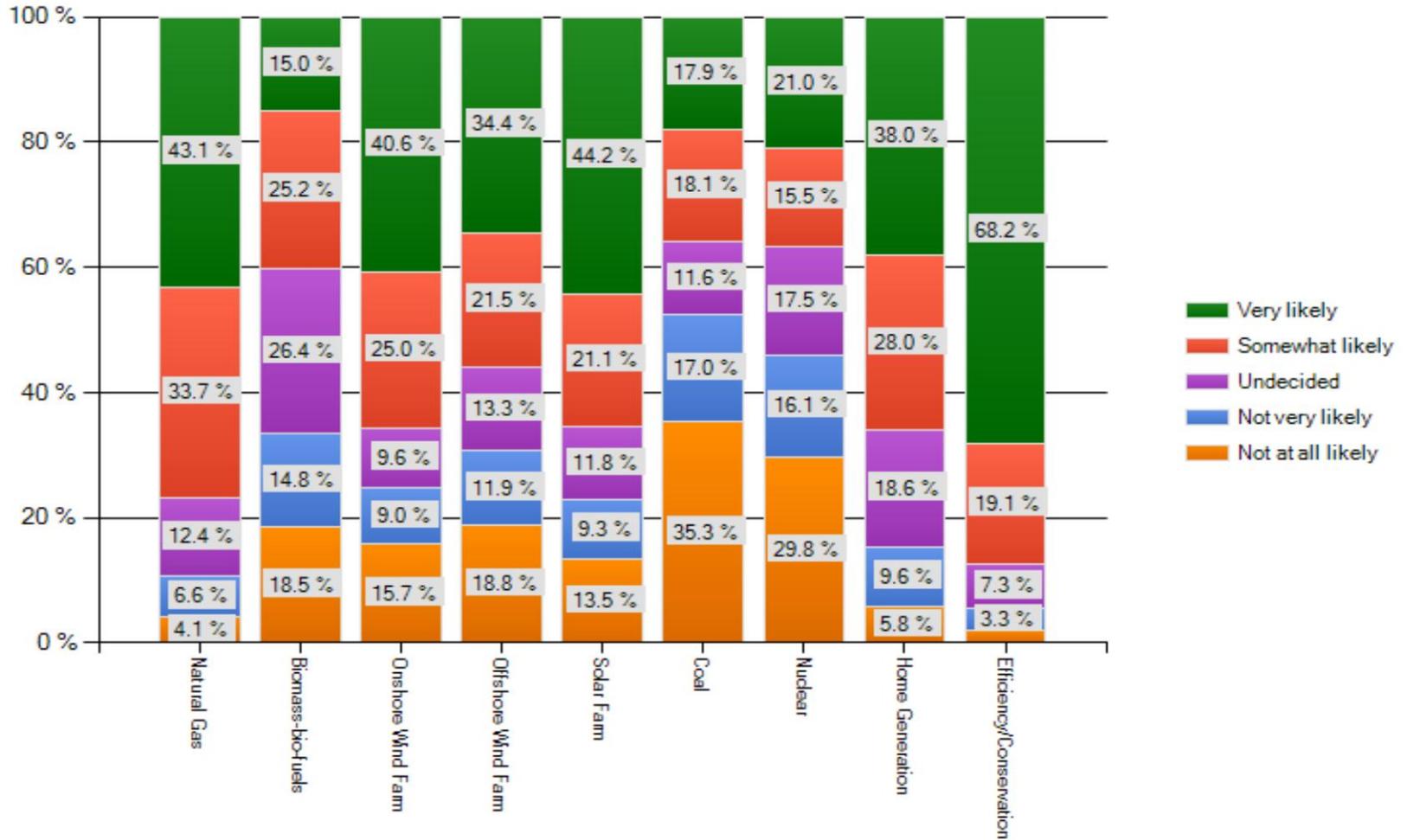


WELCOME to TRAVERSE CITY!

