



TRAVERSE CITY
LIGHT & POWER



MY CLEAN CHOICE
Traverse City Light & Power

RESIDENTIAL ENERGY COACHING PROGRAM

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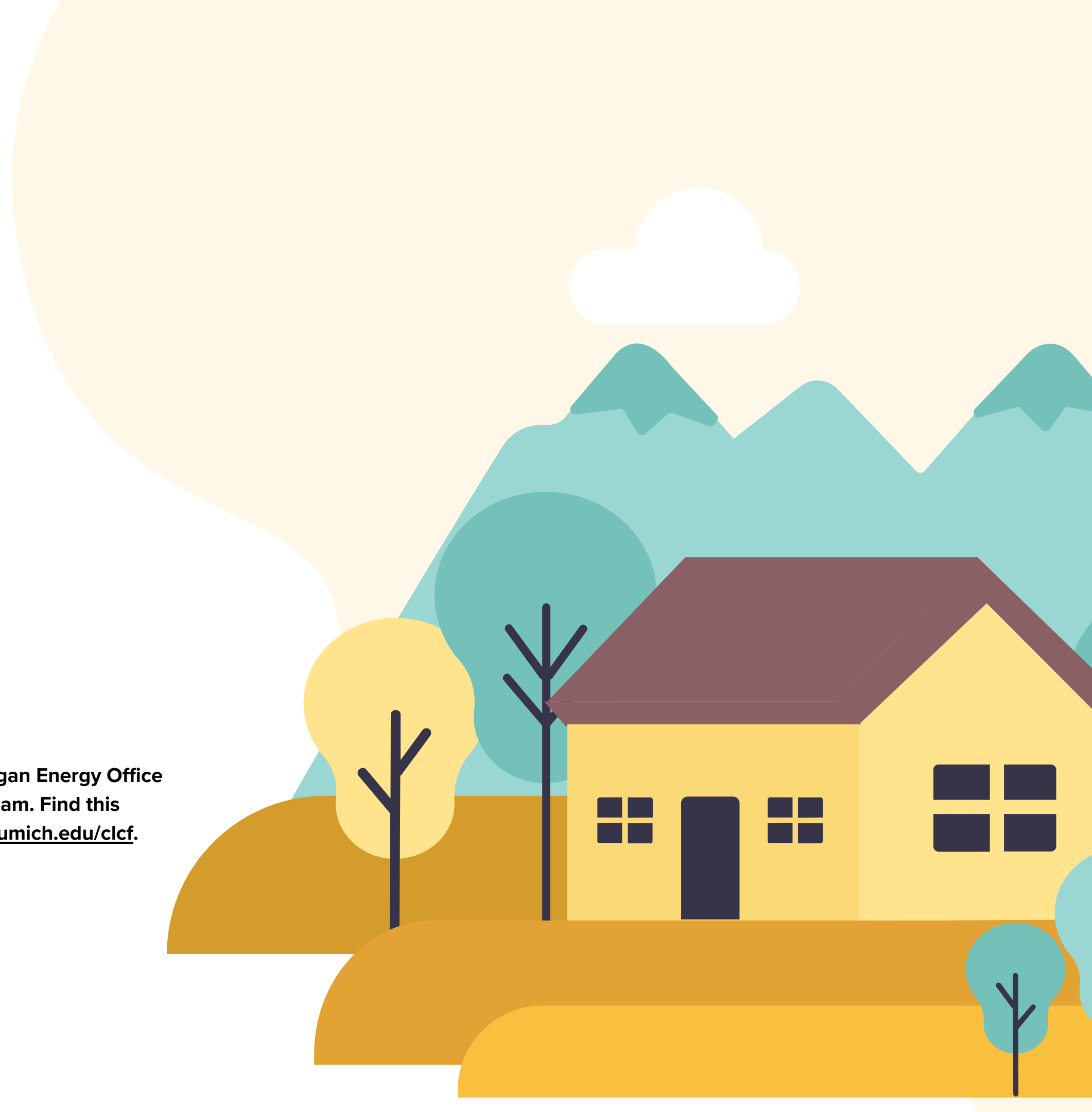




