

2020 Consumers Energy Business Energy Efficiency Programs Trade Ally Rollout

November 6, 2019

Today's Agenda

- Welcome
- Safety Tailboard
- Keynote Address
- **Break – 20 minutes**
- The 2020 Program Year
- Enhancements for Your Business
- Marketing Our Programs to Grow Your Business
- Outside the Application
- Small Business Trade Ally
- **Break – 20 minutes**
- Emergent Market Segments and Technologies
- 2020 Incentive Updates
- Trade Ally Awards
- Closing

The Changing Energy Landscape

A Team Approach

John Broschak
Vice President
Generation Operations and Compression
Nov. 6, 2019

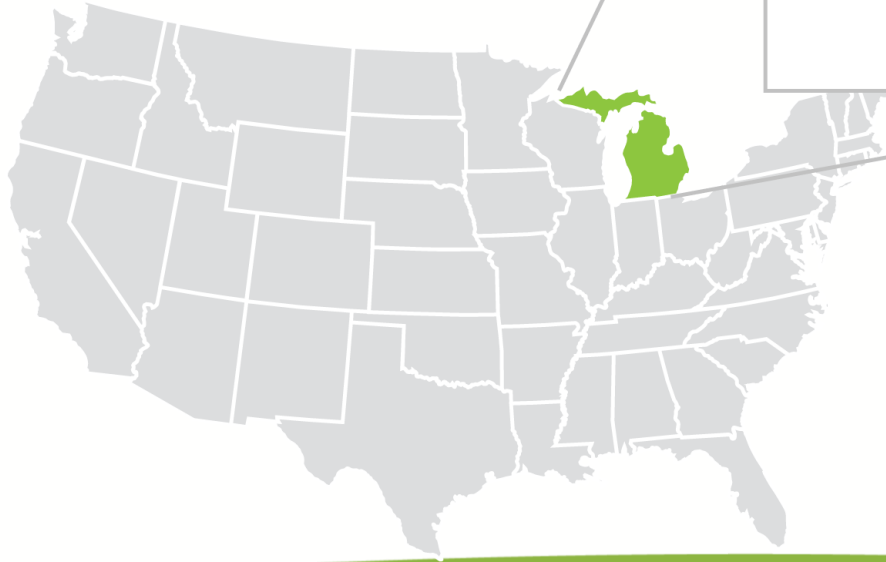
A Transformative Effort



PEOPLE PLANET PROSPERITY



The Best Plan for Michigan



Less coal



More renewable energy



Innovative energy solutions

Going Coal Free

All coal plants would be retired by 2040, **reducing emissions by 90%**



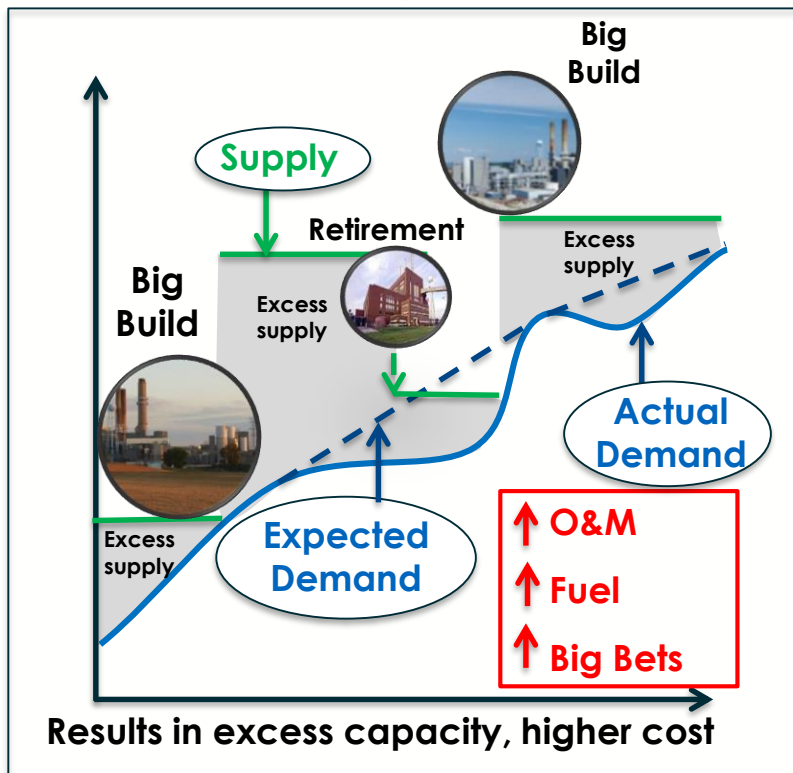


More Renewable Energy

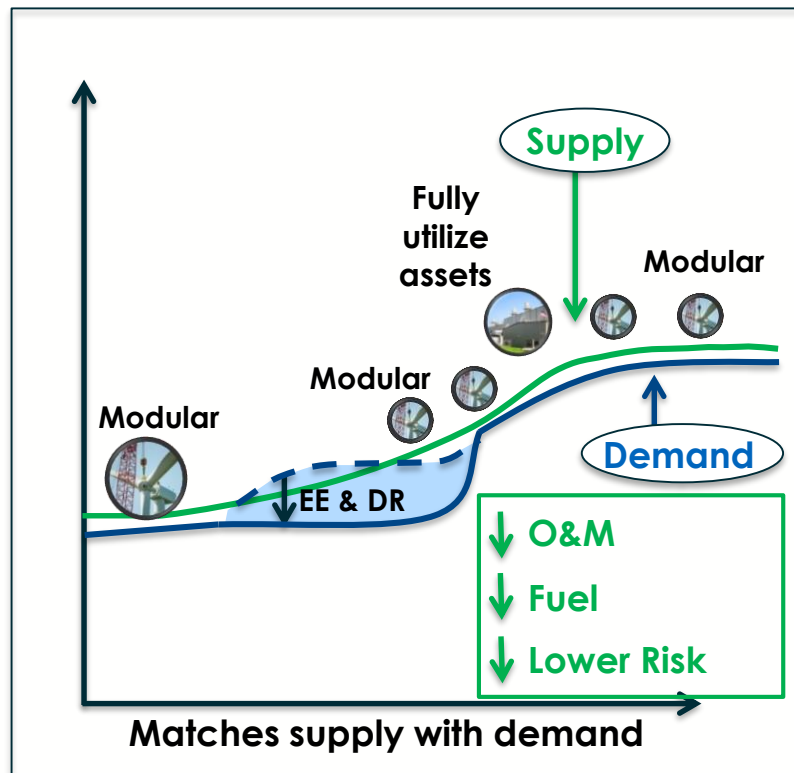
Our plan will meet customers' electric capacity needs with 90% clean energy resources

