



2015

Energy Efficiency Program for Business

Mid-Program Year Update

and

Designated Trade Ally Training



Welcome

Kimathi Boothe

Program Energy Advisor



Safety First
Exits
Restrooms
Other site features



What we hope to accomplish today:

- **Provide Overview of mid-Program Year Updates**
 - New mid-year Measures
 - New, Continuing & Expiring Offers (Ag, Rest., H-F)
 - Revised New Construction Application
 - New requirement for custom projects (Location)
 - Using the Trade Ally website
- **Provide answers to your questions**
- **Break/Networking**
- **Designated Trade Ally Training**



Since 2009:

- Nearly **\$102 million** in cash rebates has been paid to Michigan business customers:
 - Electric: **\$87 million**
 - Gas: **\$15 million**
- More than **32,000 projects** have been completed.
- And our customers have realized savings of:
 - **1,837 GWh** in electricity.
 - **4.7 million Mcf** in natural gas.
 - **\$220 million** in total energy costs.



Mid-program changes for 2015

2015 Mid-Program Changes



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New Measures (effective March 1, 2015)



New measures

ELECTRIC - LIGHTING

- Interior combined occupancy & daylight sensors
 - ≤500 watts = **\$20/sensor**
 - >500 watts = **\$50/sensor**
- LED candelabra – **\$5/lamp**
- LED globe – **\$6/lamp**
- LED A-line replacing CFL A-line – **\$0.75/lamp**
- LED PAR/BR/R replacing CFL PAR/BR/R – **\$1/lamp**
- LED recessed can reflectors replacing CFL can – **\$2/lamp**
- Interior stairwell lighting controls – **\$0.30/watt controlled**
- Exterior dimming timer controls – **\$0.06/watt controlled**



New measures

ELECTRIC - HVAC

- **EC motors on small commercial furnaces, replacing non-EC motors – \$90/HP**
- **Refrigerant charging correction on RTU AC – \$3/ton of refrigeration**
 - For details, see the appendix in the back of the Catalog: ASHRAE 90.1.2007
- **DX condenser coil cleaning – \$3/ton of refrigeration**
- **Efficient chilled water pump – \$35/pump HP**
- **Efficient hot water pump – \$35/pump HP**
- **Chiller tune-up – \$3/ton**
- **Web-based building automation system – \$25/1,000 sq. ft.**



New measures

ELECTRIC - PROCESS

- Refrigerated air dryer replacing dessicant dryer – **\$30/SCFM**
- No-loss condensate drains on air compressor – **\$140/drain**
- Electric motors replacing pneumatic motors – **\$90/HP**
- Compressed air storage tank – **\$25/HP**
- High-efficiency welder – inverter style – **\$50/welder**
- VFD on computer room AC supply fans – **\$150/HP**



New measures

ELECTRIC – FOOD SERVICE

- Walk-in cooler/freezer evaporator fan motor reduction – **\$100/fan**
motors removed
- Automatic door closers for refrigerated walk-in coolers/freezers
doors – **\$50/door**
- Reach-in refrigerated display case door retrofit
 - Medium temp = **\$40/horizontal linear foot**
 - Low temp = **\$100/horizontal linear foot**

ELECTRIC – MISCELLANEOUS

- High efficiency electric storage water heater – **\$20/heater**
- Heat pump storage water heater – **\$350/heater**



New measures

GAS – HVAC

- Web-based building automation system – **\$100/1,000 sq. ft.**
- Direct fired make-up air units – **\$1/output MBH**
- Optimized snow melt controls – **\$0.10/sq. ft. controlled**

GAS – INSULATION

- Pipe wrap – steam boiler condensate return – **\$2/linear foot**



New measures

GAS – FOOD SERVICE

- **Refrigeration condenser waste heat recovery**
 - Domestic Water Heater = **\$35/cooling ton**
 - Space Heating = **\$75/cooling ton**
- **Reach-in refrigerated display case door retrofit**
 - Medium Temp = **\$20/horizontal linear foot**
 - Low Temp = **\$25/horizontal linear foot**



New to the Catalog

2015 Mid-Program Changes



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New information

ASHRAE 90.1.2007 reference

(Page 39)

- For Electronically Operated Unitary Air Conditioners and Condensing Units – Maximum Efficiency Requirements
 - Saves you having to look it up.

Appendix: ASHRAE 90.1.2007

Electronically Operated Unitary Air Conditioners and Condensing Units – Minimum Efficiency Requirements

Equipment Type	Size Category	Heating Section Type	Subcategory or Rating Condition	Minimum Efficiency*	Test Procedure**
Air conditioners, air cooled	<65,000 Btu/h [†]	All	Split system	10.0 SEER (before 1/23/2006) 13.0 SEER (as of 1/23/2006)	ARI 210/240
			Single package	9.7 SEER (before 1/23/2006) 13.0 SEER (as of 1/23/2006)	
Through-the-wall, air cooled	≤30,000 Btu/h [†]	All	Split system	10.0 SEER (before 1/23/2006) 10.9 SEER (as of 1/23/2006) 12 SEER (as of 1/23/2010)	ARI 210/240
			Single package	9.7 SEER (before 1/23/2006) 10.6 SEER (as of 1/23/2006) 12.0 SEER (as of 1/23/2010)	
Air conditioners, air cooled	≥65,000 Btu/h and <135,000 Btu/h	Electric resistance (or none)	Split system and single package	10.3 EER (before 1/1/2010) 11.2 EER (as of 1/1/2010)	ARI 340/360
		All other	Split system and single package	10.1 EER (before 1/1/2010) 11.0 EER (as of 1/1/2010)	
	≥135,000 Btu/h and <240,000 Btu/h	Electric resistance (or none)	Split system and single package	9.7 EER (before 1/1/2010) 11.0 EER (as of 1/1/2010)	
		All other	Split system and single package	9.5 EER (before 1/1/2010) 10.8 EER (as of 1/1/2010)	
	≥240,000 Btu/h and <760,000 Btu/h	Electric resistance (or none)	Split system and single package	9.5 EER (before 1/1/2010) 10.0 EER (as of 1/1/2010) 9.7 IPLV	
		All other	Split system and single package	9.3 EER (before 1/1/2010) 9.8 EER (as of 1/1/2010) 9.5 IPLV	
	≥760,000 Btu/h	Electric resistance (or none)	Split system and single package	9.2 EER (before 1/1/2010) 9.7 EER (as of 1/1/2010) 9.4 IPLV	
		All other	Split system and single package	9.0 EER (as of 1/1/2010) 9.5 EER (as of 1/1/2010) 9.2 IPLV	
Air conditioners, water and evaporatively cooled	<65,000 Btu/h	All	Split system and single package	12.1 EER	ARI 210/240
	≥65,000 Btu/h and <135,000 Btu/h	Electric resistance (or none)	Split system and single package	11.5 EER	ARI 340/360
		All other	Split system and single package	11.3 EER	
	≥135,000 Btu/h and <240,000 Btu/h	Electric resistance (or none)	Split system and single package	11.0 EER	
		All other	Split system and single package	10.8 EER	
	≥240,000 Btu/h	Electric resistance (or none)	Split system and single package	11.0 EER 10.3 IPLV	
		All other	Split system and single package	10.8 EER 10.1 IPLV	
Condensing units, air cooled	≥135,000 Btu/h	—	—	10.1 EER 11.2 IPLV	ARI 365
Condensing units, water or evaporatively cooled	≥135,000 Btu/h	—	—	13.1 EER 13.1 IPLV	

* IPLVs and part-load rating conditions are only applicable to equipment with capacity modulation.

** Section 12 contains a complete specification of the referenced test procedure, including the referenced year version of the test procedure.

† Single-phase, air-cooled air conditioners <65,000 Btu/h are regulated by NAECA. SEER values are those set by NAECA.

2015 Mid-Program Changes



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New information

Sample Spec Sheet

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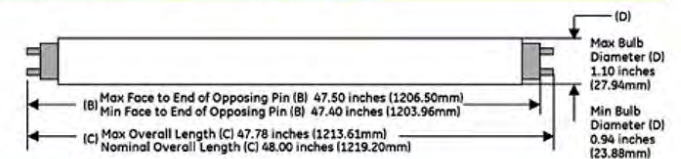
- Illustrates how to use our Reference Numbers to help identify equipment specifications.

Sample Spec Sheet

4' T8 Ecolux® UltraMax® 28 Watt Lamp Specs Ref# 29-1

Lamp Characteristics – F28T8/SXL/SPX41/ECO Product Code 93903

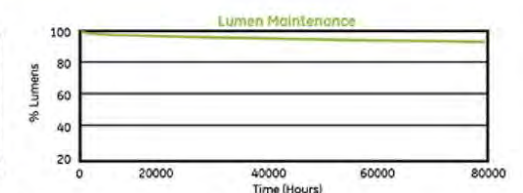
Nominal Lamp Watts (W) 28
Nominal Lamp Voltage (V) ---
Bulb Designation T8
Bulb Material Soda Lime
Base Type Medium Bi-Pin (G13)
TCLP Compliant Yes
LEED – EB MR Credit 20 picograms Hg per mean lumen hour



Products

Product Code	Description	Case Qty.	Nominal Lamp Watts (W)	Initial Lumens	Mean Lumens	Initial Nominal Efficacy (Lumens/Watt)	Instant Start (IS)		Programmed Rapid Start (PRS)		Color Temp (K)	CRI	IS/PRS System Warranty (months)*
							Rated Life (3hr/Start)	Rated Life (12hr/Start)	Rated Life (3hr/Start)	Rated Life (12hr/Start)			
66471	F28T8/XL/SPX35/ECO	36	28	2,600	2,440	93	20,000	28,000	40,000	45,000	3500	80	36/48
66472	F28T8/XL/SPX41/ECO	36	28	2,600	2,440	93	20,000	28,000	40,000	45,000	4100	80	36/48
66473	F28T8/XL/SPX50/ECO	36	28	2,600	2,440	93	20,000	28,000	40,000	45,000	5000	80	36/48
72863	F28T8/XL/SPX30/ECO	36	28	2,675	2,515	96	24,000	34,000	45,000	50,000	3000	85	48/60
72864	F28T8/XL/SPX35/ECO	36	28	2,675	2,515	96	24,000	34,000	45,000	50,000	3500	85	48/60
72866	F28T8/XL/SPX41/ECO	36	28	2,675	2,515	96	24,000	34,000	45,000	50,000	4100	82	48/60
72867	F28T8/XL/SPX50/ECO	36	28	2,675	2,515	96	24,000	34,000	45,000	50,000	5000	80	48/60
66346	F28T8/XL/SPX65/ECO	36	28	2,600	2,440	93	24,000	34,000	45,000	50,000	6500	78	48/60
93902	F28T8/SXL/SPX35/ECO	36	28	2,600	2,440	93	40,000	55,000	80,000	84,000	3500	82	60/84
93903	F28T8/SXL/SPX41/ECO	36	28	2,600	2,440	93	40,000	55,000	80,000	84,000	4100	82	60/84
93904	F28T8/SXL/SPX50/ECO	36	28	2,600	2,440	93	40,000	55,000	80,000	84,000	5000	80	60/84
With covrGuard®													
73292	F28T8/XLSPX30ECO/CVG	36	28	2,595	2,440	93	24,000	34,000	45,000	50,000	3000	85	48/60
73293	F28T8/XLSPX35ECO/CVG	36	28	2,595	2,440	93	24,000	34,000	45,000	50,000	3500	85	48/60
73294	F28T8/XLSPX41ECO/CVG	36	28	2,595	2,440	93	24,000	34,000	45,000	50,000	4100	82	48/60
73295	F28T8/XLSPX50ECO/CVG	36	28	2,595	2,440	93	24,000	34,000	45,000	50,000	5000	80	48/60

*After date of purchase or hours of operation, whichever comes first; Time period from date of manufacture; Linear fluorescent operating at 4,000 hours per year, high intensity discharge at 5,000 hours per year.



*Operating hours on 3hr/start cycle on Programmed Start Ballast

System Information using F28T8/SXL/SPX41/ECO

Ballast	Ballast Product Code	Ballast Description	# of Lamps	Line Volts	System Watts	System Ballast Factor	Ballast Efficacy Factor	Min. Starting Temp (°F/°C)	System Initial Lumens	System Mean Lumens	Initial System LPW	Lamp Warranty with GE System	Ballast Warranty
UltraMax®	72266	GE232MAX-N/Ultra	2	277	48	.87	1.81	60° / 16°	4,741	4,437	98	48 Months	5 Years
	78627	GE432MAX-N/Ultra	4	277	92	.87	0.95	60° / 16°	9,483	8,915	103	48 Months	5 Years
UltraStart®	96714	GE232MVPS-N/Ultra	2	277	50	.88	1.76	60° / 16°	4,697	4,509	95	84 Months	5 Years
	96716	GE432MVPS-N/Ultra	4	277	95	.83	0.87	60° / 16°	9,047	8,505	95	84 Months	5 Years

For additional product and application information, please consult GE's Website: www.gelighting.com

Information provided is subject to change without notice. Please verify all details with GE. All values are design or typical values when measured under laboratory conditions, and GE makes no warranty or guarantee, express or implied, that such performance will be obtained under end-use conditions.

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2015 Mid-Program Changes



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New information

Sample Invoice Sheet

(Page 41)

- Illustrates how to use our Reference Numbers to help identify equipment on an invoice.

Sample Lighting Invoice

XYZ Lighting Co. 2						INVOICE	
123 W. 7 Mile Road						Invoice: 1234-15	
Detroit, MI 48111						Date: 1 March 15, 2015	
313.123.4567							
Sold to: John Hancock 4				Ship to: Joe Shipping			
123 Happy Street				9876 Oak Street			
Detroit MI 48123				Detroit MI 48231			
SALES PERSON	JOB	SHIPPING METHOD	SHIPPING TERMS	DELIVERY DATE	PAYMENT TERMS	DUE DATE	
Chris Sales	Lighting retrofit	UPS	Due on receipt	3/21/15	Credit Card	2/1/15	
3							
QTY	Item#	MANUFACTURER	DESCRIPTION	UNIT PRICE	DISCOUNT	TOTAL	
50	72866	Sylvania	GE-F28T8/XLSP41ECO Labor (external)	32.00		1,600.00 300.00	
25	72262	Philips	GE-232-MAX-L-Ultra Labor (external)	15.00		375.00 100.00	
				TOTAL DISCOUNT			
				5			
				6 SUB TOTAL		\$2,375.00	
				SALES TAX		\$142.50	
				TOTAL DUE		\$2,517.50	

Make all check payable to XYZ Lighting
THANK YOU FOR YOUR BUSINESS!

DTE APPLICATION: REQUIRED INFORMATION

1. Invoice number and date
2. Vendor name and address
3. Itemized list of equipment: model number, manufacturer, unit price, labor per unit (external only), quantity
4. Customer name and address
5. Indicate the Application Reference Number that corresponds to the invoice item
6. Total amount due

The required information is needed for all projects; any missing information will delay the processing of your Application.

2015 Mid-Program Changes



DTE Energy[®]
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New Offers



Food Service Multi-Measure – additional 10% bonus

- Get an additional **10% bonus** on Multi-Measure projects submitted by those who own restaurants, grocery and convenience stores.
- This is in addition to the **20% Multi-Measure bonus***
- Use this special application.
 - Reservations or Final Applications must be submitted by **June 30, 2015**.

**To qualify, all measures must be submitted on the same Application – and no single category can be more than 75% of the Application.*

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

 **DTE Energy**
Know Your Own Power®

Special offer for the Food Service industry

A limited time offer: get additional 10% bonus on Multi-Measure projects

For a limited time, DTE Energy's Energy Efficiency Program for Business is offering an **additional 10% bonus** on projects submitted by DTE food service business customers who qualify for the 20% Multi-Measure Bonus.*

This offer is available to customers who own and operate restaurants and grocery and convenience stores in DTE's service territory.

Your most common electric and gas energy-saving upgrade measures are available through this offer.

To qualify for the 20% Multi-Measure bonus, your project must include measures from more than one category (such as lighting and HVAC), in which no single category represents more than 75% of total incentives.

A special Application has been created for this offer that contains the specific measures and that will also automatically calculate the additional bonus. (See below).

Reservation or Final Applications must be submitted by June 30, 2015.

Work must be completed within 90 days of a reservation; and a Final Application must be submitted within 60 days of project completion. For more information about this offer, contact our office.



How to apply

To receive the 10% bonus:

- Download the 2015 Special Bonus Application for Restaurants and Grocery Stores.
- Complete all relevant worksheets.
- On Page 7, the interactive Application automatically will calculate your Multi-Measure bonus (A).
- The Application will then automatically calculate the additional 10% bonus and add it to the total (B).

Category	Measure	Cost	Incentive
Lighting	LED - Electric		
HVAC - Electric			
Refrigeration - Electric			
Hot Water & Laundry			
Insulation			
Building Envelope			
Subtotal			
20% Multi-Measure Bonus			
10% Michigan-Made Bonus			
Other Special Offer - Code:			
Other Special Offer - Code:			
Other Special Offer - Code:			
Total Incentive Requested			

Contact us today!

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

email: saveenergy@dteenergy.com fax: 877.607.0744

phone: 866.796.0512 (press option 3) mail: DTE Energy's Energy Efficiency Program for Business

web: dteenergy.com/savenow P.O. Box 11289

Detroit, Michigan 48211

*Offer based on availability of funding and may end at any time.




Health/Fitness Multi-Measure – additional 10% bonus

- Get an additional **10% bonus** on Multi-Measure projects submitted by those who own health clubs and fitness centers.
- This is in addition to the **20% Multi-Measure bonus***
- Use this special application.
 - Reservations or Final Applications must be submitted by **June 30, 2015**.

**To qualify, all measures must be submitted on the same Application – and no single category can be more than 75% of the Application.*

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

 **DTE Energy**
Know Your Own Power®

Special offer for Health, Fitness Clubs

A limited time offer: get additional 10% bonus on Multi-Measure projects

For a limited time, DTE Energy's Energy Efficiency Program for Business is offering an **additional 10% bonus** on projects submitted by DTE health club and fitness center business customers who qualify for the 20% Multi-Measure Bonus.*

This offer is available to customers who own and operate health clubs and fitness centers in DTE's service territory.



Your most common electric and gas energy-saving upgrade measures are available through this offer.

To qualify for the 20% Multi-Measure bonus, your project must include measures from more than one category (such as lighting and HVAC), in which no single category represents more than 75% of total incentives.

A special Application has been created for this offer that contains the specific measures and that will also automatically calculate the additional bonus. (See below).

Reservation or Final Applications must be submitted by June 30, 2015.

Work must be completed within 90 days of a reservation; and a Final Application must be submitted within 60 days of project completion. For more information, contact our office.



How to apply

To receive the 10% bonus:

- Download the 2015 Special Bonus Application for Health Clubs and Fitness Centers.
- Complete all relevant worksheets.
- On Page 7, the interactive Application automatically will calculate your Multi-Measure bonus (A).
- The Application will then automatically calculate the additional 10% bonus and add it to the total (B).

Measure Category	2015 Special Bonus Application for Health Clubs and Fitness Centers	2015 Special Bonus Application for Health Clubs and Fitness Centers	2015 Special Bonus Application for Health Clubs and Fitness Centers
Lighting			
HVAC - Electric			
Max. Electric			
Process Electric			
Pool Service - Electric			
HVAC - Gas			
HVAC - Gas			
HVAC - Gas			
Insulation			
Process Gas			
Electric Turnover Time Up			
Subtotal			
20% Multi-Measure Bonus			
10% Multiple-Measure Bonus			
Total Incentives			
Other Special Offer - Code:			
Other Special Offer - Code:			
Other Special Offer - Code:			
Other Special Offer - Code:			
Other Special Offer - Code:			

Contact us today!

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

email: saveenergy@dteenergy.com fax: 877.607.0744

phone: 866.796.0512 (press option 3) mail: DTE Energy's Energy Efficiency Program for Business

web: dteenergy.com/savenow P.O. Box 11289

Detroit, Michigan 48211

*Offer based on availability of funding and may end at any time.

3/1/2015



Agriculture measure offer

- A special package of measures and incentives designed for Michigan's agricultural and dairy farmers and commercial greenhouse owners.
- Incentives are available for upgrades in areas of irrigation systems, refrigeration, dairy equipment, grain dryers, greenhouse equipment and fans and pumps.
- Use this special application.





Continuing Offers

2015 Continuing Program Offers



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Michigan-Made bonus

- Receive a **15% bonus** for any installed equipment that is 50% manufactured and/or assembled in Michigan (excluding packaging).
- The Michigan-Made fact sheet and manufacturer's affidavit can be downloaded at: dtetradeally.com.

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

2015 Michigan-Made Incentive Bonus
Install products manufactured/assembled in the state: get a 15% bonus

DTE Energy's *Michigan-Made* bonus is designed to reward customers who use Michigan-made products in their energy-efficiency projects — while also helping boost our state's economy.

What's eligible
Business customers who install *Michigan-Made* products at their locations in 2015, will qualify for a 15% bonus on each eligible measure installed.

Most Prescriptive measures are eligible for this offer if they meet the following conditions:

- The purchased product(s) must have been at least 50% manufactured and/or assembled in Michigan (exclusive of packaging and installation).
IMPORTANT NOTE: The installation of a product is not considered "assembly."
- An affidavit is provided by the manufacturer of each product installed, attesting to the product/measure meeting the *Michigan-made* criteria. (Affidavits are available from participating manufacturers.)
- You must attach the affidavit to the Application. (If the Application is filed electronically, the affidavit(s) should be attached to the email submission.)
- You must attach the manufacturer's spec sheet, showing the product and where it is manufactured/assembled. (If the Application is filed electronically, the specification sheet(s) should be attached to the email submission.)

How to apply
To receive a *Michigan-Made* bonus in addition to base incentives:

- Download and complete the latest version of the 2015 Program Application from our website: dteenergy.com/savenow.
- Find a list of *Michigan-Made* manufacturers on our website.
- Check the *Michigan-Made* box for each incentive that meets the requirements (above).
- The interactive PDF Application will calculate the *Michigan-Made* bonus automatically.
- Complete your project and submit your Final Application by **Nov. 30, 2015**.
(Applications submitted after Nov. 30, 2015, will be canceled.)

Contact Us
We are available to help you understand the incentive requirements and available resources for projects under the Energy Efficiency Program for Business.*
Call to check your eligibility and learn how to make DTE Energy's Program work for you.

email: saveenergy@dteenergy.com
phone: 866.796.0512 (press option 3 and mention the 2015 Michigan-Made bonus)
web: dteenergy.com/savenow
fax: 877.607.0744
mail: DTE Energy's Energy Efficiency Program for Business
P.O. Box 11289
Detroit, Michigan 48211

PURE MICHIGAN
Business Connect


*Program based on availability of funding and may end at any time.



Multi-Measure bonus

- Receive a **20% bonus** on multiple categories submitted on the same Application.
 - No single category can be more than 75% of the Application.
 - **Ex:** you install a new furnace and also install insulation – and neither incentive is more than 75% of the total.
 - The PDF Application automatically calculates the percentages and enters the incentives.
- This fact sheet can be downloaded at: dtetradeally.com.
- Food Service/Health-Fitness customers: Get another 10% bonus!

ENERGY EFFICIENCY PROGRAM FOR BUSINESS



2015 Multi-Measure Incentive Bonus

Install more than one category of measures and receive a 20% bonus

DTE Energy's **Multi-Measure** bonus is designed to promote the installation of energy-efficiency measures from more than one category per application, thereby further reducing energy consumption and saving business customers even more money.

How it works
Under this program, if no single category of measures is more than 75% of the total value of the Application, the customer receives a **20% bonus** on the entire Application.

What qualifies for the bonus
To be considered for the **Multi-Measure** bonus, projects must involve measures from at least two of the following categories that appear in the **Energy Efficiency Program for Business Application**:

ELECTRIC	GAS
<input type="checkbox"/> Lighting	<input type="checkbox"/> Hot Water & Laundry
<input type="checkbox"/> HVAC	<input type="checkbox"/> HVAC
<input type="checkbox"/> Food Service/refrigeration	<input type="checkbox"/> Food Service
<input type="checkbox"/> Process Electric	<input type="checkbox"/> Process Gas
<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Boiler/furnace tune up
	<input type="checkbox"/> Insulation

NOTE: Custom projects are also eligible, based on these same categories.

How to apply
To receive a **Multi-Measure** bonus in addition to base incentives:

- Download and complete the latest version of the 2015 Program Application from our website: dteenergy.com/savenow.
- The interactive PDF Application will calculate the **Multi-Measure** bonus automatically.
- Submit your Application and complete your project by **Nov. 30, 2015**.
(Applications submitted after Nov. 30, 2015, will be canceled.)

Contact Us
We are available to help you understand the incentive requirements and available resources for projects under the **Energy Efficiency Program for Business**.
Call to check your eligibility and learn how to make DTE Energy's Program work for you.

email: saveenergy@dteenergy.com
phone: 866.796.0512 (press option 3 and mention the 2015 Multi-Measure bonus)
web: dteenergy.com/savenow
fax: 877.607.0744
mail: DTE Energy's Energy Efficiency Program for Business
P.O. Box 11289
Detroit, Michigan 48211

* Program based on availability of funding and may end at any time.

Project Example

1. A customer enters measures under Lighting category (prescriptive and/or custom) that would receive a \$10,000 DTE Energy incentive.
2. The customer adds a measure(s) from a second category, such as HVAC-Gas (prescriptive/custom), to the same Application, for a \$4,000 incentive.
3. The total of the Application is \$14,000 — and the largest category (Lighting) represents only 71.4% of the total.
4. The customer receives a 20% bonus based on \$14,000 in total incentives: or an **additional \$2,800!**

Total incentives **before** bonus: \$14,000
Total incentives **after** bonus: \$16,800

2015 Continuing Program Offers



DTE Energy
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0% Financing from Michigan Saves

- Get 0% financing for up to \$50,000 on projects submitted for incentives through our Program.
- For more information and to apply, download this fact/worksheet at:
dtetradeally.com

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

 **DTE Energy**
Know Your Own Power®

Get 0% financing on your Michigan Saves loan

Apply for energy efficiency incentives through DTE Energy and get a 0% interest rate on your project

DTE Energy — in partnership with **Michigan Saves** — is offering 0% financing on up to \$50,000 for an energy efficiency project that receives prescriptive measure incentives through its **Energy Efficiency Program for Business**. Simply indicate below that you've applied for the loan through **Michigan Saves** and attach this form to your incentives Application.

To qualify for a loan through **Michigan Saves**, you must use a **Michigan Saves**-authorized contractor. To find one, visit michigansaves.org.

How to apply for incentives and the special loan rate

1. Is your project pre-approved for financing through Michigan Saves?	2. Download the latest version of our Application and submit it as your <u>Reservation Application</u> .
YES: Then complete this worksheet and include it with your <u>Reservation Application</u> for incentives through DTE's Energy Efficiency Program for Business .	3. Once Michigan Saves approves financing and you have a Reservation Letter from DTE, you have 90 days — or until Nov. 30, 2015 , whichever is first — to complete the project.
NO: Then contact Michigan Saves , find an authorized Michigan Saves contractor and get pre-approved for a loan.	4. DTE pays the incentive after the <u>Final Application</u> has been submitted within 60 days of completion of the project.

Important Notes

- If the project listed on your Application to **Michigan Saves** involves applying for incentives from another utility in addition to applying for incentives from DTE Energy, you **must** indicate that below.
- The \$50,000 loan limit applies to the entire project; it will not double if you receive incentives from two utilities.

☐ Yes, my project involves applying for incentives with another utility named below. By signing my name at the bottom of this form, I hereby authorize DTE Energy and/or its designees to discuss with the other utility both of my applications. I understand that my account information will not be exchanged.

Other utility's name: _____

Total incentives requested from the other utility: \$ _____

Customer Information

Name of Customer's Business	Michigan Saves Loan Application Date		
Name of Business Contact Person	Michigan Saves Loan Amount: \$ _____		
Contact Phone #	Contact Email		
Installation Address	City	State	ZIP
Account Holder's Signature	Date		

NOTE: The information above **must** match the information on the Reservation Application in order to be processed. Only prescriptive measures qualify for this offer. Attach this document to your Reservation Application in order to qualify for the 0% financing offered through **Michigan Saves**.

