



**ELEVATE**

Equity through climate action

# Proposal for Services

November 4, 2022

Attn: Dr. Missy Stults  
Sustainability and Innovations Director  
City of Ann Arbor  
Office of Sustainability & Innovations (OSI)  
301 E. Huron St.  
Ann Arbor, MI 48104  
mstults@a2gov.org

## RE: A2Zero Energy Efficiency and Electrification Support

Dear Missy,

Thank you for the opportunity to provide this proposal. We are excited for the opportunity to support the City's policy and programmatic initiatives for energy efficiency and electrification aimed at ushering in a carbon neutral future in a just fashion.

### Background

The City of Ann Arbor has set the ambitious and essential goal of a just transition to community-wide carbon neutrality by the year 2030 (known as A2ZERO). Guiding this goal is the City's "Living Carbon Neutrality Plan," which includes seven strategies and forty-four actions. Two of the strategies outlined in A2ZERO are strategy 2: converting our appliances and vehicles to electric and strategy 3: improving the efficiency of our homes/businesses/etc. While scientifically necessary, the City understands that, when viewed as isolated pathways, some actions are not always financially or technically simple, especially for those with lower incomes. Therefore, the City is looking for a consultant to help support the City's policy and programmatic initiatives aimed at ushering in a carbon neutral future in a just manner. The following outlines the proposed approach and scope of activities to assist the City in this transition.

### Approach

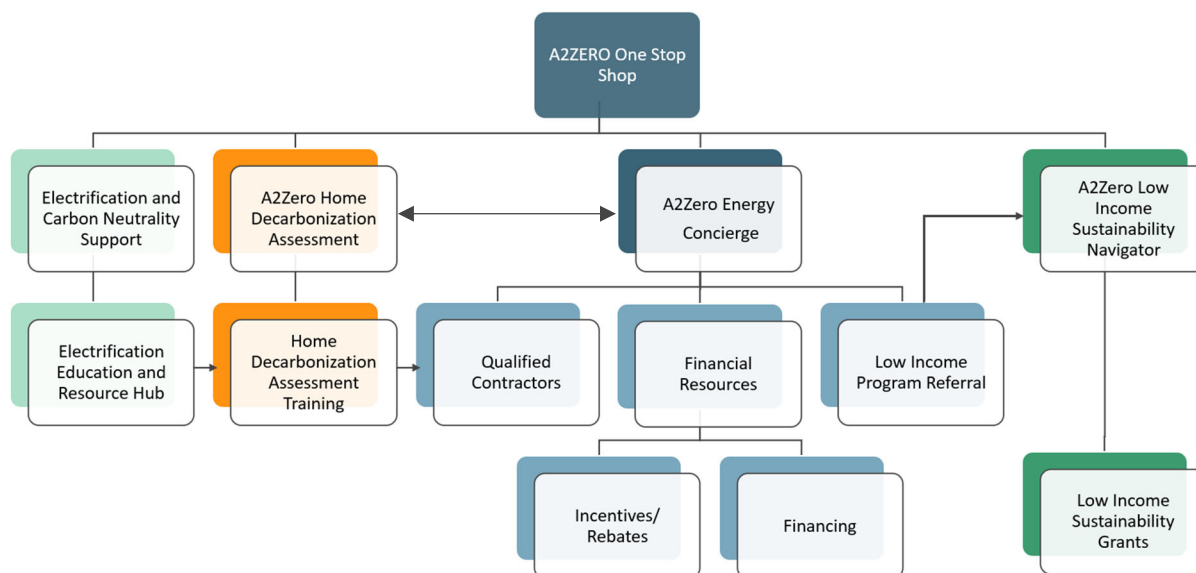
Elevate believes in holistic integration of programming that centers the participants' experience. We bring together multiple programs into a seamless service, so those seeking guidance and assistance do not have to navigate a complex set of criteria, forms, and multiple points of contact to achieve their goals. This "one-stop-shop" approach is one of Elevate's core competencies and we intend to bring this to serve the City's and, most importantly, the community's needs. While the Scope of Work outlined by the City appears as a set of disparate programs, we believe we can provide an integrated program set that helps those in the community, who are ready to move ahead on their decarbonization journey, get to the right resources and support as quickly as possible. This will be especially important as new programs and services are provided, through the City, from the Climate Action Millage and ongoing efforts to grow philanthropic and federal government funding.



So, what could a community member’s journey look like when they engage with a one-stop-shop:

“A property owner of rental housing in Ann Arbor wants to be more sustainable but also wants to keep rents affordable for their tenants, who live well below the Area Median Income. They do not know where to start, so they contact the Energy Concierge. The Energy Concierge provides information on available programs, incentives, and services to help them move forward. The property owner decides the first step they need to take is to get a Decarbonization Assessment. The Energy Concierge provides a list of qualified contractors to provide the assessment and the property owner moves forward. Once the assessment is complete, it is shared with the property owner, tenant, and the Energy Concierge and they chart a pathway to electrify and get solar for the rental property. The Energy Concierge provides a list of qualified Michigan Saves contractors for the property owner to request bids. Once the bids are in, the Energy Concierge provides a review to ensure that the scope meets their goals and pricing is fair. However, even after all available utility and federal incentives are factored into the plan, the cost is too high for the property owner, and they fear it may put pressure on them to raise their rents. The Energy Concierge connects the property owner with the Low-Income Sustainability Grants Program, the property owner commits to preserving the affordability of the rents for 20 years and receives a \$10,000 grant for each unit they are upgrading. The property owner finances the remaining costs through a low-interest Michigan Saves loan, receives a federal HOMES rebate, and utilized DTE’s energy efficiency incentives to get the lowest overall cost for the upgrades. Now, the property owner has decarbonized their rental and their tenant is enjoying lower energy costs, a more comfortable and healthy living space, and has affordable rent for the foreseeable future.”

Elevate’s goal in our approach is that everyone benefits, especially our most vulnerable and resource-limited community members. We want the community to tell stories like this when they engage with the City’s carbon neutrality programs and that will inform our approach in how we make an extraordinarily complex problem accessible to the community. Below is a visual representation of how the following scope of work could be connected in a one-stop-shop.





## Scope of Work

### Task 1: Low Income Sustainability Grant Administrator

Elevate has unique expertise and experience in providing administration and implementation of grant programs for affordable housing of all types - public, subsidized, and naturally occurring – for municipal, nonprofit, and private owners. We provide the full suite of services necessary to design and deliver a program that will center resident benefits and optimize climate impacts. This includes strategies to preserve affordability of housing, reduce energy burdens, equitably electrify housing, and provide access to clean and renewable energy.