Clean and Lean

Old Utility Model



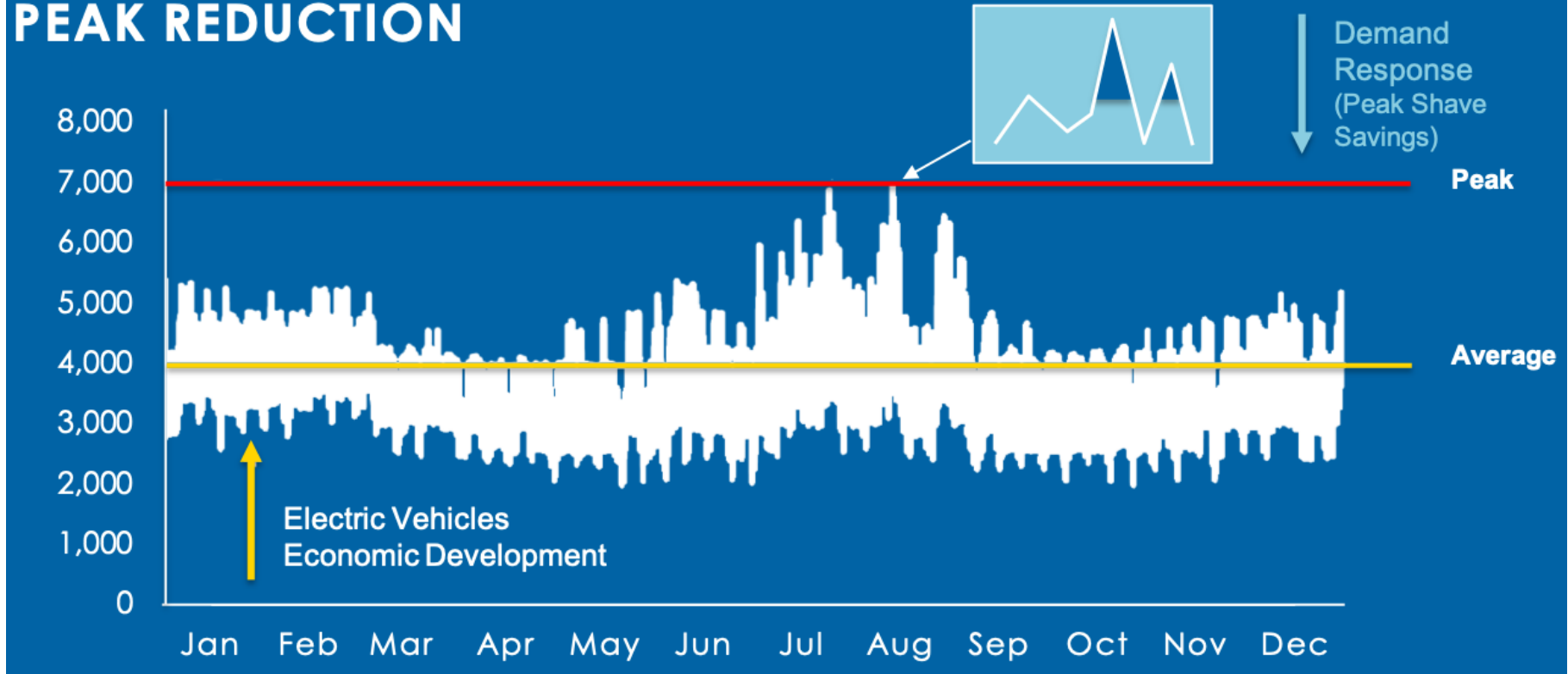
Clean And Lean



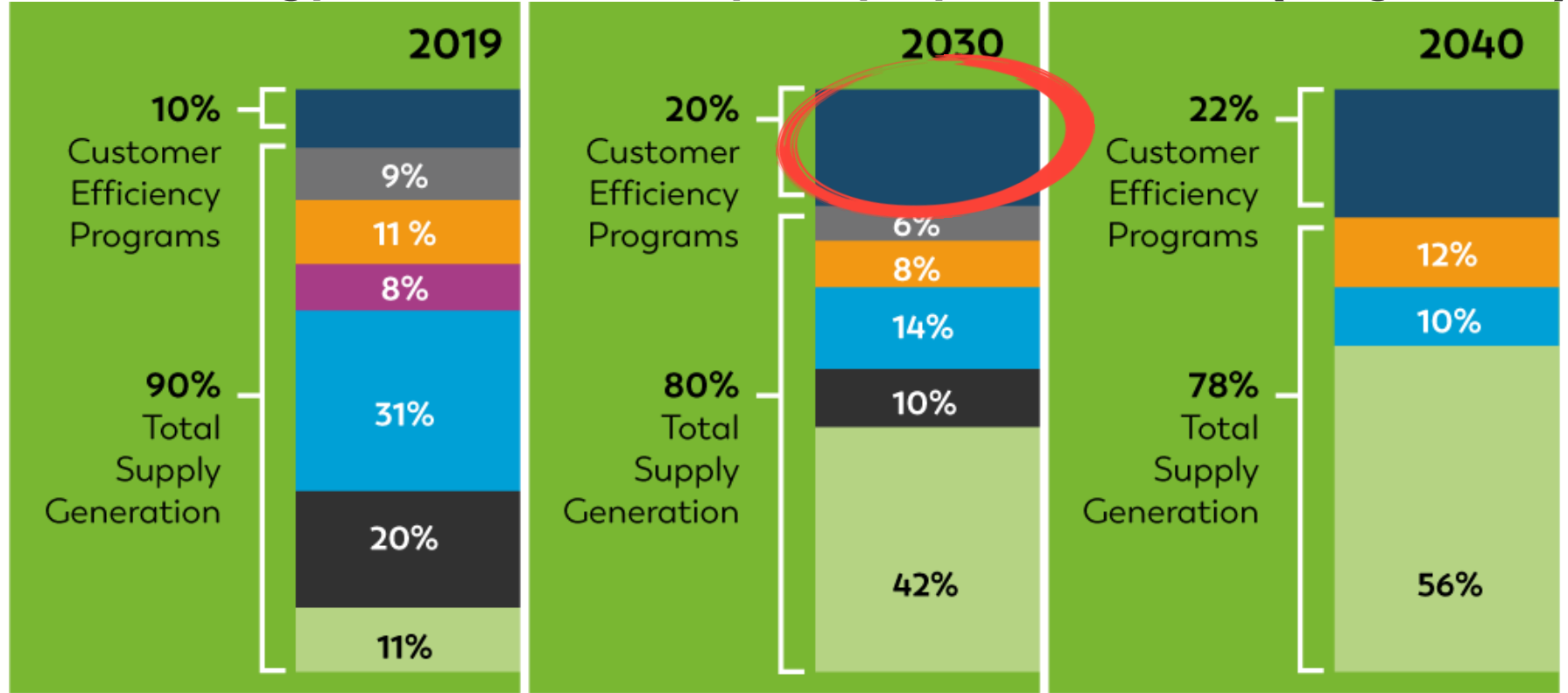
*Illustrative

Annual Use of Supply

PEAK REDUCTION



Clean Energy Plan Electric Capacity by Fuel Source (Megawatts)

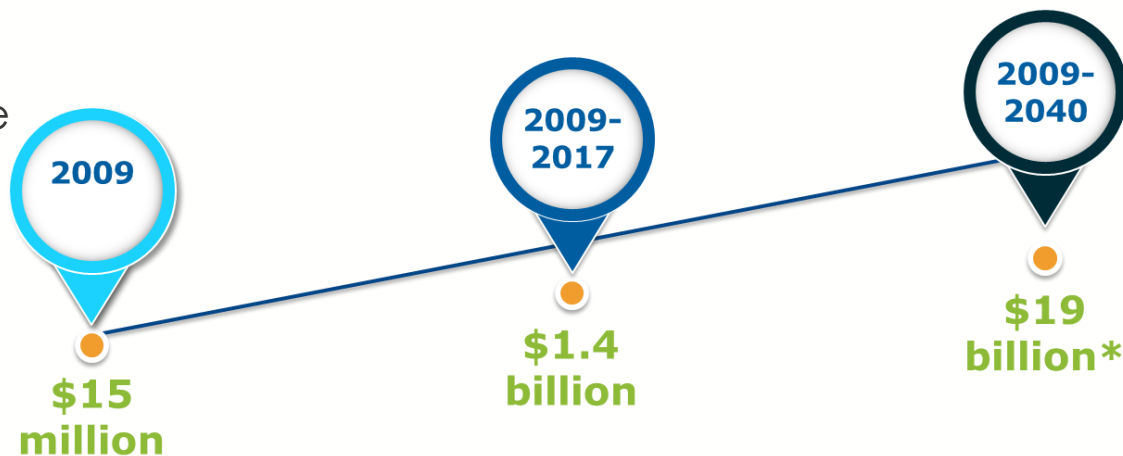


Renewable Coal Natural Gas Nuclear Energy Storage Oil and Natural Gas Peaking Plants

Innovative Energy Solutions

We'll eliminate the need for building new, large power plants by asking customers to help reduce energy waste through joining our energy efficiency and other programs

Cumulative Energy Efficiency Savings



*\$19B customer savings projected by 2040



Your Impact in 2018

- 6,135 projects
- Electric
 - \$44.4 million in incentives
 - 368,398 MWh of electricity saved
- Natural gas
 - \$10.7 million in incentives
 - 1,302,941 Mcf of natural gas saved
- We need YOU to double down for our customers in 2020!