**Hans Voss
Executive Director
Michigan Land Use Institute
April 22, 2013**

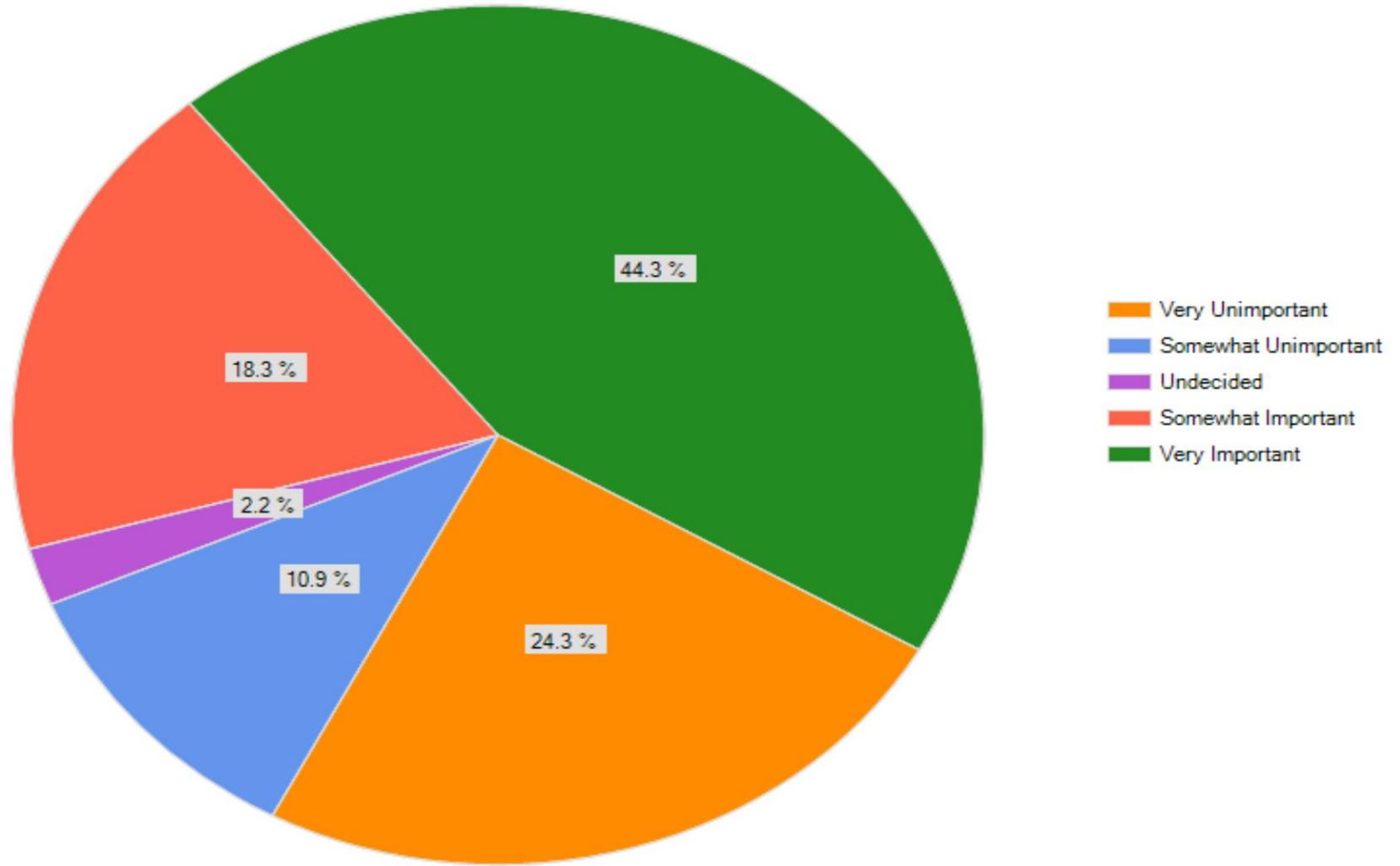


How likely would you be to support the following energy options in your region?



Results from a random, non-scientific, online and paper survey of 2,179 residents in six northwestern Lower Michigan counties conducted by member organizations of the Grand Vision Energy Network and members of the Northwest Michigan Council of Governments, coordinated and summarized by the NorthSy Nonprofit Network, a service organization based in Traverse City.

How important is it to consider the environment when determining future regional energy supplies?



Results from a random, non-scientific, online and paper survey of 2,179 residents in six northwestern Lower Michigan counties conducted by member organizations of the Grand Vision Energy Network and members of the Northwest Michigan Council of Governments, coordinated and summarized by the NorthSy Nonprofit Network, a service organization based in Traverse City.

