



Case Study: **City of Monroe**



The city of Monroe is one of Michigan's most historic communities — featuring a downtown district filled with turn-of-the-last-century buildings sitting alongside the Raisin River.

For generations, people from throughout Monroe County traveled to the central city for shopping and business — at the same time, appreciating its quaint charm.

Home to a number of historic markers and monuments — including a larger-than-life statue of Gen. George Armstrong Custer — Monroe offers a unique blend of community and commerce.

It was with that mix in mind that city officials worked with DTE Energy specialists to upgrade their aging residential street lighting system.

Living with out-of-date and energy-hungry mercury vapor and high pressure sodium lights, officials knew that the best way to save money in the long run was to convert to the latest, cost-effective technology.

Residential areas near Monroe's downtown shopping district got a lighting upgrade worth \$17,000 in incentives from DTE Energy's program.

Which they did: They replaced nearly 300 neighborhood streetlights with LED fixtures — and received more than \$17,000 in incentives through DTE's **Energy Efficiency Program for Business**.

And making the process easy for city officials was the fact that those DTE specialists did all the work for them.

"Our participation was pretty simple," said Patrick Lewis, Monroe's director of Engineering and Public Services. "From our end, we just signed the paperwork, cut the check and got out of the way to let DTE do its job."

City used \$55,000 in Community Development Block Grant funds to help pay for lighting project

To receive the more than \$17,000 in cash incentives for its streetlighting project, the city of Monroe collaborated with DTE Energy's Community Lighting Department, which used a special application designed specifically for these kinds of projects.

According to Monroe's Patrick Lewis, the city didn't replace any streetlights on the north side of the Raisin River, because officials used nearly \$55,000 in Community Development Block Grant (CDBG) funds to offset their capital costs. CDBG funds, Lewis said, could only be used in low-to-moderate income residential areas.

The balance of the project — \$16,000 — was paid for out of the city's general fund.

"In the future, we would likely consider changing over the north side lights," he said, "although we would probably wait a little while to start to realize the operating cost savings from the first wave of changeovers on the south side of the river."

Although Monroe did replace some high pressure sodium lights in this first round of replacements, Lewis said the city focused primarily on mercury vapor replacements because "we got the most bang for the buck" with those fixtures.

Finally, Lewis said, the city has plans to do even more work this year: "We intend to work with DTE on some additional retrofits in 2014, as well."

Especially since, he said, "this has been a pretty darned advantageous partnership."



This area of Monroe had its mercury vapor and high pressure sodium lights replaced with LEDs, which created brighter, safer streets.



City also used DTE program to upgrade its sports arena lighting

Since 2011, the city of Monroe has received nearly \$27,000 in cash incentives from DTE Energy for various lighting projects throughout the community.

That included a 2013 project to upgrade the lighting in the city's Sports Arena. That project alone received nearly \$6,000 in incentives through DTE's Energy Efficiency Program for Business.

Other projects over the years have included lighting upgrades in various city buildings.



Streetlighting Incentive Program Summary

PROJECT	INCENTIVE	MC†	SAVINGS*
255 67W LEDs replacing 175W Mercury Vapor	\$14,790		
10 135W LEDs replacing 400W Mercury Vapor	\$1,350		
31 67W LEDs replacing 100W High Pressure Sodium*	\$933		
1 135W LED replacing 250W High Pressure Sodium*	\$68		
297	\$17,138	\$87,543	170,707 kWh

†Measure Cost; *First-year savings estimated

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

About the Program

Through DTE's **Energy Efficiency Program for Business**, companies like yours — big and small, manufacturing and service, sole proprietorships and corporations — can apply for cash incentives to help offset the cost of energy-saving equipment and technologies.

The **Energy Efficiency Program for Business** offers a comprehensive set of incentives for both electric and natural gas users, helping you invest in energy efficient technologies, saving you energy and money — today and into the future.

Our online Catalog provides specifications about each incentive offered, and our online Application provides step-by-step instructions on how to apply for those incentives.

The incentives fall into three categories:

Prescriptive Incentives

Prescriptive Incentives provide customers with predetermined incentive rebates for the installation of specific energy-efficient equipment — including, but not limited to: lighting, controls, HVAC, refrigeration and food service equipment. Incentives are provided for qualified improvements and equipment commonly installed in a retrofit or equipment replacement situation. Prescriptive incentives are paid based on quantity, size and efficiency of the equipment.

Custom Incentives

When customers cannot find a prescriptive measure that fits their projects, they can apply for **Custom Incentives**. This program provides cash rebates for measures installed in qualified projects that are less common or more complex than prescriptive measures. Custom incentives are paid based on the first year of energy savings (kWh and/or Mcf).

New Construction and Major Renovation Incentives

If a customer is building a new facility, changing the usage of space or adding load, **New Construction and Major Renovation Incentives** are available to assist them with off-setting the cost of energy-efficient upgrades, allowing them to save on operating costs long term. There are three categories of new construction incentives:

- **Systems Approach** incentives are predetermined to optimize the energy efficiency of individual systems.
- **LEED Whole Building Approach** incentives are based on energy savings validated by LEED.
- **LEED Design Review Assistance** is a flat rate incentive designed to encourage LEED certification.

Contact Us

We are available to help you understand the incentive requirements and available resources for this and other energy-efficiency projects. Call to check your eligibility and learn how to make DTE's **Energy Efficiency Program for Business** work for you.

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NOTE: Programs based on availability of funding and may end at any time.