 **FINANCING**

Who is Michigan Saves?

Michigan Saves is a non-profit organization dedicated to making energy improvements easier for all Michigan energy consumers by offering affordable financing and other incentives available through grants and partnerships with private sector lenders.

Why should I consider Michigan Saves?

Easy: Time is money in a small business. That's why we have someone to walk you through the process so you spend less energy on a hassle-free credit approval and more energy on your business.

Affordable: We understand the margins on your business are never as big as they need to be. That's why we work hard to make sure the return on your energy investment begins to pay off as fast as possible. In some cases, the return on your investment can be as soon as one year.

Smart: Replacing old, expensive equipment is an investment in your business that will lower operating costs and utility bills.

To get started, find a **Michigan Saves**-authorized contractor at michigansaves.org

25

Door Gasket bonus for Restaurants

- Get double the incentive – from \$2.50 to \$5 per linear foot – on gaskets installed by restaurant owners.
 - Gaskets must be installed on walk-in coolers and freezers (minimum door height ≥ 79 ")
 - Must be installed in restaurants served by DTE Electric.
 - Final Applications must be submitted by **June 30**.
- This fact sheet can be downloaded at: dtetradeally.com.

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

DTE Energy
Know Your Own Power™

2015 Walk-in Door Gasket Bonus for Restaurants

Restaurant owners: *double your incentive on door gaskets for coolers and freezers*

Keeping food fresh — and keeping energy costs down — are constant struggles for today's restaurateur. But the good news is that restaurant owners can control and even reduce costs by installing simple energy efficiency measures — such as new door gaskets on their coolers and freezers.

Which is where this offer comes in: For a limited time, DTE Energy is doubling the incentive — from \$2.50 to \$5 per linear foot — on gaskets installed on walk-in coolers and freezers (minimum door height ≥ 79") used in restaurants served by DTE Electric.

To qualify, Final Applications must be submitted by June 30, 2015.

Restaurant electrical use

Restaurant operations are extremely energy-intensive, with the bulk of demand coming from the kitchen — in both cooking and refrigeration.

According to ENERGY STAR®, a typical restaurant spends \$3.99 per square foot annually on energy. At right is a look at typical restaurant electricity usage.*

Category	Percentage
Refrigeration	23%
Lighting	23%
Cooling	37%
Ventilation	8%
Cooking	5%
Office equipment	4%

*Based on industry averages reported by U.S. Energy Information Administration.

How to Apply

- Download the latest version of the 2015 Program Application.
- Complete the information on your Application (Pages 2-3).

- On Page 6 — on the first line under "Other Special Offers":

1. Enter: **2015 Door gasket bonus:**
2. Enter: **number of linear feet**
3. Multiply: **that number by \$5**
4. Enter: **the result at the far right.**

- Submit your **Final Application** within 60 days of project completion — but no later than June 30, 2015.

Page 6		1	2	3	4
Incentives					
Process Gas					
Boiler/Furnace Time-Align					
Food Service — Gas					
Subtotals					
20% Multi-Measure Bonus					
15% Michigan-Made Bonus					
Incentive Subtotal					
Other Special Offers					
Other Special Offer — Code:	2015 Door gasket bonus:		lin. ft. x \$5 =		
Other Special Offer — Code:					
Other Special Offer — Code:					
Total Incentives Requested					

Contact us today!

We are available to help you understand the incentive requirements and available resources for these and other energy-efficiency projects. Call to check your eligibility and learn how to make DTE Energy'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


*Offer based on availability of funding and may end at any time.

1/20/15



LED Lighting Special: 20% bonus

- We've increased incentive rates on certain prescriptive LED measures by 20%.
 - Interior Linear LED
 - Interior LED/Induction High Bay
 - Exterior Garage HID to LED/Induction retrofit (annual operating hours = 8,760)
- Reservation Application is required, and must be submitted by **June 30**.
- Work must be completed and Final Application submitted by **Aug. 28**.
- This fact sheet can be downloaded at: dtetradeally.com.

ENERGY EFFICIENCY PROGRAM FOR BUSINESS  **DTE Energy**
Know Your Own Power®

2015 LED Lighting Special

Take advantage of this limited-time, 20% bonus

We've increased our incentives!
For a limited time, DTE Energy's Energy Efficiency Program for Business has increased the incentive rates for **LED Lighting** by 20% — for certain Prescriptive measures.

Reservation Applications are **required** for this special offer and must be submitted by **June 30** — and before work begins.

Work must be completed and a Final Application submitted between **March 1 and Aug. 28, 2015**.

About this limited-time offer
The features of this limited-time offer are:

- Prescriptive incentives have been increased by 20% for the LED lighting measures listed at right (follow the reference numbers to find the measures on the Program Application).
- All other Program terms and conditions still apply.

How to apply
To apply for the special incentives offered:

- Download the most recent version of the 2015 Program Application and complete all customer and project information.
- Complete the worksheets for the measures being installed (see reference numbers at right to find the qualifying measures).
- On Page 6, take the subtotal of incentives for those measures (D1) and multiply the figure by 20% (.20).
- Manually enter that dollar value below.
- Manually enter the bonus code: **2015 LED Bonus**.
- The Application will automatically add the bonus to your basic incentives.

Measures that qualify for the 20% LED bonus*

LED Lighting Measure	Reference numbers
Interior Linear LED	7-25 — 7-30
Interior LED/Induction High Bay	8-13 — 8-15
Exterior Garage HID to LED/Induction Retrofit (annual operating hours equal to 8,760)	8-19 — 8-21

* Use the reference numbers to find these measures in the Program Application. The first number is the page, the second number is the measure.

Page 6

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

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

*Offer based on availability of funding and may end at any time.



Gas-only App

Only certain common **prescriptive** measures* are included:

- **Boiler/Furnace Tune-up** *(w/addendum)*
 - Space Heating Boiler
 - Process Boiler
 - Domestic Hot Water
 - Furnace/RTU
- **HVAC**
 - Boilers & Furnaces
 - Infrared Heaters
 - HVAC Controls
- **Insulation**
- **Process**

Available for download at: dtetradeally.com.

Energy Efficiency Program for Business	
2015 Program Special Application for Boiler/Furnace Tune-ups and Prescriptive HVAC Natural Gas Projects	
This Application can be used for boiler and furnace tune-ups and certain common Prescriptive measures involved in Natural Gas projects; these and other Program measures also can be found in the main Program Application. This Application is to be used for projects completed with a Final Application submitted during the 2015 Program Year (January 1, 2015 – November 30, 2015).	
Section 1 – Application	
Incentive Application Checklist.....	2
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Contractor Information.....	4
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Section 2 – Incentive Worksheets	
Boiler/Furnace Tune-up Incentive Worksheet.....	7
HVAC Gas Incentive Worksheet.....	8
Insulation Incentive Worksheet.....	8
Process Gas Incentive Worksheet.....	8
Boiler/Furnace Tune-up Addendum.....	9
How to Submit Your Application.....	13



Building Operator Certification Program

- **Tuition reimbursement:**
 - Gas or Electric Certification: \$650
 - Combined Gas/Electric: \$950
- Only customers with facilities larger than 50,000 square feet are eligible.
- Building professional must attend, pass and become certified in Level I or Level II certification course.
- The worksheet is available for download at: dtetradeally.com.
(Other conditions apply; see worksheet for details)

Energy Efficiency Program for Business

2015 Building Operator Certification Program
Reimbursement Guidelines and Application

DTE Energy – in partnership with the Michigan Energy Office, Consumers Energy and the Lansing Board of Water and Light – offers tuition reimbursement for Building Operator Certification training through its Energy Efficiency Program for Business. Only DTE customers with facilities larger than 50,000 square feet are eligible to participate in the tuition reimbursement program.

To be reimbursed through this program, a building professional must attend, pass and become certified in the Level I or Level II certification course administered by the Midwest Energy Efficiency Alliance (MEEA).

For terms and conditions of the reimbursement program, see below.

Building Operator Certification® (BOC) is a nationally recognized training and certification program focusing on energy efficient building operations and preventative maintenance procedures. Facilities with BOC graduates are proven to save energy, have lower energy bills, and offer an improved comfort for occupants. More than 11,000 professionals have earned BOC credentials through the program.

The Level I BOC training includes nearly 74 hours of classroom and project work (7.4 CEUs) in building systems operation and maintenance. The Level II BOC training includes nearly 60 hours of classroom and project work (6.1 CEUs) in building systems operation and maintenance. To become certified, participants must pass an exam at the end of each training day and complete three assigned projects.

Terms and Conditions

As an eligible customer of DTE Energy, I agree to allow participation by my company in the Building Operator Certification (BOC) Training program. The program requires that a representative of my company attend, pass and become certified in the Level I or Level II certification course as administered by the Midwest Energy Efficiency Alliance (MEEA).

I understand that I am responsible to pay MEEA in full for all costs associated with this training program. The training consists of courses that should be attended in person by the attendee. In addition to the coursework, the attendee is required to complete projects as assigned by the instructor. All courses and projects must be completed successfully in order to receive a passing grade and achieve final certification.

I understand that I must register for the program with the MEEA separately from this agreement. Registration information may be found on the MEEA website at www.boccentral.org.

A customer may have no more than five employees attend per course, no more than one employee per facility, and DTE Energy must be the electric and/or natural gas provider for the facility. The amount of the rebate, if any, will be determined by the type of service that DTE Energy provides to the facility. Upon receipt of final certification for each attendee, the approved reimbursement in the amounts listed on the reverse side of this form will be paid by DTE Energy to the customer. Customer understands and agrees that the payment of rebate funds is dependent on the availability of program funds and the compliance by customer with all requirements.

I certify that the information in this agreement is true and accurate. By signing this application (on the reverse side), I am applying to receive a partial reimbursement of tuition costs in the amounts listed on the reverse side. I consent to DTE Energy receiving a copy of this signed agreement and the data contained on it to verify eligibility and process payments. DTE Energy will send notification of approval or denial of rebate to the attendee.

Upon meeting the requirements for completion of the training and submitting proof of final certification, reimbursement checks will be sent from DTE Energy based on the availability of program funds and compliance with all requirements.

Any expenses incurred by the participating company or its attendee(s) in conjunction with the program will not be reimbursed by DTE Energy. DTE Energy reserves the right to cancel the reimbursement program for any reason at any time.

By signing the reverse side of this form, you agree to all terms and conditions of this program as listed above.



Expiring Offers

2015 Expiring Program Offers



DTE Energy
Know Your Own Power®

2014-15 Multi-year Gas offer

- This offer is for custom projects only.
- Reservation Applications must be submitted by **April 30, 2015**.
- The project must have documented savings of at least 25,000 Mcf to apply.
 - Savings $\geq 25,000$ - $< 50,000$ Mcf = **\$4/Mcf**
 - Savings $\geq 50,000$ = **\$5/Mcf**
- Total customer cap for this offer is **\$400,000**.
- The special application is available for download at: dtetradeally.com.
(Other conditions apply; see Application for details)

Energy Efficiency Program for Business

2014-2015 Multi-Year Natural Gas Program
Program Guidelines, Specifications and Application

Follow this easy process

Are you eligible?
To apply for incentives, you must be a DTE Energy Commercial or Industrial natural gas customer in good standing. Your project must be installed at a facility served by DTE Energy.
Equipment installed must meet the specifications as explained in this Program Application form. Additional details are available in the Policy and Procedures Manual, available on our website.

Reservation Application (reservation of funds)
Use this Application to reserve incentives from our limited funds. Electronically submit (see Page 10 for instructions), email, mail or fax a completed copy of the Application to our office.
Reservation Applications are required for all projects under this special program — and must be received no later than April 30, 2015, to be eligible to participate in this offering.

Installation
You must complete your project within one year of receiving a Reservation Letter from us, which will confirm that we are holding incentives for you through the reservation date provided.

Final Application (project completion)
Your Final Application must be submitted within 60 days of project completion or by Nov. 30, 2015, whichever comes first. Electronically submit (see Page 9 for instructions), email, mail or fax a signed copy of this completed Application and attach all required documentation, including dated, itemized invoices and manufacturer specification sheets for the items installed. The Final Application must be signed by the DTE Energy Account Holder.

Application Checklist
Complete this checklist — including expected and actual completion dates — to ensure compliance with all requirements of the Program and submission of all required documents. Failure to attach the necessary documents could delay processing of this Application.

Customer Name: _____ Project Name: _____

Submittal Date: _____ Application Number (if known): _____

Is this a revised Application? ☐ yes ☐ no

Reservation Application Fill out this side when reserving incentives	Final Application Fill out this side when project is completed
Required Attachments:	Required Attachments:
<input type="checkbox"/> Customer Information 3	<input type="checkbox"/> Customer Information 3
<input type="checkbox"/> Contractor Information 4	<input type="checkbox"/> Contractor Information 4
<input type="checkbox"/> W9 Tax Information Form (customer) 3	<input type="checkbox"/> W9 Tax Information Form (if different than customer) 4
	<input type="checkbox"/> 3rd Party Payment Authorization* 4
	<input type="checkbox"/> Signed Final Application Agreement 5
	<input type="checkbox"/> Manufacturers' Specifications
	<input type="checkbox"/> Itemized Invoices
Incentives Worksheets:	Incentives Worksheets:
<input type="checkbox"/> Worksheet 7	<input type="checkbox"/> Worksheet 7
	* If applicable
Reservation Application Date: _____	Final Application Date: _____
Expected Completion Date**	Actual Completion Date***
**Project funds will only be reserved for 90 days from date of Reservation.	
***Application must be submitted within 60 days of completion date.	
Total Multi-Year Natural Gas Project Incentives: <input type="text"/>	



Steam Trap Survey-Repair/Replacement Incentive offer

- Ends **April 30, 2015**
- Get **\$10** on each steam trap survey.
- Incentive is capped at 50% of incentives for repairs/replacements.
- Surveys can be up to 6 months old.
- Must meet certain other conditions.
- The required worksheet is available for download at: dtetradeally.com.

Other conditions apply; see the worksheet for details.

Energy Efficiency
Program for Business

 **DTE Energy**
Know Your Own Power®

2015 Steam Trap Survey and Repair Application

Get \$10 for each survey you perform through June — up to 50% of repairs submitted on this Application

DTE Energy is offering a \$10 incentive for each Steam Trap Survey performed until June 30, 2015 — up to 50% of the value of repaired steam traps submitted as part of this same Application.

The incentives will be paid to the Customer or a designated Third-Party.

Important Note: If you performed steam trap surveys in 2014 that revealed failed traps, but did not result in any repair(s) or replacement(s), you are not eligible to participate in this offer.

To participate in this offer, you must submit a completed Reservation Application that identifies the number of steam traps being surveyed.

To receive the \$10 Steam Trap Survey incentive, you must submit a completed Final Application by June 30, 2015, that includes all documentation and invoices covering steam trap repairs or replacements. Incomplete Final Applications could result in payments being delayed.



Limited-time Offer*

Customer Information

Name of Applicant's Business

Project or Building Name (If Applicable)

DTE Energy Gas Account Number (at Project location)

Name as it appears on DTE Energy bill

Name of Contact Person

Title of Contact Person

Contact Phone #

Contact Fax #

Contact Email Address

Mailing Address

City

State

ZIP

Installation Address

City

State

ZIP

Customer Tax Information (as entered on W9)

Tax Status:

☐ Limited Liability Company

☐ Corporation (Inc., PC, Etc.)

☐ Tax-Exempt

☐ Partnership

☐ Individual

☐ Other (may receive 1099)

Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:

EIN/Federal Tax ID

OR

Social Security Number

1

2015 Expiring Program Offers



DTE Energy
Know Your Own Power®

Boiler Tune-up Bonus offer

- Ends **April 30, 2015**
- Technicians can receive a **\$10 bonus** for every completed boiler tune-up.
(Certain conditions apply)
- The required worksheet is available for download at: dtetradeally.com.
- Use the separate addendum to enter additional tune-up (also available at: dtetradeally.com)

Energy Efficiency Program for Business

DTE Energy
Know Your Own Power®

2015 Boiler Tune-up Bonus

Technicians: receive a \$10 Bonus for each tune-up you perform

DTE Energy's Energy Efficiency Program for Business will reward individual technicians with \$10 for every completed boiler tune-up that meets our Program specifications. Simply complete both sides of this worksheet and submit it to our office via email (attach a completed interactive PDF), fax or mail.

We'll then issue you – the technician – \$10 for each tune-up for a total of:

It's that simple.

To qualify for this \$10 tune-up bonus, you must complete your work and submit this form by January 31, 2015.*

If you find other work that can be performed for your customer, use our regular Program Application, which can be downloaded from our Trade Ally website: dtetradeally.com.

Customer Information

DTE Energy Gas Account Number (at Project location)

Business Name Name on DTE Energy bill

Contact Person Title

Phone # Fax # Email

Mailing Address City State ZIP

Installation Address City State ZIP

Customer Tax Information (as entered on W9)

Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:

EIN/Federal Tax ID OR Social Security Number

Contractor Information

Name of Technician Name of Company

Phone # Fax # Email

Mailing Address City State ZIP

Account Holder Signature

By signing this form, the Account Holder acknowledges that s/he has read the Final Agreement Information contained on Page 5 of the main Program Application and has met the requirements as stated in that Application and in the Program's Policies and Procedures Manual.

DTE Account Holder Name (print) DTE Account Holder Title

DTE Account Holder Signature Date

This should be signed only after all work has been performed as described on this worksheet. A customer signature is required for payment. If you are authorizing that incentive payments be made directly to the contractor, you must complete and sign the Third-Party Payment Authorization form on the back. Signed worksheets received by fax or email will be treated the same as forms received by mail.

To submit your request

You can complete this form manually or electronically (and it will automatically calculate your incentives). Once completed, you can submit it to our office via email, fax or mail. For quick access to all our Program Applications and forms, visit: dtetradeally.com

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

*Funds for this are limited; offer may end at any time.

1



New Construction Revisions



About New Construction projects

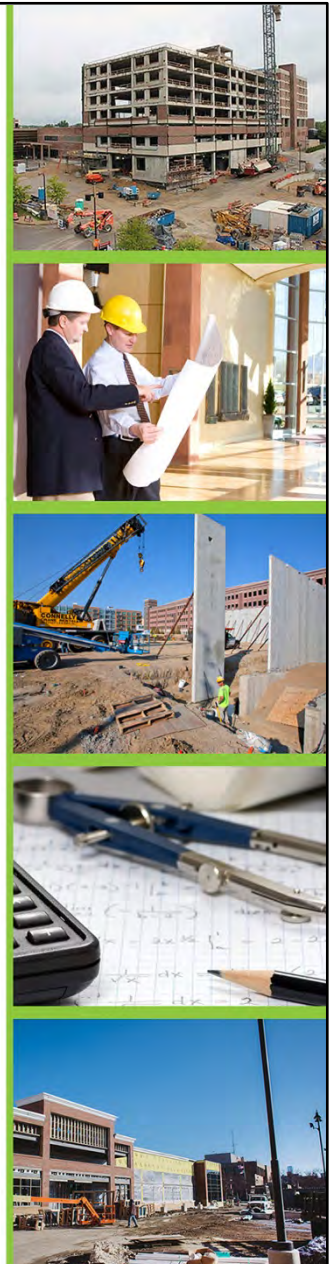
- There is a separate Application for New Construction and Major Renovation projects.
 - Contains specs and worksheets.
- There is a separate Application for the **LEED Design Review Assistance Incentive**. *(renamed)*
 - A one-time \$1,500 incentive to customers who pursue LEED design review certification.

Both applications are interactive PDFs.

DTE Energy
Energy Efficiency
Program for Business
2015
New Construction
and
Major Renovation
Specifications and Application



DTE Energy[®]
Know Your Own Power[®]





About New Construction projects

Additional measures have been added to the Systems Approach:

Electric-Lighting

- Exterior Lighting Power Density

Electric-HVAC

- EC Motors on small commercial furnaces: **\$90/HP**
- Efficient chilled water pump: **\$35/HP**
- Efficient hot water pump: **\$35/HP**

DTE Energy
Energy Efficiency
Program for Business
2015
New Construction
and
Major Renovation
Specifications and Application



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About New Construction projects

Additional measures have been added to the Systems Approach:

Electric-Miscellaneous

- High efficiency electric storage water heater: **\$20**/heater
- Heat pump storage water heater: **\$250**/heater

Electric-Process

- VFD on computer room AC fans: **\$150**/HP
- No-loss condensate drains on air compressors: **\$140**/drain
- Compressed air storage tank: **\$25**/HP
- High efficiency welders: **\$50**/welder

DTE Energy
Energy Efficiency
Program for Business
2015
New Construction
and
Major Renovation
Specifications and Application



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About New Construction projects

Additional measures have been added to the Systems Approach:

Gas-HVAC

- Direct fired make-up air units: **\$1/MBH**

Gas-Miscellaneous

- Optimized snow and ice melting controls: **\$0.10/sq.ft.**

Gas-Food Service

- Refrigeration condenser waste heat recovery (domestic water heating): **\$35/ton**
- Refrigeration condenser waste heat recovery (space heating): **\$75/ton**

DTE Energy
Energy Efficiency
Program for Business
2015
New Construction
and
Major Renovation
Specifications and Application



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Important information about New Construction Application deadlines:

1. You must complete your project by the date indicated on the Reservation Letter or by Nov. 30, 2015, whichever comes first.
2. No Reservation will extend beyond Nov. 30, 2015. (No 18-month projects will be allowed.)
3. Final Applications must be submitted within 60 days of project completion or by Nov. 30, 2015, whichever comes first.
4. Any incomplete Final Application submitted on Nov. 30, 2015, may be cancelled.
5. Any Final Application submitted after Nov. 30, 2015, will be cancelled.



Custom Projects: additional requirement

2015 Program Application



DTE Energy
Know Your Own Power®

For Custom projects: Something new you must enter:

- A** – Location: building name, etc.
- B** - Hours: before & after (including your method of calculation)
- C** - kW (before and after)
- D** - Current Energy Costs
- E** - Times of operation
- F** - Measure Costs

The interactive PDF will:

- Calculate each item's incentive – and total those numbers at the bottom.
- Automatically account for payback requirements (electric and gas) and the 50% capping limit.

*Refer to the instruction sheet
if you're doing your calculations manually.*

IMPORTANT NOTE: Use the reference numbers in the left column to identify and mark all related invoices, specification sheets and other documents related to this measure and submitted with this Application.

Custom Incentive Worksheet

IMPORTANT: In each section, check the appropriate category or enter all required information. If you do not check a category, we will not calculate your incentive and carry the value to Page 5.

Must be submitted with this Application

See Instructions 27. Complete every blank box for each item you submit. Please attach specifications to your Reserve Application before you submit for review.

Ref# 29-1 Location (building name, etc.) **A**

Before Retrofit				After Retrofit			
Description							
"Before" hours of operation calculation for this specific equipment:							
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (a)		kW (b)		Hours used per year (c)		kW (d)	

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			\$0.07		
Natural Gas	Mcf			\$4.00		

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Ref# 29-2 Location (building name, etc.) **A**

Before Retrofit				After Retrofit			
Description							
"Before" hours of operation calculation for this specific equipment:							
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (a)		kW (b)		Hours used per year (c)		kW (d)	

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			\$0.07		
Natural Gas	Mcf			\$4.00		

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July? **E**

☐ Yes ☐ No

Capped Measure Incentive (from Total Awarded Incentive below):

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July? **E**

☐ Yes ☐ No

Capped Measure Incentive (from Total Awarded Incentive below):

Electric Aggregate Measure Cost **Gas Simple Payback Period** **Gas Aggregate Measure Cost**

	Aggregate Measure Cost	Aggregate Annual Savings	Current Energy Cost	Simple Payback Period*	Total Calculated Incentive	Total Awarded Incentive**
Total Custom Incentives (includes values entered on pages 29-31)	Electric					
	Natural Gas					
Total Measure Cost					Total Custom Incentive	

IMPORTANT NOTES:

* The Simple Payback Period must fall within the electric or gas parameters to qualify for an incentive (see formula above). If the Total Awarded Incentive for either electric or gas displays DNE (does not qualify), then the payback period fell outside of required parameters or the measure cost/or energy savings were missing.

** Total Awarded Incentives for each utility are capped at no more than 50% of the Total Measure Cost. If one utility does not qualify for an incentive, the other utility is capped at no more than 50% of the Aggregate Measure Cost for that utility.

If you require assistance completing this section, contact our office.

dteenergy.com/savenow 29 V2:03/01/15



One final reminder

2015 Program Notice



DTE Energy
Know Your Own Power®

Important for 2015:

- The 2015 Program Year **ends Nov. 30.**
- This means:
 - No Reservations extend beyond Nov. 30.
 - Final Applications **must** be submitted within 60 days of project completion or Nov. 30, whichever comes first.
 - Incomplete Final Applications face cancellation.
 - Any Application submitted after Nov. 30 will be canceled.

Prescriptive and Custom Incentive Application Checklist

This form **MUST** be included with any Reservation and/or Final Application.
If this is a New Construction or Major Renovation project, please use that Application, which can be found online at: dteenergy.com/savenow.

Submittal Date: _____ Application Number (if known): _____
Is this a revised Application? ☐ yes ☐ no

Mail, fax or email completed forms and required documentation with itemized invoices to:
DTE Energy's Energy Efficiency Program For Business
P.O. Box 11289
Detroit MI 48211
Fax: 877.607.0744
Phone: 866.796.0512
Email: savenow@dteenergy.com
Web: dteenergy.com/savenow

Reservation Application
Fill out this side when reserving incentives

Required Attachment:

- ☐ Customer Information 3
- ☐ Contractor Information 4
- ☐ W9 Tax Information Form (customer) 3
- ☐ Michigan-Made Affidavit(s) (if applicable)

Incentives Worksheets:

- ☐ Lighting 7
- ☐ HVAC - Electric 10
- ☐ Miscellaneous Electric 17
- ☐ Process Electric 18
- ☐ Food Service - Electric 20
- ☐ HVAC - Gas 22
- ☐ Hot Water & Laundry 23
- ☐ Insulation 24
- ☐ Process Gas 24
- ☐ Boiler/Furnace Tune-up 25
- ☐ Food Service - Gas 26
- ☐ Custom 29
- ☐ Boiler/Furnace Tune-up Addendum 32

Final Application
Fill out this side when project is completed

Required Attachments:

- ☐ Customer Information 3
- ☐ Contractor Information 4
- ☐ W9 Tax Information Form (if different than customer) 4
- ☐ 3rd Party Payment Authorization* 4
- ☐ Signed Final Application Agreement 5
- ☐ Manufacturers' Specifications
- ☐ Itemized Invoices
- ☐ Michigan-Made Affidavit(s) (if applicable)

Incentives Worksheets:

- ☐ Lighting 7
- ☐ HVAC - Electric 10
- ☐ Miscellaneous Electric 17
- ☐ Process Electric 18
- ☐ Food Service - Electric 20
- ☐ HVAC - Gas 22
- ☐ Hot Water & Laundry 23
- ☐ Insulation 24
- ☐ Process Gas 24
- ☐ Boiler/Furnace Tune-up 25
- ☐ Food Service - Gas 26
- ☐ Custom 29
- ☐ Boiler/Furnace Tune-up Addendum 32

Reservation Application Date: _____ Final Application Date: _____
Expected Completion Date** _____ Actual Completion Date*** _____
**Project funds will only be reserved for 90 days from date of Reservation and no Reservation will extend beyond Nov. 30, 2015.
***Application must be submitted within 60 days of completion date or by Nov. 30, 2015, whichever comes first.

This interactive Application will automatically calculate an incentive totals on each worksheet - which you can then submit electronically to our office. You also can download this Application, print it out and complete it manually. You then can either mail or fax it to our office.

You must complete all applicable pages before sending or submitting this Application to our office.

[Go To Page 36 For Submission Instructions](#)

Reservation Application Date

Expected Completion Date**

**Project funds will only be reserved for 90 days from date of Reservation and no Reservation will extend beyond Nov. 30, 2015.