60% said they somewhat agree or agree to pay more on their monthly electric bill if it meant more energy would come from renewable sources and less from fossil fuels



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Saving Energy. Saving Money.

TCSaves Success!



Energy Efficiency and Economic Opportunity in Grand Traverse County

JUNE 2012



A Special Report to the Community

Creating Jobs
Increasing Local Investment
Saving Energy & Money
Boosting Profits



MLUI/SEEDS Study Findings

- **Invest \$268 Million in Efficiency in Grand Traverse County over 15 Years**
- **Cut All Residential and Half of Commercial and Public Building Energy Use by 25 Percent**
- **Employ About 76 People in Any Given Year**

**Over 30 Years, Energy Savings Pay Back the Entire
\$268 Million AND also Save Homeowners and
Businesses...**

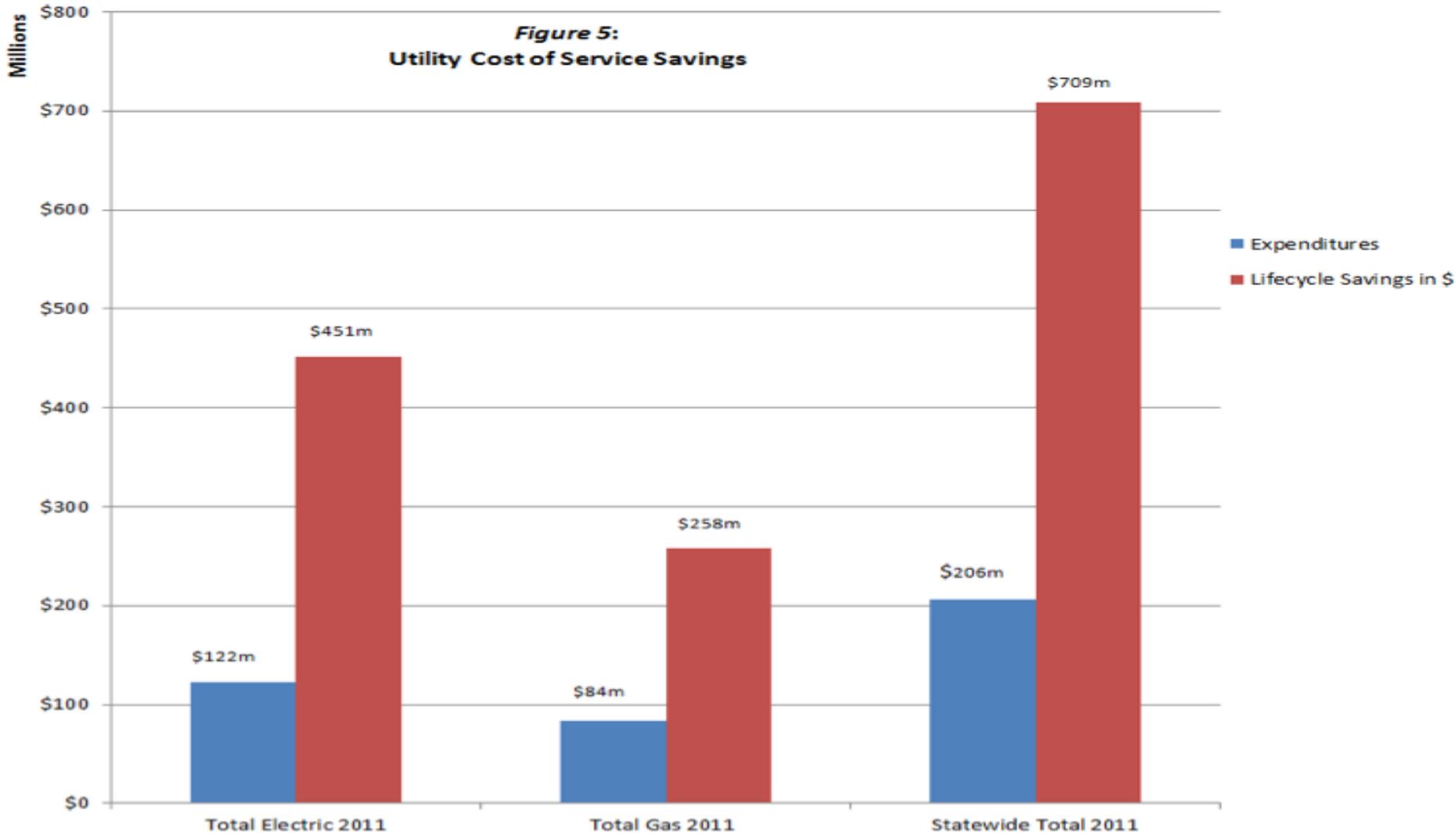
\$212 MILLION

On Their Energy Bills

Conclusions:

- The homeowner or business saves when they implement projects to reduce their energy bills.
- Everyone in Michigan saves when we are able to close old power plants and don't have to raise rates to build new ones due to our lower demand.

MPSC: 2011 EO Pays Off 3 to 1

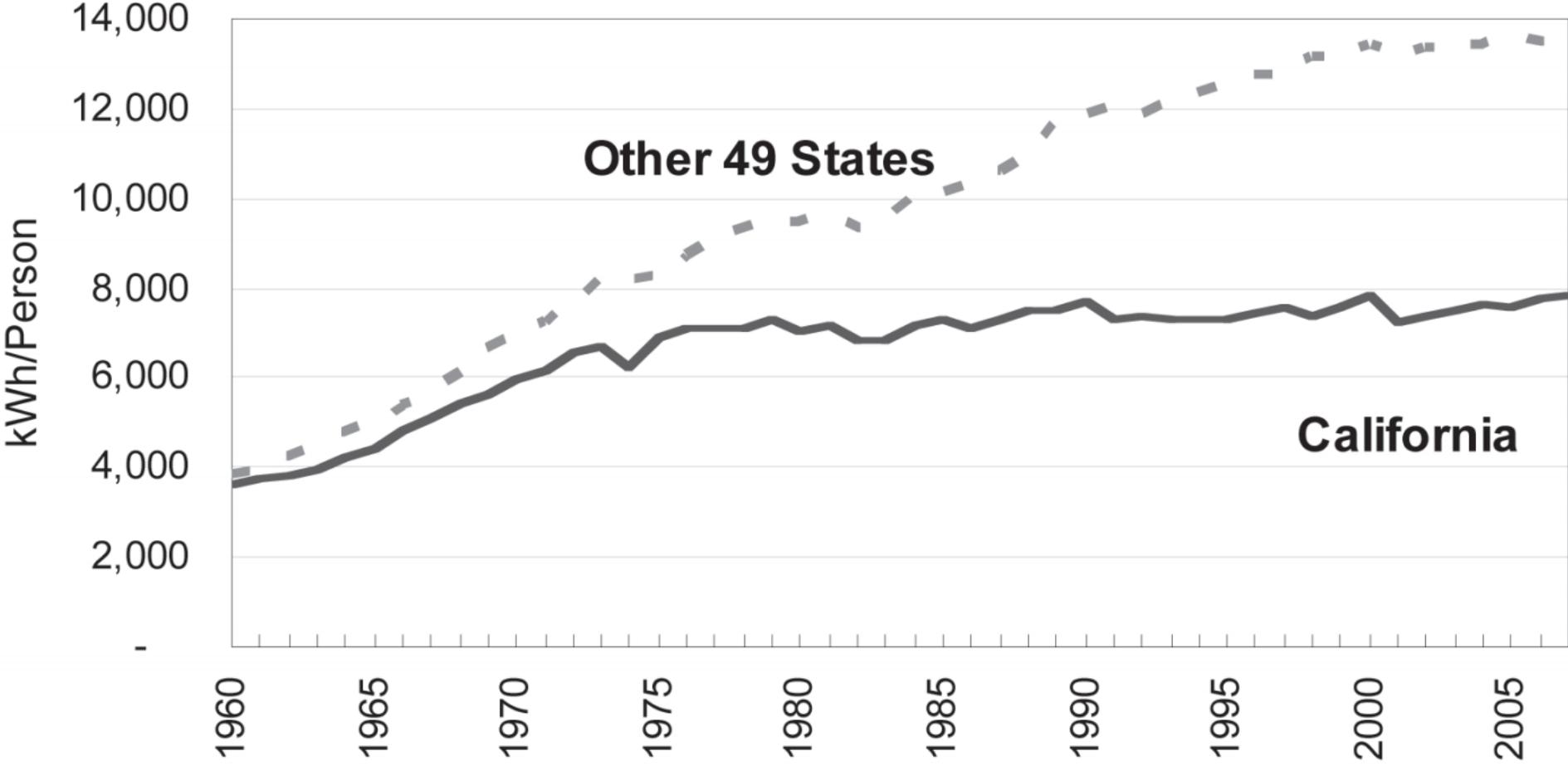


Case Study: California



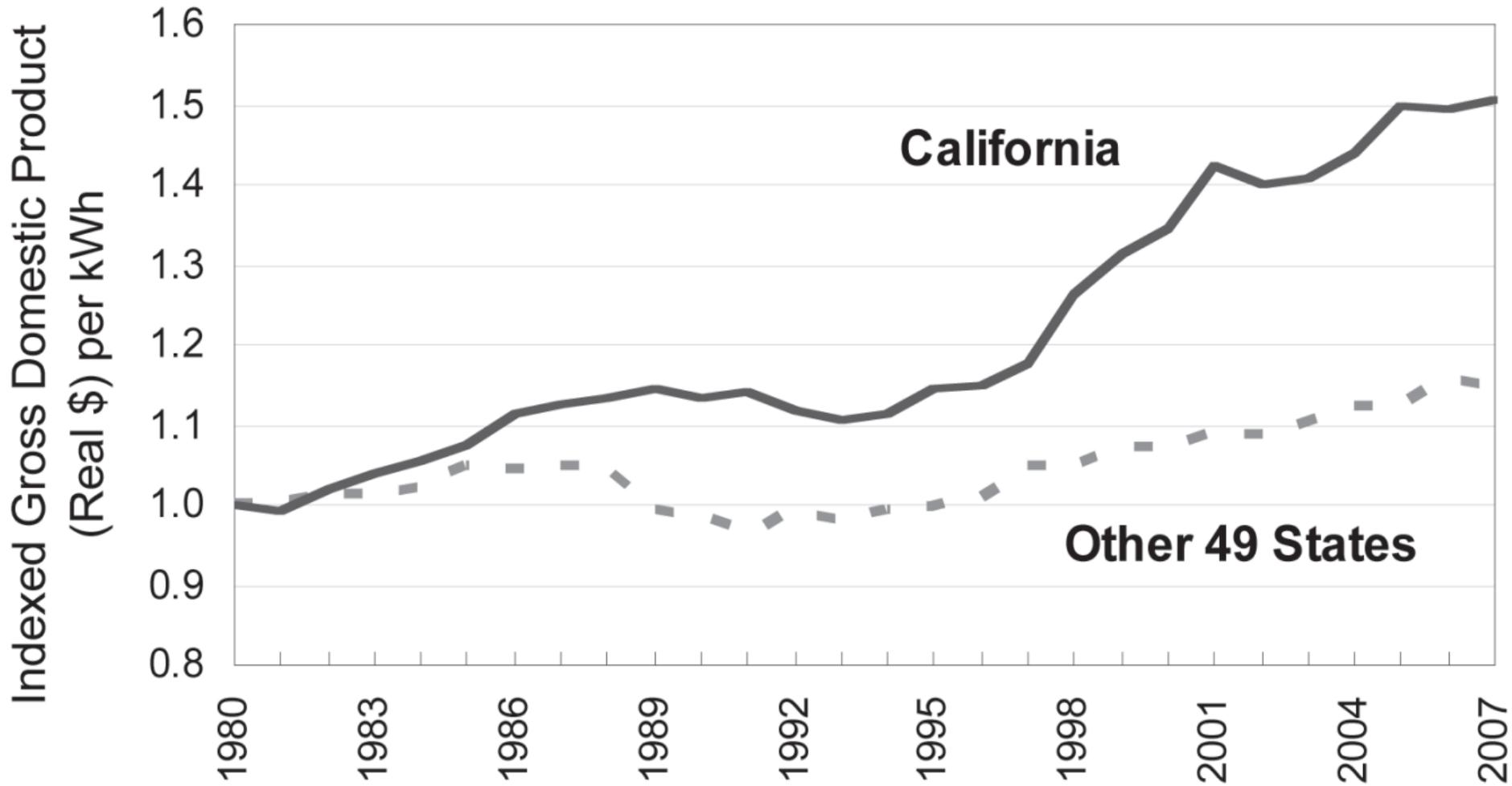
Findings: Consistent achievement of energy efficiency savings is achievable, even in the most populous state with multiple climates.