#### Program Administration and Implementation

Elevate will complete the following administrative activities to ensure that residents are supported with wrap-around services that result in completed assessments and implemented projects. Specifically, we will:

1. Design application materials that are relevant to the constituents and meet the OSI design standards.
2. Promote the program via natural network, at events, and through traditional and social media to eligible building occupants and owners
3. Review and approve qualified applications from homeowners and renters
4. Coordinate energy assessments from qualified contractors
  - a. Note: Michigan Saves will be our primary resource for qualification, but all efforts will be made to engage with women- and/or minority-owned businesses and encourage them to become Michigan Saves qualified and “Electrification-badged” contractors
5. Hold a consultation with owners and residents to explain the results of the energy assessments and work with residents to determine which improvements should be made to provide the most resident-centered benefit
6. Provide a list of qualified contractors that could perform the agreed upon scope of work, and secure owner’s and residents’ interest for which contractors to engage
7. Coordinate with the owner and residents to schedule all work to be completed with the chosen contractors
8. Coordinate with the owner, residents, and contractors to ensure job scope is completed, including any permitting requirements and final documents such as workmanship warranties, completion certificates, device warranties, rebates, incentives, and tax credits
9. Coordinate with the resident to schedule follow-up quality assurance and quality control visits
10. Coordinate with the City to ensure all contractors are paid for the services they provide

#### Educational Materials

Elevate will develop a series of educational materials to help owners and residents understand how to operate their new appliances and ensure their warranties are enforceable. Elevate creates educational materials for a variety of energy programs, services, and technologies and will make new and existing content available for use in City-wide programming.



### Reporting and Accountability

We will prepare and submit monthly reports to the Office of Sustainability and Innovation (OSI) on the work completed, challenges faced, and opportunities for improvement. Reports will also serve as a form of accountability for administering the LISG and will include the following metrics for the reporting period and to date:

- The number of applications received
- The number of applications approved for funding
- The amount of funding distributed, broken down by resident and unit
- A list of upgrades implemented in each home
- The results of the pre- and post- energy audits
- Suggestions for improvement

### Lessons Learned Report

Elevate will develop a lessons-learned report from the pilot stage of the LISG to inform future design and scaling of the program for continuation past the pilot stage ending in June of 2023.

### Timeline for Low Income Sustainability Grant Program

We will complete the pilot stage of the LISG between November 2022 and June of 2023 and will be prepared to expand and scale the program if the Climate Action Millage passes.

### Task 2: Design, Train, and Help Administer the City's Residential Decarbonization Assessment

Elevate is a leader in integrated assessments for decarbonization and resilience. We currently implement energy and water efficiency audits (BPI, HERS, ASHRAE), solar + storage analyses, electrification assessments, RainReady<sup>SM</sup> assessments, and indoor air quality monitoring as part of a comprehensive evaluation of building decarbonization and resilience opportunities. We will use our expertise to deliver a residential decarbonization assessment program for the community.

#### Create an A2ZERO Home Decarbonization Assessment

Elevate will create two versions of the A2Zero Home Decarbonization Assessment:

1. A simple version that any resident can administer on their own; and
2. A detailed version that a qualified energy assessor can administer

Whether self-directed or administered by a qualified energy assessor, the Home Decarbonization Assessment will include information on energy and water efficiency, beneficial electrification, onsite solar and storage potential, onsite stormwater management, and solutions to improve indoor air quality. Additionally, where onsite opportunities do not exist, we will recommend offsite program to help lower the resident's carbon footprint. The final A2Zero Home Decarbonization Assessment will include information on potential costs of improvements; rebates and incentives available through local, state, federal and utility sources; and recommendations on how to make improvements over time based on urgency, financial viability, health, and useful remaining life of equipment.



### Train Energy Contractors and City Staff on the A2ZERO Home Decarbonization Assessment

We will create a training program with multiple in-person, virtual, and self-directed options for City staff and local contractors to learn the process and requirements of the A2Zero Home Decarbonization Assessment. Any in-person, live virtual, or live hybrid training events will be held at least biannually. Elevate will build upon existing materials developed based on the lessons learned and experience from the pilot program completed, to date. Training materials will be made available to other organizations such as Michigan Saves and the Michigan Catalyst Communities program via an online resource hub.

### Create Educational Materials about the A2ZERO Home Decarbonization Assessment

Elevate is well versed in residential outreach and communications, especially with marginalized communities. We will develop a series of materials that are specific for homeowners and renters, respectively. Both groups are critical to successful implementation of a decarbonization program but require a separate and different outreach approach. Elevate will use its experience in messaging to these groups to develop two sets of materials designed to engage homeowners and renters, respectively, in the A2ZERO program, specifically the assessment process and outcomes. Elevate will lead development of the materials but will collaborate with OSI to ensure content and design are consistent with OSI guidelines and initiatives.

### Help Administer the A2ZERO Home Decarbonization Assessment

Elevate will build upon the pilot work already completed to support implementation of the A2ZERO Home Decarbonization Assessment in target communities identified by the Ann Arbor Housing Commission, Avalon, and the Community Action network. Elevate will coordinate with these organizations to develop a list of priority neighborhoods. Once identified, Elevate will work with each organization to conduct outreach to recruit homeowners and renters to complete a decarbonization assessment whether self-directed or implemented through a qualified assessor. Elevate will support residents throughout the assessment process including field questions and concerns, identifying carbon reduction opportunities and associated rebates and incentives.

### Timeline for A2ZERO Home Decarbonization Assessment

Development of the A2ZERO Home Decarbonization Assessment will be completed from January through June 2023. If the program is successful, and the 2022 Community Climate Action Millage is approved by the public, Elevate will work closely with the City to evaluate and plan for growth and expansion of this service.

### Task 3: Advise and Support Administration of the City's Energy Concierge Program

During the fall of 2022 Elevate has worked closely with the City to design and pilot energy concierge services that provided a one-stop shop approach for residents to become educated on climate actions. Elevate is currently working closely with the City of to demonstrate the energy concierge service in a small subset of homes, and this will inform the design of the full program.



### Administer the City's Energy Concierge Program

Elevate will administer the Energy Concierge program that will focus on resident education and easy access to resources leading to implementation of energy saving measures in their homes. To this end, Elevate will develop a concierge portal with accessible sign-up options and that will provide residents with easy to access information about the benefits of the program, identify resources for residents to implement energy saving measures including city, utility, state, and federal rebate and incentive programs, and provide residents with examples and case studies to spur interest in the program. The portal will also house up to date information about contractors qualified to implement energy savings measures through the program.