“A society grows great
when people plant
trees whose shade
they shall never
know.”

– Greek Proverb

Become a Clean Energy Partner

YOU are a vital part of our design to meet Michigan's needs for decades to come.



Participate in energy
waste reduction efforts

Join a clean
energy program

Show your support with
#MiCleanEnergy

ConsumersEnergy.com/Micleanenergy

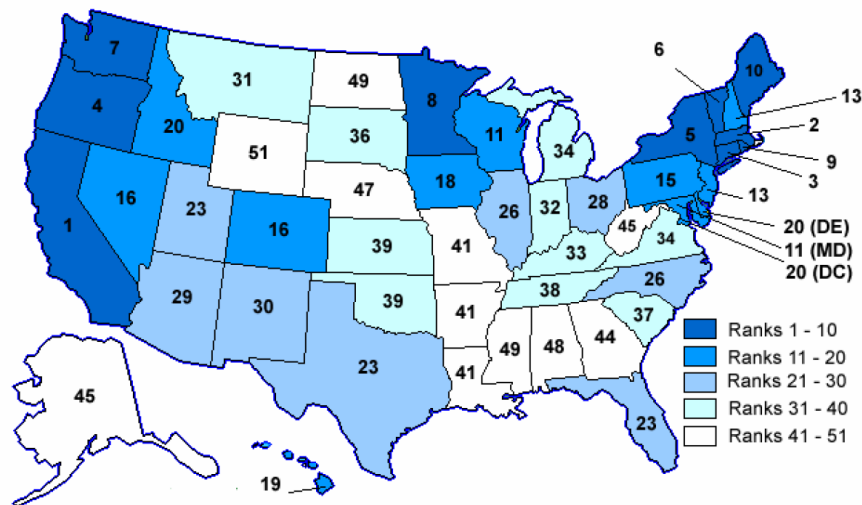
Thank You!

