



A Sustainable Holland is a Flourishing Holland

Strategic Development Team

- 2020/2021 Report & Recommendations-

Presentation for City Council

October 13th, 2021

The Full Report

Background &
History

Community
Comparison

SDT
Recommendations

<https://www.cityofholland.com/1076/Community-Energy-Plan-CEP-Strategic-Deve>



“You do not rise to the level of your goals. You fall to the level of your systems.”

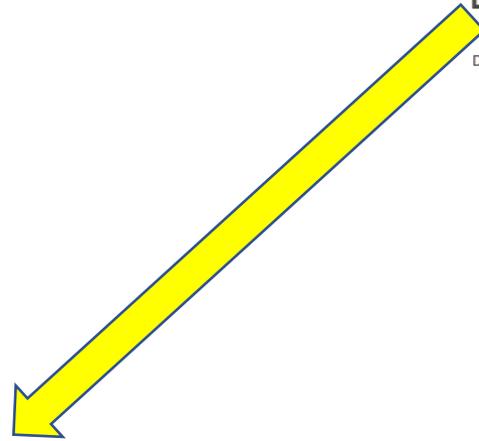
- James Clear, Atomic Habits



We have a World-Class Plan, Process, System, and Staff

2020/2021 SDT

- Nicki Arendshorst – City Council
- Scott Corbin – City Council
- Tim Hemingway – HBPW Board
- PJ Thompson – HBPW Board & Owner, Trans-Matic
- Jeff Christians – Community Rep & Engineering Professor, Hope College
- Boyd Feltman – Community Rep & Owner, Peachwave
- Travis Williams - Community Rep & CEO, Outdoor Discovery Network
- Brian Pageau – Community Rep & President, Foresight Management

