



southeast michigan regional
energy office



BETTERBUILDINGS FOR MICHIGAN

partner packet



Program Overview

What is it?

The BetterBuildings for Michigan program brings **incentives**, affordable **loans** and solid **expertise** to help make homes **warm**, **comfortable** and **healthy** while **lowering their energy costs**. Our goal is to serve over 9,000 households across Michigan.

The program also has a commercial building component called SmartBuildings which is available only in Detroit through the Economic Development Corporation of City of Detroit.

BetterBuildings for Michigan is an exciting program that's helping to make our communities better. It's improving our homes, saving money on energy, and rejuvenating Michigan's economy and creating jobs.



Who's doing it?

This statewide program is brought to Metro Detroit by the Southeast Michigan Regional Energy Office. The Regional Energy Office was founded by WARM Training Center, Michigan Suburbs Alliance and the Michigan Municipal League in coordination with local cities.

Locally, many organizations and partners have stepped forward to help make this program a reality including the cities of Detroit, Ferndale, Lathrup Village, Roseville, Southgate, Sterling Heights and Ypsilanti. Many community groups have come forward to support this effort as well, and their efforts are crucial to successfully serve our communities. These partners are listed on our website.

The program is supported by the American Recovery and Reinvestment Act (ARRA) and developed by the Michigan Energy Office, Michigan Saves, the City of Grand Rapids, The Economic Development Corporation of the City of Detroit, and the Southeast Michigan Regional Energy Office. Additional cities and agencies across the state are also involved. More information is available at www.betterbuildingsformichigan.org.

A few more details...

When a homeowner participates in the program they receive a full home energy assessment, installed energy saving devices, like efficient light bulbs and a programmable thermostat, and access to expertise, low-interest financing and thousands of dollars of incentives to make their homes better.

BetterBuildings for Michigan employs a set of carefully selected energy contractors whose work is verified through a third-party quality assurance program.

Over 1,000 homeowners have already joined the program and are happy with their home improvements.

Program Description

1. Start with a check-up visit.

A BPI Certified Building Analyst will inspect the home and give the resident a report on energy saving opportunities. The enrollment fee of \$100 is to be paid at the time of the visit. For DTE customers (Wayne and Washtenaw Counties), there is a \$50 rebate available for the assessment, so homeowners will sign that rebate over to the contractor.

Includes:

- Air leakage and insulation test using blower door and infrared camera,
- Checking appliances for gas leaks,
- Installing energy-saving devices to help you start saving immediately,
- A full, personalized report on your home's energy usage and quotes for recommended energy-saving home improvements

2. Choose home energy upgrades and get financing.

Homeowners may choose any of the home energy upgrades recommended in their report and get special BetterBuildings for Michigan financing for those improvements. They are under no obligation to choose any improvements or to schedule a second visit.

- **Option A: Cash-back rebates**

BetterBuildings for Michigan will match the rebates from Consumers Energy or DTE Energy up to \$1,500. OR, residents can get a rebate of \$1,200 if they make changes that will reduce energy usage by 15% or more.

- **Option B: Low-cost financing**

Michigan Saves offers reduced-rate loans of up to \$20,000 for home energy investments. Qualified residents can get 0% APR financing for up to 2 years, or 5% APR financing for up to 10 years.

3. Air Sealing Packages

In addition to the typical package outlined above, BetterBuildings for Michigan has access to a limited number of air sealing packages for Detroit residents only. How the program will distribute these opportunities is still to be determined.

Home Criteria

The minimum structure eligibility conditions for the BBFM program are as follows:

- ✓ **Roof intact.** Minor leaks are acceptable. Daylight showing through is not acceptable.
- ✓ **Exterior walls intact.** Minor cracks or voids are acceptable. Daylight showing through is not acceptable.
- ✓ **Complete windows structures in all windows.** Boarded up windows are not acceptable.
- ✓ **Gas and electric service turned on and functioning.** Account numbers for usage history for the last 12 months is acceptable.

Community Outreach Partner Agreement

4/23/2012

Overview

The BetterBuildings for Michigan program brings incentives, affordable loans and solid expertise to help make homes warm, comfortable and healthy while lowering their energy costs. This statewide program is brought to Metro Detroit by the Southeast Michigan Regional Energy Office, an effort which includes WARM Training Center and the Michigan Suburbs Alliance in coordination with local cities. We are bringing this program to the region because we know that it will benefit and strengthen our communities.

What we're asking of you

- Decide if the people you'll reach out to are a good fit for the program (see below).
- Let residents know that this is a great opportunity to improve their homes, and encourage them to sign-up by phone or website if they are a good fit for the program (see below).
- Make sure they select your organization in "who I heard about it from".
- Feel free to use the BetterBuildings for Michigan logo, as per the guidelines provided in the Partner Orientation pack.
- DETROIT and Oakland County: Know that we have some limited ability to serve low-income residents in Detroit and Oakland County because of available programs there. Feel free to refer people to the program who are invested in their homes, have homes in good condition and are planning on staying a while, but cannot afford the regular program. Since we can only serve a very limited number of residents through these special programs, it should not be the focus of your outreach efforts. Once those programs are full, we will only be able to refer people to the free DTE program which is a good start, but provides much less work on the home.