As part of program administration Elevate will build upon the contractor base trained to deliver the A2ZERO Home Decarbonization Assessment as well as work with organizations such as Michigan Saves to develop the qualified list of contractors to deliver assessments and energy saving measures to residents in the Energy Concierge program. We will initially identify a short list of contractors already working within the Michigan Saves program to jump start the implementation of the Energy Concierge program. We realize not all contractors are enrolled in Michigan Saves and will seek to increase the available contractor pool through local outreach via local partners such as the Michigan Minority Contractors Association and the Michigan Energy Efficiency Contractors Association. When we identify contractors not in Michigan Saves, we will coordinate closely with Michigan Saves to qualify those contractors within the Michigan Saves program. As part of our mission, Elevate will strive to grow the number of women and minority contractors participating in the program and connect contractors with local workforce training programs to assist them in building their capacity to participate in the program.

### Advertise the Program

Elevate has a full communications and outreach department, capable of developing websites, videos, educational materials, and social media campaigns. We are especially adept in attracting a wide variety of audiences through a variety of mediums and media strategies. We will work with the City and collaborators to develop and distribute materials about the Energy Concierge program. We will ensure as many Ann Arbor residents are aware of the program and have access to its services.

### Annual Report on the Program and Provide Recommended Adjustments

Elevate will provide an annual report on the efficiency and impact of the Energy Concierge program, including details regarding the number of people served, the impacts of the concierge (e.g., GHG reductions, cost savings, health improvements), and opportunities for improvement.

### Timeline for Energy Concierge

Elevate will begin in mid-2023 and carry forward during the duration of the contract. Elevate will be ready to grow and expand this service If the 2022 Community Climate Action Millage is approved by the public.

### Task 4: Electrification Support

Elevate is a national leader in electrification and decarbonization. We have a deep bench and national network of experts, engineers, program designers, researchers, and grants specialists capable of



supporting the City in large-scale electrification of homes, businesses, recreational sites, and vehicles. We navigate the ecosystem of public, municipal, state, utility, private sector, and nonprofit stakeholders to chart the viable paths forward for beneficial electrification. We will work with the City to support holistic and thoughtful pathways to transformational action and prioritize the most vulnerable communities.

#### Provide Strategic Planning and Strategy Advice on Electrification

Elevate will join City staff during planning sessions and on key meetings to explore opportunities, constraints, and needed actions to support large-scale electrification of appliances, homes, businesses, and vehicles. We will support engagement with DTE to better understand the constraints and, more importantly, the opportunities for City-led action to provide undeniable grid benefits. This will include ensuring proper electrical capacity exists to support community-wide electrification, but also where the utility creates barriers that the City can work around with innovative ideas that do not require utility action.

To support beneficial electrification of new buildings, Elevate will provide on-demand support to staff in answering constituent questions and concerns, helping in the development reviews process, and join staff in meetings with developers.

Elevate will also work with City staff to design programs and incentives to support beneficial electrification retrofit programs for existing homes and businesses. This includes a market study to understand what rebates and approaches are most effective, guidance on utility rate structures that residents should embrace if moving to all-electric and how to negotiate the best rate with DTE, and other electrification support as needed.

#### Electrification Educational Support

Elevate has extensive experience creating educational and informational materials for a variety of audiences. We will work directly with City staff to create educational and training materials for developers, architects, engineers, businesses, and residents outlining what beneficial electrification is, what actions can be taken, what the benefit of those actions are, and what support resources exist to support the transition to all-electric. This will include a combination of print, live, and recorded trainings focused on different audiences. Elevate anticipates providing at least biannual trainings for each audience.

#### Timeline for Electrification Support

Elevate will begin immediately and be available, as needed, by the City's Office of Sustainability and Innovations and Community Services. We anticipate that this scope of work will ramp up significantly over time.

#### Task 5: General Guidance on Carbon Neutrality

Elevate will provide general, on-demand technical and strategic advisory support as the City moves forward its carbon neutrality work. Our technical and advisory services will change and evolve over the course of the contract but are likely to include:

- Strategic program planning support



- Support on building decarbonization for City facilities, including support and guidance related to achieving net zero energy affordable housing operations
- Suggestions and guidance on federal and state grant programs to pursue and, as relevant, support with related grant writing
- Strategic guidance related to supporting business electrification
- Other programmatic, policy, or strategic advice as needed to move A2ZERO forward

### Timeline for General Support

This task is expected to be minimal and ongoing throughout the life of the contract.

### Ongoing Task: Bi-Weekly Check-ins

Elevate will hold a minimum of bi-weekly check-ins. We will strive for efficiency through 30-minute meetings, but hold 60-minute discussions, as warranted.

### Deliverables

Deliverables will be outlined in scopes of work added as addendums to our agreement with the City.

### Staff Cost Proposal

The following rates are applicable to Elevate staff in 2023. We proposed a 5% increase in staff rates in 2024 and 2025.

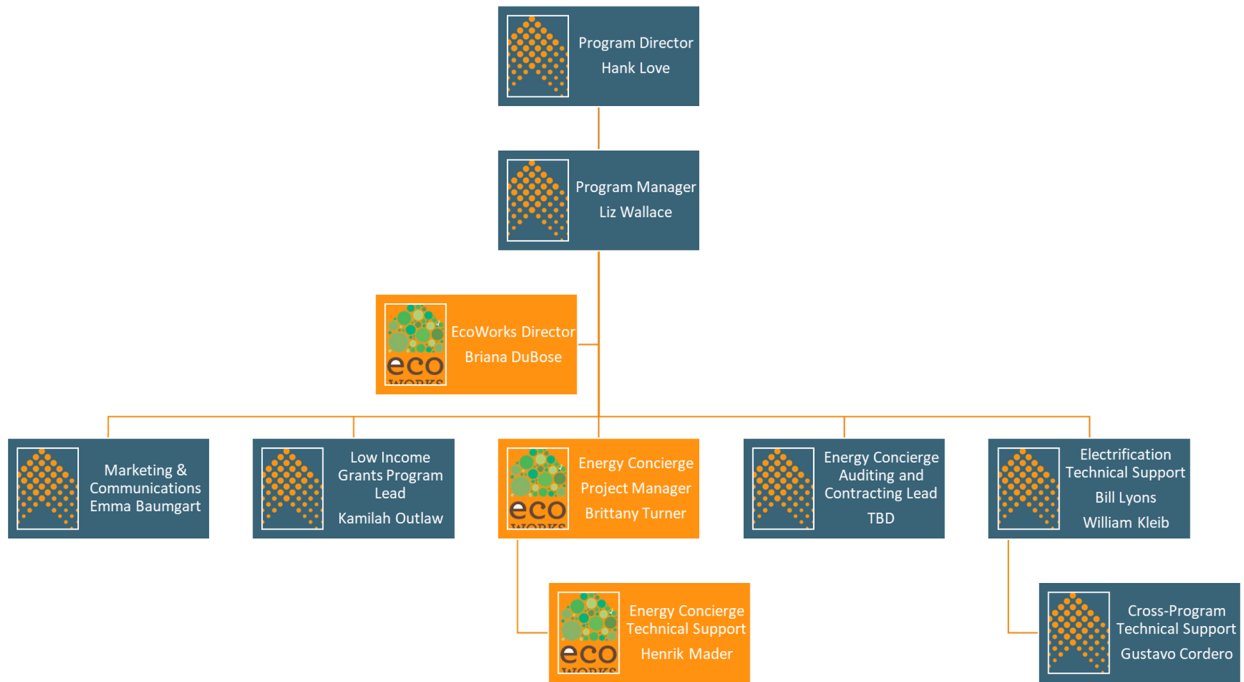
<b>Level</b>	<b>2023 Rate per hour</b>
Executive	\$230
Director	\$175
Sr. Manager	\$115
Manager	\$105
Senior Staff	\$95
Staff	\$75
EcoWorks Senior Staff	\$125
EcoWorks Staff	\$100