Final Application Date

Actual Completion Date***

***Application must be submitted within 60 days of completion date or by Nov. 30, 2015, whichever comes first.



Our website for Trade Allies:
dteTradeAlly.com

Something Just for You



DTE Energy
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dtetradeally.com

Get:

- Announcements
- Up-to-date funding gauges
- All Program documents:
 - Applications
 - Forms
 - Addenda

Energy Efficiency Program for Business

Home **Events/Registration** **Marketing Materials** **Videos**

Applications and Worksheets

- 2015 Program Catalog
- 2015 Program Application
- 2015 Program P-P
- 2015 Gas-only Application
- 2015 New Construction App
- 2015 LEED Design Review Assistance App
- 2015 Michigan Saves Financing Worksheet
- 2014-15 Gas multi-year Application
- 2015 Agriculture Application
- 2015 LED 20% Bonus fact sheet

Announcements

Join us at a mid-year Program update event
This month, we're hosting three special events to update DTE Energy Customers, Trade Allies and Designated Trade Allies on all the new measures, offers and features we've launched in the past month. In addition, we'll be holding Designated Trade Ally training for contractors wanted to upgrade their level of program knowledge, information and how to use the program more effectively for their own business. The events are scheduled on April 16, 17 and 22. For more information and to register, click on our events page.

Everyone who attends one of these events will be eligible to win premier sporting or entertainment event tickets.

Our revised Program Catalog and Application are now available
You can now download our new mid-program year revised Catalog and Application. Both feature new measures — with our Catalog providing the specifications, and our Application providing the worksheets with incentive values. The new measures can be found in these categories:

- Lighting/Controls
- Electric-HVAC
- Electric-Process
- Electric-Food Service
- Electric-Miscellaneous

Trade Ally Portal

To receive your login and password, call or email your Program Outreach contact.

2015 Rebate Program Status

Paid 10% ▼

Active 36% ▲

Electric Installations

Available funds paid as of March 30, 2015

2015 Rebate Program Status

Paid 19% ▼



dtetradeally.com

Get:

- Information about upcoming events – and a registration link for each.

Energy Efficiency Program for Business DTE Energy Know Your Own Power®

Home Events/Registration Marketing Materials Videos

Applications and Worksheets

- 2015 Program Catalog
- 2015 Program Application
- 2015 Program P-P
- 2015 Gas-only Application
- 2015 New Construction App

Program Events

Financing Energy Efficiency

Join us March 25 for an in-depth look at various sources of funding for your energy efficiency project. Speaking will be representatives from a number of organizations that provide funding. Also on hand will be DTE Energy representatives, who will review the Energy Efficiency Program for Business incentives and special offers.

Date: March 25, 2015
Time: 8:30-11:30 a.m.
Location: Somerset Inn, Troy, MI

Trade Ally Portal

To receive your login and password, call or email your Program Outreach contact.

2015 Rebate Program Status

Paid 9% ▼

Active 34% ▲

Electric Installations

Available funds paid as of March 23, 2015

Something Just for You



DTE Energy
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dtetradeally.com

Get:

- Access to marketing materials we produce:
 - **Fact Sheets**
 - **Energy Profiles**
 - **Measure fliers**
(fold-overs)
 - **Case studies**

**Download and print
them out at your office!**

Energy Efficiency Program for Business



Know Your Own Power®



HomeEvents/RegistrationMarketing MaterialsVideos

Marketing Materials

You can download and print any documents on this page. You cannot co-brand any materials without prior consent of DTE Energy.

Fact Sheets/Flyers

- 2015 Michigan-made Fact Sheet
- 2015 Multi-measure Fact Sheet
- 2015 Low-cost Fact Sheet
- 2015 Lighting Tech Fact Sheet



Energy Profiles

- 2015 Energy profile-auto
- 2015 Energy profile-grocery
- 2015 Energy profile-healthcare
- 2015 Energy profile-lodging
- 2015 Energy profile-municipal
- 2015 Energy profile-office building
- 2015 Energy profile-restaurants
- 2015 Energy profile-schools
- 2015 Energy profile-warehousing



Something Just for You



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Watch:

- Videos of our presentations – organized by Program year...

...and follow
along with our
slide shows!

Energy Efficiency Program for Business






[Home](#)[Events/Registration](#)[Marketing Materials](#)[Videos](#)

Video Presentations

[2014 Video Archives](#)[2013 Video Archives](#)

The provided links will open a pdf of all slides from that presentation in another window.
To access DTE Energy's case study videos, click here.



2015 Program Kick Off

[2015 Video - 2015 Program Kick Off](#)



In Summary

- Program changes for 2015:
 - New measures
 - New to the catalog
 - New offers
 - Continuing offers
 - Expiring offers
 - New Construction revisions
 - Custom project additional information
- About our Trade Ally website

ENERGY EFFICIENCY PROGRAM FOR BUSINESS



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Break/Networking

Please return at 10 a.m.
for

Designated Trade Ally Training



Welcome to our **Designated Trade Ally** **Training**



Kevin Salatrik

Program Energy Advisor



What we hope to accomplish today:

- **Review 2015 Program**
 - About incentives
 - 2015 Catalog and Application
- **Provide Designated Trade Ally training**
 - How the Program can work for you
 - Increasing sales and market share for contractors
 - Improving the bottom line for customers
- **Review the Trade Ally website & DTA Portal**
- **Provide answers to your questions**



About the flash drive

•READ ME FIRST

- Folder contents description – plus valuable *interactive* links

•2015 Main Program

- Catalog & Application
- Policies & Procedures
- Boiler/Furnace Tune-up Addendum
- Multiple Party Payment Addendum
- Gas-only Application
- Agriculture Application
- 2015 Michigan Saves 0% worksheet

•2015 Offers

- Steam Trap Survey-Repair/Replacement worksheet
- Boiler/Furnace Tune-up Bonus worksheet
- Building Operator Certification worksheet
- 2015 Michigan Made Fact Sheet
- 2015 Multi-Measure Fact Sheet



- LED lighting special
- Food Service MM bonus
- Health/Fitness MM bonus
- Door gasket bonus



About the flash drive

• Case Studies:

- Art Van Furniture
- Central Michigan Univ.
- Crittenton Hospital
- DNV GL
- Gwinn School District
- Healthcare
- Multi-Measure
- City of Monroe
- Roy O'Brien Ford
- Save-a-Lot stores
- Whole Foods Markets

• Energy Profiles

- Auto dealers
- Grocery
- Healthcare
- Lodging
- Municipal
- Office
- Restaurants
- Schools
- Warehousing

• Other forms and tables

- 2014-15 comparison
- Baseline T12 wattage tables
- Project invoice summary





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*



Since 2009:

- Nearly **\$102 million** in cash rebates has been paid to Michigan business customers:
 - Electric: **\$87 million**
 - Gas: **\$15 million**
- More than **32,000 projects** have been completed.
- And our customers have realized savings of:
 - **1,837 GWh** in electricity.
 - **4.7 million Mcf** in natural gas.
 - **\$220 million** in total energy costs.



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 (submit within 60 days; may require post-inspection)



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

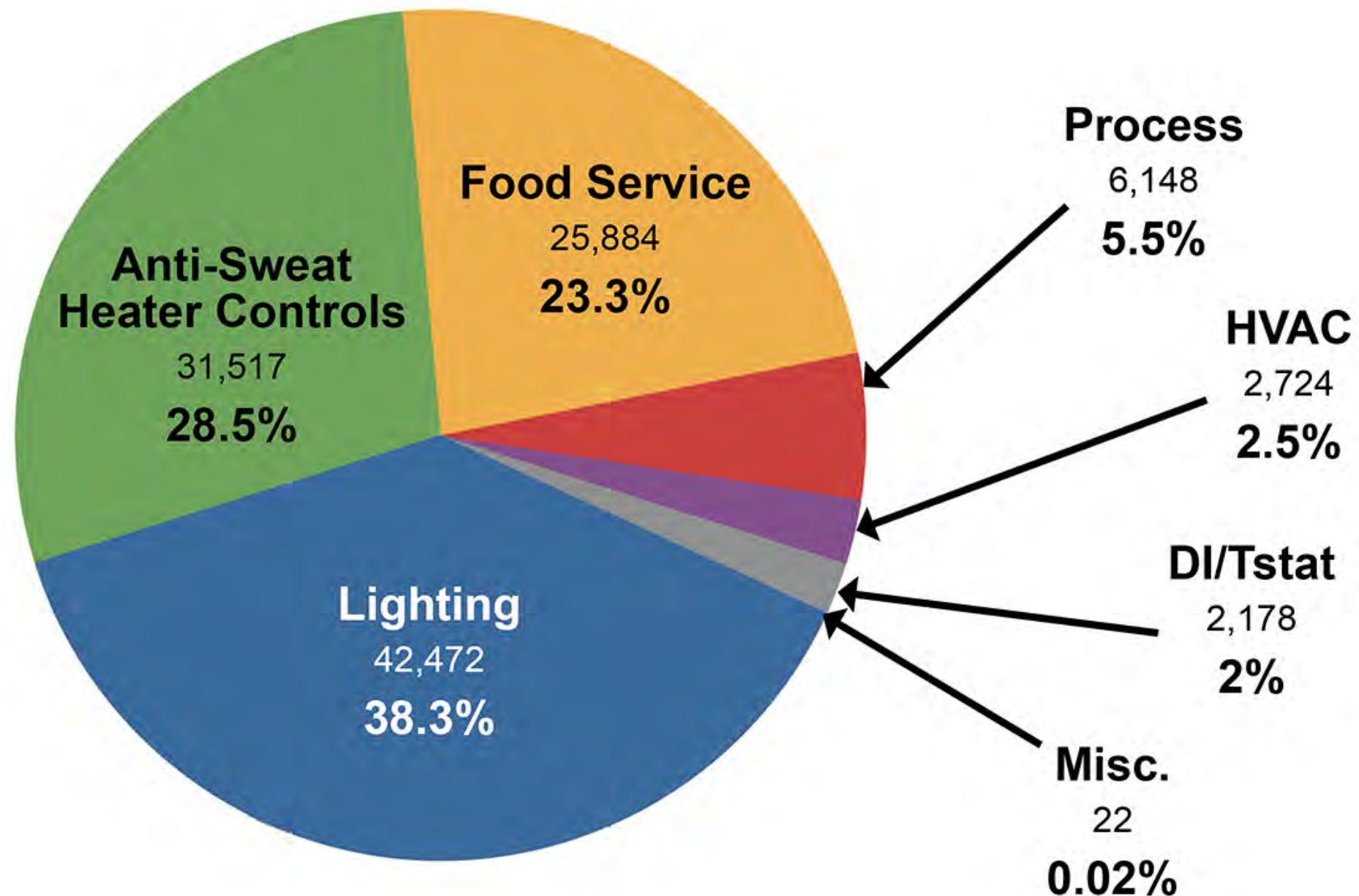


Our Program timeline is simple:



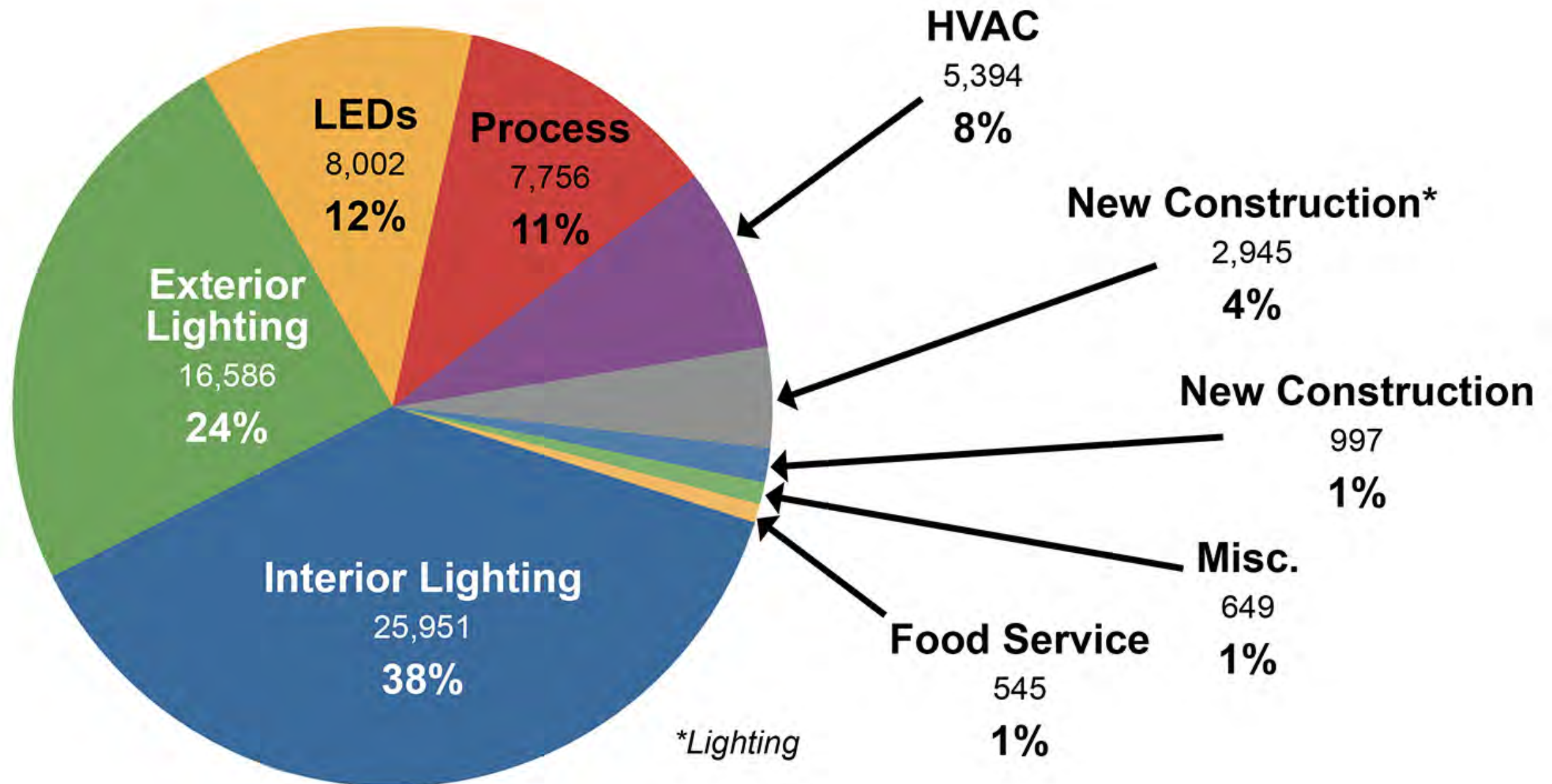


2014 Participation by Technology: Prescriptive Electric (MWh)



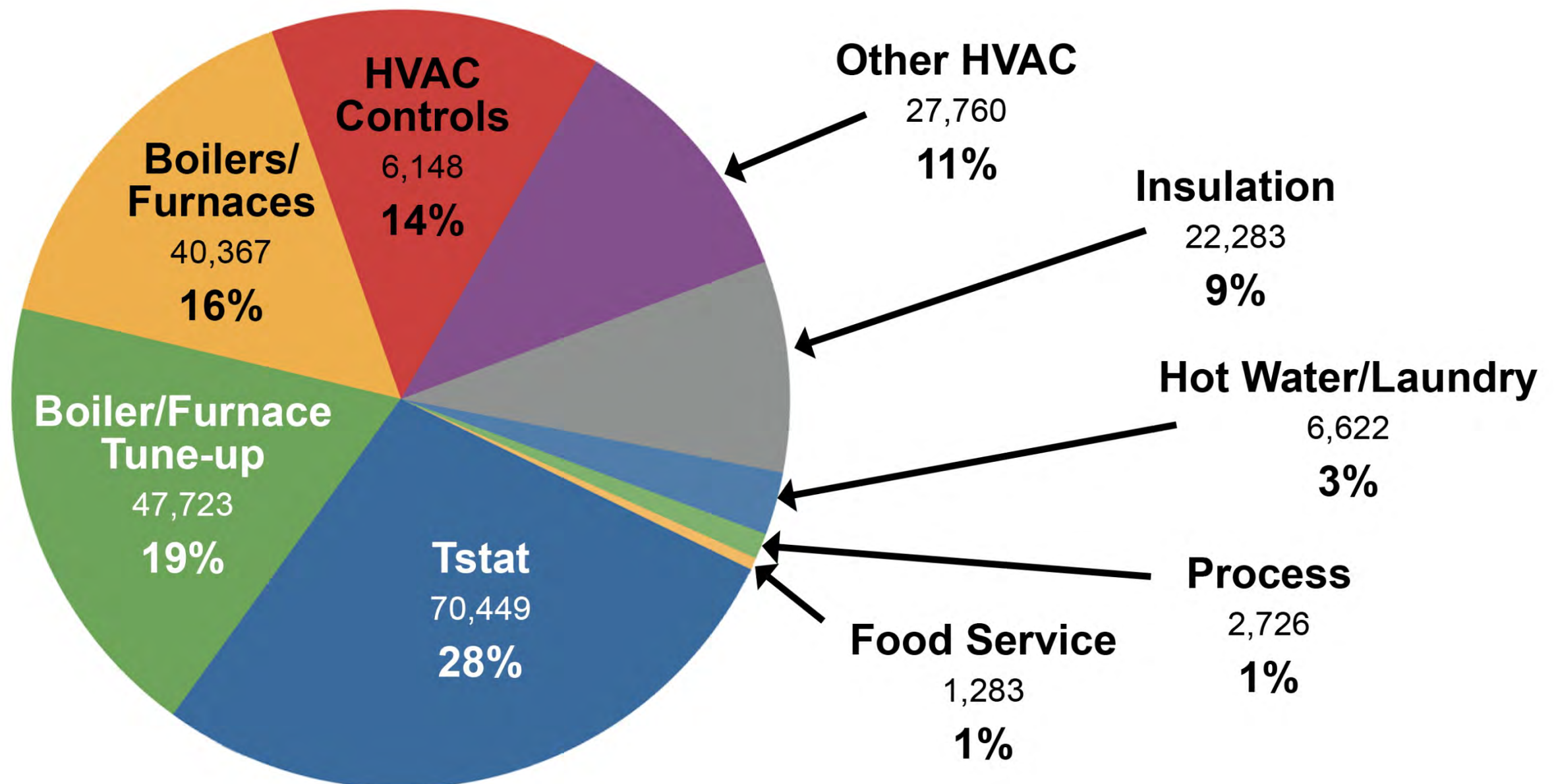


2014 Participation by Technology: Custom Electric (MWh)



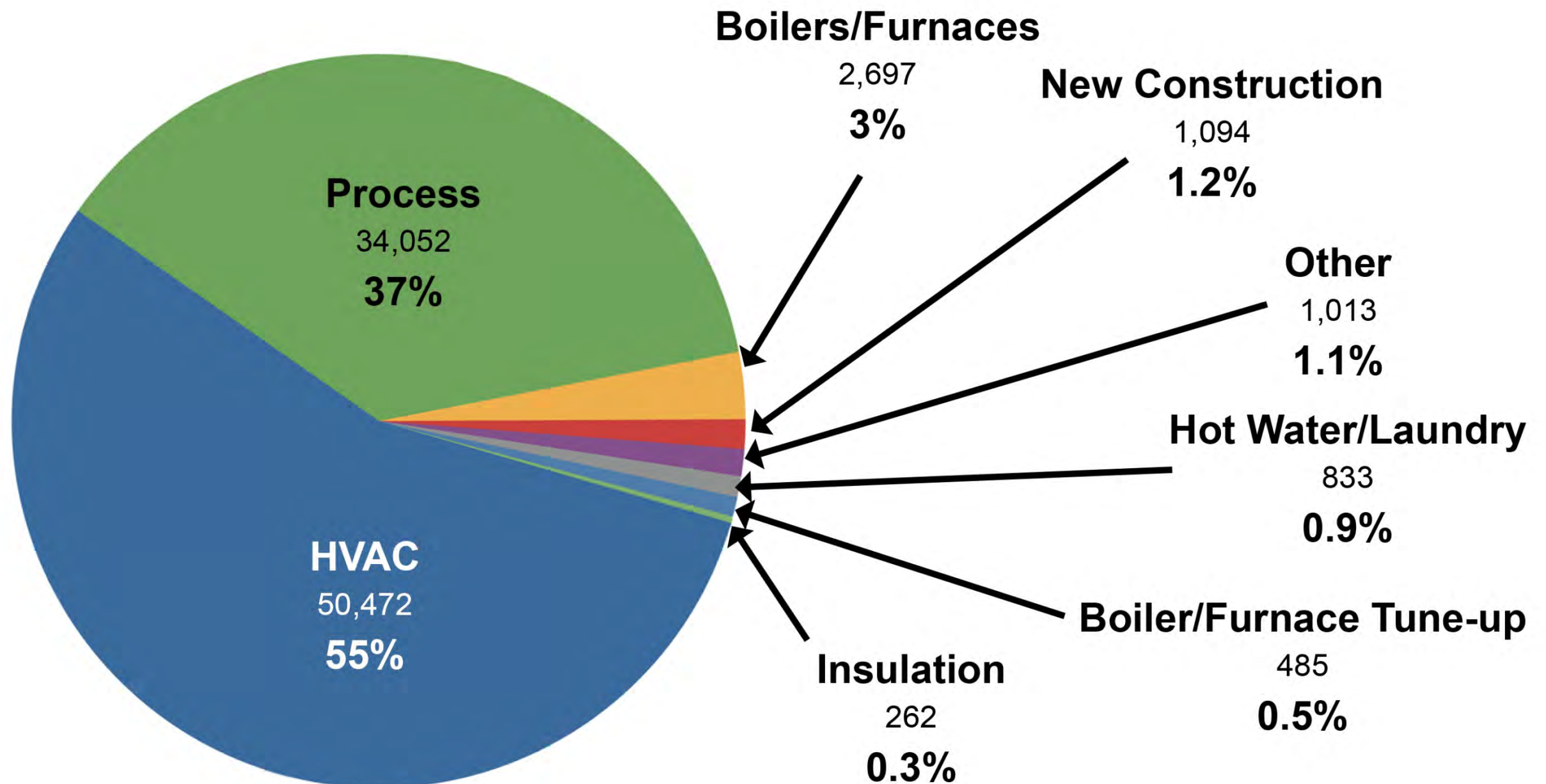


2014 Participation by Technology: Prescriptive Natural Gas (Mcf)





2014 Participation by Technology: Custom Natural Gas (Mcf)





For 2015:

- **Facility Caps** have been eliminated for both Natural Gas and Electric projects.
- **Project Caps** have been increased for both Natural Gas and Electric projects.
- **Customer Caps** have been increased for both Natural Gas and Electric projects.

2014 Caps

Cap Level	Electricity	Natural Gas
Facility	\$750,000	\$200,000
Project	\$200,000	\$100,000
Customer	\$750,000	\$200,000

2015 Caps

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



For 2015:

- Custom Incentives have been increased for Natural Gas projects.

Custom Incentives	2014	2015
Electric	\$0.07/kWh	\$0.07/kWh
Natural Gas	\$3.50/Mcf	→ \$4/Mcf



Sources:

- **Michigan Saves**

- *michigansaves.org*

- **PACE** (Property Assessed Clean Energy - private)

- *leanandgreenmi.com*

- **PACE** (Property Assessed Clean Energy - public)

- *cec-mi.org/communities/programs/ann-arbor-pace*

- **DEGC** (Detroit Economic Growth Corporation)

- *degc.org*

Other sources:

- **Municipal bonds** (schools and government)



About Incentives



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: \$0.07/kWh and/or \$4/Mcf).

New Construction Major Renovation

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



About Reservations

Reservation Applications set aside funds for your project to ensure availability when your project is completed and you submit your Final Application. Here are our guidelines:

Prescriptive

- Reservation Applications are not required for most Prescriptive projects, **BUT** they are **highly recommended**.
- A Reservation Application **is required** for certain measures: check the Application for details.

Custom

- A Reservation Application **is required** for all Custom projects.

New Construction Major Renovation

- A Reservation Application **is encouraged** for all New Construction and Major Renovation projects.
- **NOTE:** **No Reservation will extend beyond Nov. 30, 2015.**

If you submit a Reservation Application, do **NOT** start your project until you receive a **Reservation Letter!***



Prescriptive



Prescriptive - Electric

- **Pre-determined** measures with specific energy savings and cash rebates:

2015 Prescriptive Electric Measures

Lighting

Central Lighting Controls
Compact Fluorescent Screw-in Lamps
Compact Fluorescent Reflector Flood Lamps
Compact Fluorescent Fixtures
Daylight Sensor Controls
Delamping
Exit Sign Conversion
Exterior Lighting Bi-level Control w/Override
Exterior Linear Fluorescent replacing High-Intensity Discharge (HID)
Exterior CFL replacing HID
Garage/Exterior High-Intensity Discharge (HID) Conversion
High Performance (HP) Linear Fluorescents
Interior High-Intensity Discharge (HID) to Fluorescent Fixture
LED Lamps
LED or Induction Interior High Bay
LED Traffic Signals
LED Refrigerated Door Case Lighting
Low Wattage (LW) Linear Fluorescents
Occupancy Sensors for LED Refrigerated Door Case Lighting
Occupancy Sensors
Pulse Start Metal Halide
Switching Controls for Multilevel Lighting
Tubular Skylights (Light Tubes)

HVAC

Air-Cooled Chillers/Water-Cooled Chillers
Air Source Heat Pumps
Chilled Water Reset - Air Cooled/Water Cooled
Chilled Water Reset with Pump on/off Control
Closed Loop Heat Pumps
Cool Roof
Economizer
Ground Source Heat Pump
High Performance Glazing
Hotel Guestroom Energy Management System (Air Conditioning)
Packaged Terminal Air Conditioner & Heat Pump
Programmable Thermostat (Air Conditioning)
Room Air Conditioners
Setback/Setup Controls (Air Conditioning)
Unitary and Split Air Conditioning Systems
Variable Frequency Drive - HVAC Fan/Pump
Window Film

Miscellaneous Electric

High Efficiency Clothes Washer
Intelligent Surge Protector
PC Network Energy Management Controls


Process Electric

Barrel Wraps for Injection Molders & Extruders
Compressed Air Engineered Nozzle

Compressed Air Pressure Flow Controller
Compressed Air Audits with Leak Repair
Cycling Compressed Air Dryers
Electronically Commutated Plug Fans
High Efficiency Process Pumps
Industrial 3-Phase High Frequency Battery Charger
Insulated Pellet Dryer Ducts
Tank Insulation
Variable Frequency Drive for Process Pumping
VSD Air Compressor

Food Service & Refrigeration


Anti-Sweat Heater Controls
Beverage Vending Machine Controllers
Door Gaskets on Coolers and Freezers
ECM Motor for Refrigerator Cases, Freezers and Coolers
Energy Efficient Ice Machines
Efficient Refrigeration Condenser
ENERGY STAR® Commercial Solid Door Refrigerators
ENERGY STAR® Commercial Solid Door Freezers
ENERGY STAR® Steam Cookers
ENERGY STAR® Holding Cabinets
Evaporator Fan Motor Controls
Floating Head Pressure Controls
LED Refrigerated Door Case Lighting
Occupancy Sensors for LED Refrigerated Door Case Lighting
Refrigeration Savings due to Lighting Wattage Reduction
Strip Curtains on Walk-in Cooler and Freezer Doors
Vertical Night Covers


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USE LESS.
SAVE MORE.

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

2015 Prescriptive Electric Measures



Ask us how DTE Energy can help you reduce your business' electric costs year after year!



