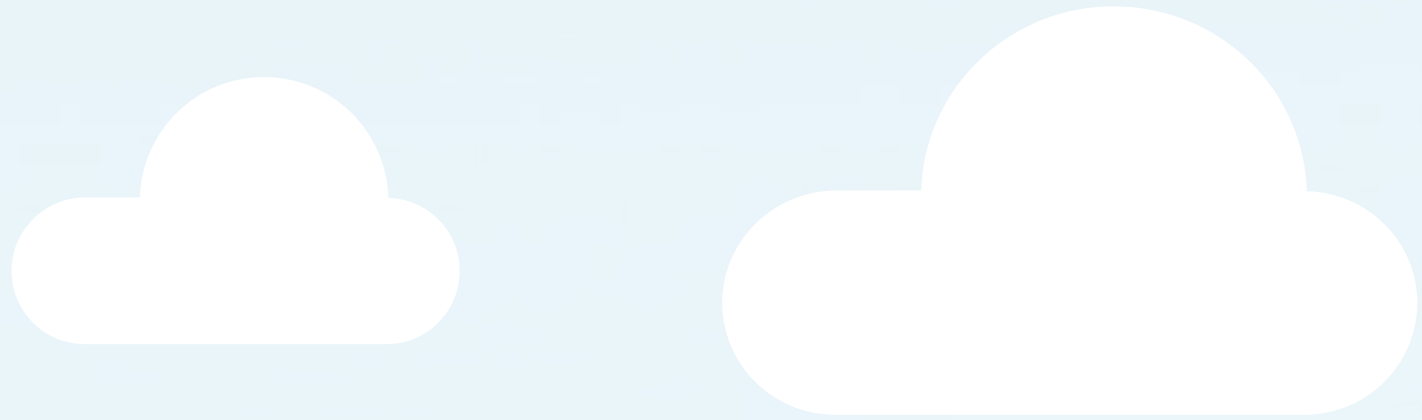
Jean Sadler, Graham Sustainability Institute

CLC Fellows



Q & A





Thank you!