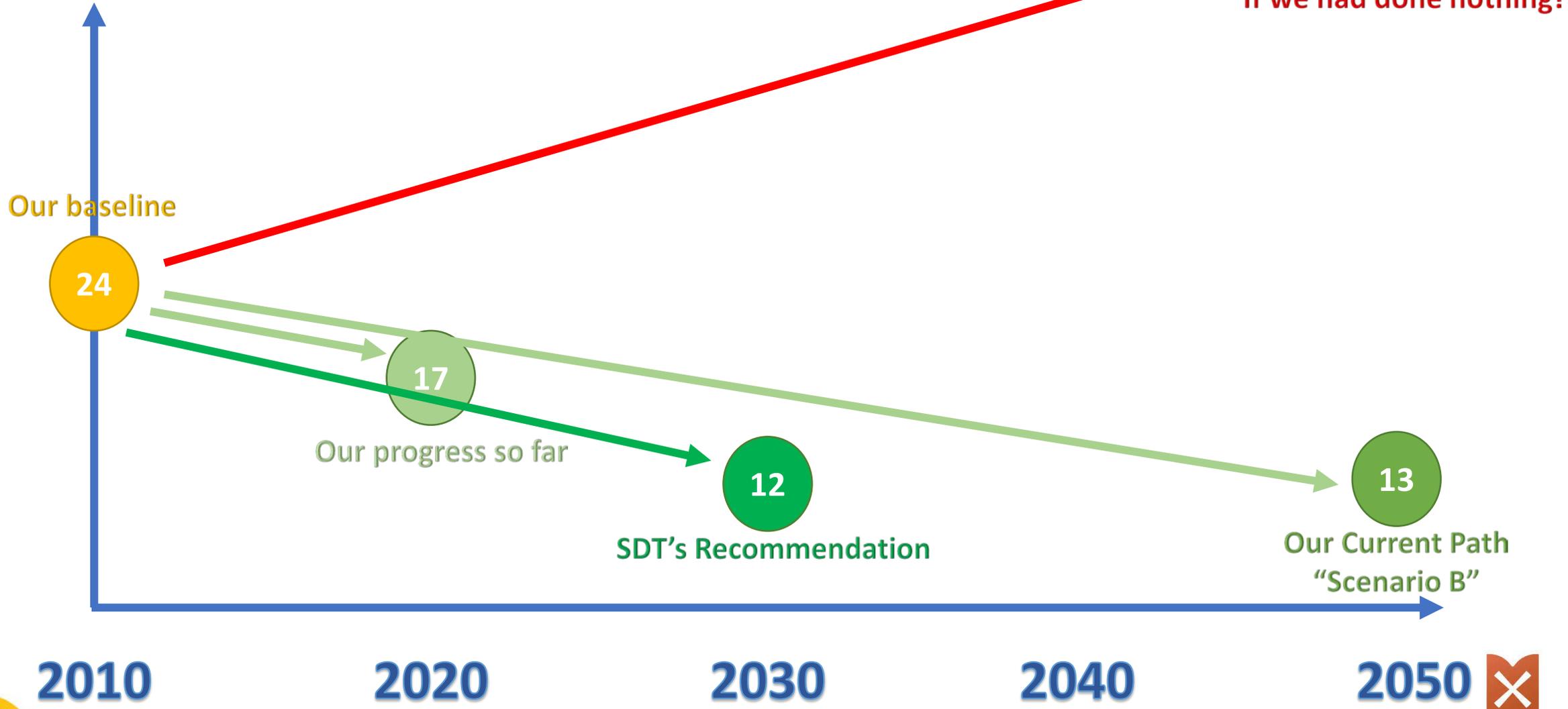


Holland Community Energy Plan Governance 2019-2021



The "So What"

Our GHG Emissions Per Capita



Guiding Principles



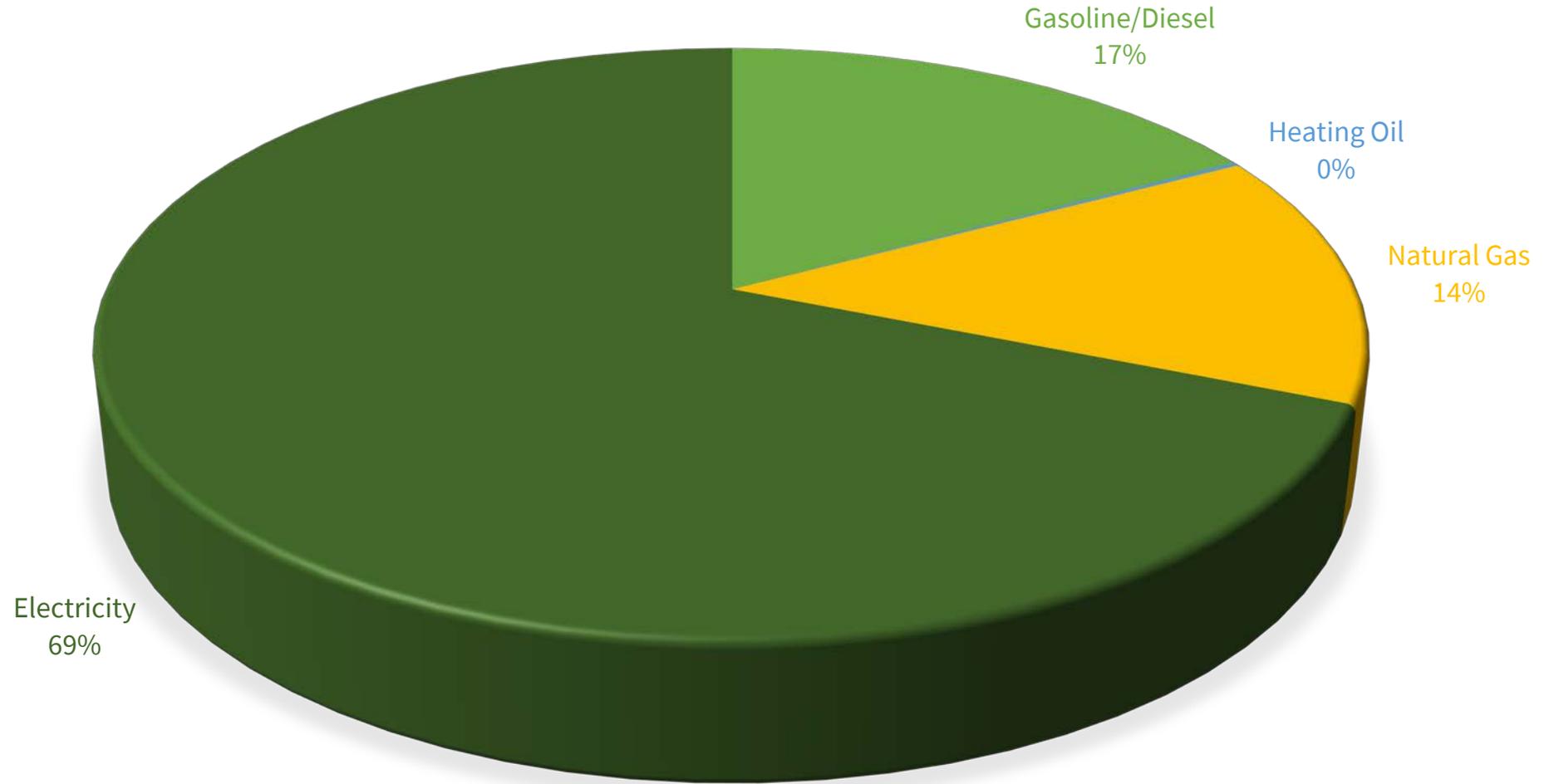
PEOPLE
PLANET
PROFIT

- Ensure Economic Competitiveness
- Protect the Environment
- Provide Reliable and Affordable Energy



