

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.