## Staffing

We propose this initial staffing plan, which includes Elevate staff and EcoWorks staff. If the Climate Action Millage passes and programs scale, we will hire more local staff and bring in strategic partners with coordination and approval of the OSI team.



### Henry Love, Senior Director, Municipal and Community Partnerships

Mr. Love has over 13 years of experience in the nonprofit and energy industries. He has a B.A.A in Entrepreneurship with a concentration in Finance and an MBA. Mr. Love has extensive experience in program design and implementation for energy and water efficiency, beneficial electrification, distributed energy and resilience, and building and diversifying the decarbonization workforce. Mr. Love has been consulting for nonprofits on executive management, strategic planning, operations design, and program development. He has served in executive consultant, advisory and executive board, director, and executive director capacities for a variety of organizations, spanning research, policy, planning and implementation. He has led regional and local energy and climate impact studies, economic impact studies and quantification efforts for climate projects with USDN cities, and is an Ann Arbor resident.

### Elizabeth Wallace, Senior Program Manager

Elizabeth Wallace is the Senior Program Manager. In this Detroit-based role, Elizabeth manages and supports Elevate’s projects in Detroit and Michigan, including the City of Detroit’s Climate Strategy, Ann Arbor’s Energy Concierge Service, Detroit Resilience Hubs, and a Detroit Clean Energy Contractor Accelerator. She builds Elevate’s relationships with local partners, leads project teams through project management, develops new projects and grant proposals, and supports strategic planning for Michigan market. Prior to joining Elevate, Elizabeth worked with the City of Detroit’s Office of Sustainability, served in a fellowship with EcoWorks, interned with the World Wildlife Fund’s Climate team with the Science Based Targets Initiative, completed graduate research on utility affordability in Detroit and



renewable energy policy in Michigan, and worked in management consulting at Deloitte Consulting with a focus on the future of mobility and smart cities.

### Emma Baumgart, Senior Associate, Communications

Emma Baumgart is the Senior Associate, Communications at Elevate. In this role, Emma manages Elevate's communications plan and editorial calendar to ensure timely and consistent messaging across all channels. She builds Elevate's voice and brand identity social media, newsletters, webpages, annual reports, and brand trainings. Prior to joining Elevate, Emma worked with the City of Milwaukee to create communications materials for its environmental initiatives including Water Centric Cities, Home Grown, and ReFresh Milwaukee.

### William Kleib, HVAC Specialist

Bill Klieb is an HVAC Specialist at Elevate. In this role, Bill is responsible for HVAC oversight, examination, and inspection. Before joining Elevate, Bill was an instructor of twenty years specializing in HVAC testing adjusting and balancing, system design, control methodology, and has authored several courses in Direct Digital Control of commercial buildings at the Junior College Level. Bill also has a strong background in construction practices in business, contracting, sub-contracting, scheduling, and regulating, serving as Vice President of Design and Construction of a medium scale commercial general contractor across multiple states. In addition, Bill served as the originator and President of Digital Control Solutions a successful venture in the early days of energy conservation that implemented energy savings through accurate digital control to minimize electrical operating hours of various commercial businesses throughout the Midwest and Southeast United States.

### Bill Lyons, Engineer

Bill Lyons supports a variety of projects with technical assistance and research. He also supports Elevate's solar programs with design and evaluation of photovoltaic systems. Bill supports building design projects with energy modeling as well as renewable and energy efficiency planning and implementing high-performance building technologies. Additionally, Bill conducts on-site energy assessments, recommends cost-effective upgrades to building owners, and assists these owners through the construction and financing of these upgrades. Bill also worked for Spire Solar Chicago designing and installing photovoltaic systems in and around Chicago. In this role, has installed ground mounted systems, roof mounted systems, ballasted pan systems, PV awnings, PV shade structures and Building Integrated PV. Bill is a NABCEP Photovoltaic Associate™, a Certified Passive House Consultant, CPHC, a member of the Passive House Alliance U.S and the American Society of Heating, Refrigerating and Air-Conditioning Engineers.

### Kamilah Outlaw, Project Manager

Kamilah Outlaw provides project management for Elevate's work in Michigan. Kamilah supports work in the Bryant Neighborhood in Ann Arbor; naturally occurring affordable housing electrification work in Grand Rapids, Detroit, and Evanston, IL; and our Clean Energy Contractor Accelerator in Southeast Michigan. Prior to joining Elevate, Kamilah managed single and multifamily properties in the Chicago-land area for 16 years servicing section 8 and low-income families. An accomplished property manager



repeatedly recognized for outstanding performance, exceeding goals, and generating new revenue. History of excellence in interpersonal communications, relationship development and event planning. Expert ability to train clients and educate tenants, while clarifying complex issues. Proven ability to save costs and grow revenue through analytical thinking and financial management.

### Gustavo Cordero, Program Support

Gustavo Cordero provides program support for Elevate’s work on the Justice40 Accelerator, Communities LEAP, ACEEE Affordable Housing Retrofit Initiative, and provides research and technical support for electrification and resilience on Michigan projects. He will be graduating from the University of Michigan’s Center for Sustainable Systems in 2023, where he is currently working on DTE’s circular economy strategy. Gustavo previously conducted research for the Urban Energy Justice Lab, was the Academic Chair for the Society of Hispanic Professional Engineers and worked as a project manager for a solar installation company. Gustavo currently resides in Ann Arbor.