3-5 Year Priorities

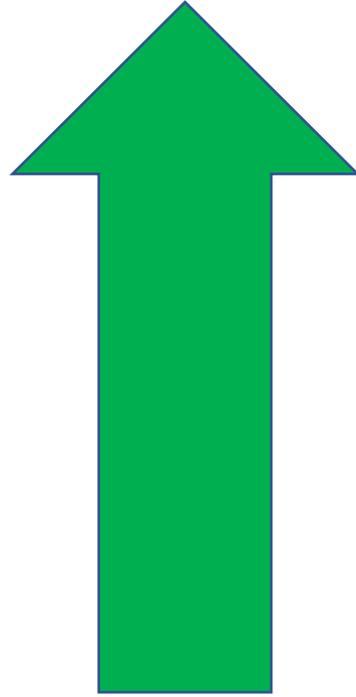
2010 BASELINE GHG EMISSIONS BY TYPE



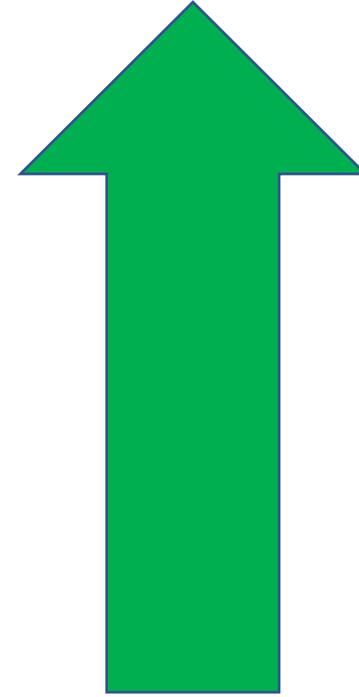
3-5 Year Priorities



Energy
Efficiency



Renewable
Energy