Who's a good fit

While we would love to help everyone, everywhere tackle energy efficiency, we can't quite do that with this program. While we can refer other people to other programs, for this effort we are seeking the following:

- Homeowners (1-4 unit buildings only)
- In one of our selected cities (listed at www.regionalenergyoffice.org)
- Who can pay the enrollment fee
- Are genuinely interested in improving their homes
- Have the financial capacity to work on home improvement (Note: low income program available in Detroit and Oakland County)
- Have houses that don't have more immediate construction needs such as a damaged roof.
- Have active utility service turned on.

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What you can expect from us

- Information and outreach materials -- We are developing flyers, email announcements, facebook posts, case studies, etc. which you can use to let folks know about the program.
- Media -- We will send out press releases, etc. for media coverage. If you are interested in seeking media coverage on your own, be sure to check and coordinate with our staff.
- Partner incentive of \$50 -- for participating households that cite your organization as the referral source (see details below) and once you've referred at least 20 people who participate.
- We will schedule appointments for the residents with our pre-selected local contractors with good experience providing quality work in energy assessments and improvements.
- We will conduct third-party quality assurance checks on a portion of the homes done to verify quality work.
- Official recognition as a partner on our website, and possible additional press coverage.

Partner Investment

In order to support your good work and effort, we will be able to pay a referral fee to partners accepted through this program. This is not designed to be a money-maker, and we expect that our partners are engaged in this project foremost because they believe in serving the residents of their community. Nonetheless, we also recognize that this takes time and effort and want to support that effort and build the capacity of local organizations to serve their community.

- We will pay that partner organization \$50 per person once at least 20 participating homes have been referred by that partner. By "participating homes" we mean a home that has applied, paid the enrollment fee and hosted at least the initial energy assessment visit. Partners will be paid quarterly.
- The Detroit low-income program is not eligible for this partner investment fee, but Oakland County is.
- We will pay this partner fee only for the first 1000 participating homes that are referred through approved partners. As we near the 1000 home limit, we will notify partners of the impending limit, using the email address provided below.
- We recommend that partners collaborate in their outreach effort that they make their own agreements between each other on how to claim and share those funds.
- Because this fee will be paid out only to referred residents that participate in the program, exercise good judgment in how you encourage people to sign-up. We do not want to receive thousands of inquiries from people who simply heard that grant dollars might be available. We want to get sign-ups from people who are interested in improving their community, homes and budget with energy efficiency.

Note: The Southeast Michigan Regional Energy Office reserves the right to remove any organization from this Outreach Partner program at any time at its own discretion. The partner will be notified immediately of any such decision. For any residents who apply to the program before that notification the partner would still receive payment according to this agreement.

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Application

Organization:

FEIN:

(Organization must be a legal entity)

DUNS Number:

(See our guide on how to apply for a DUNS number if you don't have one.)

Address:

Email:

Phone:

Contact Person Name and Title:

Methods intended to reach out to residents and number of residents each method serves: (e.g. email newsletter: 500, print newsletter: 200, etc.)

I have read and understand the Community Outreach Partner Agreement (2 pages plus application), and wish to participate in the program.

Name

Date

How to Obtain a DUNS Number

1. Visit the Dun & Bradstreet website: <http://fedgov.dnb.com/webform>
2. You will be directed to the D&B Government Customer Response Center. Click on the link that says, "Click here to request your D-U-N-S Number via Web".
3. Select United States of America
4. Scroll down and select the middle box that says "Find DUNS or Request new DUNS"
5. Press "Start Now"
6. Search for your organization by entering it under "Business Name" and "City"
7. Once you have found your organization click the box and press next
8. Enter the correct personal information as requested and press next
9. Answer the questionnaire* and press next
10. Enter a password for your account
11. Enter security questions and answers
12. Enter your reason of registering as "Government Contractor" and press submit at the bottom
13. You have completed the registration process.

*The questionnaire may ask the last three digits of the Social Security number of the person who filed the articles of incorporation with the State of Michigan. It may also ask for their age range and year they graduated from high school. Have this information readily available.

Talking Points: Dos and Don'ts

With a large number of partners talking about this program, we want to make sure we're communicating clearly about the program and our roles in it. We ask that you observe these guidelines when publicizing the program.

Our Name

- DO always use the full name "BetterBuildings for Michigan" when referring to the program, with no space between "Better" and Buildings."
- DON'T use the abbreviation "BBFM" "BBM" or any other acronym to refer to the program.

Your Organization

- DO promote your organization! Headlines like "Southwest Solutions brings energy efficiency program to Southwest Detroit," or "Join Spirit of Hope Church for a community kickoff event" are GREAT!
- DO hand out BetterBuildings for Michigan materials at your events, or leave flyers in public spaces!
- DO customize our event flyer templates to promote your events!
- DON'T present yourself or your staff as working for BetterBuildings for Michigan.
- DON'T create your own materials on behalf of the program.

Media Outreach

- DO get in touch with your contacts in local media to promote events put on by your organization.
- DO mention BetterBuildings for Michigan in your newsletter (you can use the text excerpts above)
- DO refer reporters to press releases and materials on our website: <http://regionalenergyoffice.org/inside-semreo/media-room/>
- DON'T present yourself as being from BetterBuildings for Michigan, instead make sure it's clear what organization you are from.
- DO let your outreach specialist (Kendal or Sheila) know what media outlets you are talking to.
- DO refer reporters to our communications team, particularly if they ask questions you don't know the answer to.

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