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Case Study: Whole Foods Market

When Whole Foods Market opened its store in Midtown Detroit, it was hailed by civic leaders as a sign of better days ahead for the city.

For the national chain, the decision was based on good business.

Which is the same kind of decision the company made when it came to building its new facility in 2013: Instead of installing outdated and inefficient lighting, HVAC systems and refrigeration and cooking equipment, Whole Foods Market officials worked with DTE Energy to identify the latest, most energy-efficient technologies on the market.

And then they applied for incentives that would help offset the costs of those technologies.

The chain — the world's largest natural and organic grocer — opened its store on June 5, 2013, with the breaking of a giant loaf of bread replacing the traditional ribbon cutting.

The 26,000-square-foot store, located at Woodward and Mack in Detroit's growing Midtown district, received more

Whole Foods Market's new Detroit store used DTE Energy incentives to help offset the cost of energy-saving technologies in the facility.

than $20,000 in energy-efficiency incentives from DTE through its **Energy Efficiency Program for Business**. The company applied for incentives offered in the program's New Construction Application.

Not surprisingly, nearly 60% of incentives involved electric and gas food service technologies, such as refrigeration and freezer equipment and cookers, fryers, ovens and holding cabinets.

Other incentives helped offset the cost of new lighting and sensors throughout the store.

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Whole Foods Market planned in advance to include energy-efficient technologies

Planning ahead and being energy conscious prior to construction. Those were the guiding principles behind Whole Foods Market's design and construction of its new Midtown Detroit store.

"Implementing the energy-saving measures was streamlined into our normal build process," said Breisa Grandolfo, the company's maintenance specialist.

"We made most of the (energy-efficiency) decisions based on our own guidelines and standards," she said, adding that DTE's rebates were helpful in meeting our "goal for building more sustainable, energy efficient buildings."

Most of the energy efficiency measures installed at the store dealt exclusively with food preparation, storage and presentation — showing everything in the best light possible. Literally.

In the food service area, for example, Whole Foods installed new, high efficiency gas steam cookers, gas ovens and gas fryers; on the electric side, the company installed high efficiency hot holding cabinets, refrigerators and freezers.

Nearly all the equipment was ENERGY STAR® certified (see chart on savings).

Through the New Construction program, Whole Foods Market was able to receive incentives on lighting applications, based on energy savings compared to industry standards.

The Lighting Power Density (LPD) incentive requires that a business installs energy efficiency lighting with the watts used per square foot being at least 10% less than ASHRAE standards for that type of building.

Whole Foods Market estimated savings by measure

Natural Gas		Electric	
Measure	Energy savings	Measure	Energy savings
ENERGY STAR® steam cookers	up to 50%	ENERGY STAR® refrigerators & freezers	up to 35%
ENERGY STAR® combination ovens	20%-30%	ENERGY STAR® holding cabinets	65%
ENERGY STAR® fryers	30%	ECM fan drives for walk-in boxes*	30%-70%
High-efficiency hot water heater*	30%	LED door case lighting w/sensors*	up to 75%
*Industry estimates		*Industry estimates	

In addition, the company installed daylight sensor controls that reduce lighting during bright, sunny days.

Although Whole Foods Market clearly employed an integrated energy-efficiency approach to its project, Grandolfo said the process wasn't anything "out of the ordinary."

"All our new stores are designed with the same basic parameters and measures in mind," she said — and she recommends that any company "develop an internal design review process that defines the energy efficiency standards right from the start. We're committed to sustainable design because it supports our communities – and that is always the best business model to follow."

One year into its operations, the Detroit store already was realizing cost savings due to the installation of the energy efficient technologies, Grandolfo said: "Our utility bills and energy consumption are markedly lower" than the company expected.

And, she said, "we also enjoyed maintenance savings thanks to our lighting and HVAC efficiencies; we see far less service calls and issues with these new design parameters" compared to other stores.

"When we build a sustainable structure: everyone wins!"

Given Whole Foods Market's experience with designing energy efficiency technologies into their projects, it wasn't surprising to hear that the company already was working on remodeling its Ann Arbor store — and taking advantage of the DTE incentive program.

"Our biggest goal is to approach every remodel with the same design standards as our new stores."

Something, Grandolfo said, she would "definitely recommend" to other companies, too.

