

TRADE ALLY TIMES

A Newsletter for our Valued Contractors and Designated Trade Allies



DTE Energy
Know Your Own Power®

LATEST NEWS & PROGRAM HIGHLIGHTS



WHAT'S INSIDE:

- 2017 Program Goes Live
- Get your DTA Certificate
- Pick Your Kick-off Event
- 2017 Program Changes

FOURTH QUARTER 2016

2016 PROGRAM A SUCCESS, 2017 PROGRAM IS NOW LIVE

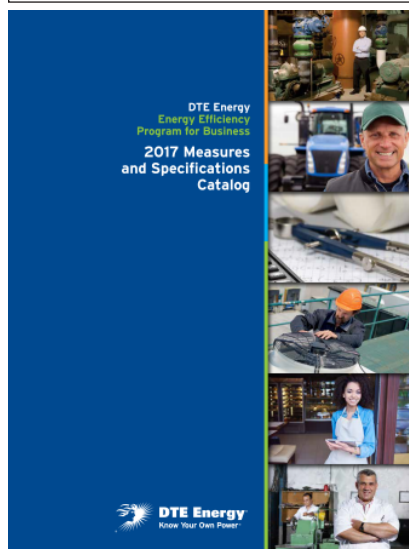
A big thank you, to our contractors and Designated Trade Allies, for helping make the program a success in 2016.

For the eighth straight year you have been instrumental in helping us meet our electric and natural gas savings goals. The processing and payment of 2016 Final Applications will continue through the end of this year.

While the 2016 Program Year wraps up, the 2017 [Catalog](#) and [Application](#) are now available, and we are accepting Reservation Applications for the new year. However, 2017 Final Applications cannot be submitted until Jan. 1, 2017.

To download the Catalog and Application — as well as other worksheets, fact sheets and special offers — visit dtetradeally.com.

ENERGY EFFICIENCY PROGRAM FOR BUSINESS	
DTE Energy Know Your Own Power®	
2017 Program Application	
This Application is to be used for projects completed with a Final Application submitted during the 2017 Program Year (Jan. 1, 2017 – Nov. 30, 2017).	
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*This program is not available to DTE Energy business customers in multifamily buildings consisting of five or more units per building. These customers may be eligible to participate in the Multifamily Program for energy saving upgrades to both tenant and common areas.	
If you have questions contact us at 800-779-0362 (press option 3) or email us at savesenergy@dteenergy.com	
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W-11 10/10/16	



If your company has attended a Designated Trade Ally Training in the past, but has not completed 2016 Applications or attended a training for the 2017 Program Year, you could be at risk of being removed from the Designated Trade Ally Program.

To keep your status active, you must attend the Designated Trade Ally portion of one of our 2017 Program Kick-off Meetings in January (see Page 2 for registration information).

If you cannot attend a kick-off meeting, your Designated Trade Ally status won't be confirmed until you attend one of the monthly trainings, which resume in February.

Once your status is confirmed, your company will receive a personalized certificate of having completed Trade Ally training.

Training sessions are held the second Thursday of each month (February – November) in the New Center One Building in Detroit.

See Page 2 for more information.





UPCOMING EVENTS

2017 PROGRAM KICK-OFF EVENTS SET FOR JANUARY

Join us at one of the 2017 Program Kick-off Meetings scheduled in January to hear details about various energy efficiency programs offered by DTE Energy, including the Commercial & Industrial Energy Efficiency Program for Business.

In addition, stick around after the kick-off events to attend Designated Trade Ally Training for contractors who want to gain or renew their status to receive access to additional Program features and opportunities.

**SAVE THE DATE
FOR THE
LOCATION THAT
WORKS FOR YOU**

Date: Tuesday, Jan. 17, 2017

Location: [Frederik Meijer Gardens](#)
1000 East Beltline Ave. NE
Grand Rapids, MI 49525



Date: Tuesday, Jan. 24, 2017

Location: [Suburban Collection Showplace](#)
46100 Grand River
Novi, MI 48374

Date: Wednesday, Jan. 18, 2017

Location: [Holiday Inn](#)
17201 Northline Road
Southgate, MI 48195

Watch your email and the [Trade Ally website](#) for more information and a link to our registration site

DESIGNATED TRADE ALLY TRAINING RESUMES IN FEBRUARY

Are you a Designated Trade Ally with the Energy Efficiency Program for Business? If not, check out these benefits:

- Listing in our online Energy Efficiency Directory
- Access to our Designated Trade Ally Portal
- Opportunity to participate in focus groups, program events, and special offers
- Presentations at events with multiple customers
- Large customer visits with program team members
- Provide access to downloadable marketing materials

Becoming a Designated Trade Ally is simple: attend a monthly training session.

