Partners for Places Project Lessons Report

Project Name: Holland MI Uses Sustainability Metrics to Power the Community Energy Plan

- **Year Complete:** 2016
- **Local Government:** City of Holland, MI
- **Local Foundation:** The Community Foundation of the Holland / Zeeland Area

**Project Purpose**

To launch a Community Energy Plan that will result in 400+ efficiency retrofits/audits/labels, and use sustainability metrics to drive participation to 7,000+ buildings.

**Key Lessons Learned**

*Lessons learned about tools and tactics through the project that other sustainability directors could use to advance their work.*

As the Holland-Hope College Sustainability Institute Steering Committee, Community Energy Plan Committee, Hope College Sustainability Committee, and City of Holland Sustainability Committee created and evaluated the sustainability metrics, the importance of communicating/working together and discussing the types of metrics that can actually be measured and useful for the community has been reinforced. The Sustainability Institute website has had a significant amount of traffic which served as an important communication tool.

*Lessons for developing a collaborative process between a local government sustainability director and local place-based foundation(s).*

There is great importance in all of the organizations communicating/working together and discussing the types of metrics that can actually be measured and useful for the community.

**Additional Information and Resources**

The Community Energy Plan (CEP) Steering Committee meets on a monthly basis and set/report out on goals for the City. Additional information on the results of this project includes:

- Holland-Hope College Sustainability Institute [Website](#).
- Holland Energy Prize [Website](#) - Communication tool for the Georgetown University Energy Prize (featuring the “Know Your Number Tool,” videos, Public Service Announcements (PSAs), quarterly ward competitions, and rebate/cash incentive information).
- Efficient House, Better Holland [Blog](#) - Retrofit Articles.