



DTE Energy's 2013 Energy Efficiency Program for Business Auto Dealer Opportunities

NOTE: The 2014 Application is now available, and contains revised elements;
please download from the DTE website: www.dteenergy.com/savenow



Safety First





In this presentation

- Program Overview
- Customers & Contractors
- About Designated Trade Allies
- About Incentives
- Auto Dealer Opportunities
- 2013 Program Catalog & Application



On Aug. 7, at 5 p.m., the **electric** incentive portion of our Program went to **Waitlist**.

What this means:

- That we have reserved funds for projects that equals the total funds available for electric incentives in 2013.
- You can continue to submit Reservation Applications for **electric** projects – **however**: don't proceed with your project unless you receive a Reservation Letter telling you to proceed.
- Projects will be removed from Waitlist as other projects are cancelled and those funds become available.
- We expect to begin accepting 2014 Reservation Applications after Oct. 1, and completed Final Applications after Jan. 1, 2014.

IMPORTANT NOTE: We continue to have funds available for **gas projects** and encourage you to apply for those projects while funds remain available.



Program purpose

To help **commercial and industrial contractors and customers***:

- **Improve** energy efficiency.
- **Increase** energy efficiency awareness.
- **Reduce** energy consumption.
- **Reward** businesses for installing energy-saving measures.

**Residential and Multi-Family customers do not qualify for this Program*



Program funding

- Michigan Public Act 295 (2008) requires investor-owned utilities, municipalities and rural electric cooperatives to institute energy optimization programs:
 - **Funded through an “Energy Optimization Surcharge” applied to all ratepayers’ bills**
 - **More than \$52 million paid to date**
- DTE Energy customer benefits:
 - **Lowers customer bills for the long term**
 - **Reduces energy demand throughout Michigan**
 - **Protects the environment by reducing the carbon footprint**
 - **Offsets the costs for investment in energy-efficient products**



Since 2009

- More than **\$52 million** in cash rebates have been paid to Michigan businesses.
 - Electric: \$44.4million • Gas: \$6.2 million
- More than **18,000 projects** have been completed.
- More than **1,297 GWh** and **3.3 million Mcf** have been realized in energy savings.
- More than **\$87 million** has been realized in energy savings.



There are three types of projects

Prescriptive

- **Predetermined** measures and incentives for the installation of various energy efficient improvements.
- Incentives typically average 20% to 50% of the incremental cost.

Custom

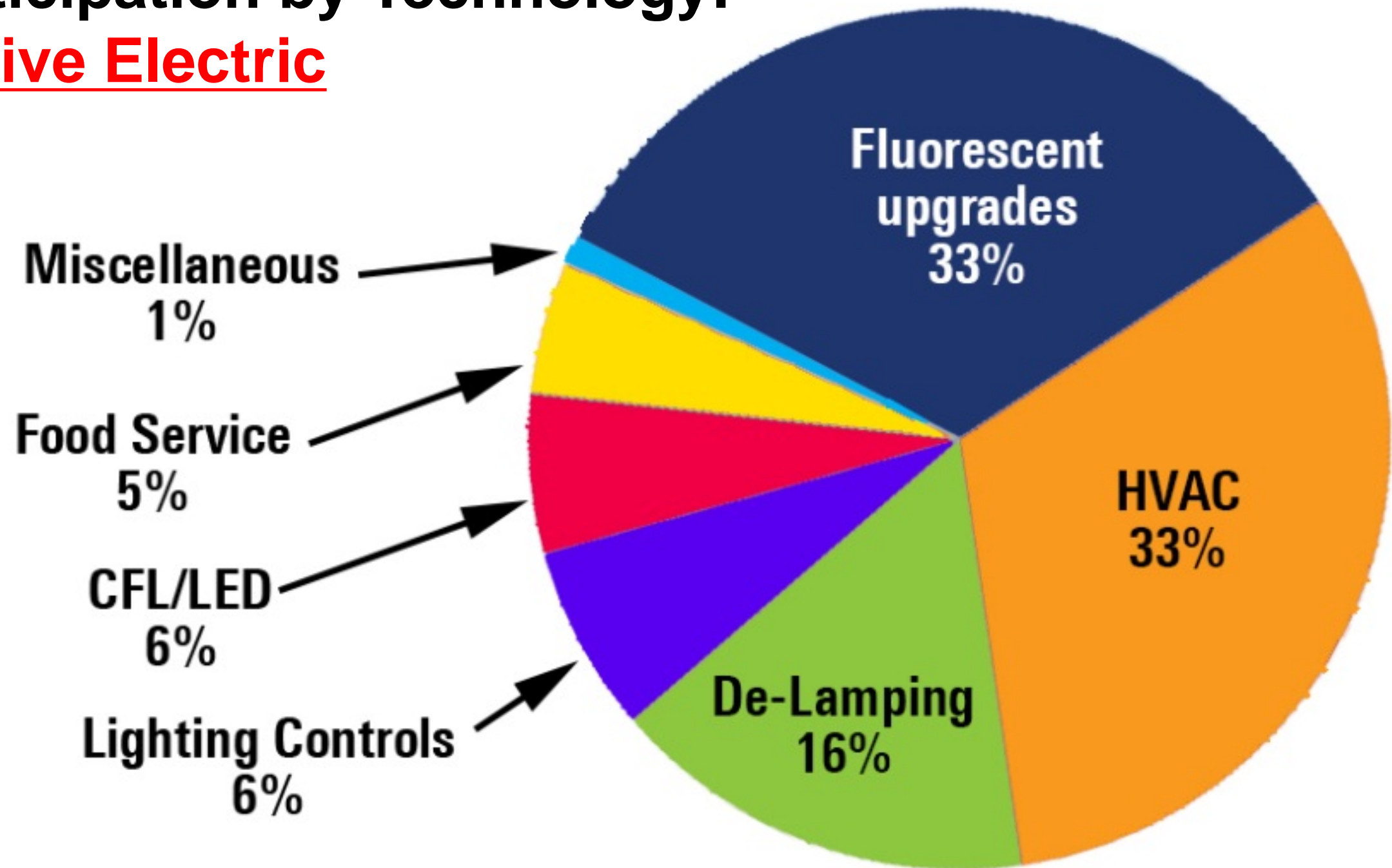
- **Capital investment** projects that increase energy efficiency and are **NOT** eligible for a Prescriptive Incentive may qualify as a Custom Measure.
- Custom Incentives are determined on a case-by-case basis and are paid per unit energy saved (ex: \$0.08/kWh and/or \$4/Mcf).