The 2020 Program Year

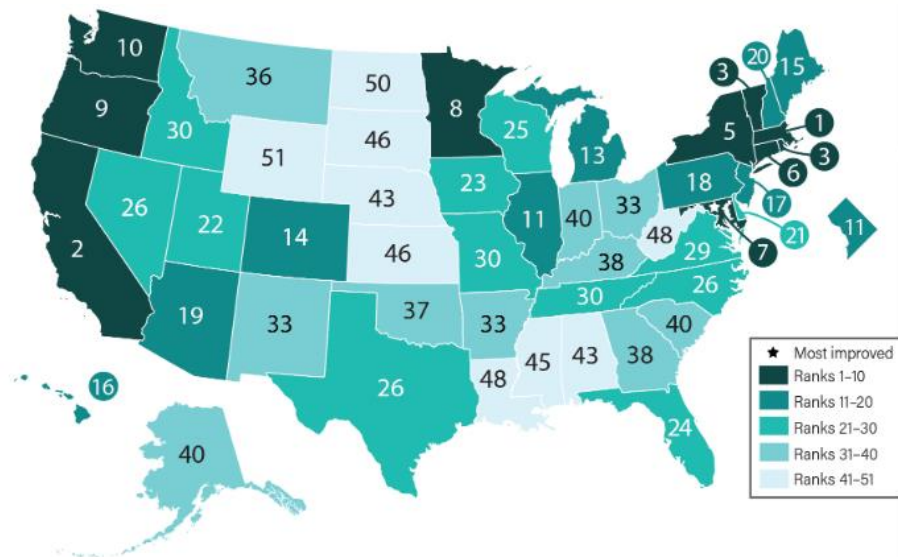
Thomas Quasarano
November 6, 2019

Energy Efficiency Scorecard

2009



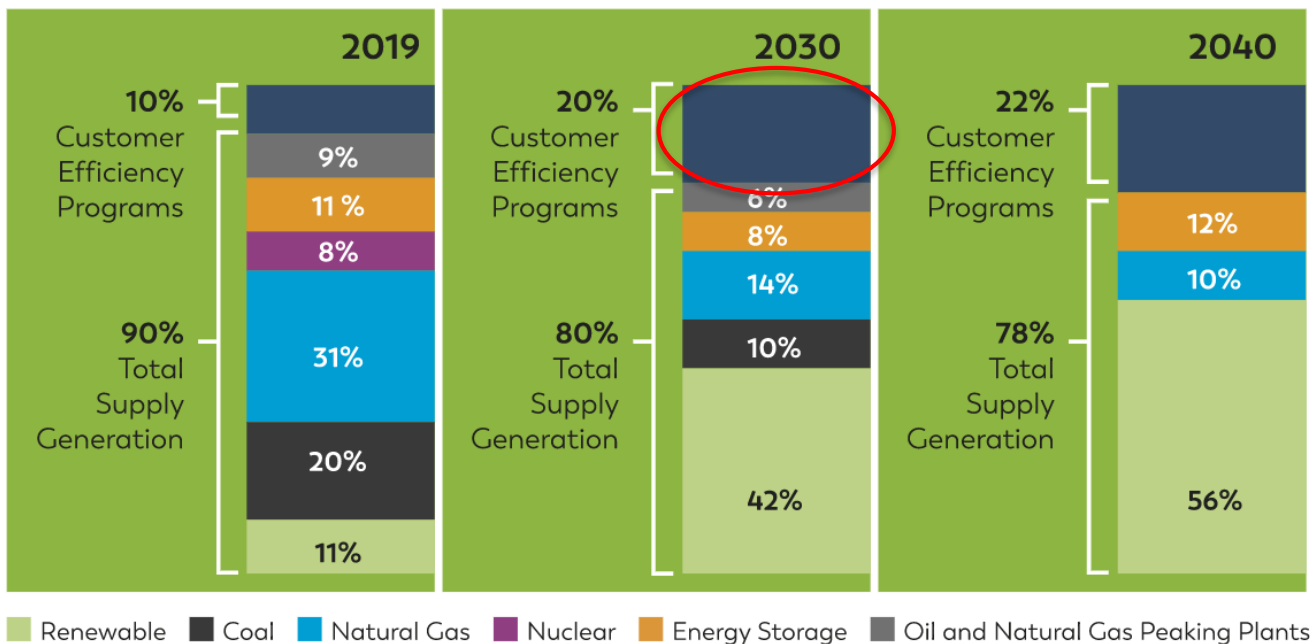
2019



Source: ACEEE

Our Growing Goals...

Clean Energy Plan Electric Capacity by Fuel Source (Megawatts)



...Will Grow Your Business