Category Summary

PROJECT	INCENTIVE
Lighting	$6,536
Food Service - Electric	$9,460
Process Electric	$200
Food Service - Gas	$3,035
Other Gas	$700
HVAC	$900
	$20,830

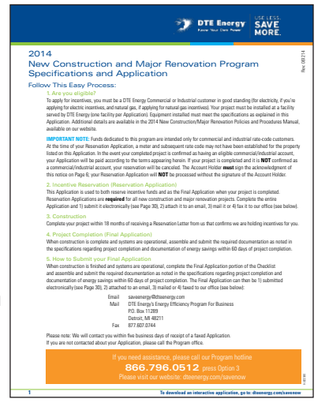
What sets new construction projects apart from the rest?

There are three types of project incentives offered through DTE's **Energy Efficiency Program for Business**: Prescriptive, Custom and New Construction/Major Renovation.

That third type of project can mean the building of new facilities, performing major renovations to existing facilities, changing the use of a facility (from manufacturing to warehousing, for example) or adding load to a facility.

If a project meets one of those criteria, the next step is determining which of two options is appropriate for calculating the rebates a customer can earn: the **Whole Building Design Approach** or the **Systems Approach.**

One key to that determination is whether an energy model can be used to calculate savings: if it can, the Whole Building Approach is the way to go; if not, the System Approach is appropriate,


DTE Energy
SAVE MORE.
2014
New Construction and Major Renovation Program
Specifications and Application
Follow This Easy Process:
1. Are you eligible?
To apply for incentives, you must be a DTE Energy Commercial or Industrial customer in good standing (for electricity, if you're applying for electric incentives, and natural gas, if applying for natural gas incentives). Your project must be installed at a facility served by DTE Energy (one facility per Application). Equipment installed must meet the specifications as explained in this Application. Additional details are available in the 2014 New Construction/Major Renovation Policies and Procedures Manual, available on our website.
IMPORTANT NOTE: Funds dedicated to this program are intended only for commercial and industrial rate-code customers. At the time of your Reservation Application, a meter and subsequent rate code may not have been established for the property listed on this Application. In the event your completed project is confirmed as having an eligible commercial/industrial account, your Application will be paid according to the terms appearing herein. If your project is completed and it is NOT confirmed as a commercial/industrial account, your reservation will be canceled. The Account Holder must sign the acknowledgment of this notice on Page 6; your Reservation Application will NOT be processed without the signature of the Account Holder.
2. Incentive Reservation (Reservation Application)
This Application is used to both reserve incentive funds and as the Final Application when your project is completed. Reservation Applications are required for all new construction and major renovation projects. Complete the entire Application and 1) submit it electronically (see Page 30), 2) attach it to an email, 3) mail it or 4) fax it to our office (see below).
3. Construction
Complete your project within 18 months of receiving a Reservation Letter from us that confirms we are holding incentives for you.
4. Project Completion (Final Application)
When construction is complete and systems are operational, assemble and submit the required documentation as noted in the specifications regarding project completion and documentation of energy savings within 60 days of project completion.
5. How to Submit your Final Application
When construction is finished and systems are operational, complete the Final Application portion of the Checklist and assemble and submit the required documentation as noted in the specifications regarding project completion and documentation of energy savings within 60 days of project completion. The Final Application can then be 1) submitted electronically (see Page 30), 2) attached to an email, 3) mailed or 4) faxed to our office (see below).
Email savenergy@dteenergy.com
Mail DTE Energy's Energy Efficiency Program For Business
P.O. Box 11289
Detroit, MI 48211
Fax 877.827.0744
Please note: We will contact you within five business days of receipt of a faxed Application.
If you are not contacted about your Application, please call the Program office.
If you need assistance, please call our Program hotline
866.796.0512 press Option 3
Please visit our website, dteenergy.com/savenow
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To download an interactive application, go to: dteenergy.com/savenow

Incentives offered through the Whole Building Design Approach are based on energy savings above an ASHRAE baseline.

Incentives are offered on three tiers of performance improvements above that baseline.

The Systems Approach, on the other hand, offers pre-determined incentives for specific energy efficiency equipment, such as lighting power density improvements, sensors and controls for daylighting, HVAC, process electric equipment, water heating and food service and refrigeration.

Because of its installation of food service equipment and lighting, Whole Foods Market applied for and received incentives based on the Systems Approach.

DTE's Application for New Construction/Major Renovation projects can be downloaded at: **dteenergy.com/savenow.**

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.

email: **saveenergy@dteenergy.com**
phone: **866.796.0512** (press option 3)
web: **dteenergy.com/savenow**
fax: 877.607.0744
mail: DTE Energy's Energy Efficiency Program for Business
P.O. Box 11289
Detroit, Michigan 48211

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