



The museum will attribute **100%** of its electricity use to renewable sources

## Making history

Automotive Hall of Fame is the first museum to enroll in MIGreenPower.

The Automotive Hall of Fame (AHF) has taken steps to reduce its carbon footprint and promote sustainability by enrolling in DTE Energy's MIGreenPower program.

The AHF, which was established in 1939, has honored nearly 800 innovators who have made outstanding contributions to the automotive industry. Located in Dearborn, it is the first museum to be enrolled in MIGreenPower.

Through the program, the AHF will attribute 100% of its electricity use to Michigan-based wind and solar projects.

"We're looking very closely at how we can reduce our environmental impact," said Sarah Cook, president of the AHF. "The MIGreenPower program was a significant first step into committing to the types of energy sources that we'd like to support."



*The Automotive Hall of Fame in Dearborn has honored nearly 800 innovators. All photos courtesy of the AHF.*

## Committing to sustainable energy

The AHF enrolled in MIGreenPower in May, moving the museum closer to its goal of becoming a carbon-neutral institution.

“We are excited to welcome the Automotive Hall of Fame to our growing community of MIGreenPower subscribers,” said Brian Calka, director of renewable energy solutions at DTE. “MIGreenPower is among the three largest voluntary renewable energy programs in the U.S., and it is having a demonstrated impact on clean energy development in Michigan.”

The MIGreenPower program is open to all DTE electric customers who want to support Michigan wind and solar projects. Subscribers pay a small, monthly subscription fee and also receive a credit based on the market value of the energy produced from the projects supporting the program. The subscription fee, which varies based on how much of their energy use participants want to attribute to renewable sources, promotes the development, construction, and ongoing maintenance and operation of DTE’s wind and solar parks.

In fact, participants can match up to 100% of their energy use to renewable

energy without having to make any exterior alterations to their infrastructure. There is no contract, and participants can cancel at any time.

Enrolling in MIGreenPower supports the growth of clean energy resources in Michigan and helps to protect the environment for future generations. MIGreenPower’s 400 business and 40,000 residential subscribers have enrolled 1.8 million megawatt-hours of clean energy in the program, which has the environmental benefit equal to taking 277,400 passenger cars off the road for a year.\*

The AHF’s enrollment has a powerful impact: offsetting the greenhouse gas emissions from about 150,000 miles driven by an average passenger vehicle per year.

“We feel strongly about reducing our environmental footprint,” Cook said. “We hope the commitment we’re making will lead the way for other cultural institutions as well.”

## Reducing energy consumption

In May, DTE performed an energy efficiency audit at the museum, furthering the AHF’s sustainability efforts. The complimentary service is offered to qualified customers interested in reducing their energy usage.

“The energy (efficiency) audit is a supportive process,” Cook said. “It has an easy entry point into making immediate changes.”

A representative from DTE’s energy efficiency team visited the AHF to evaluate where the museum used most of its energy and to determine what

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improvements would reduce energy consumption. These improvements included installing energy-efficient lighting, sealing air leaks and consulting the museum’s staff on participating in behavioral changes, such as making sure certain doors remained closed and turning off light switches in unoccupied rooms.

“There are immediate cost benefits from participating in the energy (efficiency) audit,” Cook said.

### Charging into the future

In keeping with its mission to reduce carbon emissions, the museum also enrolled in Charging Forward, DTE’s electric vehicle (EV) charging incentive program.

In June, the AHF installed two EV charging stations in the museum parking lot to accommodate visitors with EVs and plug-in hybrids.

“It’s what consumers are demanding now,” Cook said. “It makes our building even more accessible to our audiences.”

The Charging Forward program aims to raise awareness of EV benefits while offering rebates to customers who install EV chargers.

The AHF received \$5,000 in rebates for participating in the program.

“With the museum’s history of automobiles, it was logical for them to install chargers as they look to the future of transportation,” said



Left, an electric vehicle charging station at the AHF.

“Coupling the investment you’re making into the MIGreenPower program with the energy (efficiency) audit was smart,” Cook said. “These investments pay for themselves over time.”

The initiatives have allowed the museum to make strides in its sustainable energy goals.

“As a cultural institution, we have a duty to educate the public on our subject matter,” Cook said. “We also want to take the opportunity to support these broader cultural initiatives by being more environmentally conscious and showcasing what we’re doing as an institution.”

*\*Avoided emissions and equivalencies are based on the Environmental Protection Agency’s equivalencies calculator at [epa.gov/energy/greenhouse-gas-equivalencies-calculator](http://epa.gov/energy/greenhouse-gas-equivalencies-calculator).*

Brett Steudle, senior strategist of EV business development at DTE. “It enhances the green, carbon-free mission that the Automotive Hall of Fame is working towards.”

### A holistic approach

Collaborating with DTE on multiple clean energy initiatives has allowed the AHF to take a holistic approach to sustainable energy.

Cook said the energy efficiency audit will likely offset the subscription surcharge to the MIGreenPower program, saving the museum thousands on its energy bills over time.

### TOOLBOX

To learn more about MIGreenPower, visit

[migreenpower.com](http://migreenpower.com)

To learn more about Charging Forward, call 734.213.9877