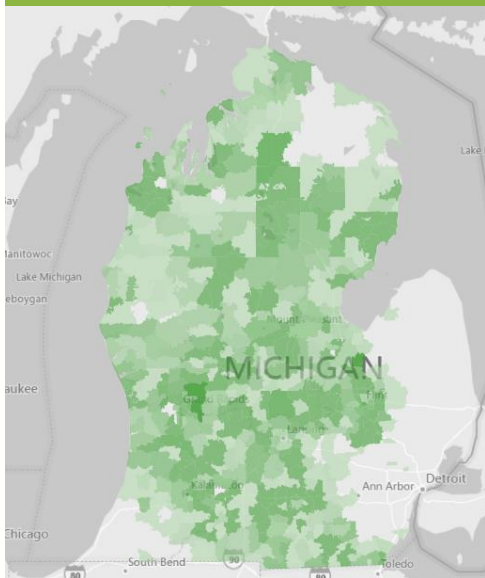


Enhancements for Your Business

Melissa Kelley
November 6, 2019

Land of Opportunity

Electric

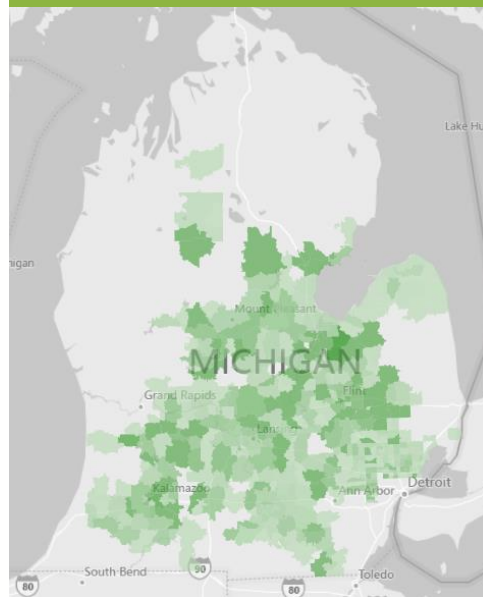


Electric Saving Ratio by Zip

% saved in zip	No. of zips
>10%	4
5 – 10%	12
2.5 – 4%	19
1 – 2.49%	109
<1%	255
0.00%	194