New Construction Major Renovation

- **New facilities/major renovations** of existing facilities or change of use projects.
- Adding load.

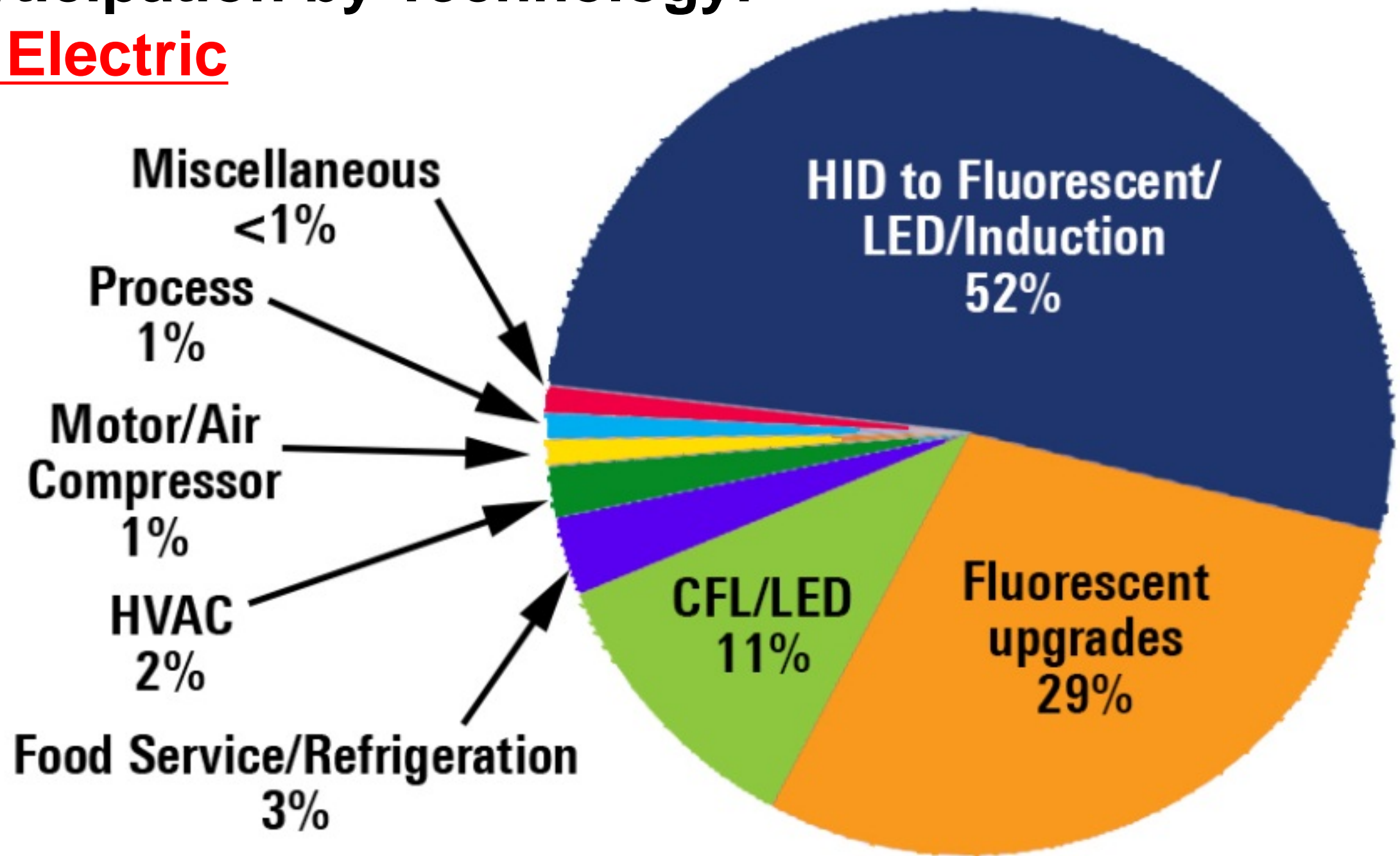


2012 Participation by Technology: Prescriptive Electric



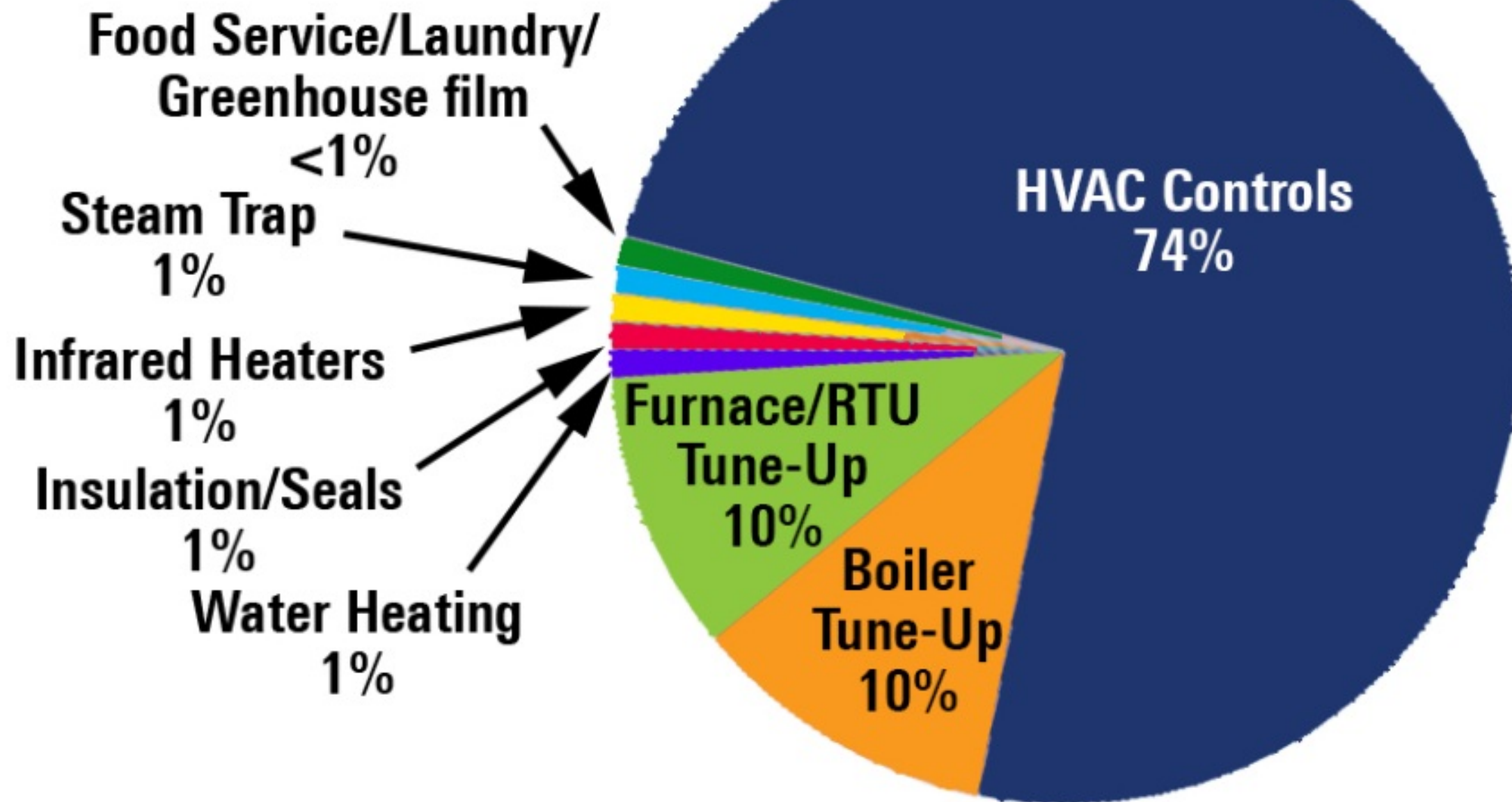


2012 Participation by Technology: Custom Electric



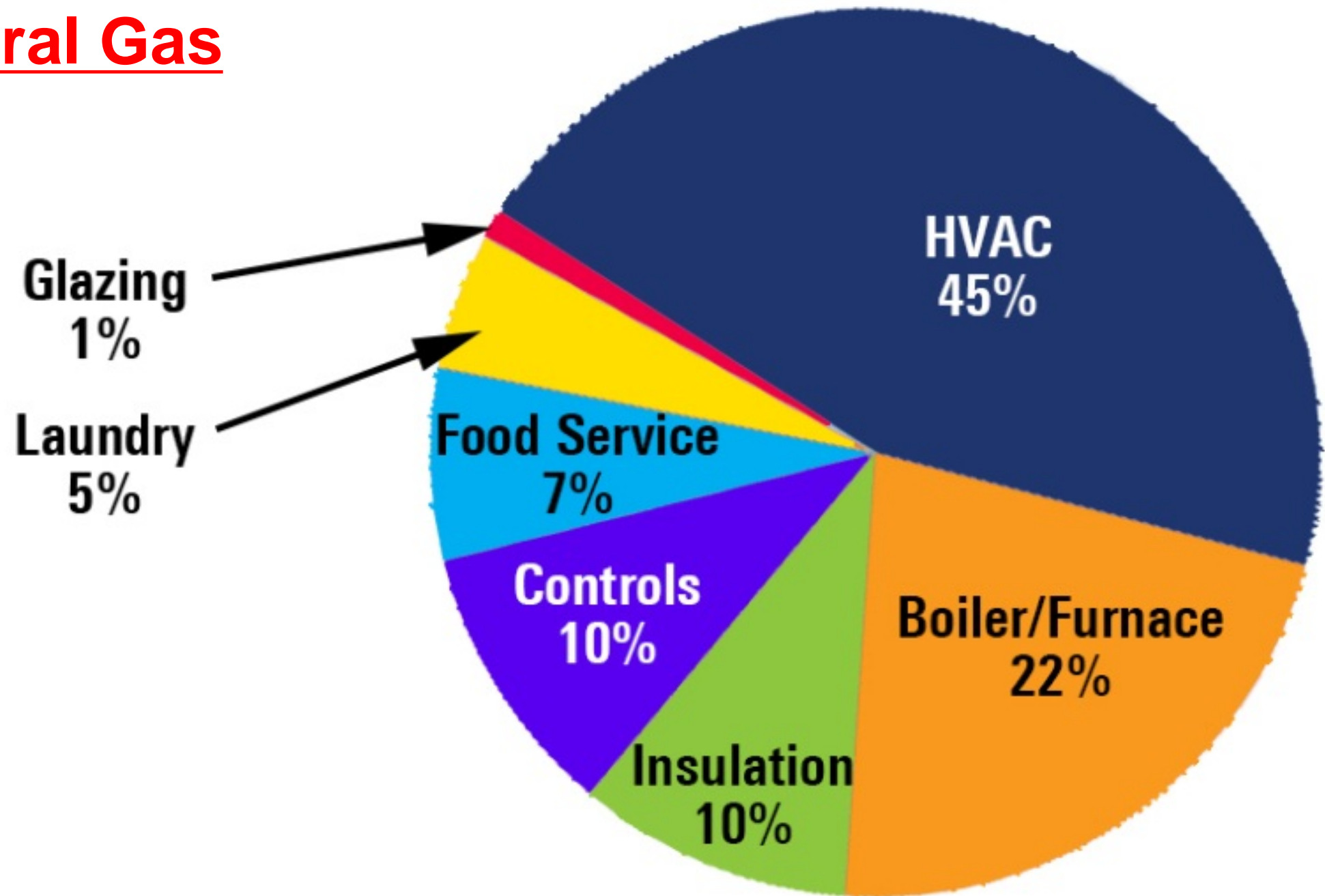


2012 Participation by Technology: Prescriptive Natural Gas





2012 Participation by Technology: Custom Natural Gas





About our Designated Trade Allies

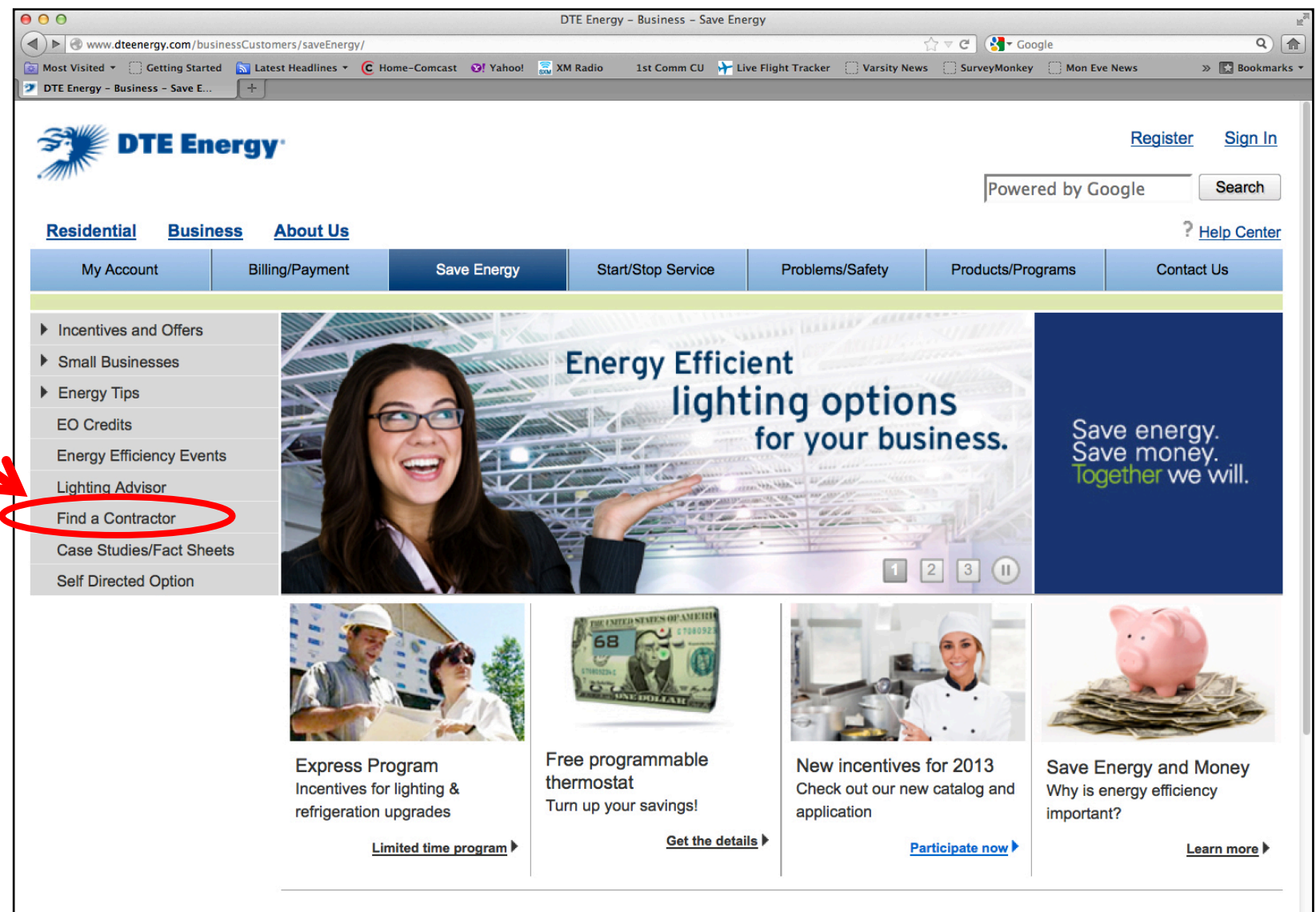
- **Designated Trade Allies** are businesses that are already familiar with our rebate program, the application process and incentive criteria.
- They include:
 - Contractors, suppliers, designers and consultants.
 - They are listed and searchable on DTE Energy's website database.





Finding a Designated Trade Ally

- Click on: dteenergy.com/savenow
- Then click on the link at left: **Find a Contractor**





About Incentives



For a customer to receive incentives

- Qualified measures must be installed at facilities served by DTE Energy.
- Projects must involve a **capital investment** that results in an improvement in energy efficiency of a system or building.
- The equipment installed must be new and meet the specifications spelled out in the Catalog.
- For each site, there must be at least one meter that is on an eligible rate schedule.
- You must be in good standing with DTE Energy and **not** be a Residential or Multifamily customer.



These do not qualify for an incentive

- Customers who self-direct (and have opted out of the program)
- Load shifting/demand limiting projects.
- Renewable energy projects.
- Power quality improvements.
- Fuel switching projects.
- On-site electricity generation.
- Changes in operational and/or maintenance practices or simple control modifications that do **NOT** involve capital costs.