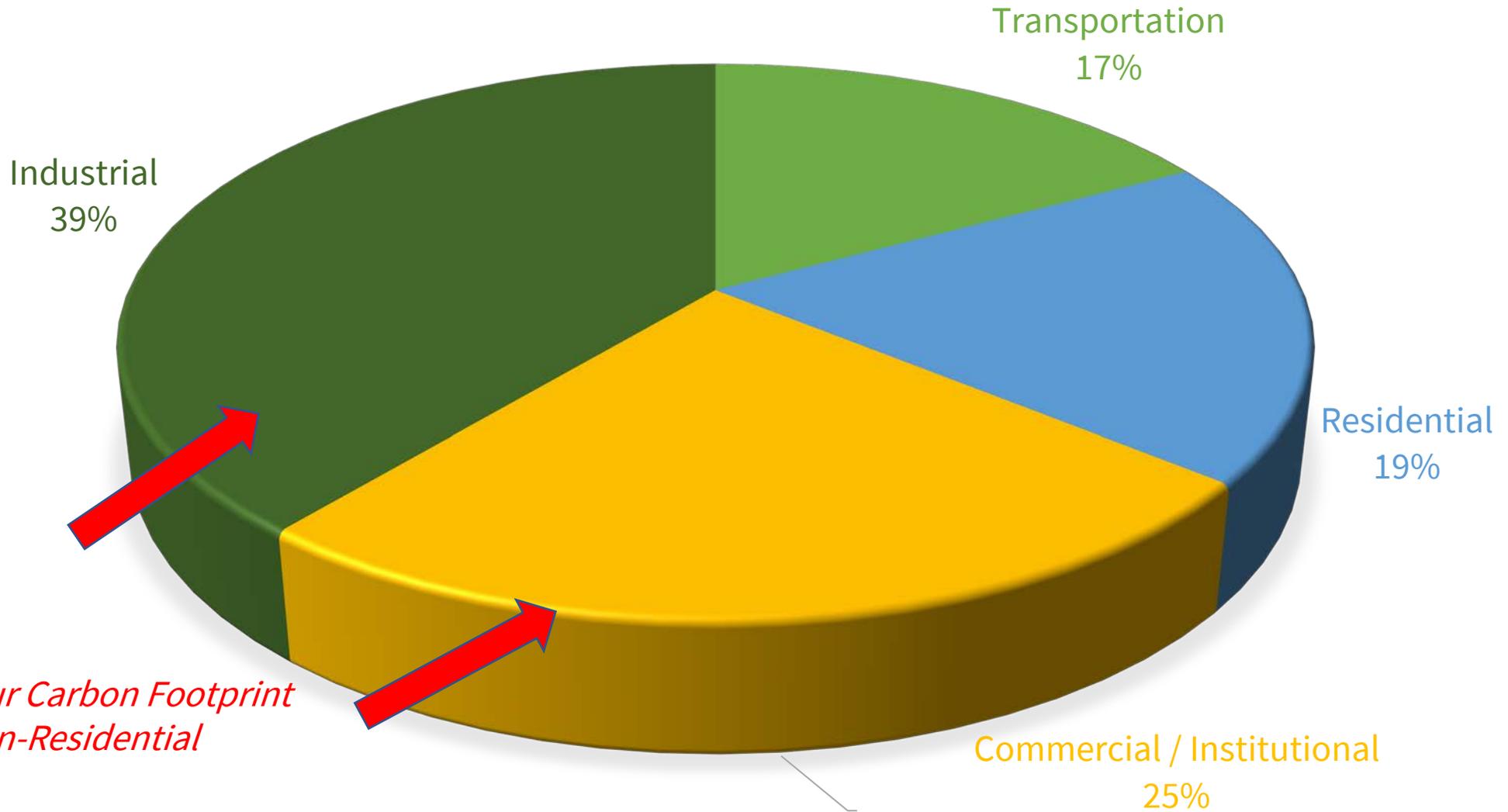


Electrification



3-5 Year Priorities

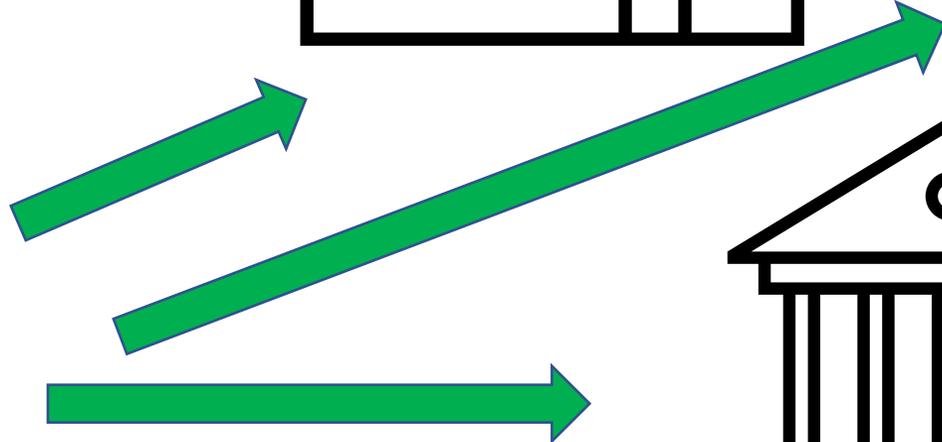
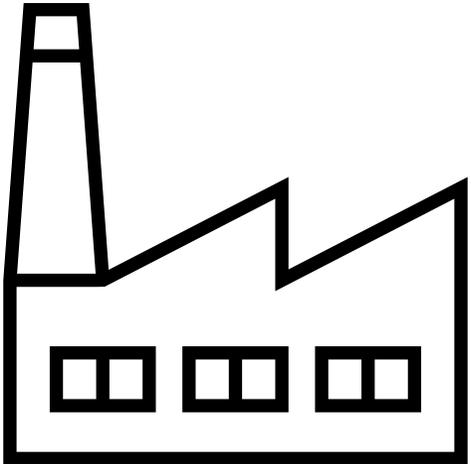
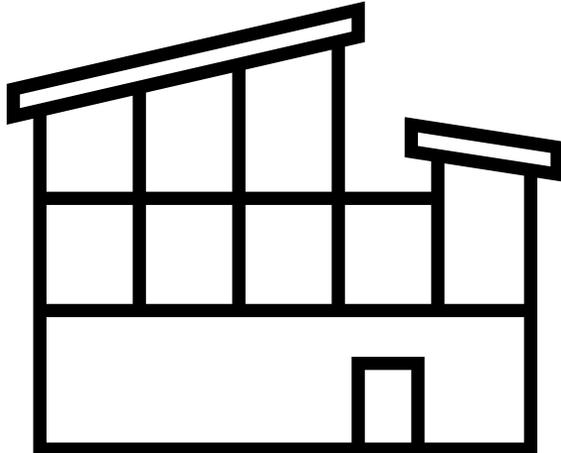
2010 BASELINE GHG EMISSIONS BY SECTOR