Prescriptive



Prescriptive – Natural Gas

- **Pre-determined** measures with specific energy savings and cash rebates:

2015 Prescriptive Natural Gas Measures

HVAC

- Boiler Modulating Burner Control
- Boiler Water Reset Control
- Chilled Water Reset
- Chilled Water Reset with Pump on/off Control
- Demand Controlled Ventilation
- Destratification Fans
- High Efficiency Furnace
- Hotel Guestroom Energy Management Control
- HVAC Occupancy Sensor for Large Office Buildings
- Infrared Heaters
- Programmable Thermostat
- Setback/Setup Controls
- Space Heating Boilers
- Steam Traps
- Variable Frequency Drive on Secondary Chilled Water Pump

Hot Water and Laundry

- Domestic Hot Water Heating System
- Dry Cleaning Boiler Descale (Kettle/Tube-Type)
- Gas Water Heater
- Gas Water Heater – Tankless
- High Efficiency Clothes Washer
- High Efficiency Pool Heater (Gas Heat)
- Ozone Laundry System

Insulation

- Domestic Hot Water Pipe Wrap
- Greenhouse Heat Curtain
- Greenhouse Infrared Film
- Pipe Wrap – Steam and Hot Water Boiler
- Pool Covers
- Roof Insulation (Flat/Attic)
- Truck Loading Dock Seals
- Truck Loading Dock Leveler Ramp Air Pit Seals
- Wall Insulation

Process Gas

- Air Compressor Exhaust Heat Recovery
- Furnace Tube Inserts
- High Efficiency Process Boiler (Water/Steam)
- Tank Insulation

Boiler/Furnace Tune-up

- Boiler Tune Up
- Domestic Hot Water Boiler Tune-up
- Furnace/RTU Tune-up
- Process Boiler Tune-up

Food Service

- Commercial Kitchen Ventilation Hood
- ENERGY STAR® Convection Ovens
- ENERGY STAR® Fryers
- ENERGY STAR® Griddles
- ENERGY STAR® Steam Cookers
- Large Vat Fryers
- Night Covers (vertical)
- Ovens
- Pre-Rinse Sprayers (Gas Water Heat)

ENERGY EFFICIENCY PROGRAM FOR BUSINESS

2015 Prescriptive Natural Gas Measures

Ask us how DTE Energy can help you reduce your business' natural gas costs year after year!



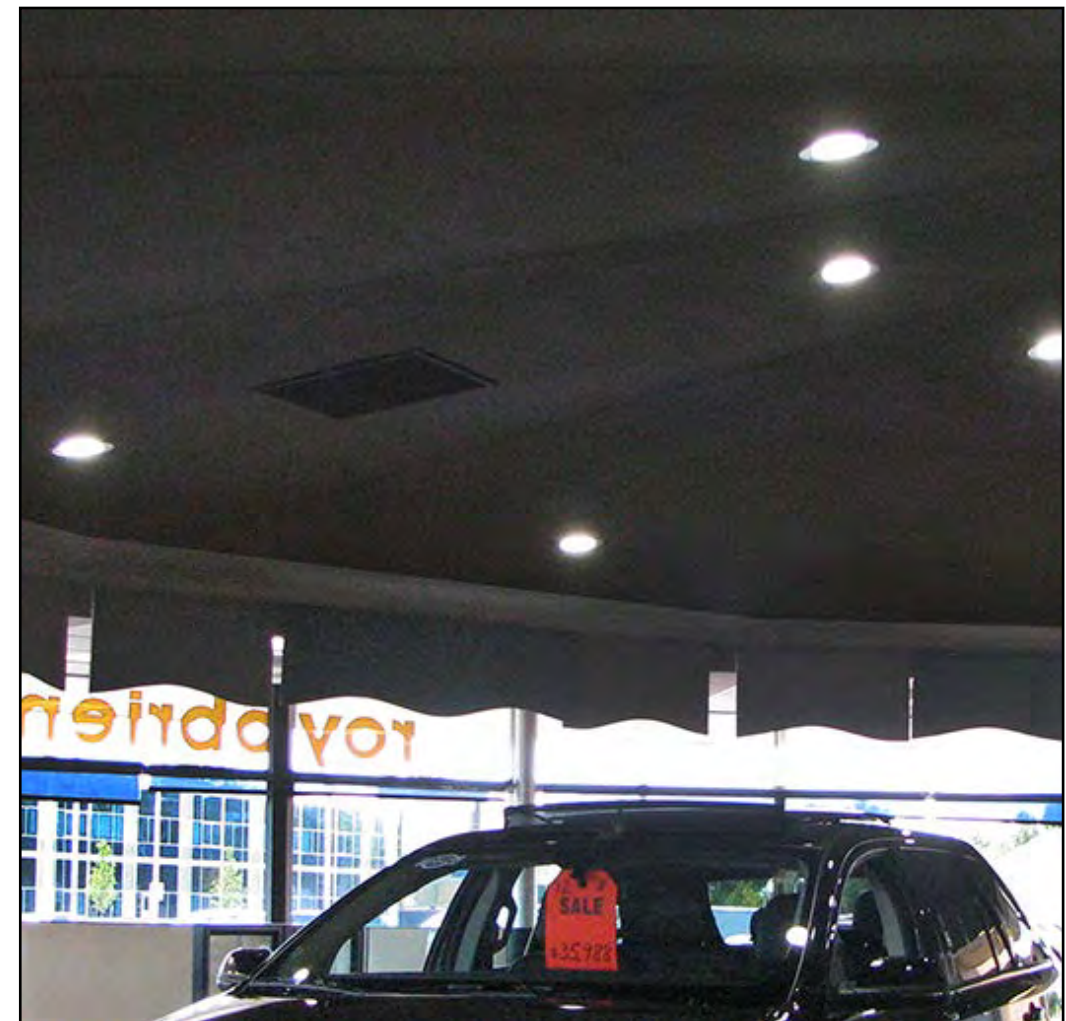
Prescriptive



Electric project example

Auto Dealership: Lighting

- Total project cost.....\$102,216
- Total rebate.....\$23,434
- Project cost after rebate.....\$78,782
- Total electric savings/yr.....\$30,820
- Simple payback.....**2.6 years**





Prescriptive



Natural Gas project example

Warehouse: Energy Management System

- Total project cost.....\$59,780
- Total rebate.....\$25,000
- Project cost after rebate.....\$34,780
- Total Mcf saved/yr..... 8,670
- Simple payback.....**1.1 years**





Custom



Custom

- Measures that do not fall within any specific prescriptive program.
- Energy savings and cash rebates are calculated on a case-by-case basis.
- Can be combined with prescriptive measures.
- **NOTE:** for a complete review of custom project criteria, see the Application.





Custom



Electric project example

Data Center: Humidifier changeout

- Total project cost.....\$497,959
- Total rebate.....\$130,000
- Project cost after rebate.....\$367,959
- Total kWh saved/yr.....1,627,000
- Simple payback.....**2.8 years**





Custom



Natural Gas project example

Office Building: Boiler controls upgrade

- Total project cost.....\$87,245
- Total rebate.....\$15,064
- Project cost after rebate..... \$72,245
- Total Mcf saved/yr.....3,766
- Increased boiler efficiency.... 2.2%
- Simple payback..... **3.8 years**





New Construction Major Renovation



New Construction/Major Renovation:

- New facilities/major renovations of existing facilities/change of use.
- Adding load.
- Incentives are offered in three areas:
 - **Systems Approach:**
 - Pre-determined measures designed to optimize efficiency of individual systems.
 - **LEED Whole Building Approach:**
 - Based on LEED certification.
 - Three levels of incentives based on certification.
 - **LEED Design Review Assistance:**
 - \$1,500 for LEED project review/registration.



About New Construction/ Major Renovation Incentives



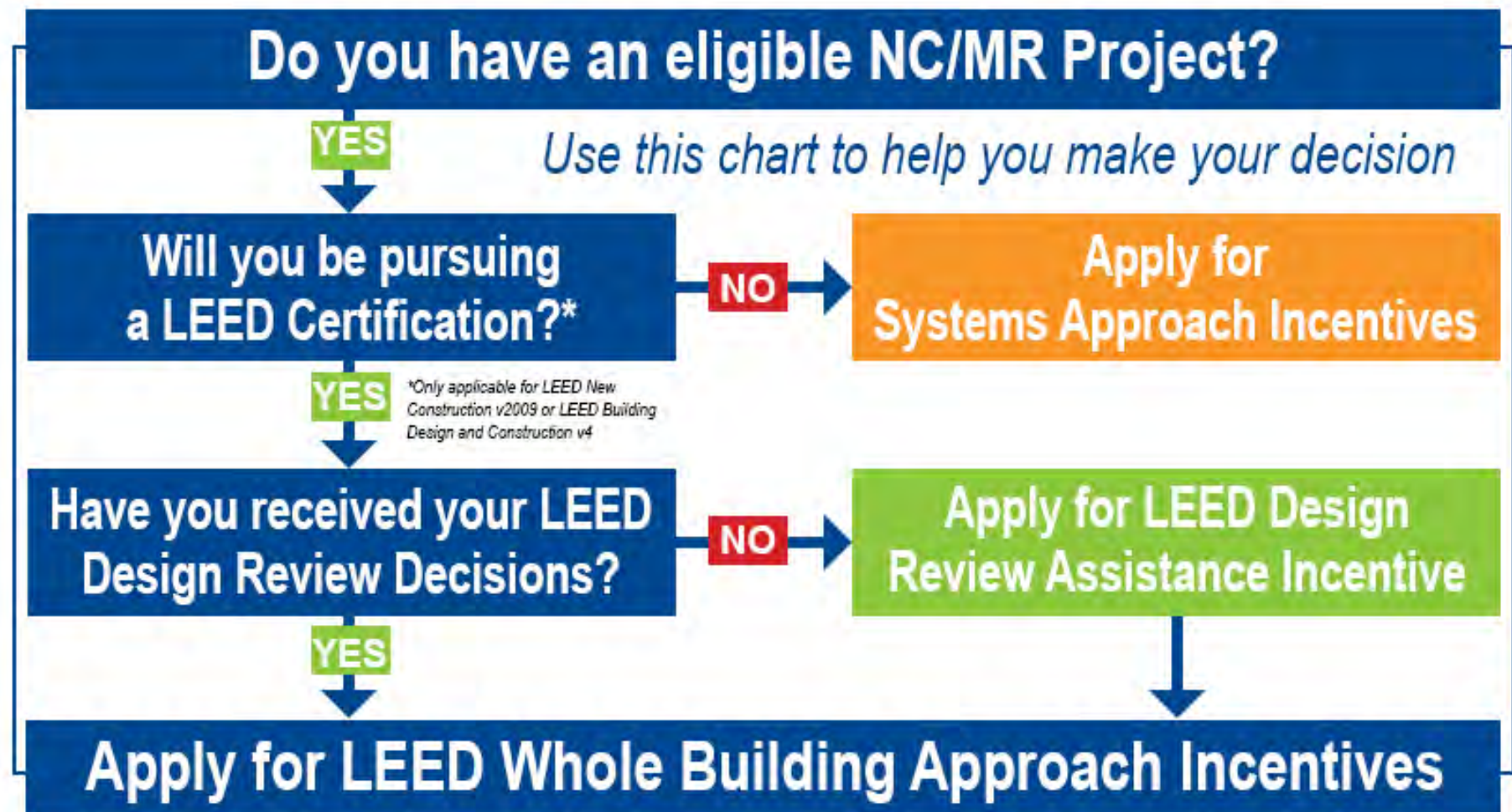
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New Construction Major Renovation



Choosing an Approach:

- System Approach
or
- LEED Whole Building Approach
- You also can apply for a LEED Design Review Assistance Incentive.



About New Construction/ Major Renovation Incentives



DTE Energy
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**New Construction
Major Renovation**



Systems Approach example:

- Grocery Store

Supermarket 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	



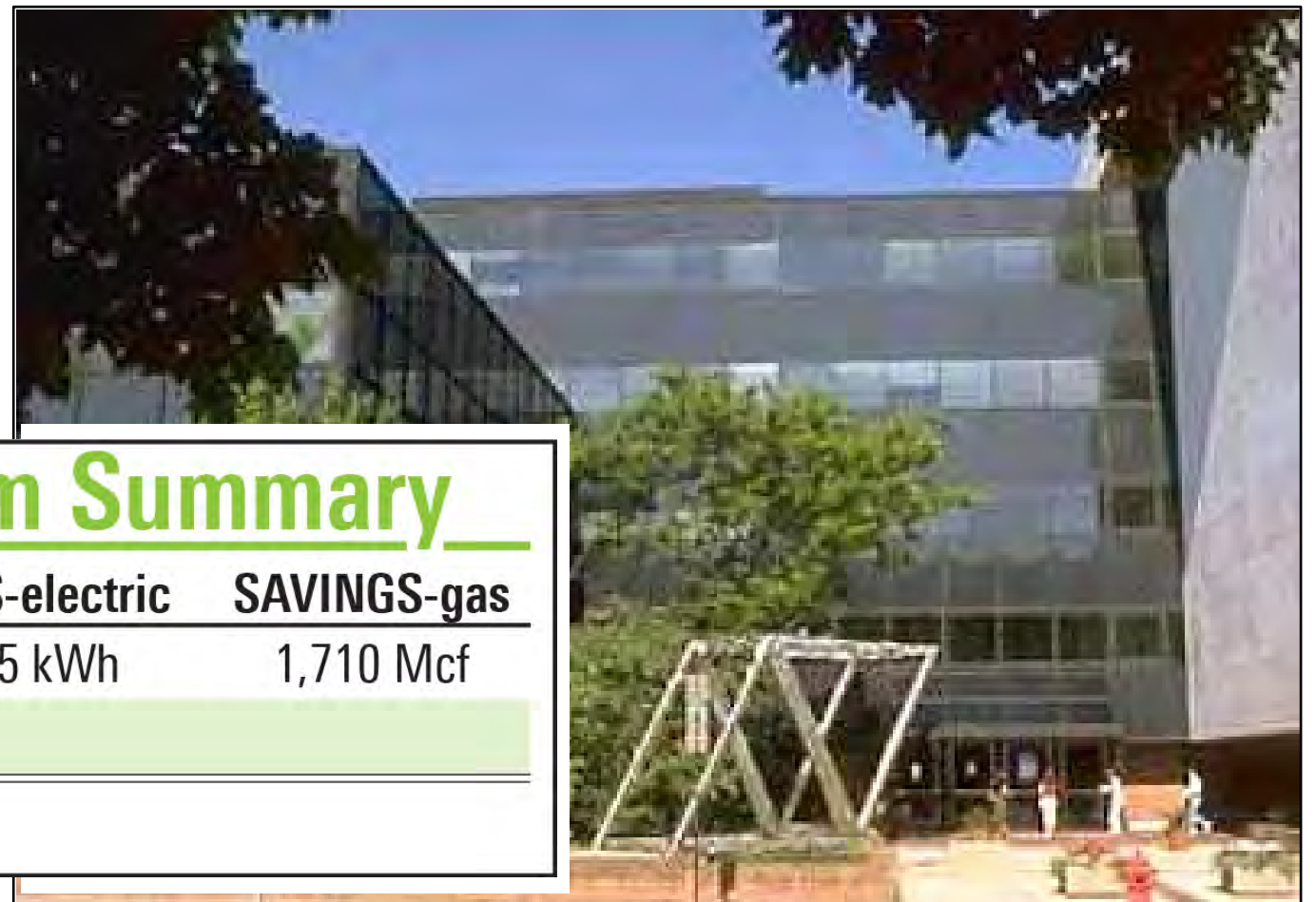


**New Construction
Major Renovation**



LEED Whole Building Approach example:

- University



University Incentive Program Summary

PROJECT	INCENTIVE	SAVINGS-electric	SAVINGS-gas
LEED Whole Building Approach	\$17,400	131,295 kWh	1,710 Mcf
LEED Design Review Assistance	\$1,500		
Total	\$18,900		



How to get started in 2015



About Program funding

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

How To Participate

Prescriptive and Custom Incentives:

1. Verify your eligibility. See the Energy Efficiency Program for Business [Policies 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.)
 - [Review the guidelines](#) (slide show) for completing the Energy Efficiency Program for Business application
 - Download the [2014 Catalog](#)
 - Download the [2014 Application](#)
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 project completion.
5. Submit your Final Application. Final Applications must be received within 60 days after project completion or by November 30 of each program year, whichever comes first.
6. DTE Energy's Energy Efficiency Program for Business Staff will review your final project documentation. Incentive payments will typically be sent within 4 to 6 weeks from the time that all the documentation is received and the field inspection is complete.

New Construction and Major Renovation Program:

1. To determine if your project qualifies, please contact DTE Energy's Energy Efficiency Program for Business Staff before you start your design at 866.796.0512.
2. Download the [New Construction Application](#)* for details on the program and application forms
3. Full details of the program can be found in the [New Construction Policies and Procedures Manual](#).*

Questions? Please contact us:

Contact the Energy Efficiency Program for Business at 866.796.0512.
or
PO Box 11289

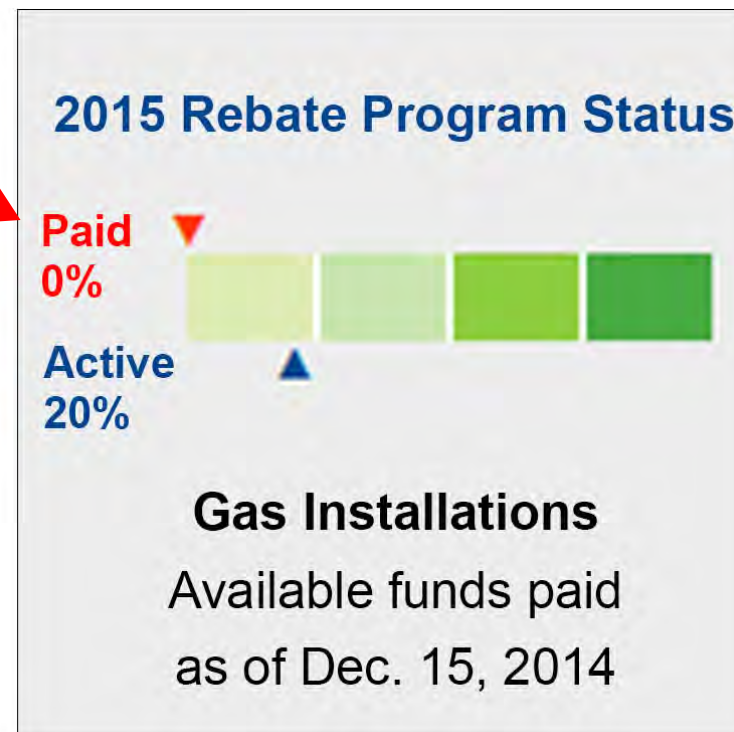
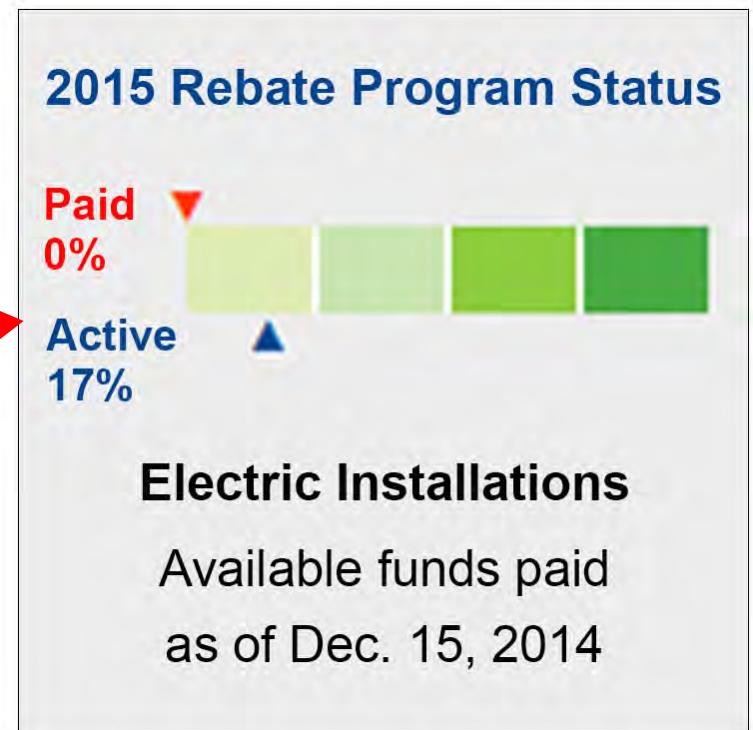
2015 Rebate Program Status

Electric Installations
Available funds paid as of Dec. 15, 2014

2015 Rebate Program Status

Gas Installations
Available funds paid as of Dec. 15, 2014

These funding gauges provide real-time information on the Program's progress throughout the year. This is especially important as the Program Year winds down and funding becomes limited.



2015 Program Catalog & Application



DTE Energy
Know Your Own Power®

To find the gauges – and download an electronic Catalog and Application

1) visit: dteenergy.com/savenow

Then select:

2) “[Participate Now](#)”

The screenshot shows the DTE Energy website interface. At the top, there is a navigation bar with links for Residential, Business, and About Us. Below this is a horizontal menu with buttons for My Account, Billing/Payment, Save Energy, Start/Stop Service, Problems/Safety, Products/Programs, and Contact Us. A large banner on the right side of the page features a woman pointing at a large industrial building with the text 'Energy Efficient lighting options for your business.' and 'USE LESS. SAVE MORE.' Below the banner, there are three main sections. The first section is titled 'Multi-Measure Incentive' and includes a 'Get the Details' button. The second section is titled 'New incentives for 2015' and includes a 'Participate Now' button, which is circled in red. A red arrow points from the 'Participate Now' text in the instructions to this button. The third section is titled 'Incentives for using Michigan Manufacturer products' and includes a 'Learn More' button.

**Requires Acrobat Reader*

2015 Program Catalog & Application



DTE Energy
Know Your Own Power®

To find the gauges – and download an electronic Catalog and Application

1) visit: dteenergy.com/savenow

Then select:

2) “Participate Now”

3) Select and download:

- 2015 Catalog
- 2015 Application

4) The New Construction Application is below

DTE Energy

Register Sign In

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Incentives and Offers

- Multifamily Program
- Free Thermostat
- Express Program
- Incentives
- ENERGY STAR Lighting
- Michigan Made
- Measure
- Building Operator Cert
- Small Businesses
- Energy Tips
- Business Energy Analyzer
- EO Credits
- Energy Efficiency Events
- Lighting Advisor
- Find a Contractor
- Become a Contractor
- Case Studies-Fact Sheets
- Financing
- Self Directed Options
- Interactive Business

How To Participate

Prescriptive and Custom Incentives:

1. Verify your eligibility. See the Energy Efficiency Program for Business [Policies 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.)
 - Review the guidelines (slide show) for completing the Energy Efficiency Program for Business application
 - Download the [2015 Catalog](#)
 - Download the [2015 Application](#)
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 project completion.
5. Submit your Final Application. Final Applications must be received within 60 days after project completion or by November 30 of each program year, whichever comes first.
6. DTE Energy's Energy Efficiency Program for Business Staff will review your final project documentation. Incentive payments will typically be sent within 4 to 6 weeks from the time that all the documentation is received and the field inspection is complete.

New Construction and Major Renovation Program:

1. To determine if your project qualifies, please contact DTE Energy's Energy Efficiency Program for Business Staff before you start your design at 866.796.0512.
2. Download the [New Construction Application*](#) for details on the program and application forms.
3. Full details of the program can be found in the [New Construction Policies and Procedures Manual*](#).

Questions? Please contact us:

Contact the Energy Efficiency Program for Business at 866.796.0512.

USE LESS. SAVE MORE.

2015 Rebate Program Status

Paid 0% Active 17%

Electric Installations

Available funds paid as of Dec. 15, 2014

2015 Rebate Program Status

Paid 0% Active 20%

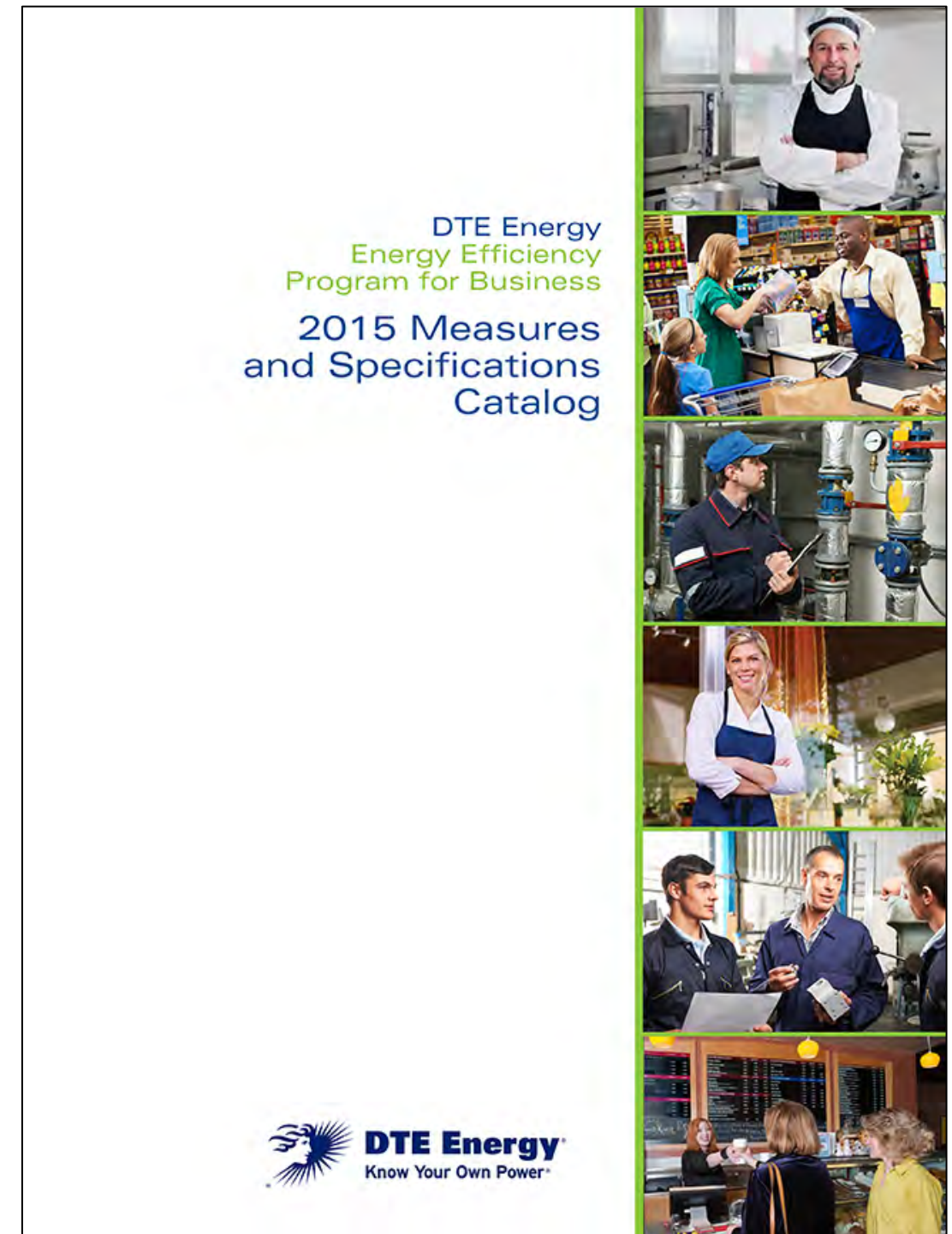
Gas Installations

Available funds paid as of Dec. 15, 2014



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.