Our Program timeline is simple:

Reservation Application



Application Review (may require pre-inspection)



Reservation Letter issued (Proceed with project)



Install Measures

(Project must start within 30 days and be completed within 90 days of approval or end of Program year, whichever comes first.)



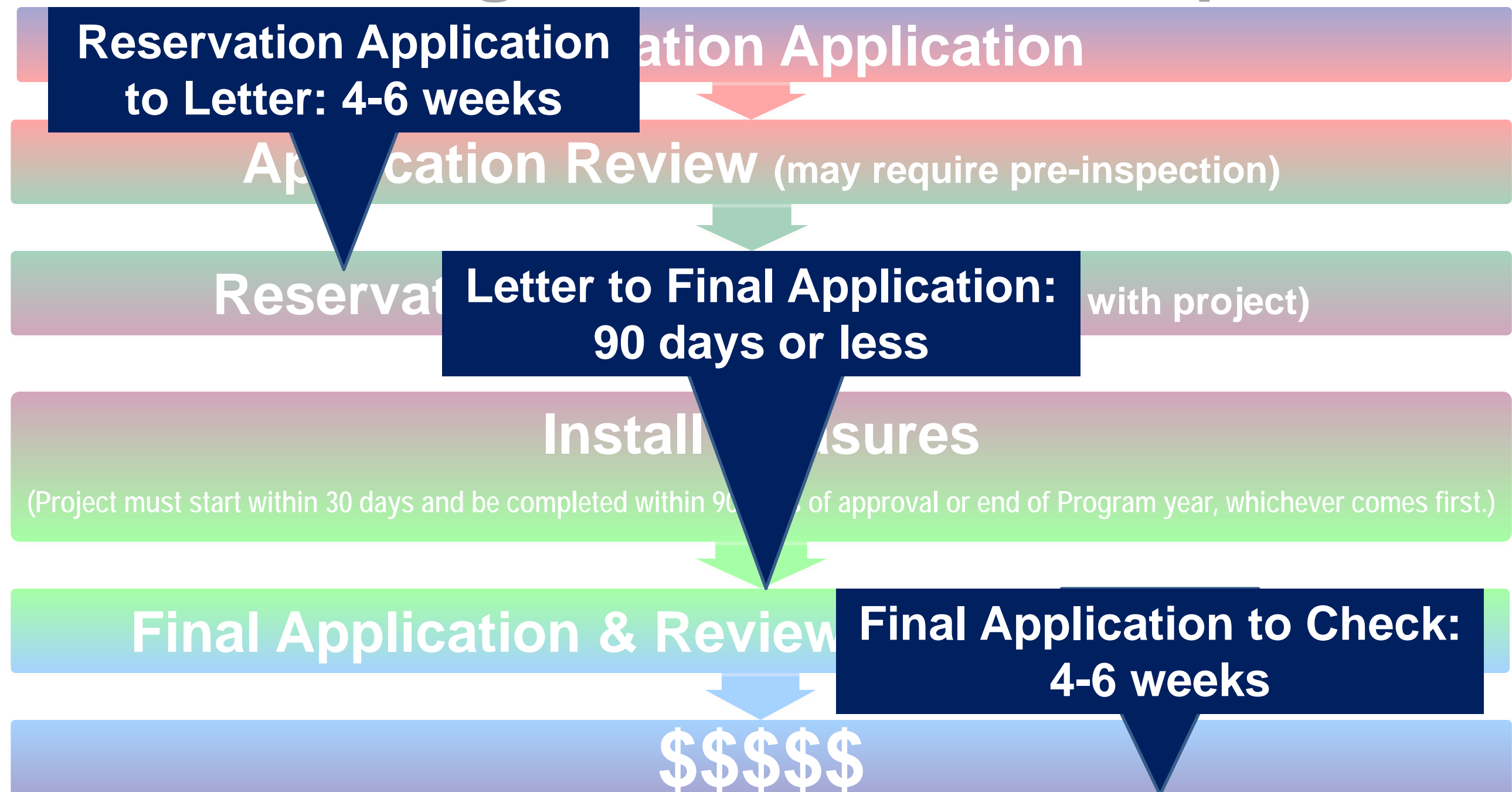
Final Application & Review (may require post-inspection)



\$\$\$\$\$\$



Our Program timeline is simple:





About your Final Application:

- Your Final Application must be submitted within 60 days of completion of your project – and include all supporting documentation.
- Failure to do so could result in delay of payment or cancellation of your Application.



About **Auto Dealer Opportunities**



Savings possibilities

Electric Measures

Interior lights to LEDs	25% to 50%	Industry study
Exterior HID to LED	up to 75%	U.S. DOE
Occupancy sensors	up to 85%	ENERGY STAR®
Beverage vending machine controls	30%	ENERGY STAR®

Natural Gas Measures

Infrared heaters	up to 30%	Green Energy Ltd.
Programmable thermostats	15% to 35%	U.S. DOE
High-efficiency boiler replacement	up to 10%	ENERGY STAR®
High-efficiency hot water heater	30%	ENERGY STAR®



Savings possibilities

Auto Dealer Case Study

ORIGINAL EQUIP.	NEW EQUIP.	ENERGY SAVINGS*	COST SAVINGS*
H400-watt HID wallpacks (10)	50-watt LEDs (10)	89%	\$2,271
100-watt HID dome (12)	18-watt LEDs (12)	82%	\$552
1,000-watt flood lights (58)	200-watt LEDs (58)	81.5%	\$27,944



**Estimated first-year savings reported by DTE Energy customers*



The
2013
**Energy Efficiency
Program for Business**
Catalog & Application

2013 Program Catalog & Application



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To get an electronic Catalog and Application

1) visit: dteenergy.com/savenow

2) Then select the
“Participate now”
link (red circle).