The sessions resume in February and are held on the

second Thursday of every month in the New Center One Building in Detroit from 8:30 – 10:30 a.m.

To register, call us at 866.796.0512 and press Option 3

VISIT THE TA WEBSITE FOR EVENT UPDATES IN 2017

To stay up to date on events scheduled in 2017, make a habit of clicking on the Trade Ally website. We'll post

events and links as they're scheduled, giving you time to plan. The site is: dtetradeally.com.



2017 PROGRAM REVIEW & UPDATES

2017 PROGRAM FEATURES & IMPORTANT CHANGES

A number of program, measure and incentive changes were made in the 2017 program. What follows is a review of Program highlights.

For a complete list of all 2017 changes, click [here](#).

Catalog and Application

The **Catalog** contains the Program's general requirements and the specifications for all measures, and is available for download from our website (see other side).

New for 2017: New Construction incentives are now part of the regular Program Application. (See below)

Agriculture Incentives

Agriculture incentives appear near the back of the main Program

Application — and also are available through a separate, stand-alone Application.

Incentive Caps

Program caps remain unchanged.

2017	Electricity	Natural Gas
Project	\$250,000	\$200,000
Customer	\$1,000,000	\$300,000

New Construction

New for 2017: New Construction/Major Renovation incentives are in the main **Application**. Systems Approach incentives are now part of the prescriptive section of the **Application**. The LEED Whole Building and the LEED Design Review Assistance incentive worksheets are located in the back of the **Application**.

Special Offers

Multi-Measure Bonus

New for 2017: The bonus is capped at \$2,500 for electric-only measures; \$2,500 gas-only measures; up to \$5,000 for **Applications** with both electric and gas measures. Click [here](#) for the fact sheet.

Michigan-Made Bonus

New for 2017: The bonus is reduced to 10%. This bonus is available for certain prescriptive measures when at least 50% of the content is Michigan-made. Click [here](#) for the fact sheet.

Michigan Saves Financing

New for 2017: Incentives will be used to buy down the interest rates offered by Michigan Saves. The actual buy down amount cannot be greater than the total amount of the incentives awarded on the Application. Click [here](#) for the fact sheet.

Custom measures

New for 2017: Only DLC-listed lighting is eligible for incentives (see below); fluorescents, CFLs are **not** eligible.

New measure

New for 2017: Pre-rinse sprayers for electric water heat:
•\$30/sprayer (same incentive level as for the gas heat measure)

Removed measures

New for 2017: The following measures have been **removed**:

- All induction and fluorescent lighting — including CFLs
- The de-lamping incentive
- These LEDs:
 - LL-1 = LED A-Line Lamps <19 watts
 - LL-2 = LED A-Line Lamps ≥19 watts
 - LL-4 = LED MR16 Lamps
 - LL-5 = LED/PAR/BR/R Lamps
 - LL-6 = LED Candelabra Lamps replacing incandescent candelabras
 - LL-7 = LED Globe Lamps replacing incandescent globes
 - LL-8 = LED A-Line Lamps replacing CFL A-line
 - LL-9 = LED PAR/BR/R Lamps replacing CFL PAR/BR/R Lamps
 - LL-10 = LED Recessed Down Lights replacing CFL recessed down lights

Incentive changes

New for 2017: LED lighting that is listed by the **Design Light Consortium** (DLC) is the **standard** measure for certain fixtures.

- Non-DLC fixtures receive half the standard incentive.
- To qualify, the fixture must be listed on the DLC website:

www.designlights.org

The Application offers both DLC-listed and non-DLC lighting submissions

Interior LED High Bay (Reservation Application Required)

Ref #	Brief Description of Existing Fixture Model and New Fixture Model	# of Fixtures (A)	Pre-Upgrade Watts/ Fixture (B)	Post-Upgrade Watts/ Fixture (D)	Total Kilowatts Reduced (E) = (A x B) - (C x D) / 1000	Incentive/ kW Reduced (F)	Total Incentive (E x F)
EX	1L 400 W HID Fixtures to 1L LED Fixtures	5	465	250	1.025	\$125.00	128.12
LL-17						\$125.00	
LL-18						\$125.00	
LL-19						\$125.00	
DLC	Brief Description *	DLC Product ID					
LL-17D						\$250.00	

New for 2017: These two incentives have been **modified**:

Measure	2017	2016
LL-3 LED Recessed Downlights	\$8/fixture	\$8/lamp
LO-7 Stairwell Bi-Level Lighting Controls	\$300/kW controlled	\$0.30/kWh controlled

Contact Us

phone: **866.796.0512** (press option 3)

email: saveenergy@dteenergy.com

web: dteenergy.com/savenow

fax: **313.664.1950**

*Funds will be awarded on a first-come, first-served basis; program based on availability of funding and may end at any time; certain other conditions apply; contact our office for details



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