### EcoWorks

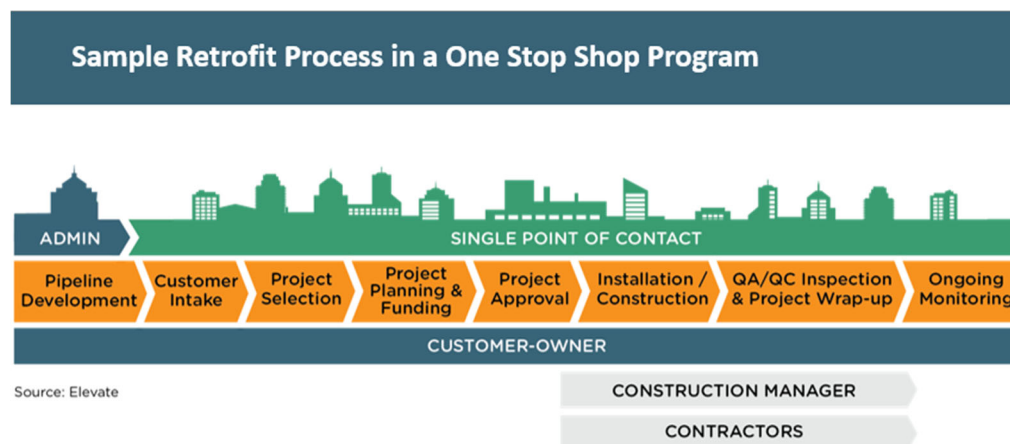
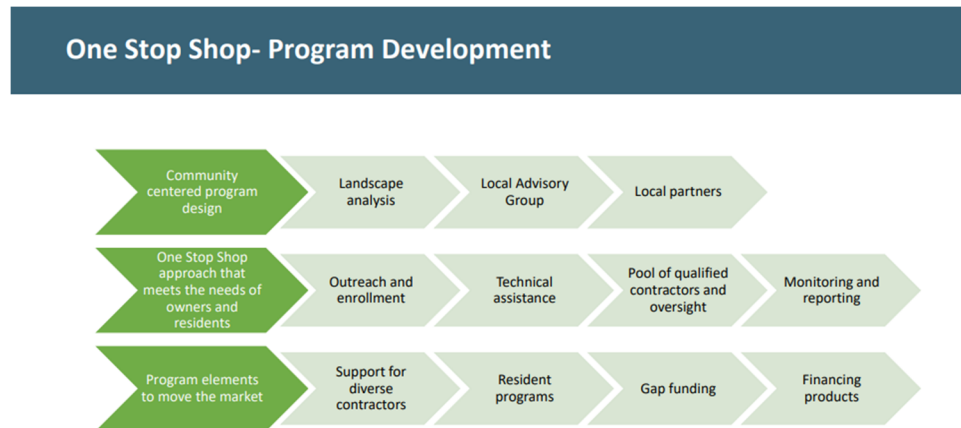
The Elevate Team will be supported by EcoWorks. Founded in 1981, EcoWorks is a Detroit-based non-profit that creates just, equitable, and inclusive solutions to climate change and other community sustainability challenges. Elevate and EcoWorks have a long history of collaboration- most recently working together to complete the Climate Action Plan for the City of Detroit, and we are currently partnered on the development of the Energy Concierge program. Briana DuBose provides oversight of the Strategic Community Initiatives team, which includes energy analysts, Henrik Mader and Brittany Turner. Briana will coordinate closely with Liz Wallace on management and oversight of EcoWorks’s roles, Henrik will serve as a technical support specialist for the energy concierge program, and



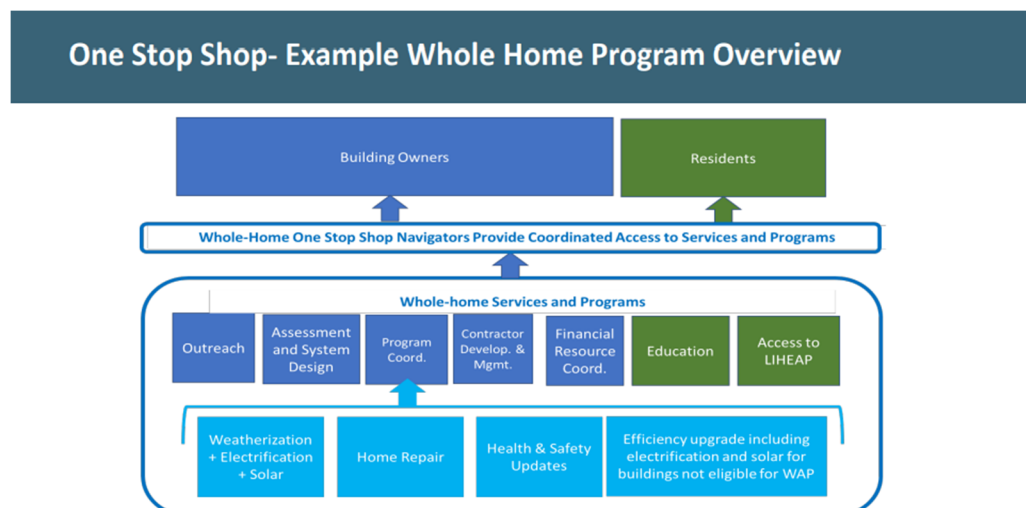
## Experience

Elevate has considerable experience implementing complex energy and decarbonization program for utilities, municipalities, and individuals. Provide below is a snapshot of recent programs where Elevate is leading.

### General One Stop Shop Design Processes



Source: Elevate





## Naturally Occurring Affordable Housing Concierge/Navigator Programs

Elevate is leading development and implementation of ten NOAH programs in public-private partnership with municipalities throughout the Midwest and West Coast. We take a community asset-based approach in development of each program so that we are addressing the needs of the housing and residents. Each program is a one stop shop model that provides owners and residents with a full suite of technical services and funding to implement energy upgrade measures that reduce costs and improve the comfort of the building. Program underway include:

- Chicago, IL - Completing energy efficiency and electrification upgrades on over 100 homes
- Evanston, IL – Electrifying over 100 units
- Kansas City, MO - Feasibility study completed
- Grand Rapids, MI- Program start-up in 2022
- Dayton, OH - Feasibility study underway; electrification and solar
- Madison, WI - Upgrading over 100 units
- Middleton, WI - Program start-up in 2022; electrification and solar
- Eau Claire, WI - Program start-up in 2023; electrification and solar
- WI Tribes – Program startup in 2023; electrification and solar
- State of Oregon (OR MEP statewide program) – energy efficiency upgrades

## Building Electrification Program

Elevate’s Building Electrification Programs invests capital resources into buildings to end the on-site combustion of fossil fuels for space heating, hot water, and cooking. Capital upgrades are the most difficult to implement for multifamily affordable housing providers. Even with existing utility rebate programs, there remains a large gap in financing or incentivizing heating and hot water improvements. This gap in funding prevents deeper retrofits and adds roadblocks to electrifying our existing affordable housing stock. BEP uses the turnkey, one-stop-shop approach made successful by Elevate, which includes comprehensive guidance and relationship management with owners of affordable housing throughout a retrofit’s various construction phases and leverage additional funding support for these capital upgrades. Through project bidding, construction, quality control and assurance, and resident engagement, Elevate works with engineers and vetted contractors to identify and install the most appropriate technologies for electrification upgrades. Elevate collaborates with long-standing nonprofit partners, with a focus on the naturally occurring affordable housing market to identify buildings with optimal electrification opportunities. To date, the BEP program has electrified over 200 units of affordable multifamily housing in Illinois, Michigan, and Wisconsin with more project coming online in 2023.

