

## Non-Utility Programs – Brainstorming – May 16, 2006

- Network for audit services
- Web site for linking providers and clients
- Savings and emissions total for State of Michigan
- Web site for energy savings ideas
- Tax incentives for Energy Star, LEED, etc.
- Work with media, best practices
- Public awareness – comfort doesn't have to be sacrificed
- Long term efforts are good strategy, forget start and stop
- Work through marketplace
- Appliance efficiency standards
- Labeling requirements for energy using equipment, label operational costs, link to existing databases
- Build business consensus on approaches
- Track and look at market penetration
- Education and incentive fees for builders, e.g. waiver of permit fees
- State financial backing of energy efficient mortgages
- Fast tracking of permits for LEED, Energy Star, etc.
- Focus on education and trust the market
- Aggregated purchasing of ee products
- Target gatekeepers for education
- Educate vendors and distributors
- State funding for certification process
- County extension model
- Energy efficiency incubators and experimenters
- Work with planning community on energy efficiency issues
- Look into local zoning regulations, barriers, restrictions
- Look into role of developers related to zoning restrictions
- Is Michigan energy efficient? How does Michigan rank?