The screenshot shows the DTE Energy Business Save Energy website. The navigation bar includes links for Residential, Business, and About Us, as well as a search bar. The main content area features a large banner for energy-efficient lighting options. Below the banner are four promotional tiles. The third tile, titled "New incentives for 2013", is circled in red and contains a "Participate now" link. The other tiles include "Express Program Incentives for lighting & refrigeration upgrades", "Free programmable thermostat", and "Save Energy and Money".

**Requires Acrobat Reader*

2013 Program Catalog & Application



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To get an electronic Catalog and Application

1) visit: dteenergy.com/savenow

2) Then select the
“Participate now”
link (red circle)

3) Click to on the icon
to download the
electronic Program
Catalog or
interactive PDF
Application.

**Requires Acrobat Reader*

DTE Energy - How To Participate

www.dteenergy.com/businessCustomers/saveEnergy/rebates/incentivesParticipate.html

Most Visited Getting Started Latest Headlines Home-Comcast Yahoo! XM Radio 1st Comm CU Live Flight Tracker Varsity News SurveyMonkey Mon Eve News Bookmarks

DTE Energy - How To Participate

DTE Energy

Register Sign In

Powered by Google Search

Residential Business About Us

My Account Billing/Payment Save Energy Start/Stop Service Problems/Safety Products/Programs Contact Us

Incentives and Offers
Small Businesses
Energy Tips
EO Credits
Energy Efficiency Events
Lighting Advisor
Find a Contractor
Case Studies/Fact Sheets
Self Directed Option

How To Participate

Prescriptive and Custom Incentives:

1. Verify your eligibility. See sections P.3 through P.5 in the Energy Efficiency Program for Business Policy and Procedures Manual*
2. Submit a Reservation Application to reserve funding. (This is required for all custom and De-lamping measures and highly recommended for the rest of the Prescriptive measures.)
3. Install your equipment or systems within 90 days of reservation confirmation.
4. Submit the required documentation of project completion, costs and energy savings within 60 days of

Download application* Download catalog*

Review the guidelines for completing the Energy Efficiency Program for Business application

Save energy. Save money. Together we will.

2012 Rebate Program Status

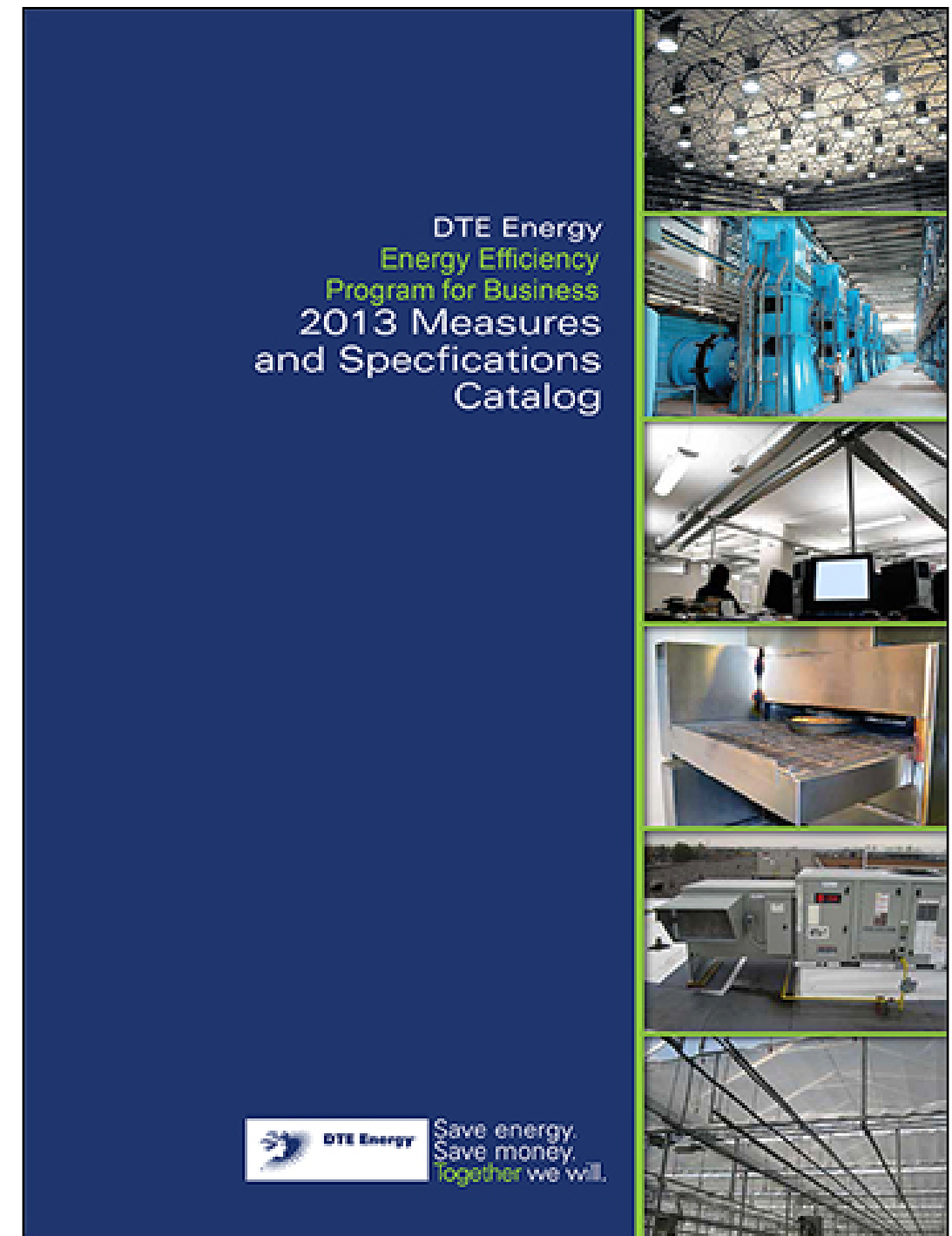
Paid 30% Active 98% Electric Installations

Paid 80% Active 98% Gas Installations



About our Catalog

- It includes specifications and details for every **Prescriptive** incentive measure.
- It includes specifications and details on how to submit a **Custom** project.
- Use it as a desktop reference for all your projects.
- To get a print copy, contact us at:
saveenergy@dteenergy.com
or call us at **866-796-0512** (press option 3).