## Resilience Hubs Network

Disinvested communities are experiencing the negative impacts of these changes to a much greater degree and are typically last in line for investment in resilience. Power outages coupled with climate and extreme weather events can be deadly, especially for sick, elderly, and households with low-income.

Strategies to develop and amplify resilience in communities is critical and possible. This can start with resilient facilities that:

- ✓ Are energy and water efficient



- ✓ Install onsite energy generation
- ✓ Have backup power
- ✓ Provide backup communications
- ✓ Have potential for 24/7 critical services, including heating and cooling, shelter, food, medical, and resource distribution.

Elevate is developing Resilience Hubs in collaboration with the City of Detroit and Eastside Community Network that includes a network across 7 priority neighborhoods. Elevate is also working closely with affordable housing owners to create Resilience Hubs for specific properties. Most recently, Elevate has started work on a 97 KW Onsite Solar and 71 KW / 325 kWh Battery Storage hub that will be incorporated into a community room for an affordable housing property located in Green Bay, WI.

### Northern Illinois Utilities Low Income Multifamily Program

Elevate delivers the income eligible, public housing, and market rate paths of the Multifamily Energy Savings Program in close collaboration with the Multi-Family program administrator. The program aims to deliver a single comprehensive program offering that provides a full range of Multi-Family energy efficiency services, including assessments, upgrades, retrofit services, and consumer energy efficiency education to Multi-Family customers; serving all Multi-Family building types located throughout the Utilities' service territory, with an emphasis on providing free or low-cost energy efficiency measures and incentivized capital improvement projects to Multi-Family properties providing housing and also to Income Eligible customers at or below 80% area median income.

The program includes assessments, in-unit and common area upgrades/direct installation of low-cost measures and incentives for capital improvements like weatherization, HVAC/mechanical upgrades and tune-ups, health and safety upgrades, to qualifying Multi-Family buildings throughout all of Utilities' service territory. This program offering serves income-eligible properties, including public housing authority properties; and market rate properties; providing streamlined program administration, marketing, outreach, intake, assessments, project scoping and project execution for all Multifamily properties. Core elements of the program delivery address the following:

- Outreach/Recruitment
- Intake
- Assessment and project scoping
- Direct Installation of energy efficiency upgrade measures (“measures”)
- Contractor recruiting, engagement, and management, including project installation of measures and/or large equipment
- Application and incentive processing
- Lead sharing, hand-off, and coordination with other ComEd EE program offerings
- Quality Assurance and Quality Control (QA/QC)

Elevate manages the implementation for income-eligible properties, including public housing, with a comprehensive approach that supports whole-building upgrades which includes free weatherization (wall and attic insulation, air sealing, etc.), pipe insulation, direct install, appliances, and maximized incentives to cover the incremental cost of capital projects. Most measures for Income-eligible properties are at no-cost to the property owners and tenants, except for certain measures that are



allowed a co-pay. Since 2022, the team included a dedicated heat pump team to help implement that specialty measure when identified to achieve the legislative requirements for heat pumps installed.

### Education, Outreach and Communications

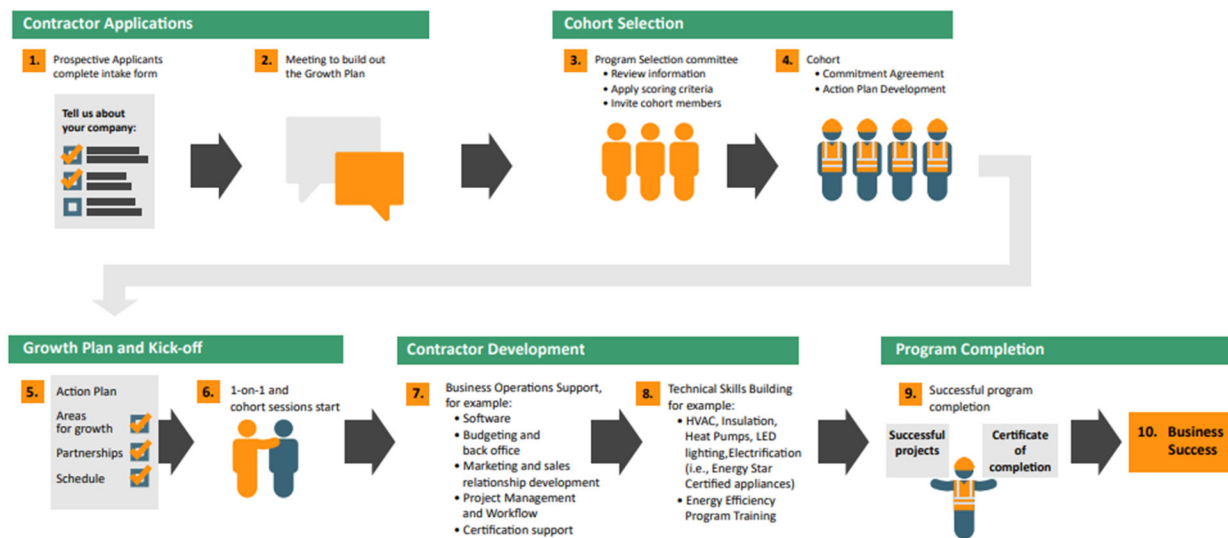
Elevate creates beautiful, accessible education, outreach, and communications materials across multiple mediums. We have the in-house capabilities to develop these materials and create impactful outreach and marketing campaigns to get these resources to the intended audience. Below are some examples of Elevate’s work:

### Education and Training Materials

Elevate creates education and training materials to help the public and businesses understand the processes for participating in programs and accessing services.

## Contractor Development Pathway for BIPOC Contractor Accelerator

### Contractor Development Pathway





# COMED Hourly Pricing Program

## How to Save Money

With Hourly Pricing, you can take control of how and when you use energy.

Energy prices are lower during times of lower demand.

Save by shifting your energy use - like using your dishwasher or doing laundry - to lower-priced hours.

We'll help you monitor prices and occasionally send you alerts so you know the best times to use less energy.

