ECONOMIC GROWTH INSTITUTE
UNIVERSITY OF MICHIGAN

Michigan Clean Cities

# REGIONAL CLEAN ENERGY INITIATIVES MAPPING (RCEIM)

## PROJECT OVERVIEW



The Regional Clean Energy Initiatives Mapping (RCEIM) project systematically reviews and analyzes regional plans to help establish unified, community-driven strategies. The project actively tracks clean energy and electric vehicle (EV) initiatives throughout the Greater Lansing area. The intent of RCEIM is to identify current programs that support carbon neutrality while ensuring resources and benefits are equitably distributed to disadvantaged communities. Additionally, RCEIM maps these programs against three community priorities: clean transportation, clean industry, and green buildings. By compiling diverse organizational approaches into a single cohesive directory, RCEIM allows regional stakeholders to collaborate, leverage shared resources, and avoid duplication of efforts.



## WHY LANSING

The City of Lansing has an ambitious climate goal to reduce greenhouse gas emissions by 59% by 2030 and achieve carbon neutrality by 2050. Supporting these municipal targets, the Lansing Board of Water & Light (BWL) has committed to reaching carbon neutrality by 2040 and generating 50% of its energy from renewable sources by 2030. Meeting these milestones requires cooperation and alignment between local governments, utilities, and communities.

# HOW WE GOT HERE: The MiVTTP Process

This initiative builds upon a structured, community effort led by the University of Michigan's Economic Growth Institute (EGI) and Michigan Clean Cities (MICC). The process was organized into three progressive phases:

**Phase 1: Listening Sessions:** The MiVTTP team hosted comprehensive listening sessions to gather community feedback on local electrification needs and economic transition opportunities. Participants represented a broad cross-section of the community, from elected officials to community organizers.

**Phase 2: Strategic Planning:** EGI facilitated strategic planning sessions with a diverse group of Lansing leaders from local government, utilities, workforce development, and education using the Allovance Method. The community submitted nine project proposals, which were evaluated against five weighted strategic priorities. Two were recommended for Phase 3 implementation based on their high strategic value and feasibility, including the regional goal-mapping effort that became RCEIM.

**Phase 3: Workforce Solutions and Technical Assistance:** Michigan Clean Cities led RCEIM, reviewing eight local, regional, and state plans and cataloging the clean energy and EV programs in each. The project organized these programs around clean transportation, clean industry, and green buildings and paired them with recommended actions.

# PROJECT OUTCOMES

The RCEIM analysis brought together programs from eight local, regional, and state plans in a single roadmap built around two overarching goals and three priority action topics.




### Core Goals

- **Carbon Neutrality:** Synthesizes local, utility, and state efforts to align Lansing's 2030 and 2050 targets with active statewide decarbonization initiatives.
- **Equitable Investment:** Highlights the MI Healthy Climate Plan's goal that at least 40% of state funding for climate-related and water infrastructure initiatives benefit Michigan's disadvantaged communities.

### Priority Actions

**Clean Transportation:** The analysis recommended using Michigan Carshare to launch an EV carshare at a multifamily property with planned chargers. It also recommended taking part in the public planning process for the City of Lansing's Charging and Fueling Infrastructure (CFI) project to help choose charger locations, and promoting BWL's charger installation rebates alongside local incentives.

**Green Buildings:** The analysis recommended supporting local adoption of the 2021 Model Energy Code. It also recommended promoting BWL's existing ENERGY STAR rebates and supplementing them with additional incentives to speed the switch to electric appliances in homes.

**Clean Industry:** The analysis recommended using the Lansing Regional SmartZone to host an innovation challenge on shared green manufacturing problems, helping attract talent and innovators to the region.