



Michigan Green Communities Challenge - *An Energy Efficiency and Conservation Strategy*

Step 1: Obtain Organizational Support (Resolution)

Passage of the support resolution by the governing body is the first essential step toward achieving the Basic Challenge. This resolution acts as a commitment or pledge to work toward the objectives as identified in the Michigan Green Communities Challenge.

Resources / Links:

[See Attachment A](#)

Step 2: Assign Responsibility

It is important that someone be responsible for follow-through of Steps 1 – 6 of the Challenge. One way to accomplish this step is to establish an energy manager position/responsibility or management team within the unit of local government. Clearly define roles for the management team which may include a sustainability manager, energy manager, or similar title.

Also consider establishing an advisory commission (or “Green Team”) composed of local residents and business representatives to advise and assist the local governing board on policies and practices dealing with the environment, energy efficiency and conservation.

Completing this step does not require the creation of a new position. The goal is to appoint someone to be “in charge” of the community’s completion of the Challenge.

Resources / Links:

[ICLEI Energy Office Initiative](#)

[ICLEI Energy Office Primer \(PowerPoint\)](#)

[How Missoula, MN formed Green Team With No Money](#)



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Step 3: Collect all Energy Data for Governmental Operations

Collection of critical data is an important aspect of preparing an accurate and significant strategy. It allows for establishing a baseline for future analysis of energy reduction efforts and also allows municipalities to benchmark themselves against similar-sized municipal entities.

Local government agencies spend more than \$10 billion a year on energy to provide public services and meet constituent needs while grappling with tightening budgets. Yet nearly one-third of the energy used to run typical government buildings goes to waste.

The Environmental Protection Agency (EPA) provides local and state governments, as well as federal agencies, a proven energy management strategy and no-cost tools to save energy and money and demonstrate their environmental leadership. You may register with the EPA's Energy Star Challenge and use its tools, or an equivalent system, to conduct a baseline emissions inventory of your governmental facilities.

You should also explore the use of software prepared by the International Council for Local Environmental Initiative's (ICLEI), i.e. CACP 2009 to create a comprehensive accounting of government and community energy use, energy spending, greenhouse gas and criteria air pollutant emissions. It will also measure all types of energy use including buildings, vehicles and waste.

Note: *The completion and preparation of an Independent Energy Evaluation through the Rebuild Michigan program will satisfy the requirements of Step 3.*

Resources / Links:

[Information on EPA Energy Star Challenge](#)

(Track energy use and benchmark facilities using Portfolio Manager)

[Rebuild Michigan](#)

[International Council for Local Environmental Initiative \(ICLEI\)](#)

[Portfolio Manager Factsheet](#)



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Step 4: Assess Situation and Identify Gaps

Following data collection, a clearer picture of the community's status becomes available. This presents an opportunity to begin setting priorities, identifying low-hanging fruit (projects easily completed at little or no cost), and also shows a community where gaps may exist. When the community can readily identify gaps in its operations, it can begin to address them through planning and implementation.

Resources/Links:

[Energy Star's Cash Flow Opportunity Calculator](#)

Step 5: Develop Goals and Activities: Planning for the Future

Goals and activities should be evaluated and selected. Measurable outcomes should be stated so that progress and achievement can be monitored.

See [Attachment C](#) for suggested goals and activities.

Special note: *Communities applying for funds under the Energy Efficiency and Conservation Block Grant (EECBG) program should evaluate the goals and activities listed in Attachment C to determine if such activities qualify as Eligible Activities under the EECBG Strategy.*



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Step 6: Measure Performance and Quantify Results

Evaluate the progress made by including formal review processes that compare the outcomes with the projected goals. The evaluation results and information gathered will assist in creating new goals, identifying best practices, and setting new performance goals.

If applicable, the community should review energy use and cost data to measure accomplishments. Energy performance should be compared to baseline information. Measure your results and reward individuals and teams for accomplishments. Document savings opportunities as well as non-quantifiable benefits that can be leveraged for future initiatives.

Celebrate your accomplishments with your community.

Resources / Links:

[International Performance Measurement and Verification Protocol](#)

[Energy Star's Cash Flow Opportunity Calculator](#)