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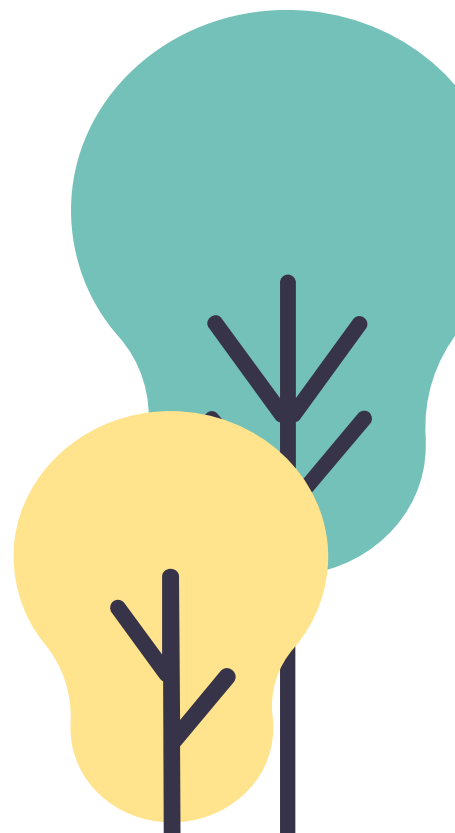
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PROGRAM PURPOSE

The residential energy coaching program template aims to support multiple stakeholders, including but not limited to state municipalities, municipal utilities, as well as non-profit organizations to implement their unique *residential energy coaching programs* for the communities across the state of Michigan.

Serving as *trusted advisors*, energy coaches are responsible for providing accessible resources (i.e., financing options, rebate programs, tax credits) and on-demand support for residents to realize their home improvement and energy-efficiency goals. They also act as the *main contact*, bridging the gap between residents and utilities, fostering community engagement through open communication, and promoting energy-saving initiatives that benefit themselves, the community, and the environment.

This program supports the *MI Healthy Climate Plan's* goal of reaching *100% carbon neutrality by 2050* and reducing the state's total greenhouse gas emissions to heating Michigan homes and businesses *by 17 percent by 2030*, along with encouraging investments in repairing and improving buildings to alleviate upfront costs for residents.



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.**

COACHES' ROLES & RESPONSIBILITIES*

Check out this pamphlet! It'd be an effective way to remind what energy coaches should and shouldn't do!

Pre-Assessment Phase

- Conduct and promote outreach to increase residents' awareness about the benefits of having a home energy assessment.
- Schedule initial consultations and assessments with interested parties.
- Address initial questions and concerns residents may have about the program.

Assessment Phase

- Document findings with photos and notes with residents' consent for later analysis.
- Resolve resident's immediate concerns or questions during the assessment.

Post-Assessment Phase

- Prepare an inventory of resources, including but not limited to available utility rebates, tax credits, financing options, and local contractors.
- Schedule follow-up visits or calls to check on the residents' progress in implementing the recommended improvements.
- Provide continuous support and address further questions.
- Monitor long-term effectiveness, takeaways, and further improvements if necessary.

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

DON'TS

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



[CLICK HERE](#)

[Utility Logo]

*Remarks: This is not an exhaustive list. Energy coaches' roles and responsibilities vary depending on utilities' and residents' main priorities and concerns.

ANTICIPATED CHALLENGES & RECOMMENDATIONS

CHALLENGES

RECOMMENDATIONS

Limited Human Personnel



Designate specialized staff to keep track of the latest updates in program grants, assistance programs, and tax rebates.

Potential Gaps in Training and Practice



Recruit coaches with building structure expertise, strong communication skills, and multilingual abilities to serve a wide range of customers.

Funding and Resources



Partner with non-profits and community-based organizations to share resources, offer rebates, and funding.

Transferability & Communication



Customize communication materials for specific communities and provide thorough training programs with clear procedures and guidelines.

Contractor Availability



Access a directory of available and trusted contractors, including their specialties, certifications, and contact information for easy access.