Hourly Pricing offers seasonal saving tips, monthly reports, tools to automate savings, and live customer support.

## Elevate Electrification One-Pagers

### How Does Electrification Decarbonize Your Home?

Elevate is a nonprofit that seeks to create a just and equitable world in which everyone has clean and affordable heat, power, and water in their homes and communities.

Electrification is one step in the process of reducing or eliminating the carbon dioxide emissions that contribute to climate change from a building's energy sources.

Michigan's [MI Healthy Climate Plan](#) has identified decarbonization of buildings a part of what needs to happen for Michigan to reach carbon neutrality by 2050. This includes repairing and decarbonizing buildings to reduce emissions related to heating Michigan homes and businesses by 7% by 2030. We can do this by reducing utility costs for families and added benefits, like improved indoor air quality.

#### 1 ENERGY EFFICIENCY

The first step of building decarbonization is to make the building as energy efficient as possible. At your home, this could mean something like [sealing air leaks](#), so that heat doesn't escape during the winter, and your heating system uses less energy. Other energy efficiency solutions include using LEDs, [Energy Star](#) appliances, and a smart thermostat. These improvements make the building more comfortable and save money on energy bills.

#### 2 ELECTRIFICATION

The next step for decarbonization is [electrification](#), that's what we call replacing the equipment that uses fossil fuels with electric technology. As our grid uses more renewables and our homes adopt rooftop solar, we will reduce carbon emissions. One example of electrification is replacing your furnace and hot water heater, which burns natural gas, with heat pump technology, which uses electricity to heat and cool. Another key electrification step is replacing your gas stove with an electric stove.

#### 3 RENEWABLE ENERGY

Once all the gas equipment has been replaced and the building is all-electric, we focus on where the energy for our building comes from. Triverse City Light and Power has a plan for 100% renewables by 2040. While currently some electricity still comes from fossil fuels, the electric carbon footprint of the electric equipment is lower than natural gas and an [Energy Star](#) [heat pump](#). Homes will reduce carbon emissions from electric equipment owners can install [rooftop solar](#).

#### 4 MANAGED ELECTRICITY LOADS

With more and more people using electricity instead of gas to power their homes, it's clear that the demand for electricity will go up. To manage this higher demand for electricity, we can shift energy use to different times of the day to reduce the impact on the energy grid and reduce carbon emissions even more.



### What Are the Benefits of Electrification and Decarbonization?

The real and costly impacts of the climate crisis are irrefutable and that was especially obvious on the ground in Michigan during 2021. Severe, climate-induced weather events over the summer caused more than one million Michiganders to lose power, some for a week or more.

All this came on the backend of a decade in which our state has experienced massive flooding and dam failures, high water levels and erosion that destroyed public and private property, major crop failures from erratic spring temperatures, and polar vortices that challenged Michigan families to keep the heat on.

#### 1 CLIMATE ACTION

Burning fossil fuels like gas or oil to provide heating, cooling, and hot water in buildings is a big source of air pollution and greenhouse gas emissions. Eliminating the carbon emissions from buildings through decarbonization efforts helps meet [Michigan's emission reduction goals](#) to mitigate climate change.

#### 2 MANAGING UTILITY COSTS

Natural gas costs are [expected to rise substantially](#) over the next decade due to unstable supply. While electric costs will also rise, their increase will be less than gas. Switching to an all-electric home is a more affordable and stable option for powering buildings - electrification is estimated to reduce energy costs by [\\$177 per household](#). Managing only one bill (electric) instead of two also helps relieve energy stress on homeowners.

#### 3 ELECTRIFICATION

The four pillars of building decarbonization - energy efficiency, electrification, renewable energy, and smart grid enabled programs - are all also strategies to make homes high-performing and resilient against both rising energy costs and climate change. When we make these upgrades in Michigan's affordable housing stock, it keeps the buildings well-maintained and lowers the operating costs for years to follow.

#### 4 HEALTHY HOUSING + IMPROVED INDOOR AIR QUALITY

Gas appliances like [stoves](#), furnaces, boilers, and hot water heaters, that burn fossil fuels directly in the home create harmful emissions. Just like pollution from power plants, burning fossil fuels in the home creates pollutants such as carbon dioxide, carbon monoxide, and nitrogen oxide. These pollutants can cause increased risk of asthma, aggravated respiratory symptoms, and cardiovascular effects, [especially in children](#). Using electric appliances instead of combustion appliances removes this source of pollutants in your home and improves indoor air quality, which creates a healthier home environment.



### How will the Inflation Reduction Act help Electrification?

The Inflation Reduction Act contains incentives that can help Michiganders electrify their homes and businesses and convert to renewable energy, including both tax credits and direct rebates that offset these technologies' costs. If a household installs a modern electric heat pump to replace their furnace, a heat pump for water heating, combined with rooftop solar they could [save \\$1,800 per year on energy bills](#).

#### High Efficiency Electric Home Rebate Act

The IRA funds rebates of \$14,000 per income qualified home to decarbonize affordable housing. Direct rebate at point of purchase!

\$1,750	for a heat pump water heater
\$8,000	for a heat pump for space heating or cooling
\$840	for an electric stove, cooktop, range, oven or electric heat pump clothes dryer
\$4,000	for an electric load service center upgrade
\$1,600	for insulation, air sealing, and ventilation
\$2,500	for electric wiring

#### Tax Deductions for Energy Efficiency and Electric Upgrades

**Energy Efficient Home Improvement Credit.** Heat pumps and heat pump water heaters are eligible for a 30 percent tax credit at \$2,000. Building envelope and other efficiency improvements are cumulatively capped at \$1,200. These credits can now be used year after year, which means owners can do energy upgrades over a period of time.

**HOMES Rebate Program.** Homeowners and multifamily owners and aggregators (entities that may receive rebates on behalf of homeowners and multifamily building owners) who undertake whole-house energy efficiency retrofit projects that achieve modeled or measured reductions in energy usage.

**Commercial Buildings Energy Efficient Credit.** Offers \$2.50 to \$5.00 per square foot for businesses achieving 25 to 50 percent reductions in energy use over existing building performance standards.



## Elevate Fact Sheets on Energy Burden in Michigan and Water Affordability in Chicago





Michigan low-income families on average spend **15% of their income** on energy.



More than 1.4 million Michigan households, or 37%, are considered low-income, earning less than \$30,000 annually.<sup>1</sup> Many low-income households face a large energy burden. Energy burden is a household's heating and electric expenses as a percentage of income.