Over 60% of our Carbon Footprint is rooted in Non-Residential Buildings



3-5 Year Priorities



Areas of Influence: The 5 Levers



1. Electric Portfolio
2. Building Energy Consumption
3. Transportation
4. Education
5. Offsets



Areas of Influence: Electric Portfolio

TARGETS

- Achieve 70% reduction in carbon emissions from 2005 levels by 2030
- Maintain electric reliability in the top quartile of municipal utilities in Michigan through 2030
- Maintain electric rate competitiveness at or below 90% of the neighboring IOU for each customer class through 2030

STRATEGIES

- Increase renewable supply in HBPW portfolio
- Increase adoption of elective renewable energy rate among all customer classes
- Ensure value of solar is properly represented in the distributed generation program



Areas of Influence: Building Energy Consumption



TARGETS

- Establish baseline energy intensity metrics across each customer class by 2025
- Achieve 20% reduction in carbon emissions from buildings from 2020 by 2030
- Achieve 10% reduction from 2020 levels in electricity consumption in each customer class by 2030
- Achieve 15% reduction from 2020 levels natural gas consumption in each customer class by 2030
- Convert 5% natural gas energy use in buildings to electricity by 2030



STRATEGIES

- Increase the electric Energy Waste Reduction program targets and funding
- Incent electrification of energy-consuming devices in all customer classes
- Consider requirements for energy disclosures for buildings sold or rented
- Investigate options to reduce financing burden for businesses
- Challenge the business sector to develop and disclose energy and carbon performance targets
- Reduce carbon from City/HBPW buildings 80% from 2015 levels by 2030
- Investigate potential for creating natural gas free (electric only) zones



Areas of Influence: Transportation



TARGETS

- All vehicle charging infrastructure types (Level 1, 2, and DC fast charge) have incentive programs by 2023
- HBPW ensures continued clean energy availability, for those who choose to adopt it, to support EV growth through 2030
- Achieve 30% reduction in carbon emissions from the transportation sector by 2030
- Achieve 25% EV adoption in Holland by 2030
- Achieve 5% reduction in vehicle miles traveled by 2030



STRATEGIES

- Develop, in partnership with MAX, MACC, Lakeshore Advantage, and other community stakeholders, a community mobility strategic plan
- Incent electrification of vehicles
- Incent fast charging installations
- Shift all new purchases of HBPW/City fleet to electric, where service performance allows, by 2030



Areas of Influence: Education

TARGETS

- Establish Educational Key Performance Indicators (KPIs) and methodology for tracking
- Review and establish 2030 goals for those KPIs with next SDT
- Develop a Regional Community Education Center

STRATEGIES

- Make information easy to find and ubiquitous
- Engage directly with business and include a call to action
- Clarify “what’s in it for me?”
- Create partnerships to help deliver the message



Areas of Influence: Offsets



TARGETS

- 100% of business programs using offsets and/or renewable energy certificates are accounted for in the community carbon calculation in 2022
- Investigate the opportunity and demand for a local carbon market



STRATEGIES

- Facilitate/encourage the development of a community carbon offset purchasing collaborative
- Establish data flows between businesses and the City/HBPW to ensure accurate accounting of carbon offset and renewable energy credits (RECs)

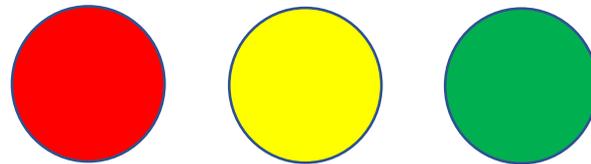


Projected Results



Governance Recommendations & Considerations

1. Expand Stakeholder Participation – Given the breadth of areas “carbon reduction” touches throughout our community, it seems a broader coalition of stakeholders should be contributing towards and accountable for this work.
2. Create Continuity of Participants – The SDT should have a consistent group of people working on it. This would eliminate the need for significant education of the committee prior to be able to update the plan.
3. Composition of SDT Members – The SDT appreciates the current makeup of the board and its representation of the diverse experiences in the community. Going forward, we encourage the mayor and future mayors to continue to look for experiential gaps that exist and supplement the SDT as necessary.
4. Increase Consistency of Strategic Support – With the rapid evolution of science, metrics, and opportunity – this plan should be reviewed every three years following completion of the previous review, and updated if necessary.
5. Provide Regular Reporting on Progress – The City Council should receive an annual report on the progress being made at the lever level.



Controllability???



THANK YOU!

QUESTIONS?

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