RESOURCES & SUPPORT

Program Design & Implementation



Holland Energy Fund's Home Energy 101 Program

The residential Home Energy 101 program is free and open to all City of Holland residents. It offers a one-time session with a trained, non-profit Energy Adviser to conduct a home energy assessment and receive advice for home energy savings.



Residential Energy Efficiency Guidebook

The Guidebook was designed to assist municipal authorities and local governments in Michigan who intend to implement home energy efficiency programs. Insights and resources obtained from the City of Holland's Home Energy 101 program serve as a blueprint for this deliverable.



Toolkit to Support Renter Energy Conservation and Weatherization

The Toolkit is designed to address the challenge of incentivizing landlords to make energy-efficiency improvements to their rental units, along with providing resources for renters to engage in energy-saving behaviors.

RESOURCES & SUPPORT

Financing



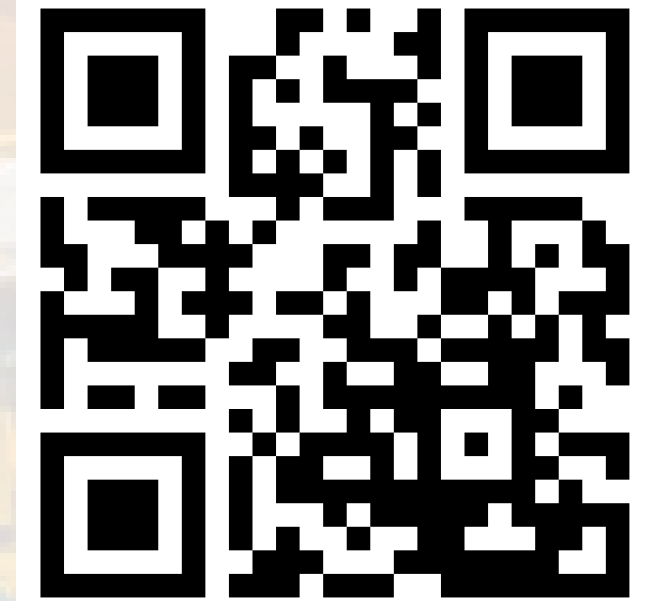
Michigan Saves

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.

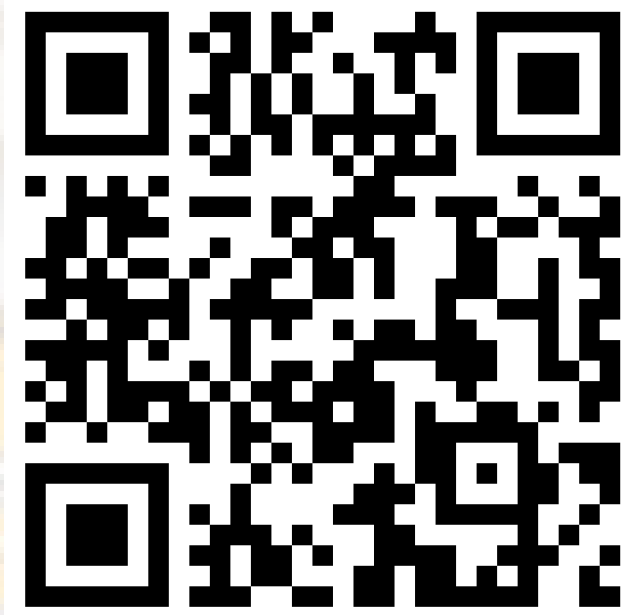
RESOURCES & SUPPORT

Other Resources



Traverse City Light & Power's Utility Rebate Program

Look at Traverse City Light & Power's version of the rebate programs implemented!



GreenHome Institute

GreenHome Institute is a 501(c)(3) nonprofit with a mission to empower people to make healthier and more sustainable choices in renovation and constructions of the places they live.



Catalyst Leadership Circle Fellowship

The Graham Sustainability Institute's Catalyst Leadership Circle Fellowship empowers students to help Michigan achieve sustainability goals and create shareable deliverables for future use by other jurisdictions.

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