**The average annual energy bill in Michigan is \$2,716**

**Average Annual Energy Bill:**

- Electricity: **\$1,341/year**
- Heating fuel<sup>2</sup>: **\$1,375/year**

*A household is considered energy burdened when energy costs exceed 6% of household income. Michigan households would need to earn \$45,000 annually to afford this bill.*

Home energy efficiency upgrades, like air sealing, insulation, lighting upgrades, and others, can reduce energy burden by saving between **15% and 30%** on energy costs.<sup>3</sup>



### Water Affordability: Need to Know for Your Home

#### Water Affordability is a Growing Issue

- Water rates grew by almost 80% over the past decade (2008-2018) in northeastern Illinois.<sup>1</sup>
- In Chicago, households with the lowest incomes are the most burdened and pay on average almost 10% of their income on their water bill.<sup>2</sup>

#### What Should I Do if My Water Has Been Shut-off for Non-payment?

- If you or someone you know is living without water, contact Elevate at **855-372-8377** or email us at [info@ElevateNP.org](mailto:info@ElevateNP.org).

#### Where Can You Find Assistance?

- Illinois's low-income household water assistance program (LIHWAP) is designed to help households that are facing the threat of water disconnection or have past due water balances of \$250 or more. Contact CEDA at 800-571-2332 for more information
- Chicago's Utility Billing Relief (UBR) program addresses past water debt by providing a 50% rate reduction on water, sewer, and water-sewer taxes (eligibility is the same as for LIHEAP). Contact CEDA at 800-571-2332 for more information.

## Informational Videos

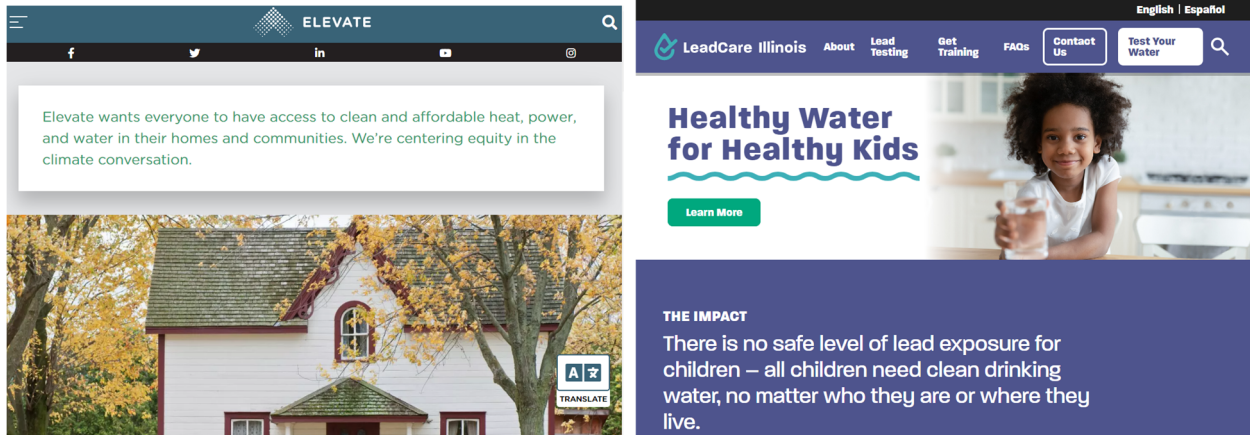
Elevate's YouTube Channel is full of informational content on electrification, decarbonization, and smart energy primers. These are intended to help create an accessible platform for the public to learn more about the concepts of sustainability, electrification, decarbonization and equity.





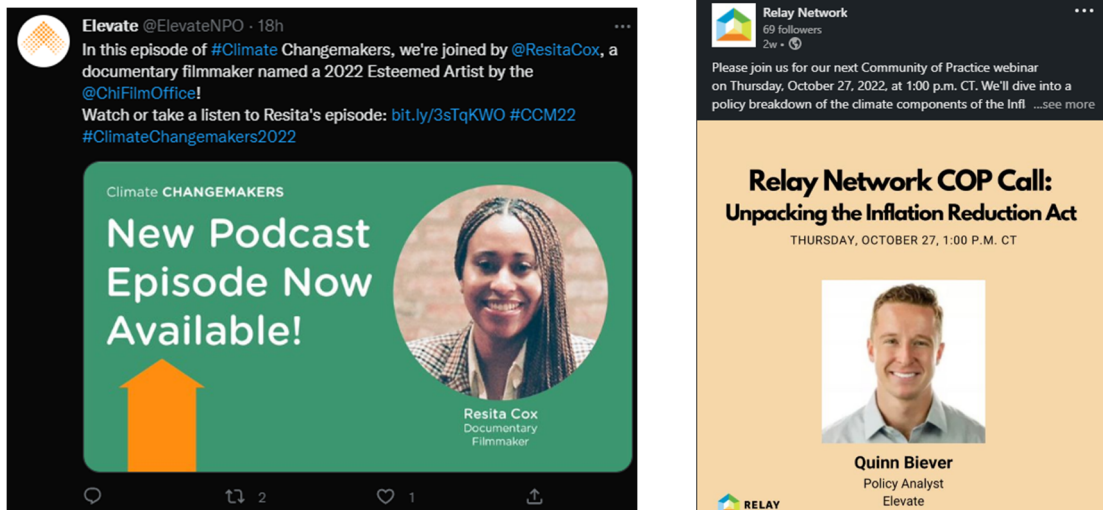
## Websites

Elevate created its own website and creates websites for programs that we operate for partners



## Social Media

Elevate operates social media accounts and produces other media content like podcasts and informational webinars for our own work and for initiatives we operate.





## About Elevate

Elevate is a mission-based organization dedicated to smarter energy use for all. Founded in 2000, Elevate Energy works nationally with a team of 200 people located in CA, IL, MI, MO, OR, WA, and WI. Our energy analysts, construction managers, and project managers provide affordable multifamily housing and non-profits with a suite of energy and water efficiency services to improve the overall operation and performance of their properties. We offer support throughout the entire energy and water upgrade process beginning with an analysis of current usage, an onsite assessment, project scope development, and integrated design assistance through construction oversight, quality assurance and quality control, green certification administration, and post-upgrade monitoring. To date, Elevate has been responsible for over \$94 million worth of energy efficiency upgrades made to over 110,000 residential units saving over 213,000 metric tons of carbon. Elevate Energy also works closely with municipalities on climate and energy planning, solar mapping, and street lighting retrofits and utilities on demand response programs. Lastly, with our expertise we are also expanding the clean energy economy workforce to be more inclusive, improving indoor air quality, mitigating lead in water, and helping the residential real estate industry value energy efficiency and solar upgrades. For more information: [www.elevatenp.org](http://www.elevatenp.org).

### Acknowledged and agreed on behalf of the Client(s) specified in this proposal:

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your consideration.

Sincerely,

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