2015 Program Catalog



DTE Energy
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There are five electric measure categories:

- Lighting
- Miscellaneous
- Process
- Food Service/Refrigeration
- HVAC

There are 76 measure areas

- Each area lists specific types of measures within that section

The Application matches the measure sequence of the Catalog

List of Eligible Prescriptive Electric Measures

Lighting

Central Lighting Controls	11
Compact Fluorescent Screw-in Lamps (CFL)	7
(CFL) Reflector Flood Lamps	7
Compact Fluorescent Fixtures	7
Daylight Sensor Controls	11
Delamping	12
Exit Signs Retrofit	11
Exterior Lighting Bi-level Control w/Override	11
Exterior Linear Fluorescent replacing HID	10
Exterior CFL replacing HID	10
Garage/Exterior High-Intensity Discharge (HID) Conversion	10
High Performance (HP) Linear Fluorescents	8
Interior High-Intensity Discharge (HID) to Fluorescent Fixture	10
LED Interior Linear	9
LED Lamps	7
LED or Induction Interior High Bay	10
LED Traffic Signals	11
LED Refrigerated Door Case Lighting	12
Low Wattage (LW) Linear Fluorescents	9
Occupancy Sensors for LED Refrigerated Door Case Lighting	12
Occupancy Sensor	11
Pulse Start Metal Halide	10
Switching Controls for Multilevel Lighting	11
Tubular Skylights (Light Tubes)	12

HVAC Electric

Air-Cooled Chiller	16
Air Source Heat Pumps	13
Chilled Water Reset – Air Cooled	15
Chilled Water Reset – Water Cooled	15
Chilled Water Reset with Pump on/off Control	14
Closed Loop Heat Pumps	13
Cool Roof	15
Economizer	15
Ground Source Heat Pump	14
High Performance Glazing	15
Hotel Guestroom Energy Management System (Air Conditioning)	14
HVAC Occupancy Sensor, Large Office Building	14
Packaged Terminal Air Conditioner & Heat Pump	13
Programmable Thermostat (Air Conditioning)	14
Room Air Conditioners	13
Setback-Setup Controls (Air Conditioning)	14
Unitary and Split Air Conditioning Systems	13
Variable Frequency Drive – HVAC Fan/Pump	15
Water-Cooled Chiller	16
Window Film	15

Miscellaneous Electric

High Efficiency Clothes Washer	18
Intelligent Surge Protector	18
PC Network Energy Management Controls	18

Process Electric

Barrel Wraps for Injection Molders & Extruder	20
Compressed Air Pressure Flow Controller	19
Compressed Air Audit with Leak Repair	19
Compressed Air Cycling Dryer	19
Electronically Commutated Plug Fans	20
Engineered Nozzle	19
High Efficiency Pumps	19
Industrial 3 Phase HF Battery Chargers	20
Insulation for Pellet Dryer Ducts	20
Tank Insulation	20
VFD for Process Fans	19
VSD Air Compressor	19

Food Service & Refrigeration Electric

Anti-Sweat Heater Controls	21
Beverage Vending Machines	21
Door Gaskets on Coolers and Freezers	22
ECM Motor for Refrigerator Cases, Freezers and Coolers	22
Energy Efficient Ice Machines	22
Efficient Refrigeration Condenser	22
ENERGY STAR® Commercial Solid Door Refrigerators	21
ENERGY STAR® Commercial Solid Door Freezers	21
ENERGY STAR® Steam Cookers	21
ENERGY STAR® Holding Cabinets	21
Evaporator Fan Motor Controls	22
Floating Head Pressure Controls	21
LED Refrigerated Door Case Lighting	22
Occupancy Sensors for LED Refrigerated Door Case Lighting	22
Refrigeration Savings due to Lighting Wattage Reduction	22
Strip Curtains on Walk-in Cooler and Freezer Doors	22
Vertical Night Covers	22

MM: Denotes measures that also appear in the Gas section of the Program, which means they qualify for the Multi-Measure Bonus. To receive the bonus, submit both the Electric and Gas measure on the same Application.

2015 Program Catalog



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Electric measures marked with **MM** also appear in the gas section – and are therefore eligible for the **Multi-Measure Bonus**.

Air-Cooled Chiller	16	ENERGY STAR® Steam Cookers	21
Air Source Heat Pumps	13	ENERGY STAR® Holding Cabinets	21
MM Chilled Water Reset – Air Cooled	15	Evaporator Fan Motor Controls	22
MM Chilled Water Reset – Water Cooled	15	Floating Head Pressure Controls	21
MM Chilled Water Reset with Pump on/off Control	14	LED Refrigerated Door Case Lighting	22
Closed Loop Heat Pumps	13	Occupancy Sensors for LED Refrigerated Door Case Lighting	22
Cool Roof	15	Refrigeration Savings due to Lighting Wattage Reduction ..	22
Economizer	15	Strip Curtains on Walk-in Cooler and Freezer Doors	22
Ground Source Heat Pump	14	MM Vertical Night Covers	22
High Performance Glazing	15		
MM Hotel Guestroom Energy Management System (Air Conditioning)	14		
MM HVAC Occupancy Sensor, Large Office Building	14		
Packaged Terminal Air Conditioner & Heat Pump	13		
MM Programmable Thermostat (Air Conditioning)	14		
Room Air Conditioners	13		
MM Setback-Setup Controls (Air Conditioning)	14		
Unitized and Split Air Conditioning Systems	13		

MM: Denotes measures that also appear in the Gas section of the Program, which means they qualify for the Multi-Measure Bonus. To receive the bonus, submit both the Electric and Gas measure on the same Application.

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There are six natural gas measure categories:

- HVAC
- Insulation
- Process
- Hot Water & Laundry
- Boiler/Furnace Tune-up
- Food Service

There are 48 measure areas

- Each area lists specific types of measures within that section

The Application matches the measure sequence of the Catalog

List of Eligible Prescriptive Gas Measures

HVAC Gas

Boiler Modulating Burner Control	24
Boiler Water Reset Control	24
Chilled Water Reset	24
Chilled Water Reset with Pump on/off Control	25
Demand Controlled Ventilation	25
Destratification Fans	25
High Efficiency Furnace	24
Hotel Guestroom Energy Management Control	25
HVAC Occupancy Sensor, Large Office Building	25
Infrared Heaters	24
Programmable Thermostat	25
Setback-Setup Controls	25
Space Heating Boilers	24
Steam Traps	24
Variable Frequency Drive on Secondary Chilled Water Pump	24

Hot Water and Laundry

Domestic Hot Water Heating System	26
Dry Cleaning Boiler Descaling (Kettle/Tube-Type)	26
Gas Storage Water Heater	26
Gas Water Heater – Tankless	26
High Efficiency Clothes Washer	26
High Efficiency Pool Heater (Gas Heat)	26
Ozone Laundry System	26

Insulation

Domestic Hot Water Pipe Wrap	27
Greenhouse Heat Curtain	27
Greenhouse Infrared Film	27
Pipe Wrap – Steam and Hot Water Boiler	27
Pool Covers	27
Roof Insulation (Flat/Attic)	27
Truck Loading Dock Seals	27
Truck Loading Dock Leveler Ramp Air Pit Seals	27
Wall Insulation	27

Process Gas

Air Compressor Exhaust Heat Recovery	28
Furnace Tube Inserts	28
High Efficiency Process Boiler (Water/Steam)	28
Tank Insulation	28

Boiler/Furnace Tune-up

Boiler Tune Up	29
Domestic Hot Water Boiler Tune-Up	29
Process Boiler Tune-up	29
Furnace/RTU Tune-up	29

Food Service Gas

Commercial Kitchen Ventilation Hood	30
ENERGY STAR® Convection Ovens	30
ENERGY STAR® Fryers	30
ENERGY STAR® Griddles	30
ENERGY STAR® Steam Cookers	30
Fryers	30
Night Covers (vertical)	30
Ovens	30
Pre-Rinse Sprayers (Gas Water Heat)	30

MM: Denotes measures that also appear in the Electric section of the Program, which means they qualify for the Multi-Measure Bonus. To receive the bonus, submit both the Electric and Gas measure on the same Application.

2015 Program Catalog



DTE Energy
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Gas measures marked **MM** also appear in the electric section – and are therefore eligible for the **Multi-Measure Bonus**.

Boiler Water Reset Control	24	Greenhouse Heat Curtain	27
MM Chilled Water Reset	24	Greenhouse Infrared Film	27
MM Chilled Water Reset with Pump on/off Control	25	Pipe Wrap – Steam and Hot Water Boiler	27
Demand Controlled Ventilation	25	Pool Covers	27
Destratification Fans	25	Roof Insulation (Flat/Attic)	27
High Efficiency Furnace	24	Truck Loading Dock Seals	27
MM Hotel Guestroom Energy Management Control	25	Truck Loading Dock Leveler Ramp Air Pit Seals	27
MM HVAC Occupancy Sensor, Large Office Building	25	Wall Insulation	27
Infrared Heaters	24		
MM Programmable Thermostat	25	Process Gas	
MM Setback-Setup Controls	25	Air Compressor Exhaust Heat Recovery	28
Space Heating Boilers	24	Furnace Tube Inserts	28
Steam Traps	24	High Efficiency Process Boiler (Water/Steam)	28
Variable Frequency Drive on Secondary Chilled Water Pump	24	Tank Insulation	28
Hot Water and Laundry		Boiler/Furnace Tune-up	
Domestic Hot Water Heating System	26	Boiler Tune Up	29
Dry Cleaning Boiler Descaling (Kettle/Tube-Type)	26	Domestic Hot Water Boiler Tune-Up	29
Gas Storage Water Heater	26	Process Boiler Tune-up	29
Gas Water Heater – Tankless	26	Furnace/RTU Tune-up	29
High Efficiency Clothes Washer	26		
High Efficiency Pool Heater (Gas Heat)	26	Food Service Gas	
Ozone Laundry System	26	Commercial Kitchen Ventilation Hood	30
		ENERGY STAR® Convection Ovens	30
		ENERGY STAR® Fryers	30
		ENERGY STAR® Griddles	30
		ENERGY STAR® Steam Cookers	30
		Fryers	30
		MM Night Covers (vertical)	30
		Ovens	30
		Pre-Rinse Sprayers (Gas Water Heat)	30


MM: Denotes measures that also appear in the Electric section of the Program, which means they qualify for the Multi-Measure Bonus. To receive the bonus, submit both the Electric and Gas measure on the same Application.

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2015 Program Catalog



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Food Service Electric & Refrigeration Specifications

All Final Applications MUST include manufacturers' equipment specification sheets

ENERGY STAR® Refrigerators and Freezers:

Equipment Type	Unit
Commercial Solid Door Refrigerators	Refrigerator
Commercial Solid Door Freezers	Freezer

ENERGY STAR® Commercial Solid Door Refrigerators:

Capacity (cu. ft.)	Unit
< 15	Refrigerator
15 - 30	Refrigerator
31 - 50	Refrigerator
> 50	Refrigerator

ENERGY STAR® Commercial Solid Door Freezers:

Capacity (cu. ft.)	Unit
< 15	Freezer
15 - 30	Freezer
31 - 50	Freezer
> 50	Freezer

ENERGY STAR® Commercial Solid Door Refrigerators:

Incentives are available for replacement units that are ENERGY STAR® listed. Cases with remote refrigeration systems are not eligible. Incentive is per refrigerator.

ENERGY STAR® Commercial Solid Door Freezers:

Incentives are available for replacement units that are ENERGY STAR® listed. Cases with remote refrigeration systems are not eligible. Incentive is per freezer.

ENERGY STAR® Steam Cookers and Hot Holding Cabinets:

Equipment Type	Unit
Steam Cookers	Cooker
Hot Holding Cabinets	Cabinet

ENERGY STAR® Steam Cookers (Electric):

Incentives are available for replacement electric steamers that are ENERGY STAR® listed with a Cooking Energy Efficiency of 50% for all size units. Used or rebuilt equipment is not eligible. Incentive is per cooker.

ENERGY STAR® Hot Holding Cabinets:

Incentives are available for replacement units that are ENERGY STAR® listed and consume <40 watt per cubic foot. Cook-and-hold equipment is not eligible. Used or rebuilt equipment is not eligible. Incentive is per cabinet.

Food Service - Electric

Controls

Equipment Type	Unit
Beverage Vending Machine Controllers	Controller
Anti-Sweat Heater Controls	Door
Floating Head Pressure Controls	Ton

Beverage Vending Machine Controllers

Incentives are available for retrofitting existing vending machines with beverage vending machine controllers. The controller must include a passive infrared occupancy sensor to turn off fluorescent lights and other vending machine systems when the surrounding area is unoccupied for 15 minutes or longer. Incentive is per controller.

Anti-Sweat Heater Controls

Incentives are available for anti-sweat heater controls. Eligible control devices that sense the relative humidity in the air outside of the display case and reduces or turns off the glass door (if applicable) and frame anti-sweat heaters at low-humidity conditions. Technologies that can turn off anti-sweat heaters based on sensing condensation on the inner glass pane are also eligible. Incentive is per total number of doors controlled.

Floating Head Pressure Controls

Incentives are available for installing automatic controls to lower condensing pressure at lower ambient temperatures in multiplex refrigeration systems. Controls installed must vary head pressure to adjust condensing temperatures in relation to outdoor air temperature. The controls must replace existing constant pressure or manually controlled systems to achieve lowered head pressure in order to maintain a minimum saturated condensing temperature of 70°F, or a 20°F variance below design head pressure during mild weather conditions. Incentive is per ton of refrigeration.

Food Service
- Electric

**Specifications
are detailed for every
prescriptive measure
offered under the 2015 Program.**

2015 Program Catalog



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HVAC – Gas Specifications

All Final Applications MUST include manufacturers' equipment specification sheets.

Prescriptive incentives are available only for retrofit projects using natural gas as the primary fuel source. If a dual-fuel system is used or if natural gas is the back-up or redundant fuel, the custom incentive Application must be used.

Boilers and Furnaces

Equipment Type	Unit
Boiler Modulating Burner Control Retrofit	Unit
Boiler Water Reset Control Retrofit	MBH
High Efficiency Furnace 95% Efficient	Unit
High Efficiency Furnace 92% Efficient	Unit
High Efficiency Boilers (Space Heating)	MBH
Leaking Steam Trap Repair or Replacement	Trap

Boiler Modulating Burner Control

Incentives are available for retrofitting existing non-modulating boilers with modulating burner controls added to boilers. The control must have a minimum turn-down ratio of 5:1. Boiler must operate a minimum of 4,000 hours per year. Incentive is only available for equipment used in space heating conditions. Incentive is per boiler.

Boiler Water Reset Control

Incentives are available for temperature reset controls added to existing boilers operating with a constant supply temperature. A replacement boiler with boiler reset controls is not eligible. For controls on multiple boilers to be eligible, control strategy must stage the lag boiler(s) only after the lead boiler fails to maintain the desired boiler water temperature. Incentive is available only for equipment used in space heating conditions. Incentive is per boiler.

High Efficiency Gas Furnace/Unit Heater

Incentives are available for replacement furnaces and unit heaters that have an AFUE of 92%- 95% or greater and have a sealed combustion unit. Air handlers are not eligible. Equipment purchased for backup or redundancy is not eligible. Incentive is only available for equipment used in space heating conditions. Incentive is per furnace and is based upon unit efficiency.

High Efficiency Space Heating Boiler

Incentives are available for replacement boilers used for space heating. Boilers purchased for backup or redundancy are not eligible. Boilers must be modulating with a minimum turn-down ratio of 5:1 and be of the sealed combustion type. Qualifying efficiencies are shown in Table 4. Incentive is per MBH.

Table 4. Minimum efficiency requirements for High Efficiency Space Heating Boilers

Input Capacity (MBH)	Minimum Efficiency
≤ 200	92% AFUE
> 200	95% Thermal Efficiency

Steam Trap Repair/Replacement

Incentives are available for the repair or replacement of steam traps that have failed open and that are leaking steam. Incentive is not available for traps that have failed closed or that are plugged. Replacement with an onifice trap is not eligible. Incentive is available once per 24 month period, per trap. Steam trap repair work must be recorded and the service report must be attached to the Incentive Application. Incentive is per repaired or replaced trap. The report must contain:

- Name of Survey/Repair Technician
- Survey/Repair Date
- System nominal steam pressure
- Annual hours of operation
- Number of steam traps serviced
- Per steam trap:
 - ID tag number, location and type of trap
 - If repair or replaced
 - Orifice Size
 - Pre-and Post Conditions (e.g., Functioning/Not Functioning, Leaking/Not Leaking)

Other HVAC

Equipment Type	Unit
Infrared Heaters	MBH
Chilled Water Reset	Ton
Variable Frequency Drive on Secondary Chilled Water Pump	Pump HP

Infrared Heaters

Incentives are available for infrared heaters with electronic ignition replacing unit heaters. Low intensity heaters must use non-conditioned outside air for combustion. Incentive is available for heaters used for building space heating. Incentive is per MBH.

Chilled Water Reset – Air and Water Control Devices

Incentives are available for retrofitting existing chilled water systems with chilled water reset controls that allow the chilled water temperature to increase by at least 5°F during periods of low-flow (low load). The building must have hydronic reheat. Upgrades must include hardware for new controls and the system must include an economizer. VAV systems are not eligible. Incentive is per refrigeration ton of the chiller affected by the control upgrade.

Variable Frequency Drives – Secondary Chilled Water Pumps

Incentives are available for installing variable frequency drives (VFD) on existing secondary chilled water pumps of comfort cooling chilled water systems having a primary-secondary pumping arrangement. Redundant or back-up pumps are not eligible. Integrated VFDs on new equipment are not eligible for this incentive. The installation of a VFD must accompany the permanent removal or disabling of any throttling devices, such as inlet vanes and throttling valves. Incentive is per horsepower (hp) of the secondary chilled water pump.

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Boilers and Furnaces

Equipment Type	Unit
Boiler Modulating Burner Control Retrofit	Unit
Boiler Water Reset Control Retrofit	MBH
High Efficiency Furnace 95% Efficient	Unit
High Efficiency Furnace 92% Efficient	Unit
High Efficiency Boilers (Space Heating)	MBH
Leaking Steam Trap Repair or Replacement	Trap

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Incentives are available for retrofitting existing non-modulating boilers with modulating burner controls added to boilers. The control must have a minimum turn-down ratio of 5:1. Boiler must operate a minimum of 4,000 hours per year. Incentive is only available for equipment used in space heating conditions. Incentive is per boiler.

Boiler Water Reset Control

Incentives are available for temperature reset controls added to existing boilers operating with a constant supply temperature. A replacement boiler with boiler reset controls is not eligible. For controls on multiple boilers to be eligible, control strategy must stage the lag boiler(s) only after the lead boiler fails to maintain the desired boiler water temperature. Incentive is available only for equipment used in space heating conditions. Incentive is per MBH.

High Efficiency Gas Furnace/Unit Heater

Incentives are available for replacement furnaces and unit heaters that have an AFUE of 92%- 95% or greater and have a sealed combustion

**Specifications
are detailed for every
prescriptive measure.**




About our Application

Use it as a:

- **Reservation** Application
- and a
- **Final** Application

NOTE: Funds **must** be reserved for all custom projects and for certain prescriptive measures.

We **encourage** you to submit a Reservation Application for all **prescriptive** projects.

Energy Efficiency Program for Business	
 DTE Energy® Know Your Own Power®	
2015 Program Application	
This Application is to be used for projects completed with a Final Application submitted during the 2015 Program Year (Jan. 1, 2015 - Nov. 30, 2015).	
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For New Construction and Major Renovation projects, download our NC/MR Applications 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 savenow@dteenergy.com	
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2015 Program Application



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The following items are required to successfully complete your Reservation and Final Applications and receive incentive funding:

- Application Checklist
- Customer Information Sheet
- Prescriptive and/or Custom Incentive Worksheets
- Final Application Agreement
- Supporting Information, including invoices and product specifications


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Prescriptive and Custom Incentive Application Checklist
This form MUST be included with any Reservation and/or Final Application.
 If this is a New Construction or Major Renovation project, please use that Application, which can be found online at: dteenergy.com/savenow.

Submittal Date _____

Is this a revised Application? ☐ yes ☐ no

Application Number (if known) _____

Mail, fax or email completed forms and required documentation with itemized invoices to:

DTE Energy's Energy Efficiency Program For Business
 P.O. Box 11289
 Detroit MI 48211
Fax: 877.607.0744
Phone: 866.796.0512
Email: saveenergy@dteenergy.com
Web: dteenergy.com/savenow

Reservation Application
Fill out this side when reserving incentives

Required Attachment

☐ Customer Information3
☐ Contractor Information4
☐ W9 Tax Information Form (customer)3
☐ Michigan-Made Affidavit(s) (if applicable)

Incentives Worksheets

☐ Lighting7
☐ HVAC – Electric10
☐ Miscellaneous Electric17
☐ Process Electric18
☐ Food Service – Electric20
☐ HVAC – Gas22
☐ Hot Water & Laundry23
☐ Insulation24
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☐ Boiler/Furnace Tune-up25
☐ Food Service – Gas26
☐ Custom29
☐ Boiler/Furnace Tune-up Addendum32

Reservation Application Date _____

Expected Completion Date** _____

Final Application
Fill out this side when project is completed

Required Attachments

☐ Customer Information3
☐ Contractor Information4
☐ W9 Tax Information Form (if different than customer)4
☐ 3rd Party Payment Authorization*4
☐ Signed Final Application Agreement5
☐ Manufacturers' Specifications
☐ Itemized Invoices
☐ Michigan-Made Affidavit(s) (if applicable)

Incentives Worksheets

☐ Lighting7
☐ HVAC – Electric10
☐ Miscellaneous Electric17
☐ Process Electric18
☐ Food Service – Electric20
☐ HVAC – Gas22
☐ Hot Water & Laundry23
☐ Insulation24
☐ Process Gas24
☐ Boiler/Furnace Tune-up25
☐ Food Service – Gas26
☐ Custom29
☐ Boiler/Furnace Tune-up Addendum32

Final Application Date _____

Actual Completion Date*** _____

**Project funds will only be reserved for 90 days from date of Reservation and no Reservation will extend beyond Nov. 30, 2015.

***Application must be submitted within 60 days of completion date or by Nov. 30, 2015, whichever comes first.

This interactive Application will automatically calculate all incentive totals on each worksheet – which you can then submit electronically to our office. You also can download this Application, print it out and complete it manually. You then can either mail or fax it to our office.

You must complete all applicable pages before sending or submitting this Application to our office.

Go To Page 36 For Submission Instructions

dteenergy.com/savenow

2

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2015 Program Application



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Checklist

Use these two columns to ensure you complete all relevant portions of both the Reservation* and Final Application

Complete this side to **reserve funds before starting your project**

Complete this side to **request payment once your project is completed**

Reservation Application

Fill out this side when reserving incentives

Required Attachment

- ☐ Customer Information3
- ☐ Contractor Information4
- ☐ W9 Tax Information Form (customer)3
- ☐ Michigan-Made Affidavit(s) (if applicable)

Incentives Worksheets

- ☐ Lighting7
- ☐ HVAC – Electric10
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- ☐ Food Service – Gas26
- ☐ Custom29
- ☐ Boiler/Furnace Tune-up Addendum32

Final Application

Fill out this side when project is completed

Required Attachments

- ☐ Customer Information3
- ☐ Contractor Information4
- ☐ W9 Tax Information Form (if different than customer) .4
- ☐ 3rd Party Payment Authorization*4
- ☐ Signed Final Application Agreement5
- ☐ Manufacturers' Specifications
- ☐ Itemized Invoices
- ☐ Michigan-Made Affidavit(s) (if applicable)

Incentives Worksheets

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- ☐ Boiler/Furnace Tune-up Addendum32

* If applicable.

2015 Program Application



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Customer/Project Information

Use this sheet to enter all detailed customer, contact and general project information

Customer Information																							
Primary Building Type (please select one)		Primary Industry (if not defined by building type)																					
<input type="checkbox"/> Assembly	<input type="checkbox"/> Fast Food Restaurant	<input type="checkbox"/> Light Industry	<input type="checkbox"/> Agriculture																				
<input type="checkbox"/> Small Retail	<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Heavy Industry	<input type="checkbox"/> Petro R/P																				
<input type="checkbox"/> Big Box Retail	<input type="checkbox"/> Hospital	<input type="checkbox"/> Warehouse	<input type="checkbox"/> Steel Primary Metals																				
<input type="checkbox"/> School (K-12)	<input type="checkbox"/> Hotel	<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Mining/Construction																				
<input type="checkbox"/> College/University	<input type="checkbox"/> Small Office		<input type="checkbox"/> Trans./Comm./Utility																				
<input type="checkbox"/> Grocery	<input type="checkbox"/> Large Office		<input type="checkbox"/> Auto																				
			<input type="checkbox"/> Government																				
			<input type="checkbox"/> Real Estate																				
			<input type="checkbox"/> Services																				
			<input type="checkbox"/> Wholesale																				
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.																							
Name of Applicant's Business		Project or Building Name (If Applicable)																					
Natural Gas Provider	<input type="checkbox"/> DTE Energy	<input type="checkbox"/> Consumers Energy	<input type="checkbox"/> Other _____																				
Electricity Provider	<input type="checkbox"/> DTE Energy	<input type="checkbox"/> Consumers Energy	<input type="checkbox"/> Other _____																				
DTE Energy Gas Account Number (at Project location)	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>																						
DTE Energy Electric Account Number (at Project location)	<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>																						
Name as it appears on DTE Energy bill																							
Name of Contact Person		Title of Contact Person																					
Contact Phone #		Contact Fax #																					
Contact Email Address																							
Mailing Address		City	State ZIP																				
Installation Address		City	State ZIP																				
Customer Tax Information (as entered on W9)																							
Tax Status: <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation (Inc., PC, Etc.) <input type="checkbox"/> Tax-Exempt <input type="checkbox"/> Partnership <input type="checkbox"/> Individual <input type="checkbox"/> Other (may receive 1099)																							
Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:																							
EIN/Federal Tax ID		OR	Social Security Number																				
<table border="1"><tr><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>				-									<table border="1"><tr><td></td><td></td><td>-</td><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td></tr></table>			-			-				
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		-			-																		
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2015 Program Application



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Customer Information					
Primary Building Type (please select one)			Primary Industry (if not defined by building type)		
<input type="checkbox"/> Assembly	<input type="checkbox"/> Fast Food Restaurant	<input type="checkbox"/> Light Industry	<input type="checkbox"/> Agriculture	<input type="checkbox"/> Auto	
<input type="checkbox"/> Small Retail	<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Heavy Industry	<input type="checkbox"/> Petro R/P	<input type="checkbox"/> Government	
<input type="checkbox"/> Big Box Retail	<input type="checkbox"/> Hospital	<input type="checkbox"/> Warehouse	<input type="checkbox"/> Steel Primary Metals	<input type="checkbox"/> Real Estate	
<input type="checkbox"/> School (K-12)	<input type="checkbox"/> Hotel	<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Mining/Construction	<input type="checkbox"/> Services	
<input type="checkbox"/> College/University	<input type="checkbox"/> Small Office		<input type="checkbox"/> Trans./Comm./Utility	<input type="checkbox"/> Wholesale	
<input type="checkbox"/> Grocery	<input type="checkbox"/> Large Office				



Customer/Project Information

Fill out the project
information completely.

2015 Program Application



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**Customer/
Project
Information**
Fill out the
customer
information
completely.

Name of Applicant's Business				Project or Building Name (If Applicable)																			
Natural Gas Provider	<input type="checkbox"/> DTE Energy	<input type="checkbox"/> Consumers Energy	<input type="checkbox"/> Other _____																				
Electricity Provider	<input type="checkbox"/> DTE Energy	<input type="checkbox"/> Consumers Energy	<input type="checkbox"/> Other _____																				
DTE Energy Gas Account Number (at Project location)		<table border="1"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>																					
Name as it appears on DTE Energy bill																							
Name of Contact Person		Title of Contact Person																					
Contact Phone #		Contact Fax #																					
Contact Email Address																							
Mailing Address		City	State ZIP																				
Installation Address		City	State ZIP																				
Customer Tax Information (as entered on W9)																							
Tax Status <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation (Inc., PC, Etc.) <input type="checkbox"/> Tax Exempt <input type="checkbox"/> Partnership <input type="checkbox"/> Individual <input type="checkbox"/> Other (only receive 1099)																							
Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:																							
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		-																					
		-		-																			

2015 Program Application



DTE Energy
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Contractor/Third-Party Information/Authorization

Fill out the contractor information completely.

Boiler/Furnace Tune-ups
and Prescriptive HVAC Gas

 **DTE Energy**
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Incentive Application (continued)

Primary Contractor/Distributor Information

Name of Company _____ Trade Ally # _____

Name of Contact Person _____ Title of Contact Person _____

Contact Phone # _____ Contact Fax # _____

Contact Email Address _____

Mailing Address _____ City _____ State _____ ZIP _____

Optional Third Party Payment Authorization

IMPORTANT NOTES:

1. Complete the section below ONLY if the incentive payment is to be paid to a SINGLE entity other than the DTE Account Holder.
2. Do NOT use the section below, if payments are to be made to MORE than a single third-party.
3. For payments being made to **two or more third parties**, please check this box ☐ , request a copy of the Third Party Addendum, have it signed by the DTE Account Holder and attach it to this Final Application.

I am authorizing the payment of the incentive to the third party named below and I understand that I will not be receiving the incentive payment. I also understand that my release of the payment to a third party does not exempt me from the Program requirements outlined in the Measure Specifications, Final Application Agreement and Policies and Procedures Manual.