About our Application

- Use it as a **Reservation** Application


and

- Use it as a **Final** Application

NOTE: Funds **must** be reserved for all custom projects and lighting projects that involve de-lamping.

We **encourage** you to reserve funds for all **prescriptive** projects.

Energy Efficiency Program for Business



Save energy.
Save money.
Together we will.

2013 Program Application

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For New Construction and Major Renovation projects,
download our NC/MR Application at dteenergy.com/savenow

If you have questions about other projects and the appropriate
application to submit, contact us at 866-796-0512 (press option
3) or email us at saveenergy@dteenergy.com

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We have worksheets for every type of **prescriptive measure** offered in the program.

Simply complete all relevant areas.

HVAC – Electric Incentive Worksheet

Ground Source Heat Pumps

Equipment Type	Size Category	Qualifying Efficiency	Incentive (per ton) (C)
Ground-Source Heat Pump (GSHP)	≤ 135,000 Btu/h (11.3 tons)	17 EER	\$22.50
		19 EER	\$30.00
Ground Source Heat Pump (replacing Air Source Heat Pump)	≤ 135,000 Btu/h (11.3 tons)	17 EER	\$150.00
		19 EER	\$175.00

Check the **Michigan-Made** box  only if the piece of equipment for which you are seeking an incentive meets the Michigan-Made bonus specifications **and** you can provide the manufacturer affidavit.

Equipment Type & Qualifying Efficiency Category	Make and Model	EER	kW/ton Full Load	kW/ton IPLV	Unit Size (tons) (A)	Quantity (B)	Incentive Per Ton (C)	Incentive (A*B*C)

HVAC
Electric

HVAC Controls

Measure Name	Size	Incentive	Unit	# of Units	Total Incentive
Programmable Thermostat (Air Conditioning)	ALL	\$20.00	Thermostat		
Chilled Water Reset with Pump on/off Control	ALL	\$5.00	1,000 Sq. Ft. Conditioned Space		
Setback-Setup Controls (Air Conditioning)	ALL	\$20.00	1,000 Sq. Ft. Conditioned Space		
Hotel Guestroom Energy Management Control (Air Conditioning)	ALL	\$30.00	Room		

HVAC Occupancy Sensor for Large Office Building

Measure Name	Size	Incentive	Unit	# of Units	Total Incentive
HVAC Occupancy Sensor, Large Office Building w/ CV System	ALL	\$30.00	1,000 Sq. Ft.		
HVAC Occupancy Sensor, Large Office Building w/ VAV System	ALL	\$5.00	1,000 Sq. Ft.		

Subtotal HVAC – Electric Incentives – Page 2

Michigan-Made All Measures

To download an interactive application, go to: dteenergy.com/savenow

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PROGRAM APPLICATION



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For Custom projects:

- The interactive PDF will:
 - Automatically allocate the incentives proportionally to each eligible item for **Multi-Measure** calculations on Page 6 (you must check the category (i.e. Lighting)
 - Automatically calculate the **Michigan-Made** bonus for each checked item

Custom Incentive Worksheet

Must be submitted BEFORE project begins

See Instructions on Page 26 ("Custom Specifications"). Complete every blank box for each item you submit.

Item 1

Description		Elec.	Category	Gas
Before Retrofit	After Retrofit	<input type="checkbox"/>	Lighting	<input type="checkbox"/>
		<input type="checkbox"/>	HVAC	<input type="checkbox"/>
		<input type="checkbox"/>	Miscellaneous	<input type="checkbox"/>
		<input type="checkbox"/>	Process	<input type="checkbox"/>
		<input type="checkbox"/>	Food Service	<input type="checkbox"/>
		<input type="checkbox"/>	Hot Water/Laundry	<input type="checkbox"/>
		<input type="checkbox"/>	Insulation	<input type="checkbox"/>
Hours used per year	Hours used per year	<input type="checkbox"/> Michigan-Made		

Service	Unit	Current Energy Cost (\$ per Unit)	Annual Savings (Units/Year) (A)	Incentive Rate (\$ per Unit) (B)	Calculated Incentive (A x B)	Measure Cost
Electric	kWh			\$0.08		
Natural Gas	Mcf			\$4.00		

☐ Capped Measure Incentive (from Total Awarded Incentive below)

Item 2

Description		Elec.	Category	Gas
Before Retrofit	After Retrofit	<input type="checkbox"/>	Lighting	<input type="checkbox"/>
		<input type="checkbox"/>	HVAC	<input type="checkbox"/>
		<input type="checkbox"/>	Miscellaneous	<input type="checkbox"/>
		<input type="checkbox"/>	Process	<input type="checkbox"/>
		<input type="checkbox"/>	Food Service	<input type="checkbox"/>
		<input type="checkbox"/>	Hot Water/Laundry	<input type="checkbox"/>
		<input type="checkbox"/>	Insulation	<input type="checkbox"/>
Hours used per year	Hours used per year	<input type="checkbox"/> Michigan-Made		

Service	Unit	Current Energy Cost (\$ per Unit)	Annual Savings (Units/Year) (A)	Incentive Rate (\$ per Unit) (B)	Calculated Incentive (A x B)	Measure Cost
Electric	kWh			\$0.08		
Natural Gas	Mcf			\$4.00		

☐ Capped Measure Incentive (from Total Awarded Incentive below)