Per Capita Electricity Consumption



National Resources Defense Council

Economic Productivity of Electricity Use



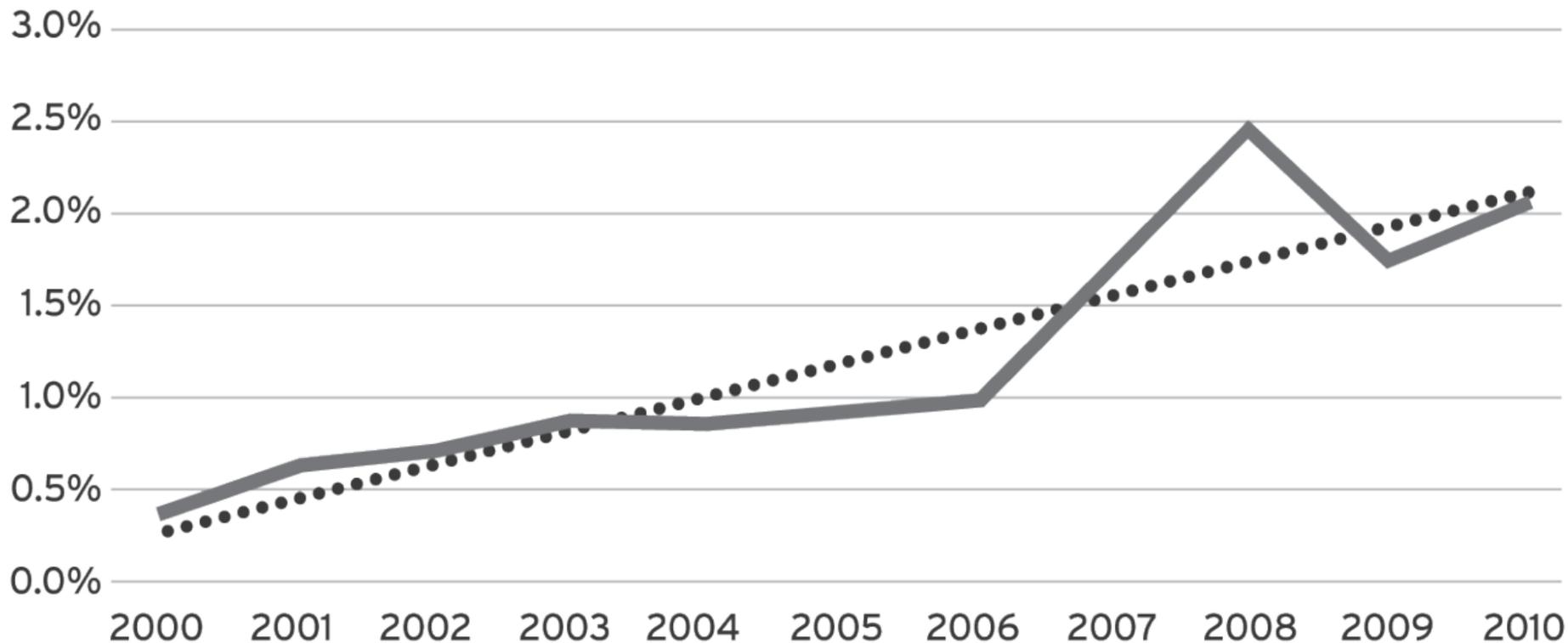
National Resources Defense Council

Case Study: Vermont



Findings: Consistent achievement of energy efficiency savings is achievable, even in the northern climates in low-population states.

Energy Efficiency Savings as a Percentage of Vermont's Electricity Needs



— Annual Depth of Efficiency Savings
•••• 2000-2010 Trend

Efficiency Vermont

Four Recommendations for EO Leadership

- **Decouple utilities, Raise Energy Optimization Standard to 2%**
- **Expand Michigan Saves and Michigan Energy Office to accelerate energy efficiency efforts**
- **Retrofit public buildings in Michigan where 25% efficiency gains are achievable**
- **Incentivize local units for local PACE programs**

THANK YOU!

**MICHIGAN
LAND USE
INSTITUTE**