Authorized by: _____

DTE Account Holder Signature _____ Date _____

Check should be made payable to:

Payee: Company/Individual Name _____

Mailing Address _____

City _____ State _____ ZIP _____

Contact Phone Number _____

Payee Tax Information (as entered on W9)

Tax Status: ☐ Limited Liability Company ☐ Corporation (Inc., PC, Etc.) ☐ Tax-Exempt ☐ Partnership ☐ Individual ☐ Other (may receive 1099)

Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:

EIN/Federal Tax ID - **OR** Social Security Number - -

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Contractor Information

Incentive Application (continued)

Primary Contractor/Distributor Information

Name of Company

Trade Ally #

Name of Contact Person

Title of Contact Person

Contact Phone #

Contact Fax #

Contact Email Address

Mailing Address

City

State

ZIP

Fill out the contractor information completely.

If no contractor was involved, enter “self-installed.”

2015 Program Application



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Third-Party Authorization

Complete this section upon submission of Final Application ONLY if payment is to go to someone other than the customer.

Optional Third Party Payment Authorization		
IMPORTANT NOTES:		
1. Complete the section below ONLY if the incentive payment is to be paid to a SINGLE entity other than the DTE Account Holder.		
2. Do NOT use the section below, if payments are to be made to MORE than a single third-party.		
3. For payments being made to two or more third parties , please check this box <input type="checkbox"/> , request a copy of the Third Party Addendum, have it signed by the DTE Account Holder and attach it to this Final Application.		
I am authorizing the payment of the incentive to the third party named below and I understand that I will not be receiving the incentive payment. I also understand that my release of the payment to a third party does not exempt me from the Program requirements outlined in the Measure Specifications, Final Application Agreement and Policies and Procedures Manual.		
Authorized by: _____		
DTE Account Holder Signature _____		Date _____
Click/Worded for multiple payee(s):		
Payee: Company/Individual Name _____		
Mailing Address _____		
City _____	State _____	ZIP _____
Contact Phone Number _____		
Payee Tax Information (as indicated on W9)		
Tax Status: <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation (Inc., PC, Etc.) <input type="checkbox"/> Tax-Exempt <input type="checkbox"/> Partnership <input type="checkbox"/> Individual <input type="checkbox"/> Other (may receive 1099)		
Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:		
EIN/Federal Tax ID [][]-[][][][][][][][][]		OR Social Security Number [][][]-[][][]-[][][][][][][][]

2015 Program Application



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New for 2015: Multiple Third-Parties

If there are multiple contractors working on the same project – particularly on Multi-Measure projects – the customer may authorize payments to any or all of them.

If so, you *must* use the **Multiple Payment Addendum**.

This form is available for download at dtetradeally.com

Multiple Payment Addendum

This addendum is to be used **ONLY** if two or more parties are being approved for payment of incentives on the attached Final Application. This form must be signed by the DTE Account Holder, and all values must be completed before submitted. Any incomplete values will delay processing of this Application for payment. **NOTE:** If the Customer/Account Holder is to receive a portion of the project payment, s/he should be listed as Payee 1.

I am authorizing the payment of the incentives in the attached Final Application to the third parties named on this form, and I understand that I will not be receiving the incentive payment. I also understand that my release of payment to these third parties do not exempt me from the Program requirements outlined in the Measure Specifications, Final Application Agreement and Policies and Procedures Manual.

Name of Applicant's Business _____ Application Number (if known) _____

Authorized by: _____

DTE Account Holder Signature: _____ Date: _____

Check should be made payable to:

Payee 1: Company/Individual Portion of project: \$ _____
Percentage of project: _____%

Mailing Address _____

City _____ State _____ ZIP _____

Contact Phone Number _____

Payee Tax Information (as entered on W9)

Tax Status: ☐ Limited Liability Company ☐ Corporation (Inc., PC, Etc.) ☐ Tax-Exempt ☐ Partnership ☐ Individual ☐ Other (may receive 1099)

Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:

EIN/Federal Tax ID: [][]-[][]-[][][][][][][][] OR Social Security Number: [][]-[][]-[][][][][][][][]

Payee 2: Company/Individual Portion of project: \$ _____
Percentage of project: _____%

Mailing Address _____

City _____ State _____ ZIP _____

Contact Phone Number _____

Payee Tax Information (as entered on W9)

Tax Status: ☐ Limited Liability Company ☐ Corporation (Inc., PC, Etc.) ☐ Tax-Exempt ☐ Partnership ☐ Individual ☐ Other (may receive 1099)

Tax ID Number: Depending on tax status please provide EITHER your EIN/Federal Tax ID or Social Security Number below:

EIN/Federal Tax ID: [][]-[][]-[][][][][][][][] OR Social Security Number: [][]-[][]-[][][][][][][][]

Add more payees on reverse side.

2015 Program Application



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Prescriptive projects: Incentive worksheets

There are worksheets for every
prescriptive measure.

Complete all relevant areas.

In the interactive PDF Application,
calculations are made automatically.

Check the **Michigan-Made** box(es)
for measures that meet the bonus
criteria.

Food Service – Gas Incentive Worksheet

Check the **Michigan-Made** box ☐ only if the piece of equipment is for a full unit replacement and not a retrofit for which you are seeking an incentive, meets the Michigan-Made bonus specifications and you can provide the manufacturer affidavit.

Ref #	Equipment Type	Incentive	Unit	# of Units	Total Incentive	<input type="checkbox"/>
26-1	ENERGY STAR® Steam Cookers (5 Pan)	\$750.00	Cooker			
26-2	ENERGY STAR® Steam Cookers (6 Pan)	\$900.00	Cooker			

Ovens

Ref #	Equipment Type	Incentive	Unit	# of Units	Total Incentive	<input type="checkbox"/>
26-3	ENERGY STAR® Convection Ovens	\$300.00	Oven			
26-4	Combination Ovens	\$900.00	Oven			
26-5	Rack Oven Single	\$400.00	Oven			
26-6	Rack Oven Double	\$800.00	Oven			

Fryers/Griddles

Ref #	Equipment Type	Incentive	Unit	# of Units	Total Incentive	<input type="checkbox"/>
26-7	ENERGY STAR® Fryers	\$225.00	Fryer			
26-8	Large Vat Fryer	\$300.00	Fryer			
26-9	ENERGY STAR® Griddles	\$200.00	Griddle			

Miscellaneous

Ref #	Equipment Type	Incentive	Unit	# of Units	Total Incentive	<input type="checkbox"/>					
26-10	Pre-Rinse Sprayers (Gas Water Heat)	\$30.00	Sprayer								
26-11	Night Covers (Vertical)*	\$0.75	Linear Ft. x Hrs/Day	<table border="1"><thead><tr><th>Ft.</th><th>Hrs.</th></tr></thead><tbody><tr><td></td><td></td></tr></tbody></table>	Ft.	Hrs.					
Ft.	Hrs.										

* To calculate night cover incentive, multiply incentive x linear ft x hrs that night cover is used per day. May also be eligible for electric incentives for DTE Energy electric customers.

Controls

Ref #	Equipment Type	Incentive	Unit	# of Units	Total Incentive	<input type="checkbox"/>
26-12	Commercial Kitchen Ventilation Hood with Demand Control	\$0.25	CFM reduced			

Total Food Service – Gas Incentives

Michigan-Made	All Measures


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2015 Program Application



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HVAC Gas Incentive Worksheet
Boilers and Furnaces

Check the **Michigan-Made** box  only if the piece of equipment is for a full unit replacement and not a retrofit for which you are seeking an incentive, meets the Michigan-Made bonus specifications, and you can provide the manufacturer affidavit.

Ref #	Equipment Type	Equipment Size MBH	Incentive	Unit	# of Units	Total Incentive	
22-2	Boiler Water Passet Control Retrofit		\$0.50	MBH			<input type="checkbox"/>
22-3	High Efficiency Furnace 95% Efficient		\$350.00	Unit			<input type="checkbox"/>
22-4	High Efficiency Furnace 92% Efficient		\$250.00	Unit			<input type="checkbox"/>
22-5	High Efficiency Boilers (Space Heating)		\$2.00	MBH			<input type="checkbox"/>
22-6	Leaking Steam Trap Repair or Replacement		\$100.00	Trap			<input type="checkbox"/>

Reference Numbers

Interactive PDF version: enter the number of units and the incentives will be calculated for you.

Print version: you will have to manually enter and calculate your incentives.

Check the **Michigan-Made** box for each item that meets our criteria

	Michigan-Made	All Measures
Total HVAC – Gas Incentives		

In the interactive PDF, page totals will calculate for you and populate on Page 6.

2015 Program Application



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For boiler, furnace and RTU tune-ups:

1. Enter the number of units for each type of tune-up.
2. Enter the tune-up information for the first/only tune-up at the top of the page.
3. Use the addendum pages (9-12) to enter up to 8 more (see next slide).

Boiler/Furnace Tune-Up Incentive Worksheet
Tune-up Checklist

Site Name	Date of Tune-up
Manufacturer	Type (Hot Water Boiler, High/Low Pressure Steam Boiler, Furnace, RTU)
Model Number	Annual Hours of Operation
Serial Number	Unit Input Capacity (MBH)
Company Performing Tune-up	Technician Performing Tune-up

☐ Measure post combustion efficiency using electronic flue gas analyzer
☐ Adjust combustion air flow and air intake as needed, reduce excessive stack temperatures
☐ Adjust burner and gas input, manual or motorized draft controls
☐ Clean burners, combustion chamber and heat exchanger surfaces
☐ Complete visual inspection of system piping and installation
☐ Include a copy of the combustion analyzer post test (boilers only)

☐ Check safety controls
☐ Check adequacy of combustion air intake
☐ Check for proper venting
☐ Check Draft Control Dampers
☐ Clean and inspect burner nozzles as required

To enter additional Boiler/Furnace Tune-up information, enter the quantity(ies) below, and then enter the information on the addendum, beginning on Page 9.

Boiler Tune-Up

Ref #	Space Heating Boiler Tune-Up	Incentive	Unit	# of Units	Total Incentives
25-1	110 - 500 MBH	\$150.00	Unit		
25-2	501 - 1,200 MBH	\$250.00	Unit		
25-3	>1,200 MBH	\$350.00	Unit		

Process Boiler Tune-Up

Ref #	Incentive	Unit	# of Units	Total Incentives	
25-4	<3,000 MBH	\$350.00	Unit		
25-5	>3,000 MBH	\$1,000.00	Unit		

Domestic Hot Water Tune-Up

Ref #	Incentive	Unit	# of Units	Total Incentives	
25-6	\$75.00	Boiler			

Furnace/RTU Tune-Up

Ref #	Equipment Size	Incentive	Unit	# of Units	Total Incentives
25-7	40 - 300 MBH	\$50	Unit		
25-8	301 - 500 MBH	\$100	Unit		
25-9	>500 MBH	\$150	Unit		

2015 Program Application



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For Custom projects:

You must enter:

- A** – Location: building name, etc.
- B** - Hours: before & after (including your method of calculation)
- C** - kW (before and after)
- D** - Current Energy Costs
- E** - Times of operation
- F** - Measure Costs

The interactive PDF will:

- Calculate each item's incentive – and total those numbers at the bottom.
- Automatically account for payback requirements (electric and gas) and the 50% capping limit.

*Refer to the instruction sheet
if you're doing your calculations manually.*

IMPORTANT NOTE: Use the reference numbers in the left column to identify and mark all related invoices, specification sheets and other documents related to this measure and submitted with this Application.

Custom Incentive Worksheet

IMPORTANT: In each section, check the appropriate category or enter all required information. If you do not check a category, we will not calculate your incentive and carry the value to Page 5.

Must be submitted with your application. Incentive begins.

See Instructions on page 27. Complete every blank box for each item you submit. Please attach all specifications to your Reserve for Application before you submit for review.

Ref# 29-1 Location (building name, etc.)

Before Retrofit				After Retrofit			
Description							
"Before" hours of operation calculation for this specific equipment:							
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (a):		kW (b):		Hours used per year (c):		kW (d):	

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			\$0.07		
Natural Gas	Mcf			\$4.00		

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Ref# 29-2 Location (building name, etc.)

Before Retrofit				After Retrofit			
Description							
"Before" hours of operation calculation for this specific equipment:							
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (a):		kW (b):		Hours used per year (c):		kW (d):	

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			\$0.07		
Natural Gas	Mcf			\$4.00		

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Electric Aggregate Measure Cost		Gas Simple Payback Period		Gas Aggregate Measure Cost	
Aggregate Annual kWh Saved x Current Energy Cost	Simple Payback Period (years)	Aggregate Annual Mcf Saved x Current Energy Cost	Simple Payback Period (years)	Aggregate Annual kWh Saved x Current Energy Cost	Simple Payback Period (years)

	Aggregate Measure Cost	Aggregate Annual Savings	Current Energy Cost	Simple Payback Period*	Total Calculated Incentive	Total Awarded Incentive**
Total Custom Incentives (includes values entered on pages 29-31)	Electric					
	Natural Gas					
Total Measure Cost					Total Custom Incentive	

IMPORTANT NOTES:

* The Simple Payback Period must fall within the electric or gas parameters to qualify for an incentive (see formula above). If the Total Awarded Incentive for either electric or gas displays DNE (does not qualify), then the payback period fell outside of required parameters or the measure cost/or energy savings were missing.

** Total Awarded Incentives for each utility are capped at no more than 50% of the Total Measure Cost. If one utility does not qualify for an incentive, the other utility is capped at no more than 50% of the Aggregate Measure Cost for that utility.

If you require assistance completing this section, contact our office.

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Custom Incentive Worksheets



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Ref# 29-1 Location (building name, etc.) _____

Description											
Before Retrofit						After Retrofit					
"Before" hours of operation calculation for this specific equipment						"After" hours of operation calculation for this specific equipment					
Hours/week		Weeks/year		Non-work days/year		Hours/week		Weeks/year		Non-work days/year	
Hours used per year (a)			kW (b)			Hours used per year (c)			kW (d)		
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			\$0.07							
Natural Gas	Mcf			\$4.00							

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July?

☐ Yes ☐ No

Capped Measure Incentive
(from Total Awarded Incentives below)

Be as complete as possible when describing your custom measures and calculating your estimated savings.

The **interactive PDF** file will automatically calculate your anticipated incentives.
In the print version, you must enter these calculations manually.

Custom Incentive Worksheets



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The interactive PDF will:

- Automatically calculate each item's incentive – and total those numbers at the bottom.
- Automatically account for payback requirements (electric and gas) and the 50% capping limit.

IMPORTANT NOTE: Use the reference numbers in the left column to identify and mark all related invoices, specification sheets and other documents related to this measure and submitted with this Application.

DTE Energy
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Custom Incentive Worksheet

IMPORTANT: If you fail to complete each section, check the appropriate category or enter all required information, the worksheet will not calculate your incentive and carry the value to Page 5.

Must be submitted BEFORE project begins.

See Instructions on Page 27. Complete every blank box for each item you submit. Please attach all equipment specifications to your Reservation Application before you submit for review.

Ref# 29-1 Location (building name, etc.) _____

Before Retrofit				After Retrofit			
Description				Description			
"Before" hours of operation calculation for this specific equipment:				"After" hours of operation calculation for this specific equipment:			
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (a):		kW (b):		Hours used per year (c):		kW (d):	
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			\$0.07			
Natural Gas	Mcf			\$3.50			

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July? ☐ Yes ☐ No

Capped Measure Incentive (from Total Awarded Incentive below):

Ref# 29-2 Location (building name, etc.) _____

Before Retrofit				After Retrofit			
Description				Description			
"Before" hours of operation calculation for this specific equipment:				"After" hours of operation calculation for this specific equipment:			
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (a):		kW (b):		Hours used per year (c):		kW (d):	
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			\$0.07			
Natural Gas	Mcf			\$3.50			

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July? ☐ Yes ☐ No

Capped Measure Incentive (from Total Awarded Incentive below):

Electric Simple Payback Period: must be > 1 to < 58 years

Electric Aggregate Measure Cost: Aggregate Annual kWh Saved x Current Energy Cost

Simple Payback Period: must be > 1 year

Gas Aggregate Measure Cost: Aggregate Annual Mcf Saved x Current Energy Cost

	Aggregate Measure Cost	Aggregate Annual Savings	Current Energy Cost	Simple Payback Period*	Total Calculated Incentive	Total Awarded Incentive**
Total Custom Incentives (Includes values entered on pages 29-31)	Electric					
	Natural Gas					
Total Measure Cost					Total Custom Incentive	

IMPORTANT NOTES:

* The Simple Payback Period must fall within the electric or gas parameters to qualify for an incentive (see formula above). If the Total Awarded Incentive for either electric or gas displays DND (does not qualify), then the payback period fell outside of required parameters or the measure cost/or energy savings were missing.

** Total Awarded Incentives for each utility are capped at no more than 50% of the Total Measure Cost. If one utility does not qualify for an incentive, the other utility is capped at no more than 50% of the Aggregate Measure Cost for that utility.

If you require assistance completing this section, contact our office.

dteenergy.com/savenow 29 V2:03/01/15

Custom Incentive Worksheets



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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, such as “Lighting”).

IMPORTANT NOTE: Use the reference numbers in the left column to identify and mark all related invoices, specification sheets and other documents related to this measure and submitted with this Application.

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Custom Incentive Worksheet **IMPORTANT:** If you fail to complete each section, check the appropriate category or enter all required information, the worksheet will not calculate your incentive and carry the value to Page 6.

Must be submitted BEFORE project begins.

See Instructions on Page 27. Complete every blank box for each item you submit. Please attach all equipment specifications to your Reservation Application before you submit for review.

Ref# 29-1 Location (building name, etc.) _____

Before Retrofit				After Retrofit			
Description				Description			
"Before" hours of operation calculation for this specific equipment:				"After" hours of operation calculation for this specific equipment:			
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (A):			kW (B):	Hours used per year (C):			kW (D):
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			\$0.07			
Natural Gas	Mcf			\$3.50			

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July?
☐ Yes ☐ No

Capped Measure Incentive (from Total Awarded Incentive below):

Ref# 29-2 Location (building name, etc.) _____

Before Retrofit				After Retrofit			
Description				Description			
"Before" hours of operation calculation for this specific equipment:				"After" hours of operation calculation for this specific equipment:			
Hours/week:	Weeks/year:	Non-work days/year:		Hours/week:	Weeks/year:	Non-work days/year:	
Hours used per year (A):			kW (B):	Hours used per year (C):			kW (D):
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			\$0.07			
Natural Gas	Mcf			\$3.50			

* For Electric projects use the following formula: (a x b) - (c x d). For natural gas projects, you must enter your own calculated Annual Savings and provide documentation.

Will the "After Retrofit" specific piece of equipment listed here be in operation during the hours of 3-5 p.m. on Monday-Thursday in the month of July?
☐ Yes ☐ No

Capped Measure Incentive (from Total Awarded Incentive below):

Electric Simple Payback Period = $\frac{\text{Electric Aggregate Measure Cost}}{\text{Aggregate Annual kWh Saved} \times \text{Current Energy Cost}}$ must be ≥ 1 to ≤ 8 years

Gas Simple Payback Period = $\frac{\text{Gas Aggregate Measure Cost}}{\text{Aggregate Annual Mcf Saved} \times \text{Current Energy Cost}}$ must be ≥ 1 year

	Aggregate Measure Cost	Aggregate Annual Savings	Current Energy Cost	Simple Payback Period*	Total Calculated Incentive	Total Awarded Incentive**
Total Custom Incentives (Includes values entered on pages 29-31)	Electric					
	Natural Gas					
Total Measure Cost					Total Custom Incentive	

IMPORTANT NOTES:

* The Simple Payback Period must fall within the electric or gas parameters to qualify for an incentive (see formula above). If the Total Awarded Incentive for either electric or gas displays DND (does not qualify), then the payback period fell outside of required parameters or the measure cost(s) or energy savings were missing.

** Total Awarded Incentives for each utility are capped at no more than 50% of the Total Measure Cost. If one utility does not qualify for an incentive, the other utility is capped at no more than 50% of the Aggregate Measure Cost for that utility.

If you require assistance completing this section, contact our office.

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Custom Incentive Worksheets



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Ref# 27-1

Description											
Before Retrofit						After Retrofit					
"Before" hours of operation calculation for this specific equipment						"After" hours of operation calculation for this specific equipment					
Hours/week		Weeks/year		Non-work days/year		Hours/week		Weeks/year		Non-work days/year	
Hours used per year (a)			kW (b)			Hours used per year (c)			kW (d)		
Service		Unit	Current Energy Cost (\$ per Unit)		Annual Savings* (Units/Year) (A)	Incentive Rate (\$ per Unit) (B)		Calculated Incentive (A x B)		Measure Cost	
Elec.						\$0.08					
Natural Gas		Mcf				\$4.00					

In the interactive PDF:

- By checking the **category** for each custom item, the proportional incentives will be automatically entered into the Page 6 summary for the **Multi-Measure** calculations.

Elec.	Category	Gas
<input type="checkbox"/>	Lighting	
<input type="checkbox"/>	HVAC	<input type="checkbox"/>
<input type="checkbox"/>	Miscellaneous	
<input type="checkbox"/>	Process	<input type="checkbox"/>
<input type="checkbox"/>	Food Service	<input type="checkbox"/>
	Hot Water/Laundry	<input type="checkbox"/>
	Insulation	<input type="checkbox"/>

Will the **"After Retrofit"** specific piece of equipment listed here be in operation during the hours of 3-6p.m. on Monday-Thursday in the month of July?

☐ Yes ☐ No

Capped Measure Incentive
(from Total Awarded Incentive below)

In the print version, you must enter these calculations manually.



For Custom projects:

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

The **interactive PDF** file will *automatically*:

- Populate the Aggregate Measure Costs, Aggregate Annual Savings, then
- Calculate the Simple Payback Period for electric and gas, based on Program requirements and then
- Calculate your Total Calculated Incentive and then determine your Total Awarded Incentive, based on Program Caps.

In the print version, you must perform all calculations and enter them manually.



For Custom projects:

		Aggregate Measure Cost	Aggregate Annual Savings	Current Energy Cost	Simple Payback Period*	Total Calculated Incentive	Total Awarded Incentive**
Total Custom Incentives (Includes values entered on pages 27-29)	Electric	\$30,000	311,800	\$0.10	.96	\$24,944	DNQ
	Natural Gas						
Total Measure Cost					Total Custom Incentive		

If one or the other – or both – of your fuel types do not qualify for an incentive, the letters **DNQ** (*does not qualify*) will appear.

This means either that:

- You failed to complete the worksheet completely *or*
- That the **Simple Payback Period** failed to fall within the electric or gas parameters.

Please recheck your calculations.

NOTE: DNQ will also carry to the Page 6 summary grid.

2015 Program Application



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This **Final Application Agreement** sets out the Terms and Conditions of the Program and must be agreed to when submitting your Final Application.

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Final Application Agreement

The energy optimization measures listed within are being/have been installed in a qualifying time frame, at a qualifying facility and are not for resale. Additional Program terms and conditions can be found in the Policy and Procedures Manual available at dteenergy.com/savenow.

I understand that in the event this Application received a reservation, that reservation is not a guarantee of payment. Incentive payment will be based upon the Final Application meeting the Program terms and conditions, and the availability of funds.

Selected terms and conditions include:

1. Final Applications and all required documentation must be received within 60 days of project completion or by November 30, 2015, whichever comes first. Incomplete Applications, missing documents or Applications submitted after that date will result in the project being cancelled.
2. The Program has a limited budget. Applications will be processed until allocated funds are reserved or spent.
3. All equipment must be purchased and installed prior to submitting the Final Application.
4. Applicant agrees to inspection and measurement activities by DTE Energy or its representative of both project payment and equipment installation for up to five years from the date of equipment installation.
5. Incentives may be taxable and the Applicant is solely responsible for the payment of any resulting taxes. Incentives will be reported to the IRS, unless the Applicant is exempt.
6. The Applicant may be required to refund some or all of the incentives if the measures do not remain (or were not) installed for a period of five (5) years or the end of the product life, whichever is less.
7. Materials removed, including lamps and PCB ballasts, must be permanently taken out of service and disposed of in accordance with federal and state laws or regulation and local codes and ordinances. The Applicant is responsible for being aware of any applicable codes or ordinances. Information about hazardous waste disposal can be found at www.epa.gov/wastes.
8. For certain measures, the incentive amount will be determined based on the estimated energy savings. The Applicant may be required to provide documentation on energy savings calculations and assumptions. DTE Energy will make the final determination of the energy savings and thus the incentive amount to be paid.
9. DTE Energy has no obligations regarding and does not endorse or guarantee any claims, promises, work or equipment made, performed or furnished by any contractors or equipment vendors that sell or install any energy efficiency measures.
10. Payment of incentives under the Program and/or evaluation of Applications for incentives shall not deem DTE Energy or any of its affiliates, employees or agents ("DTE Energy Parties") to be responsible for any work completed in connection herewith. Applicant fully releases DTE Energy Parties from any and all claims it may have against DTE Energy Parties in connection with this Application, the incentives or the work performed in connection with them. In addition, Applicant agrees to defend, indemnify and hold DTE Energy Parties harmless from and against any and all claims, losses, demands or lawsuits by any third parties arising in connection with this Application, the payment or nonpayment of incentives or any work performed in connection with them.
11. DTE Energy reserves the right to associate with your business and participation in the incentive Program for promotion and advertising purposes. See the Policies and Procedures Manual for more on promotional co-branding.
12. Applicant acknowledges that Federal Energy Regulatory Commission (FERC) Order issued on June 1, 2012, at Docket No. ER11-4081-000 ("FERC Order") approves of the inclusion of energy efficiency resources as planning resources in a utility's resource adequacy plan (all italicized terms as defined in the FERC Order). Accordingly, Applicant and DTE Energy agree that all such rights afforded with respect to energy efficiency resources, including but not limited to the right to identify them as a planning resource so as to include them in a resource adequacy plan, shall inure exclusively and fully to DTE Energy. Applicant agrees that it will not claim ownership in such energy efficiency resources for purposes of identifying them as a planning resource in accord with the FERC Order or include them in a resource adequacy plan.

I have read and understand the measure specifications and Program Guidelines set forth in the Application and the Program Policy and Procedures Manual and agree to abide by those requirements. Furthermore, I concur that I must meet all eligibility criteria in order to be paid under this Program and not receive incentives from any other utility for the same project.

I certify that the information on this Application is true and accurate. I acknowledge and understand that it is necessary for DTE Energy to store, use and share the information contained in this Application, as well as information collected in connection with this project, including but not limited to my business name, address, account number and energy consumption data ("Customer Data") for various purposes. Therefore, I hereby authorize DTE Energy to collect, store and use the Customer Data for internal purposes and to present me with other energy saving opportunities. I further authorize DTE Energy to share the Customer Data with third party vendors/contractors who are doing work on DTE Energy's behalf.

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Final
Application

2015 Program Application




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Page 6 contains:

1. The Incentive Summary
2. Final Agreement Information
3. The Account Holder Signature area.

Application

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Incentive Summary, Final Agreement Information and Account Holder Signature Page

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Misc. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune-Ups					
Food Service – Gas					
Subtotals			C1	D1	
20% 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:
 - By category, enter only those incentives that meet the Michigan-Made criteria and total (C1)
 - Then, multiply the total by .15 and enter into C2 and again in C2 at the far right
- For the Multiple-Measure bonus:
 - Subtotal each category (A+B)

- Total all categories and enter in D1
- Then, calculate the percentage of each category against the total (divide each category by D1). If no single category is more than 75% of the total, proceed to Step 4; otherwise enter \$0 in D2
- Multiply D1 by .20 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.

BEFORE YOU SUBMIT: Review the summary above to ensure all incentive areas reflect the worksheets you've completed in this Application. If you find a blank area that should be filled in, review that worksheet page.

Final Agreement Information and Account Holder Signature

DTE Project Number

Total Project Cost

DTE Account Holder Name (print)

DTE Account Holder Signature

Actual Completion Date

DTE Account Holder Title

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 36 for submission instructions.

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

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2015 Program Application



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The **Incentive Summary** contains all incentive information from each worksheet completed.

In the **interactive PDF**, incentives are automatically entered from each completed page.

