

RESIDENTIAL ENERGY COACHING **GUIDEBOOK**



MY CLEAN CHOICE
Traverse City Light & Power



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GUIDEBOOK PURPOSE

This guidebook was curated to serve and provide support for the municipal authorities and local governments in Michigan to implement their unique residential energy coaching programs to achieve decarbonization and energy efficiency in residential households.

Serving as a comprehensive resource toolkit, it offers the most up-to-date information and materials to ensure that residential customers have access to the latest resources (financial and non-financial) to initiate their home improvement projects.

Additionally, the guidebook aims to provide a one-stop guide to navigate available tax credits, utility rebates, and financial assistance programs, empowering residents to achieve their energy-efficiency goals.



PROGRAM OVERVIEW



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.**

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.

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!



INITIAL CONSULTATION

The initial consultation is the most crucial step in the residential energy coaching program as it establishes a clear understanding of the homeowner's energy goals, concerns, and current energy consumption patterns. This step allows for the collection of essential data, which forms the solid foundation for a tailored and effective energy assessment.



Click [**here**](#) to see what a pre-consultation survey looks like!

HOME ENERGY ASSESSMENT

Q: What is a **Home Energy Assessment**?

A: A Home Energy Assessment provides a comprehensive overview of your home's **energy consumption, comfortability, and safety**. It should be the **first step** before starting any improvement projects or installing new renewable energy systems for your home, such as geothermal heat pumps or solar panels on the rooftops.



Q: Why is a **Home Energy Assessment** necessary?

A: Think of a Home Energy Assessment as a checkup for your home. It helps you find out where your house is losing energy, such as through wall cracks, drafts, or old appliances. This assessment shows you various ways to make your home more energy-efficient and comfortable, cut your energy bills, and improve indoor air quality, which is great for your health.

Q: What will happen during a **Home Energy Assessment**?

A: A certified home assessor will visit your home and conduct a thorough check of your energy use. They might do tests to find air leaks, check insulations, and evaluate your heating and cooling systems. Some experts will also give you a detailed report with their findings and recommendations on how to make your home more energy-efficient.



Click [here](#) or scan the QR code on the left to see what Home Energy Assessment is like!



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!



RESOURCES

- **Professional Home Energy Assessment**

Link: <https://www.energy.gov/energysaver/professional-home-energy-assessments>

- **MI Healthy Climate Plan**

Link: <https://www.michigan.gov/egle/about/organization/climate-and-energy/mi-healthy-climate-plan>

- **Rewiring America Incentives Calculator**

Link: <https://homes.rewiringamerica.org/calculator>

- **GreenHome Institute**

Link: <https://greenhomeinstitute.org>

- **ENERGY STAR®**

Link: <https://www.energy.gov/eere/buildings/energy-star>

- **Database of State Incentives for Renewables & Efficiency (DSIRE)**

Link: <https://www.dsireusa.org>

- **American Council for an Energy-Efficient Economy (ACEEE)**

Link: <https://www.aceee.org>

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