Item 3

Description		Elec.	Category	Gas
Before Retrofit	After Retrofit	<input type="checkbox"/>	Lighting	<input type="checkbox"/>
		<input type="checkbox"/>	HVAC	<input type="checkbox"/>
		<input type="checkbox"/>	Miscellaneous	<input type="checkbox"/>
		<input type="checkbox"/>	Process	<input type="checkbox"/>
		<input type="checkbox"/>	Food Service	<input type="checkbox"/>
		<input type="checkbox"/>	Hot Water/Laundry	<input type="checkbox"/>
		<input type="checkbox"/>	Insulation	<input type="checkbox"/>
Hours used per year	Hours used per year	<input type="checkbox"/> Michigan-Made		

Service	Unit	Current Energy Cost (\$ per Unit)	Annual Savings (Units/Year) (A)	Incentive Rate (\$ per Unit) (B)	Calculated Incentive (A x B)	Measure Cost
Electric	kWh			\$0.08		
Natural Gas	Mcf			\$4.00		

☐ Capped Measure Incentive (from Total Awarded Incentive below)

* The Total Calculated Incentive is awarded for each energy service (electric or natural gas) based on the Simple Payback Period for that energy service. For electric items, it must be greater than or equal to one year and less than or equal to eight years. For natural gas items, it must be equal to or greater than one year. If one or more of your items contains both electric and natural gas savings, please contact us for assistance. See formula at right to calculate Simple Payback Period.

Simple Payback Period = $\frac{\text{Measure Cost}}{(\text{Annual kWh/Mcf Saved} \times \text{Electricity/Natural Gas Cost})}$

** Total Custom Incentives may not exceed 50% of the Total Measure Cost, or the Aggregate Measure Cost of the respective utility if the other utility does not qualify for an incentive.

Total Custom Incentives (Includes values entered on pages 27-29)	Aggregate Measure Cost		Simple Payback Period*		Total Calculated Incentive*		Total Measure Costs		Total Awarded Incentive**	
	Electric	Natural Gas								

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PROGRAM APPLICATION



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The Final Application

Page 6 contains the **Incentive Summary, Final Agreement Information and Account Holder Signature** area.

In the interactive PDF:

- Incentives are automatically entered from each completed page.
- **Michigan-Made** incentives are entered from each completed page – and then totaled and calculated for the 15% bonus.
- Prescriptive and Custom incentives for each category are totaled and, if no single category is more than 75% of the total, that figure is calculated for the 10% **Multi-Measure** bonus.

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Mod. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune-Ups					
Food Service – Gas					
Subtotals			C1	D1	
10% Multi-Measure Bonus				D2	
15% Michigan-Made Bonus			C2		
Incentive Subtotal					
Other Special Offers					
Other Special Offer – Code:					
Other Special Offer – Code:					
Other Special Offer – Code:					
Total Incentives Requested					

The figures in this table will self-populate in the electronic version of this Application. In a paper version, the values must be entered manually.

- For the Michigan-Made bonus:
 1. By category, enter only those incentives that meet the Michigan-Made criteria and total (C1)
 2. Then, multiply the total by .15 and enter into C2 and again in C2 at the far right
- For the Multiple-Measure bonus:
 1. Subtotal each category (A+B)
 2. Total all categories and enter in D1

3. Then, calculate the percentage of each category against the total (divide each category by D1). If no single category is 75% or more of the total, proceed to Step 4; otherwise enter \$0 in D2

4. Multiply D1 by .10 and enter into D2 and again in D2 at the far right.

Total all incentives in D1, D2 and C2 and enter in Incentives Subtotal. Enter any other Program Special Offer bonuses where indicated (you must attach the worksheet from each offer) and manually enter the incentive value in the space(s) provided.

Final Agreement Information and Account Holder Signature	
DTE Project Number	
Total Project Cost	Actual Completion Date
DTE Account Holder Name (print)	DTE Account Holder Title
DTE Account Holder Signature	Date

For final applications, sign and submit only **after** all equipment has been installed. A customer signature is required for payment. Signed applications received by fax or email will be treated the same as original applications received by mail. See Page 30 for submission instructions.

By signing this form, I agree to all terms and conditions listed on page 5.

PROGRAM APPLICATION



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Electronically submit your
Reservation Application
and/or your **Final Application**.

Automatically:

- Your email will be launched,
- our email will be inserted,
- the subject line will be entered and
- your Application will be attached.

At that point, **you also can attach any other documents** to the email.

To submit your Reservation Application*

1. Complete the Application (Pages 2-4).
 - a. Ensure that you have completed the Reservation Application checklist (Page 2).
 - b. Ensure that you have completed the Customer information (Page 3).
 - c. Ensure that you have completed the Contractor and, if applicable, Third Party Payment information (Page 4).

2. Complete all relevant worksheets for your project.

3. Print and mail your Reservation Application to:

DTE Energy's Energy Efficiency Program for Business

P.O. Box 11289
Detroit, MI 48211

or

Fax to: 877.607.0744

or

[Submit electronically by clicking here](#)

SUBMIT

* A Reservation Application may not be required for your project, but is strongly encouraged to set aside funds. Submission of a Reservation Application does not guarantee that funds will be available.

To submit your FINAL Application

1. Complete or confirm all information in on Pages 2-4.
2. Complete and have account holder sign Final Application Agreement (Page 5)
3. Complete or confirm all relevant worksheets for your project.
4. Print and mail your FINAL Application to:

DTE Energy's Energy Efficiency Program for Business

P.O. Box 11289
Detroit, MI 48211

or

Fax to: 877.607.0744

or

[Submit electronically by clicking here](#)

SUBMIT



**If you have questions or would like help
completing your Application,
please contact our office**

Email

saveenergy@dteenergy.com

Phone

866-796-0512 (press option 3)

Fax

877-607-0744

Website

dteenergy.com/savenow