

Original Questions:

1. Is there a way to conserve or ration energy consumption? **See response below.**
2. Can a township encourage conservation through an ordinance? **See response below.**
3. Is there any organized, concerted effort at electrical power conservation being pushed by any agency anywhere? I'm not thrilled with the idea of putting up a bunch of wind towers so folks can continue to take electricity for granted no matter what the source. I really don't need to listen to Willy Nelson when I'm gassing up my vehicle at Wesco. The solution is not always "more." **Comment not question.**
4. If consumers could be persuaded and/or educated into conserving energy, could the energy demand be reduced such that neither industrial wind, nor additional coal-fired plants are needed? **See response below.**
5. Is serious consideration being given to effective conservation education and persuasion? **See response below.**

Questions and Responses

These questions may have been recategorized and reorganized. Some may have been sent to another "theme" area (this will have been explained in red under the "Original Questions" section). In other cases two or more questions will be answered with one response.

P1. Is there a way to conserve or ration energy consumption?

Response: Energy consumption can be conserved and rationed through a variety of policy measures, technical efficiencies, and personal lifestyle changes. Conservation can vary based upon whether it is being practiced by residential, industrial or agricultural sectors. The Pew Center has a website that describes residential end-use energy efficiency. See that project at <http://www.pewclimate.org/technology/factsheet/ResidentialBuildingEnd-Use>

P2: Can a township encourage conservation through an ordinance?

Response: Yes. Several communities in Michigan have adopted local policies requiring that their buildings meet energy efficiency standards, typically LEED certification. These communities include Grand Rapids, Rochester Hills, East Lansing, and Novi. East Lansing additionally required private projects that receive local tax incentives such as TIF to meet LEED certification, and Rochester Hills is developing incentives for private development that achieves LEED certification. We are not aware of any local ordinance in Michigan that mandates energy efficiency measures for private projects that are not tied to incentives. Moreover, the broader meaning of "conservation," as in conservation of natural resources, is also a valid objective for zoning ordinances. See the response to question D1.

P4. If consumers could be persuaded and/or educated into conserving energy, could the energy demand be reduced such that neither industrial wind, nor additional coal-fired plants are needed?

Response: The answer to this question varies greatly by scale, as energy demand is different for counties, states, and the country. See the response to question AA4 about wind energy and efficiency. Further, governments, developers, and individuals are looking to wind energy not only to meet future demand, but also to replace existing pollution emitting sources with renewable sources and generate local economic development.

P5. Is serious consideration being given to effective conservation education and persuasion?

Response: This question needs further clarification in terms of how, who and where the education is occurring. In general, there are many regional and national non-profit organizations and utility-sponsored programs focused on energy education. Social marketing efforts, like those sponsored by the group Smart Power (www.smartpower.org) produce ads, videos and competitions to persuade consumers to conserve

energy. One effort by the Sacramento Municipal Utility District found that customers were induced to change their energy habits when they were presented with information on what their neighbors were doing. For more information about this effort and others see this 2009 NY Times story <http://www.nytimes.com/2009/01/31/science/earth/31compete.html>