



# MICHIGAN

## Businesses Know That Economic and Job Growth Starts with Policy

In lieu of federal energy policy, states are enacting policies that create jobs and attract private investment in the clean energy economy. State-level clean energy policies are as varied as the states themselves, but all have common goals—spurring economic and job growth while improving energy security and the environment. Federal policies that build upon the proven successes at the state and regional levels will help expand Michigan businesses and create opportunities in the clean energy economy across the United States.

### U.S. Mich.



#### RENEWABLE ELECTRICITY STANDARD (RES)

An RES requires utilities to generate a certain percentage of power (based on electricity sales or generating capacity) from renewable sources such as wind, solar and geothermal.



#### ENERGY EFFICIENCY RESOURCE STANDARD (EERS)

An EERS reduces electricity and gas consumption by requiring utilities to achieve energy savings through supply- and/or demand-side efficiency measures. An EERS specifies reductions for energy use, peak demand or both.



#### DIRECT LOAN PROGRAM FOR RENEWABLE ENERGY

Direct loan programs provide low- or zero-interest financing for renewable energy.



#### TAX CREDITS FOR RENEWABLE ENERGY

Tax credits generally apply to commercial and industrial sectors, reducing the amount of annual taxes owed to the government. Generally, taxes are reduced by a specified percentage of a renewable energy project's value, based on investment or production.

Federal tax credits are not permanent and subject to regular reapproval by Congress



“Clean energy development, particularly wind farms, are an important part of our business. Besides providing well-paying jobs for our workers, wind farms make sense from an environmental sustainability perspective as well. We want Congress to pass legislation that will encourage continued clean energy development in this country.”

**Frank Duff**  
Project Engineer  
Aristeo  
Ann Arbor, Mich.



“We understand how important a national clean energy policy is to competing effectively in the clean energy economy. Only national legislation will send a strong signal to the market and create conditions that will spur the investment and production we need to lead in the clean energy sector. This legislation is crucial to our competitiveness, indispensable to creating jobs and necessary to our national security.”

**David McKinney**  
**CEO**  
**Clean Light Green Light**  
**Mount Clemens, Mich.**

“At Hot Watt Solar, we believe that national legislation will create the market certainty and the incentives for businesses to invest in clean energy technologies. The U.S. is competing for more than market share in the clean energy economy, we’re competing for the good paying domestic jobs that this economy will bring. The stakes could not be higher.”

**Steve Verbrughe**  
**Partner**  
**Hot Watt Solar**  
**Harrison Township, Mich.**



“Businesses like Voltage Electric can and must lead to compete for clean energy jobs, and our competitiveness is tied to clean energy legislation. Only that legislation will create the incentives, market security and market certainty for businesses to invest in clean energy technology while helping to reduce greenhouse gases.”

**Matthew Vajada**  
**Owner and Master Electrician**  
**Voltage Electric**  
**Traverse City, Mich.**

**PLEASE JOIN THESE MICHIGANDERS AND THEIR BUSINESSES IN ASKING THE FEDERAL GOVERNMENT TO ENACT A STRONG CLEAN ENERGY POLICY FRAMEWORK.**

[www.PewTrusts.org/CleanEnergy](http://www.PewTrusts.org/CleanEnergy)

- Enroll your business in our Clean Energy Business Network to receive updates on relevant policies and gain access to our list of resources designed to help you make the most of the growing clean energy economy.
- Join Pew’s advocates to receive occasional e-mails informing you of potential policies and how you can support them.



Repowering Jobs, Businesses and Investments Across America

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