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Misc. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune Ups					
Food Service – Gas					
Subtotals			C1	D1	D1
20% Multi-Measure Bonus				D2	D2
15% Michigan-Made Bonus			D2		C2
Incentive Subtotal					
Other Special Offers					
Other Special Offer – Code:					
Other Special Offer – Code:					
Other Special Offer – Code:					
Total Incentives Requested					

2015 Program Application



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In the interactive PDF, *Michigan-Made* incentives are automatically entered from each completed page – and then totaled and calculated for the **15% bonus**.

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Misc. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune-Ups					
Food Service – Gas					
Subtotals			C1	D1	D1
20% Multi-Measure Bonus				D2	D2
15% Michigan-Made Bonus					
Incentive Subtotal					
Other Special Offers					
Other Special Offer – Code:					
Other Special Offer – Code:					
Other Special Offer – Code:					
Total Incentives Requested					

2015 Program Application



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In the interactive PDF, Prescriptive and Custom incentives for each category are automatically totaled and, if no single category is more than 75% of the total (which appears in the last column), the **total** is calculated for the **20% bonus**.

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Misc. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune-Ups					
Food Service – Gas					
Subtotals			C1		D1
20% Multi-Measure Bonus					D2
15% Michigan-Made Bonus			C2		C2
Incentive Subtotal					
Other Special Offers					
Other Special Offer – Code:					
Other Special Offer – Code:					
Other Special Offer – Code:					
Total Incentives Requested					

2015 Program Application



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Any **Program Special Offers** must be manually entered here.

Everything will automatically **total** in the interactive PDF file.

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Misc. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune-Ups					
Food Service – Gas					
Subtotals			C1	D1	D1
20% Multi-Measure Bonus				D2	D2
15% Michigan-Made Bonus			C2		C2
Incentive Subtotal					
Other Special Offers					
Other Special Offer – Code:					
Other Special Offer – Code:					
Other Special Offer – Code:					
Total Incentives Requested					




The Final Application

Review the Terms and Conditions to complete your **Final Application**.

Then this **Final Application Agreement** must be signed and submitted upon completion of your project.

Note: check summary grid on this page to ensure that all of your worksheets have been entered correctly.

**DTE Energy**
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Application

Incentive Summary, Final Agreement Information and Account Holder Signature Page

Measure Category	Prescriptive Total (A)	Custom Total (B)	Michigan-Made Total	Multi-Measure Total (A + B)	Multi-Measure Percentage
Lighting					
HVAC – Electric					
Misc. Electric					
Process Electric					
Food Service – Electric					
HVAC – Gas					
Hot Water & Laundry					
Insulation					
Process Gas					
Boiler/Furnace Tune-Ups					
Food Service – Gas					
Subtotals			C1	D1	D1
20% Multi-Measure Bonus				D2	D2
15% Michigan-Made Bonus			C2		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:
 - By category, enter only those incentives that meet the Michigan-Made criteria and total (C1)
 - Then, multiply the total by .15 and enter into C2 and again in C2 at the far right
- For the Multiple-Measure bonus:
 - Subtotal each category (A+B)
 - Total all categories and enter in D1
 - Then, calculate the percentage of each category against the total (divide each category by D1). If no single category is more than 75% of the total, proceed to Step 4; otherwise enter \$0 in D2
 - Multiply D1 by .20 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.

BEFORE YOU SUBMIT: Review the summary above to ensure all incentive areas reflect the worksheets you've completed in this Application. If you find a blank area that should be filled in, review that worksheet page.

Final Agreement Information and Account Holder Signature

DTE Project Number

Total Project Cost

DTE Account Holder Name (print)

DTE Account Holder Signature

Actual Completion Date

DTE Account Holder Title

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 36 for submission instructions.

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

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Final Application



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The **Final Application Agreement** must be signed by the customer (DTE account holder) – not the contractor. In the **interactive PDF** version, the customer can sign *electronically*.

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 36 for submission instructions.

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

NOTE: *If you don't already have an electronic signature, the file will prompt you to create one*

Submitting your Application



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

Automatically:

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

At that point, attach any other
supporting documentation.

Note: check the blue boxes to ensure that
your incentives have been entered correctly.

Submission

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.
BEFORE YOU SUBMIT: If the figure at right does not match the incentives you expected to request, please review your worksheets and the summary page (Page 6).
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](#)

* 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.

Total Incentives Requested
\$1

SUBMIT

To submit your FINAL Application

1. Complete or confirm all information on Pages 2-4.
2. Complete and have account holder sign Final Application A (Page 6)
3. Complete or confirm all relevant worksheets for your project.
BEFORE YOU SUBMIT: If the figure at right does not match the incentives you expected to request, please review your worksheets and the summary page (Page 6).
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](#)

Total Incentives Requested
\$1

SUBMIT


Mail, fax or email all manufacturers' specifications, detailed invoices and other supporting documents to our office. In your mailing, on your cover sheet or in your subject line, please include the customer name and project number: DTE-(year)(5-digit number). If you don't have a project number, make sure you enter your customer name.

dteenergy.com/savenow 36 V1:10/01/14



About your Final Application:

- Your **Final Application** must be submitted within 60 days of project completion , reservation end date or by Nov. 30, 2015 – whichever comes first.
- **Final Applications submitted after Nov. 30, 2015, will be canceled.**
- Failure to include all supporting documentation at the time of submission could result in cancellation of your Application.

Energy Efficiency Program for Business	
 DTE Energy Know Your Own Power®	
2015 Program Application	
This Application is to be used for projects completed with a Final Application submitted during the 2015 Program Year (Jan. 1, 2015 - Nov. 30, 2015).	
Section 1 – Application	
Incentive Application Checklist.....	2
Customer Information	3
Contractor Information	4
Third Party Payment Authorization	4
Final Application Agreement.....	5
Incentive Summary, Final Agreement Information and Account Holder Signature Page.....	6
Section 2 – Incentive Worksheets	
Lighting Incentive Worksheet.....	7
HVAC Electric Incentive Worksheet.....	10
Miscellaneous Electric Incentive Worksheet.....	17
Process Electric Incentive Worksheet.....	18
Food Service – Electric and Refrigeration Incentive Worksheet.....	20
HVAC Gas Incentive Worksheet	22
Hot Water and Laundry Incentive Worksheet.....	23
Insulation Incentive Worksheet.....	24
Process Gas Incentive Worksheet.....	24
Boiler/Furnace Tune-up Incentive Worksheet.....	25
Food Service – Gas Incentive Worksheet.....	26
Custom Measures Worksheet Instructions.....	27
Prescriptive or Custom Project?	28
Custom Incentive Worksheet	29
Boiler/Furnace Tune-up Addendum.....	32
How to Submit Your Application	36
For New Construction and Major Renovation projects, download our NC/MR Applications at dteenergy.com/saveenergy 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	
V1:10/01/14	



About New Construction Application



About New Construction projects

- This is the separate Application for New Construction and Major Renovation projects.
 - This document contains both specifications and worksheets.
 - There is a separate Application for the **LEED Certification Assistance Incentive**.

*The electronic PDF versions
of both applications are interactive.*

DTE Energy
Energy Efficiency
Program for Business
2015
New Construction
and
Major Renovation
Specifications and Application



DTE Energy[®]
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The 2015 Application has three sections:

1. General Information

- Program guidelines; customer, contractor, project information.
 - The information pages are identical or similar to those in the main Application.

2. Systems Approach

- Specifications.
- Prescriptive worksheets.
 - The worksheets will automatically calculate on the interactive PDF version.

3. LEED Whole Building Approach *(new for 2015)*

- Specifications.
- Worksheet.
 - The worksheet will automatically calculate on the interactive PDF version.

PLUS:

- **LEED Certification Assistance *(new for 2015)***
 - This is a separate Application.

2015 New Construction/ Major Renovation Application



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The following items are required to successfully complete your Reservation and Final Applications and receive incentive funding:

- Application Checklist.
- Customer Information Sheet.
- All relevant Incentive Worksheets.
- Signed Final Application Agreement (upon submission of Final Application).
- Supporting Information, including design documents and product specifications.

Section 1

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New Construction/Major Renovation Incentive Application Checklist

This form MUST be included with any Reservation and/or Final Application.

Submittal Date _____ Application Number (if known) _____

Is this a revised Application? ☐ yes ☐ no

Mail, fax or email completed forms and required documentation with itemized invoices to:

DTE Energy's Energy Efficiency Program For Business
P.O. Box 11289
Detroit MI 48211
Fax: 877.607.0744
Phone: 866.796.0512
Email: saveenergy@dteenergy.com
Web: dteenergy.com/savenow

Reservation Application
Fill out this side when reserving incentives

Required Information:

- ☐ Customer Information 5
- ☐ Contractor Information 7

Required Attachments:

- ☐ W9 Tax Information Form (customer)

Incentives Worksheets:

Systems Approach:

- ☐ Lighting 11
- ☐ HVAC Electric 14
- ☐ Air-Cooled Chillers 15
- ☐ Water-Cooled Chillers 15
- ☐ Miscellaneous Electric 19
- ☐ Process Electric 21
- ☐ Food Service/Refrigeration Electric 23
- ☐ HVAC Gas 24
- ☐ Miscellaneous Gas 26
- ☐ Food Service Gas 27
- ☐ Whole Building Design: Summary 29

Reservation Application Date _____

Expected Completion Date** _____

** Project funds will only be reserved to the date specified on the Reservation letter or November 30, 2015, whichever comes first. No Reservation will extend beyond November 30, 2015.

Final Application
Fill out this side when project is completed

Required Information:

- ☐ Customer Information 5
- ☐ Contractor Information 6
- ☐ Third-party Authorization (if applicable) 6
- ☐ Signed Final Application Agreement 8

Required Attachments:

- ☐ W9 Tax Information Form (payee)
- ☐ Supporting documentation

Incentives Worksheets:

Systems Approach:

- ☐ Lighting 11
- ☐ HVAC Electric 14
- ☐ Air-Cooled Chillers 15
- ☐ Water-Cooled Chillers 16
- ☐ Miscellaneous Electric 19
- ☐ Process Electric 21
- ☐ Food Service/Refrigeration Electric 23
- ☐ HVAC Gas 24
- ☐ Miscellaneous Gas 26
- ☐ Food Service Gas 27
- ☐ Whole Building Design: Summary 29

Final Application Date _____

Actual Completion Date*** _____

*** Application must be submitted within 90 days of completion date or by November 30, 2015, whichever comes first.

This interactive Application will automatically calculate all incentive totals on each worksheet – which you can then submit electronically to our office. You also can download this Application, print it out and complete it manually. You then can either mail or fax it to our office.

You must complete all applicable pages before sending or submitting this Application to our office.

Go To Page 30 For Submission Instructions

dteenergy.com/savenow 5 V1:11/01/14

2015 New Construction/ Major Renovation Application



DTE Energy
Know Your Own Power®

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

Automatically:

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

At that point, attach any other
supporting documentation.

DTE Energy
Know Your Own Power®

To submit your Reservation Application

1. Complete the Application (Pages 4-7).
 - a. Ensure that you have completed the Reservation Application checklist (Page 4).
 - b. Ensure that you have completed the Customer information (Page 5).
 - c. Ensure that you have completed the Contractor and, if applicable, Third Party Payment information (Page 6).
2. Complete all relevant worksheets for your project.
3. Attach all relevant plans, specs, modeling information and/or engineering calculations.
4. 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](#)

* A Reservation Application is required for your project. 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 4-6.
2. Complete and have account holder sign Final Application Agreement (Page 8)
3. Complete or confirm all relevant worksheets for your project.
4. Attach all relevant plans, specs, modeling information and/or engineering calculations.
5. 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](#)

Mail, fax or email all manufacturers' specifications and other supporting documents to our office. In your mailing, on your cover sheet or in your subject line, please include the customer name and project number: DTE-(year)(5-digit number). If you don't have a project number, make sure you enter your customer name.

dteenergy.com/savenow 33 V1:10/01/14




LEED Certification Assistance incentive

– also new for 2015!

A one-time \$1,500 incentive to customers who pursue LEED design certification for their new construction/major renovation projects submitted in 2015.

- To apply for the incentive, **you must** submit a Reservation Application.
- This separate document serves as both the Reservation and Final Application.

Energy Efficiency
Program for Business

 **DTE Energy**
Know Your Own Power®

2015 Program
Special Application
for LEED Certification Assistance

This Application is to be used as a Reservation and Final Application for the LEED Certification Assistance Incentive. The LEED Preliminary Review must be completed within 90 days of Reservation Application. The Final Application must be submitted within 60 days of review completion or Nov. 30, 2015, whichever comes first.

Section 1 – Application

Incentive Application Checklist.....2
Customer Information.....3
Contractor Information.....4
Third Party Payment Authorization.....4
Final Application Agreement
and Account Holder Signature Page.....5

Section 2 – Incentive Worksheets

LEED Certification Worksheet.....6

How to Submit Your Application.....7



Important information about New Construction Application deadlines:

1. You must complete your project by the date indicated on the Reservation Letter or by Nov. 30, 2015, whichever comes first.
2. No Reservation will extend beyond Nov. 30, 2015. (No 18-month projects will be allowed.)
3. Final Applications must be submitted within 60 days of project completion or by Nov. 30, 2015, whichever comes first.
4. Any incomplete Final Application submitted on Nov. 30, 2015, may be cancelled.
5. Any Final Application submitted after Nov. 30, 2015, will be cancelled.



QUESTIONS?



Using our Program...

...to benefit your business

At the end of this training, please complete one of our forms before you leave to ensure your online listing is accurate and up to date.



Contractor vs. Designated Trade Ally

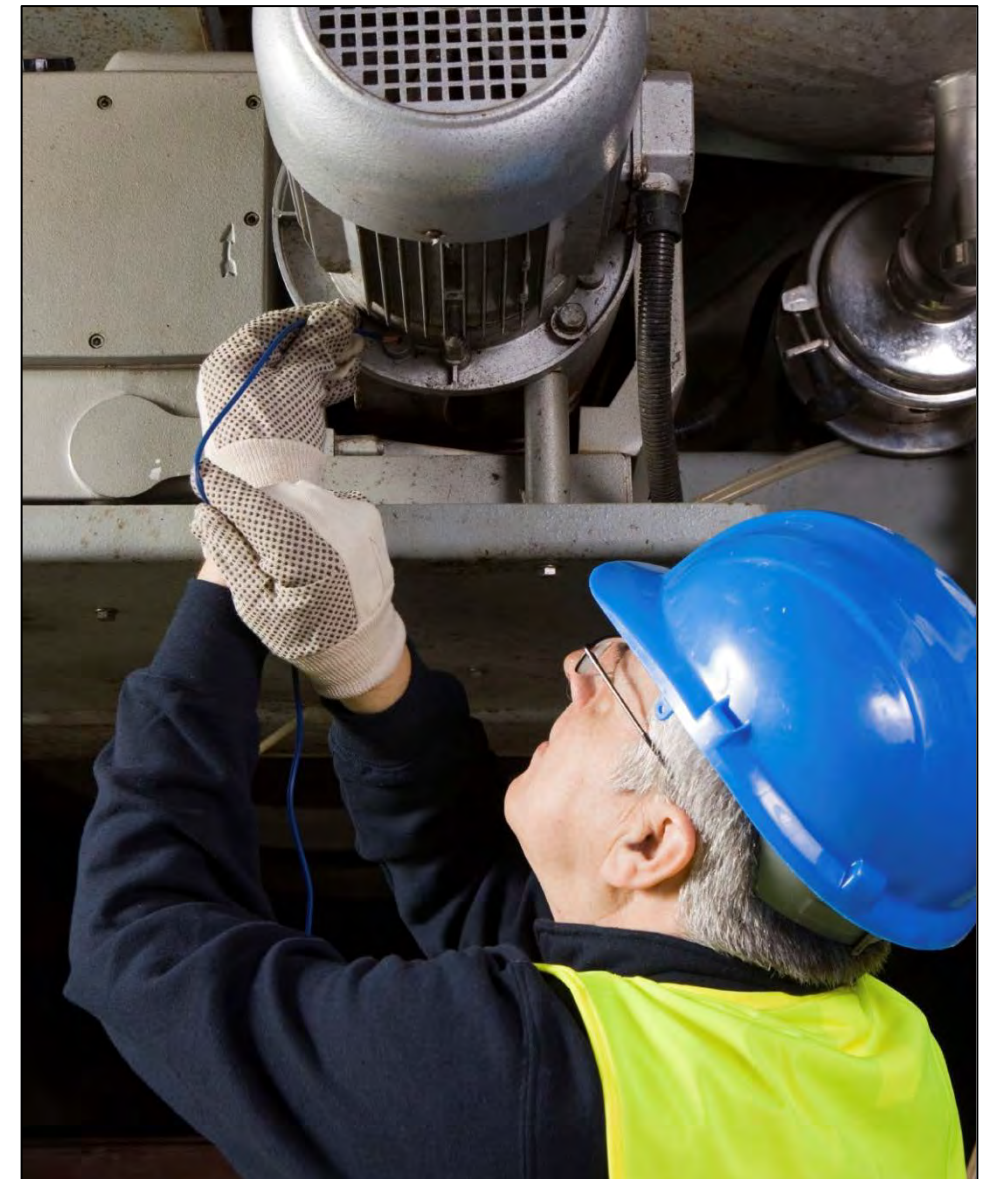
- A **Contractor** is a business that delivers products and/or services to DTE Energy customers.
- A **Designated Trade Ally** is a contractor specially trained in how to access our Program and use the Application to maximize the Program's benefits for DTE customers.
 - They include: Contractors, suppliers, designers and consultants.
- Our **Designated Trade Ally** program is designed to:
 - Improve contractor familiarity with the program.
 - Increase customer satisfaction.
 - Provide us with a better understanding as to how to interact with and support contractors in the marketplace.



Benefits of being a Designated Trade Ally

- Our **Designated Trade Ally** program offers:

- Listing in our online directory.
- Presentations at events with multiple customers.
- Large-customer visits with Program Team members.
- Opportunity to participate in advisory & focus groups, pilot programs & events.
- Supplies of printed marketing material.
- **Access to our Designated TA Portal!**



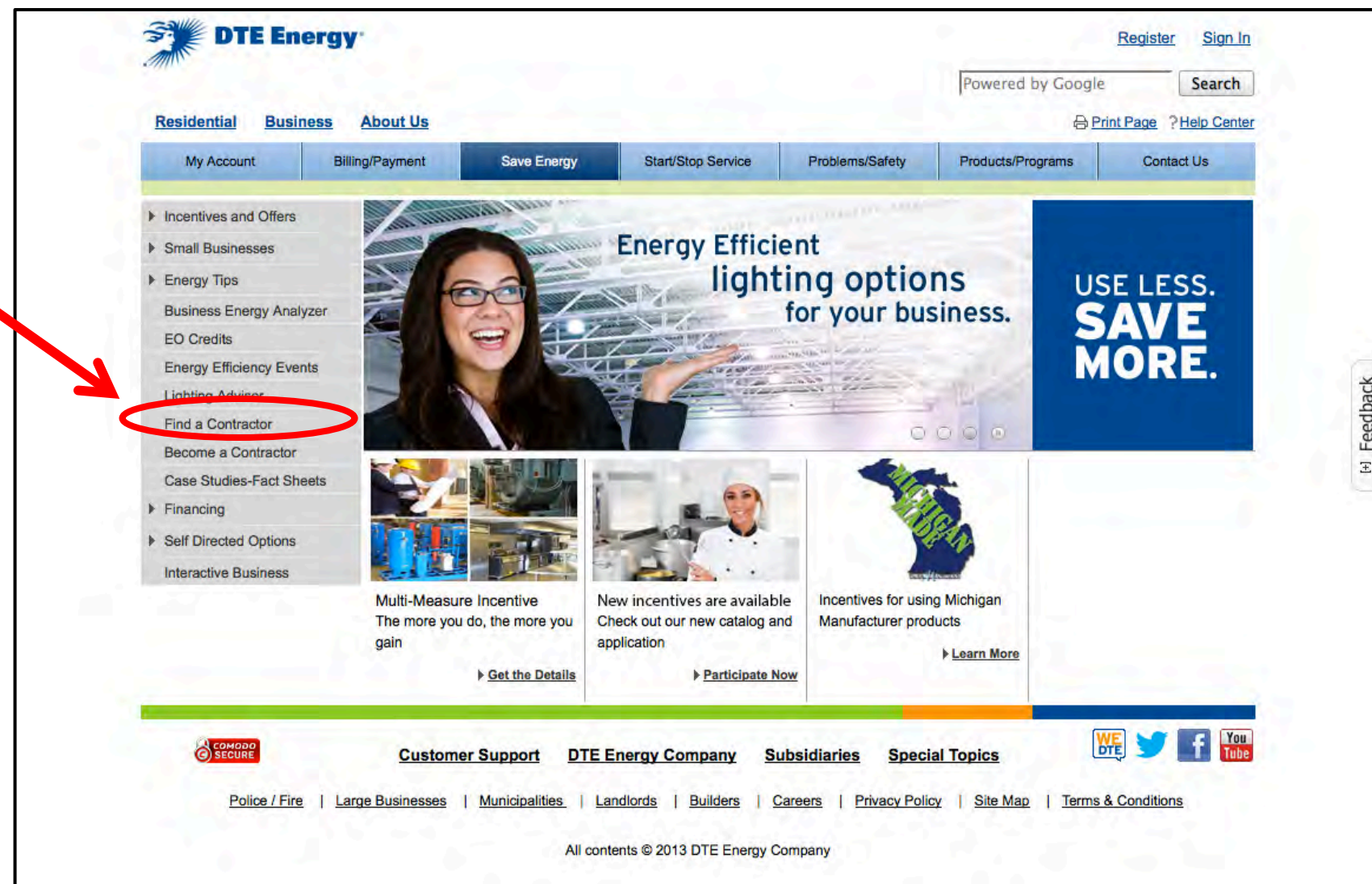
About our Designated Trade Allies



DTE Energy
Know Your Own Power®

How customers find a Designated TA:

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





How customers find Designated TAs:

- Click on **Energy Efficiency Directory** link

The screenshot shows the DTE Energy website interface. In the left sidebar, the 'Find a Contractor' link is highlighted. A red arrow points from the 'Energy Efficiency Directory' link in the sidebar to the 'Energy Efficiency Directory' link in the main content area, which is also circled in red. The main content area features a search bar and a list of links for finding a contractor, including 'Incentives and Offers', 'Energy Tips', 'Business Energy Analyzer', 'EO Credits', 'Energy Efficiency Events', 'Lighting Advisor', 'Find a Contractor', 'Become a Contractor', 'Case Studies-Fact Sheets', 'Financing', 'Self Directed Options', and 'Interactive Business'. The footer contains links for 'Customer Support', 'DTE Energy Company', 'Subsidiaries', 'Special Topics', and a list of services including 'Police / Fire', 'Large Businesses', 'Municipalities', 'Landlords', 'Builders', 'Careers', 'Privacy Policy', 'Site Map', and 'Terms & Conditions'.



How customers find Designated TAs:

- They can search by their **Location** (city or ZIP)

or

- They can search by **Program Type**

The screenshot shows the DTE Energy Efficiency Directory website. At the top, there is a navigation bar with links for Residential, Business, and About Us. Below this is a search bar with a 'Search' button. A red arrow points from the 'Location' search option in the list to the 'Enter a Location' input field. Another red arrow points from the 'Program Type' search option in the list to the 'Search by Program' dropdown menu. The dropdown menu lists various program types: Electric & Gas Equipment, Express Certified Contractors, Service Equipment, HVAC, Insulation, Lighting, New Construction, Water Heating, and Other Services. A 'Search' button is located at the bottom of the dropdown menu.



How customers find Designated TAs:

- Once they narrow their search, they can refine their search again by **Program Type**

The screenshot shows the DTE Energy website's search results page. The search was for 'Electric Motors (T)' in the 'Trenton' area. The results are displayed as a list of contractors, sorted by rating. A red arrow points from the 'Program Type' text in the bullet point to the 'HVAC' category in the sidebar. Another red arrow points from the 'Find a Contractor' link in the left sidebar to the search results list.

View Results As:	Sort by:	Rating	Distance	# of Jobs
1	Melco Electric	3152 Palmetto Ct., Trenton, MI 734.216.2492	1 mi	0
2	Expert Heating & Cooling	21811 Allen Road, Woodhaven, MI 734.476.4488	2 mi	6
3	DA Mechanical, LLC	1128 Eureka Road, Wyandotte, MI 734.620.2112	8 mi	0
4	Gee & Minter, Inc.	744 Vinewood, Wyandotte, MI 734.284.1224	8 mi	6
5	Expert Mechanical Service, Inc.	542 Biddle Ave., Wyandotte, MI 734.231.4689	10 mi	17
6	D & G Building Co.	30735 Cypress, Ste 600, Romulus, MI 313.363.6790	15 mi	0
7	Backhoe Energy Management Services	2050 Monroe Boulevard, Dearborn, MI 313.215.6202	16 mi	0
8	UVS Electronics	26807 Michigan Ave., Inkster, MI 313.218.7562	17 mi	0

Q: Modify your Search

- Electric & Gas Equipment
- Express Certified Contractors
- Food Service Equipment
- HVAC
 - Boilers Install
 - Boilers Tune-up
 - Ceiling Fans/ Destrat
 - Chillers
 - Direct Digital Controls (DDC)
 - Duct Sealing
 - Electric Heat Pumps
 - Energy Management Systems
 - Furnaces
 - Heat Recovery
 - HydC
 - RT Heaters
 - Rooftop Systems
 - Steam Systems
- Insulation
- Lighting
- New Construction
- Water Heating



How customers find Designated TAs:

- Once they narrow their search, they can refine their search again by **Program Type...**

...several different ways

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

Powered by Google Search
Print Page Help Center

Your Search Results for Detroit
Exact Match (118)

View Results As: List Map Sort by: Rating Distance # of Jobs

	Company Name	Address	Phone	Rating	Distance	# of Jobs
1	HY-TECH ELECTRIC, INC.	18551 Wyoming, Detroit, MI	313.516.5118	4.5/5.0	1 mi	0
2	Lighting Supply Co.	10651 Northland Ave, Ferndale, MI	248.890.8991	4.0/5.0	3 mi	668
3	St. Michael's Electrical Engineering Services & Distribution	7500 Intervale Ave, Detroit, MI	313.418.3789	4.0/5.0	3 mi	18
4	Premium Electric Company	2550 Hilton Road, Ferndale, MI	248.543.9609	4.0/5.0	4 mi	12
5	Durham Electric LLC	36 Amherst, Pleasant Ridge, MI	248.459.1283	4.0/5.0	4 mi	0
6	Excel Lighting & Electrical Supply Co.	2667 E. 8 Mile Rd., Warren, MI	586.893.3435	4.0/5.0	5 mi	8
7	System Power Inc	21170 W. 8 Mile Rd, Southfield, MI	248.408.0004	4.0/5.0	7 mi	1
8	Allied Electrical Services	6011 Appleline, Dearborn, MI	313.334.0200	4.0/5.0	9 mi	0

Modify your Search:
Electric & Gas Equipment
Express Certified Contractors
Food Service Equipment
HVAC
Insulation
Lighting
 ☐ Audio
 ☒ Controls
 ☒ Induction
 ☒ LED
 ☒ Lighting
New Construction
Water Heating
Other Services

Feedback



To become a
Designated Trade Ally
you need to understand
our Program



How to use our Program:

- To increase your business.
- To improve your customers' bottom lines.
- To increase energy efficiency in Michigan.

How to use our Program materials:

- To educate your customers.
- To inform your customers.
- To help them earn valuable incentives for installing and implementing energy-efficient measures and technologies.



A contractor's role: ***Serving his/her customers***

If you're a vendor...

- You're focused on selling a product.
- You're a seller of widgets.

But

When you're a partner...

- You're focused on customer needs.
- You're concerned about your customers' business.



A contractor's role: *Serving his/her customers*

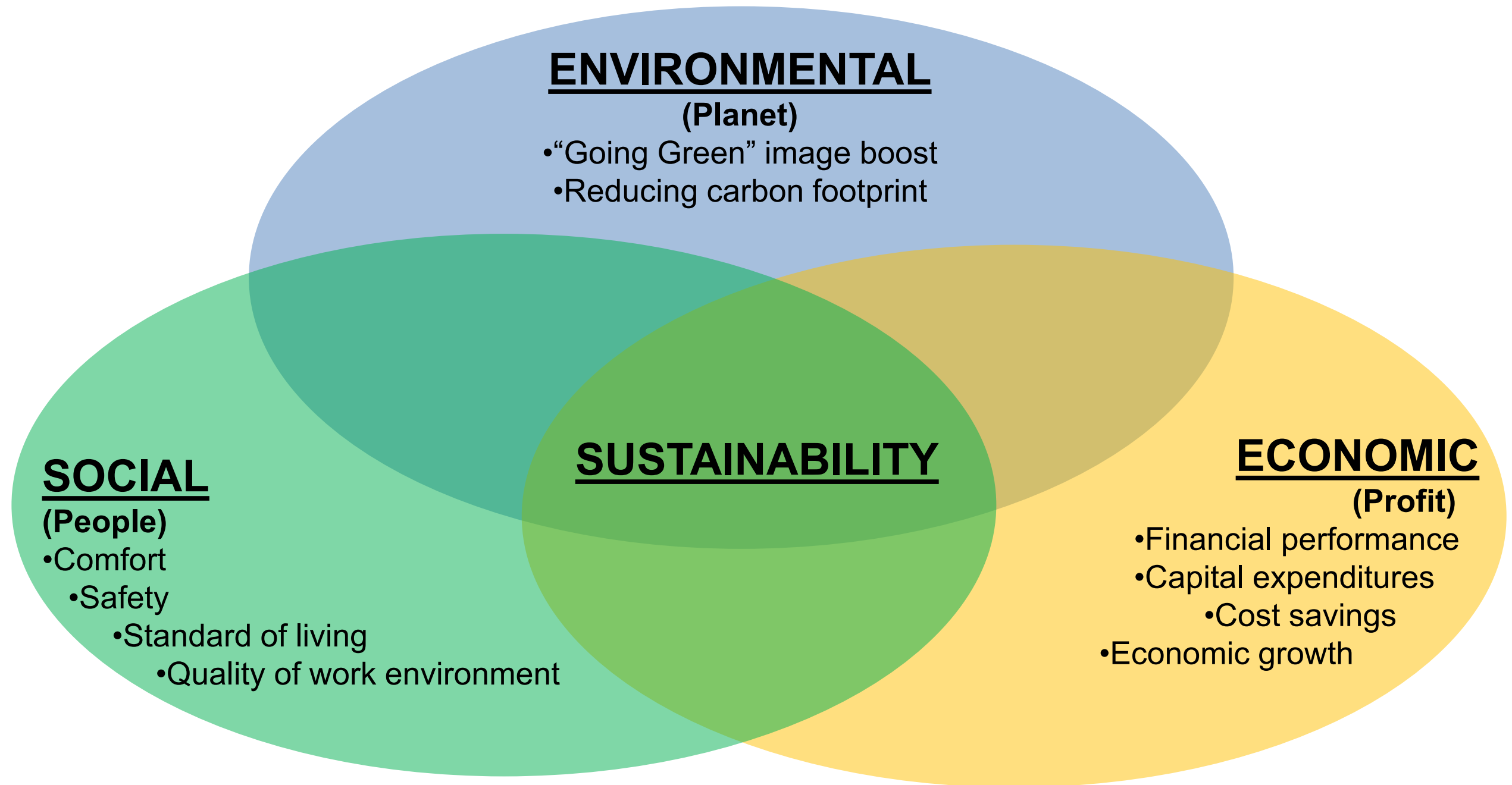
So: be a **partner**

- Show your customers the value of our Program:
 - Energy-saving value.
 - Money-saving value.
 - Intrinsic value.
- Promote energy efficiency's
Triple Bottom Line...





Energy Efficiency's Triple Bottom Line





Remember: Energy Efficiency is good business

Tell your customers that:

- Implementing energy-efficient equipment *can lower their operating costs.*
- Implementing efficiency measures *contributes to a healthy bottom line.*
- Implementing measures — especially in HVAC and lighting — *can result in added benefits:*
 - Comfort and aesthetics of the work and business environment.
- Our Program *reduces their project costs:*
 - In turn, you can install higher-efficiency equipment.



Remember: Energy Efficiency is good business

...and you become an energy hero:

- You become positioned as a trusted advisor to your current customers.
 - They, in turn, spread the word about your assistance.
- You differentiate your business as a partner who can offer better project alternatives to your customers.



Transform your business

To get started:

- Familiarize yourself with our Program's requirements, measures, specifications and incentives — especially those that directly affect your line of work.
 - Let our Catalog be your reference book.
- Make sure your customers — and potential customers — are aware of our Program and our cash incentives.
 - Use our marketing materials to spread the word.
- Determine if there's a good fit for your customer's solution.
 - Use our Program to meet and exceed their expectations.





Transform your business

Engage your customers:

- Talk to the right people — the decision-makers:
 - Find the person who can make the connection between installing energy-efficient equipment and technologies today — in order to save energy and money tomorrow.
- Share case studies, success stories and fact sheets with your customers:
 - Encourage informed decision-making by showing opportunities that can save energy through higher efficiency equipment during high-use times.
- Remind them how upgrades preserve asset value and protect their competitiveness in the marketplace.





Create a clear picture for your customers

Saving energy saves money — a retail example:

- \$10,000 equipment upgrade saves \$5,000 a year in energy costs.
- Simple payback: 2 years.
 - Grocer earns 2% margin on sales.
 - Annual sales: \$500,000
 - Annual sales increase necessary to get same \$5,000 impact?
 - **\$250,000**

Bottom line: Speak a language that will resonate with each customer on a personal level.



Create a clear picture for your customers

Understand their concerns:

- Availability of capital:
 - Initial costs
 - Costs of capital
 - Credit and collateral issues.
- Payback/ROI needs:
 - Any investment needs to have an attractive payback period (varies by customer).

Offer solutions:

- Incentive Program:
 - Can offset capital costs.
 - Offers attractive ROI.
 - Can improve long-term bottom line.



Create a clear picture for your customers

Lighting:

- Look for opportunities to improve appearance.
- Look for opportunities to improve safety.

HVAC:

- Ask about overall comfort or if “problem” areas exist.
- Ask if the customer has a replacement program.
- Look for older heating systems that could be retrofit.
- Look for variable speed drive technology opportunities.



Using our Program

Educate, inform your customers


Materials:

- Share our print materials with them.

Workshops/Training:

- We host events; invite them!



ENERGY EFFICIENCY PROGRAM FOR BUSINESS  **Know Your Own Power®**

Lighting upgrades: The fastest way to save

One of the fastest ways for you to save energy — and money — is to upgrade your existing lighting. **And we can help!**

DTE Energy offers cash incentives designed to help business customers like you reduce their energy use. Our incentive program not only reduces the up-front cost of installing more efficient equipment, but it also helps you shorten the payback period for the measures you install. Saving you money now and tomorrow.

Here are some common lighting upgrades

Interior/Exterior LED lamps and fixtures
Light Emitting Diode (LED) use 80-90% less energy than incandescent lamps and are ideal for both interior ambient lighting and exterior applications — such as parking lots, where they are excellent replacements for HPS. Interior LED lamps also can be used in wall lights, which are on 24/7.

Compact Fluorescent Lamps
Compact Fluorescent Lamps (CFL) offer an energy efficiency improvement for incandescent lamps — and are the most in a wide range of applications, such as in home and office use. They use about 75% less energy than typical incandescent lamps and last up to six times longer.


Linear Fluorescent Lamps
Traditional T12 fluorescent lamps are no longer being manufactured and are now offered only by the replacement with more energy-efficient options, such as new High-Performance (HPS) T5 or T8 lamps. Both offer superior energy performance — up to 80% energy savings.

Other saving ideas
Other energy-efficient lighting options include LED fluorescent tube lighting, occupancy sensors, daylight sensors and smart lighting controls.

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

email: savenergy@dteenergy.com phone: 866.796.0512 (press option 3) web: dteenergy.com/save

fax: 877.687.0744 P.O. Box 11020 Detroit, Michigan 48211

ENERGY EFFICIENCY PROGRAM FOR BUSINESS  **Know Your Own Power®**

Energy Profile: Warehouses

Warehouse owners and operators — for both dry and cold storage facilities — can lower their utility costs by implementing energy efficiency measures that go straight to their bottom line.

For dry storage facilities, lighting and heating are the two major areas of energy consumption; for cold storage sites, refrigeration takes top billing. In addition to obvious areas of energy saving opportunities, loading docks and dehumidification fans also offer ways to save that are unique to warehouses.

There are a variety of ways you can reduce your energy usage and expense — and DTE Energy offers incentives for many of them. Below is a look at typical warehouse energy usage.*

Natural Gas

Measure	Savings
Boiler heaters	up to 30%
Loading dock door seals	80%-90%*
Dehumidification fans	20%-30%
Hot water heater	30%

Electricity

Measure	Savings
High-bay lighting upgrades	25%-50%
Occupancy sensors	15%-20%
LED exit signs	up to 80%
Battery chargers for lift-lifts	30%

Common Energy-Saving Improvements

These lists represent some of the more popular energy-saving measures installed by warehouse operators:


Natural Gas Measures

Electric Measures

Contact Us
We are available to help you understand the incentive requirements and available resources for projects under the Energy Efficiency Program for Business. Contact us to check your eligibility and learn how to make DTE Energy's Program work for you.

email: savenergy@dteenergy.com phone: 866.796.0512 (press option 3) web: dteenergy.com/save

fax: 877.687.0744 P.O. Box 11020 Detroit, Michigan 48211

ENERGY EFFICIENCY PROGRAM FOR BUSINESS  **Know Your Own Power®**

Being energy efficient is as simple as...

1. Replacing your incandescent bulbs with energy-saving CFLs and LEDs — and installing occupancy sensors.
2. Replacing your manual thermostat with an energy-saving programmable model — and closing doors between conditioned and unconditioned areas.
3. Checking your window and door seals — and educating your staff on the importance of energy savings.

For more easy-to-do, energy-saving ideas, see the other side.

...and we can help!

DTE Energy offers cash incentives designed to help business customers like you — reduce their energy use. Our incentive program not only reduces the up-front cost of installing more efficient equipment, but it also helps you shorten the payback period for the measures you install. Saving you money now and tomorrow.

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

email: savenergy@dteenergy.com phone: 866.796.0512 (press option 3) web: dteenergy.com/save

fax: 877.687.0744 P.O. Box 11020 Detroit, Michigan 48211

ENERGY EFFICIENCY PROGRAM FOR BUSINESS  **Know Your Own Power®**

Case Study: Central Michigan University

In Michigan, as in states across the country, the constant challenge for public universities is trying to rein in tuition costs and demonstrating to taxpayers that their money is being well-spent.

For one such university, those dual challenges have been met through the installation of energy-efficient solutions and equipment — resulting not only in energy savings, but also in being rewarded with cash incentives from DTE Energy through its Energy Efficiency Program for Business.

Central Michigan University first began applying for funds through DTE's program in 2009, the first year of the utility's incentives program. Since then, CMU has implemented 23 projects throughout its mid-Michigan campus — ranging from temperature control valves in dorm rooms to exhaust fan balancing in student bathrooms.

According to Michael Walker, CMU's director of Energy and Utilities, the energy savings from those projects came almost immediately. But what really made the program pay off was the university's reinvestment of incentives money into even more energy-efficient initiatives.

"CMU began using the program because of the constant rise in energy prices," Walker said, "and now we're in our fourth and fifth year of reinvesting those program rebates into additional conservation efforts."

"So, by using energy wisely, we're using less of it — and that helps us keep our tuition in check."

Since 2009, Central Michigan University has completed nearly two dozen energy efficiency projects that qualified for cash incentives under the DTE Energy's Energy Efficiency Program for Business.

Using our Program



DTE Energy®
Know Your Own Power®

Educate, inform your customers

Materials:

- Share our print materials with them.
- All are available for download at dtetradeally.com
- They include:
 - Case Studies
 - Fact Sheets
 - Energy Profiles
 - Leave behinds





Educate, inform your customers

Workshops/Training:

- We host informative events – **invite your customers**
- We also host special training for our Trade Allies *and* Customers
 - **Designated Trade Ally Training** – for contractors
 - Second Thursday of each month, 8:30-10:30 a.m.
 - **Custom Application Training** – for contractors **and** customers
 - Watch for announcements
 - **Technical Training seminars** – for contractors **and** customers
 - **June 11:** Lighting
 - **Oct. 14:** Municipalities

Watch for email invitations and reminders for events in 2015!

You can register for these and other events at [**DTETradeAlly.com**](http://DTETradeAlly.com)

ENERGY EFFICIENCY PROGRAM FOR BUSINESS



DTE Energy[®]
Know Your Own Power[®]

2015 Energy Conference & Exhibition

Please consider attending

Energy Conference & Exhibition 2015

Hosted by DTE Energy and The Engineering Society of Detroit

ENERGY EFFICIENCY

In its 18th year, this conference, the only one of its kind in Michigan, is designed to educate small to large commercial and industrial businesses on energy technology, products, and services that will assist them in successful energy management.

This year's conference will include:

- Keynote presentation by **Christopher B. McGill**, Vice President Policy Analysis, American Gas Association
- Five educational tracks—technology, industrial, commercial, financial and construction—offering 20 informative 30-minute presentations
- Dozens of exhibitors offering energy-related products and services
- Major awards recognizing energy efficiency initiatives
- A Ride and Drive featuring a fleet of new vehicles, as well as classic cars

Cost to Attend:

- \$85** ESD Member
- \$100** Non-Member
- \$154** Non-Member—attend and join ESD at a discounted rate! (This offer is available to new, first-time members only.)

SAVE THE DATE

May 5, 2015
8 a.m. – 3:00 p.m.
Suburban Collection
Showplace
46100 Grand River
Novi, Michigan 48374



Visit www.esd.org for more information and to register, or call 248-353-0735.

Exhibitor and sponsorship opportunities are available. Contact **Leslie Smith, CMP**, at lsmith@esd.org or 248-353-0735, ext. 152 for more information.

SPONSORS





Educate, inform your customers

Our Energy Efficiency Directory:

- **A searchable list of Designated Trade Allies:**
 - To get listed, attend our monthly DTA training
 - Once listed, confirm your business information
 - Use the list to solicit new business



Energy Efficiency Directory

How to find a DTA:

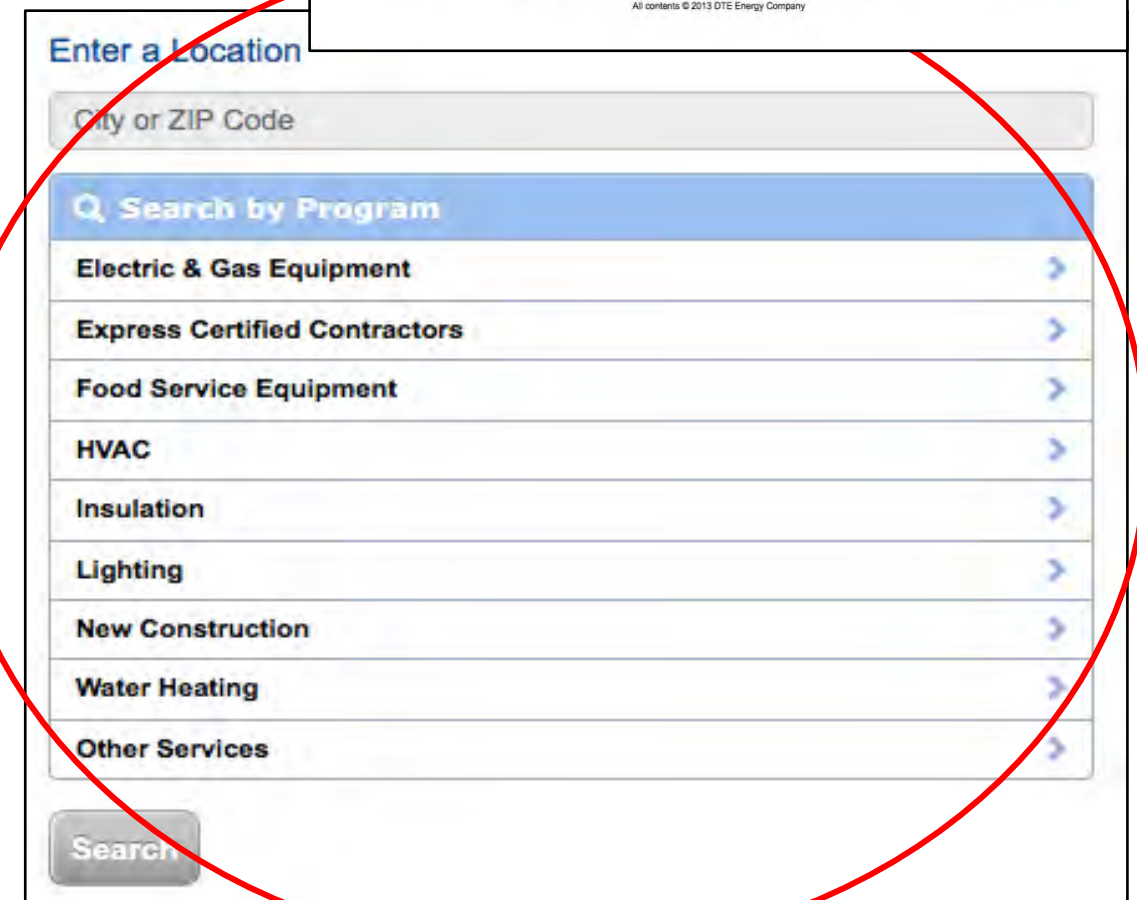
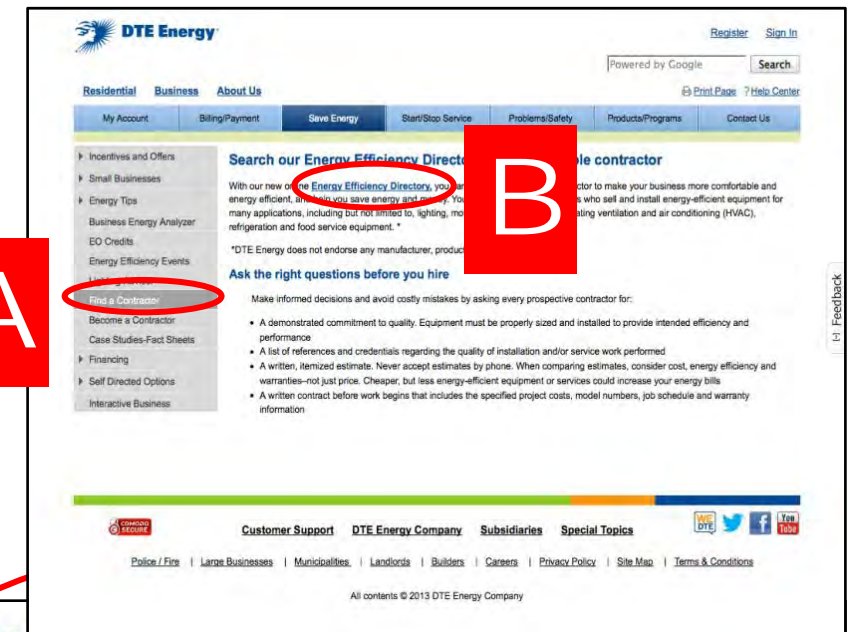
- Visit “dteenergy.com/savenow”

A Click on “Find a Contractor.”

B Click on “Energy Efficiency Directory.”

C Search by ZIP code and program.

Are you listed?





**Remember our website
for Trade Allies:
dteTradeAlly.com**



dtetradeally.com

Get:

- Announcements
- Up-to-date funding gauges
- All Program documents:
 - Applications
 - Forms
 - Addenda

Energy Efficiency Program for Business

Home **Events/Registration** **Marketing Materials** **Videos**

Applications and Worksheets

- 2015 Program Catalog
- 2015 Program Application
- 2015 Program P-P
- 2015 Gas-only Application
- 2015 New Construction App
- 2015 LEED Design Review Assistance App
- 2015 Michigan Saves Financing Worksheet
- 2014-15 Gas multi-year Application
- 2015 Agriculture Application
- 2015 LED 20% Bonus fact sheet

Announcements

Join us at a mid-year Program update event
This month, we're hosting three special events to update DTE Energy Customers, Trade Allies and Designated Trade Allies on all the new measures, offers and features we've launched in the past month.
In addition, we'll be holding Designated Trade Ally training for contractors wanted to upgrade their level of program knowledge, information and how to use the program more effectively for their own business.
The events are scheduled on April 16, 17 and 22.
For more information and to register, click on our events page.

Everyone who attends one of these events will be eligible to win premier sporting or entertainment event tickets.

Our revised Program Catalog and Application are now available
You can now download our new mid-program year revised Catalog and Application. Both feature new measures — with our Catalog providing the specifications, and our Application providing the worksheets with incentive values.
The new measures can be found in these categories:

- Lighting/Controls
- Electric-HVAC
- Electric-Process
- Electric-Food Service
- Electric-Miscellaneous

Trade Ally Portal
To receive your login and password, call or email your Program Outreach contact.

2015 Rebate Program Status

Paid 10% ▼

Active 36% ▲

Electric Installations
Available funds paid as of March 30, 2015

2015 Rebate Program Status

Paid 19% ▼



dtetradeally.com

Get:

- Information about upcoming events – and a registration link for each.

Energy Efficiency Program for Business DTE Energy Know Your Own Power®

Home Events/Registration Marketing Materials Videos

Applications and Worksheets

- 2015 Program Catalog
- 2015 Program Application
- 2015 Program P-P
- 2015 Gas-only Application
- 2015 New Construction App

Program Events

Financing Energy Efficiency

Join us March 25 for an in-depth look at various sources of funding for your energy efficiency project. Speaking will be representatives from a number of organizations that provide funding. Also on hand will be DTE Energy representatives, who will review the Energy Efficiency Program for Business incentives and special offers.

Date: March 25, 2015
Time: 8:30-11:30 a.m.
Location: Somerset Inn, Troy, MI

Trade Ally Portal

To receive your login and password, call or email your Program Outreach contact.

2015 Rebate Program Status

Paid 9% ▼

Active 34% ▲

Electric Installations

Available funds paid as of March 23, 2015

Something Just for You



DTE Energy[®]
Know Your Own Power[®]

dtetradeally.com

Get:

- Access to marketing materials we produce:
 - **Fact Sheets**
 - **Energy Profiles**
 - **Measure fliers**
(fold-overs)
 - **Case studies**

**Download and print
them out at your office!**

Energy Efficiency Program for Business



Know Your Own Power[®]



[Home](#)[Events/Registration](#)[Marketing Materials](#)[Videos](#)

Marketing Materials

You can download and print any documents on this page. You cannot co-brand any materials without prior consent of DTE Energy.

Fact Sheets/Flyers

- 2015 Michigan-made Fact Sheet
- 2015 Multi-measure Fact Sheet
- 2015 Low-cost Fact Sheet
- 2015 Lighting Tech Fact Sheet



Energy Profiles

- 2015 Energy profile-auto
- 2015 Energy profile-grocery
- 2015 Energy profile-healthcare
- 2015 Energy profile-lodging
- 2015 Energy profile-municipal
- 2015 Energy profile-office building
- 2015 Energy profile-restaurants
- 2015 Energy profile-schools
- 2015 Energy profile-warehousing



Something Just for You




DTE Energy
Know Your Own Power®






dtetradeally.com

Watch:

- Videos of our presentations – organized by Program year...

...and follow
along with our
slide shows!

Energy Efficiency Program for Business




[Home](#)[Events/Registration](#)[Marketing Materials](#)[Videos](#)

Video Presentations

[2014 Video Archives](#)[2013 Video Archives](#)

The provided links will open a pdf of all slides from that presentation in another window.
To access DTE Energy's case study videos, click here.



2015 Program Kick Off

[2015 Video - 2015 Program Kick Off](#)



About the Designated Trade Ally Portal



The Designated Trade Ally Portal

Use your DTA status to access our Portal and track your projects.

- To log in, click on dtetradeally.com
- *Your Outreach contact will provide you with a log in and password.*

The screenshot displays the 'Energy Efficiency Program for Business' website. A red arrow points from the text 'dtetradeally.com' to the 'Videos' tab, which contains the 'Trade Ally Portal' link. Another red arrow points from the 'Trade Ally Portal' link to a detailed view of the portal's login interface.

Energy Efficiency Program for Business

Trade Ally Portal

To receive your login and password, call or email your Program Outreach contact.

2015 Rebate Program Status

Category	Paid	Active
Electric Installations	10%	36%

Available funds paid as of March 30, 2015

2015 Rebate Program Status

Category	Paid
Electric Installations	19%

Trade Ally Portal Login Form:

View Projects

Contractor ID: Password:

Program Year: 2014 Status: Pre Review, Reserved, Final Review, f



The Designated Trade Ally Portal

Once you log in, you can view all your active project files.

View Projects

Contractor ID: 12345

Password: password

Program Year: 2014

Status: Pre Review, Reserved, Final Review, I

1 of 6

Select a format

Export

ABC Lighting

Summary of Total Incentives*	Total KWH Savings	Total MCF Savings	Total # of Applications
\$427,826.83	6,204,888.59	0.00	240

*Incentive is an estimate and does not reflect possible tiering and/or project cost limitation.

Status as of: 9/22/2014 1:33 PM

Program Year: 2014

Project #	Organization Name	Project Name	Status	Reviewer	Total Incentives
DTE-14-12345	MASTER BUILDING		Reserved	Rodney Starnes	\$2,745.00
DTE-14-54321	SUPER SHOPPER		Reserved	Rodney Starnes	\$712.86

View Project Details

View Project Details



The Designated Trade Ally Portal

Then you can dig into specific project files.

Program Year: 2014									
<input type="checkbox"/> View Project Details		Project #	Organization Name	Project Name	Status	Reviewer	Total Incentives		
		DTE-14-12345	MASTER BUILDING		Reserved	Rodney Starnes	\$2,745.00		
Project #	Electric Incentive	MCF Incentive	Estimate Completion Date	Pre Received	Reservation Expiration Date	Final Application Date Received	Payment Mailed Date	Last Contact Log Entry	Inspection Pending Y/N
<input checked="" type="checkbox"/> DTE-14-12345	\$2,745.00	\$0.00	11/07/2014	08/07/2014	11/15/2014			08/15/2014	N
<input type="checkbox"/> View Project Details		DTE-14-54321	SUPER SHOPPER		Reserved	Rodney Starnes	\$712.86		



The Designated Trade Ally Portal

Right down to individual measures in each project.

View Project Details

Program Year: 2014

Project #	Organization Name	Project Name	Status	Reviewer	Total Incentives
DTE-14-12345	MASTER BUILDING		Reserved	Rodney Starnes	\$2,745.00

Project #	Electric Incentive	MCF Incentive	Estimate Completion Date	Pre Received	Reservation Expiration Date	Final Application Date Received	Payment Mailed Date	Last Contact Log Entry	Inspection Pending Y/N
DTE-14-12345	\$2,745.00	\$0.00	11/07/2014	08/07/2014	11/15/2014			08/15/2014	N

Measure Category	Measure Type	Incentive	KWH	KW	MCF
Lighting	LED: (7-8) Energy Star LED Recessed Down Light	\$1,905.00	24,765.00	6.10	0.00
Lighting	LED: (7-10) Energy Star PAR LED Lamps	\$840.00	9,744.00	2.18	0.00

View Project Details

DTE-14-54321

SUPER SHOPPER

Reserved

Rodney Starnes

\$712.86



In Summary

- Flash Drive contents
- About our Incentives
 - Prescriptive, custom, new construction
- Overview of our Catalog & Application
 - How to complete the Application
 - About the New Construction Application
- Benefits of becoming a Designated Trade Ally
- Using our Program
 - Are you a vendor or a partner?
 - Educating your customers
- Using your website: dtetradeally.com
 - Announcements, events, downloads, presentations
- Designated Trade Ally **Portal**



Thank you for joining us today!





**If you have questions,
please contact our office**

Email: saveenergy@dteenergy.com

Phone: **866-796-0512** (press option 3)

Fax: **877-607-0744**

Website: dteenergy.com/savenow

Website: dtetradeally.com



: www.linkedin.com/in/dteenergysaveenergy