Total: 404

Natural Gas



Natural Gas Saving Ratio by Zip

% saved in zip	No. of zips
>10%	5
5 – 10%	9
2.5 – 4%	9
1 – 2.49%	47
<1%	257
0.00%	124

Total: 381

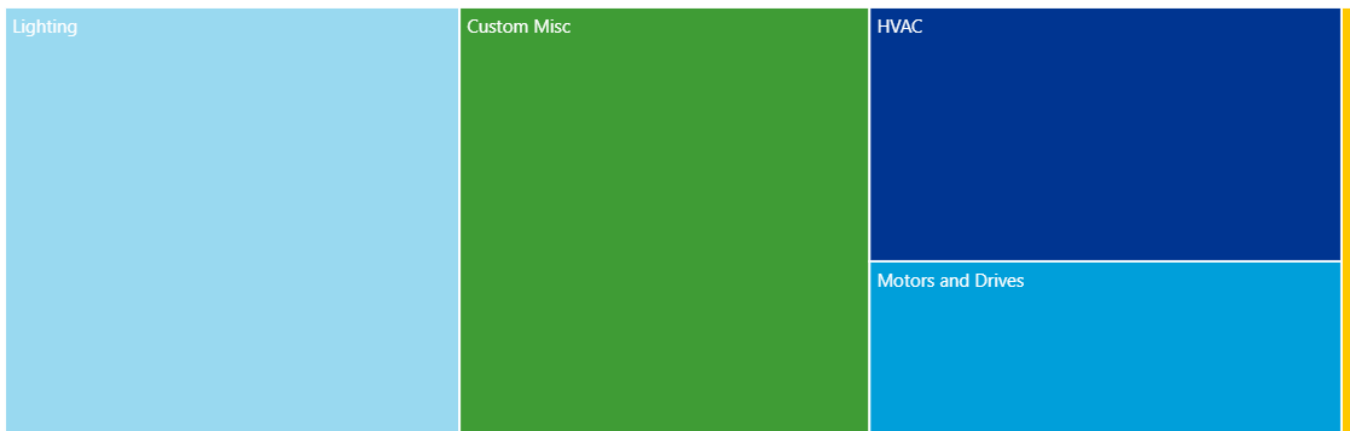
Electric: Top 3 Industries of Opportunity

NAICS 4-digit Classification	Count of Non-Participants	Untapped Consumption	Potential kWh Savings
→ Elementary and Secondary Schools			
Lighting	2,443	374,471,555	42,219,527
HVAC	3,052	661,525,675	109,248,422
Motors and Drives	3,077	676,222,483	33,428,383
Prescriptive Misc	3,104	709,674,825	9,167,292
→ Building Material and Supplies Dealers			
Lighting	1,151	103,606,497	54,052,430
HVAC	1,342	153,528,669	3,301,782
Motors and Drives	1,395	167,379,588	3,172,718
→ Grocery Stores			
Lighting	1,502	248,904,820	21,464,219
Refrigeration	1,736	355,639,950	44,199,623
Custom Misc	2,002	392,235,538	12,465,259
Motors and Drives	1,994	390,827,137	3,262,141
Prescriptive Misc	1,991	400,686,195	1,352,252
	Total: 24,789		337,334,047 kWh

Potential kWh x Average Incentive = Financial Opportunity

$$337,334,047 \text{ kWh} \times \$0.11 = \text{\textcolor{teal}{\$37,106,745}}$$

Electric: Top Measures of Opportunity



Measure Type	Potential kWh Savings	Participant kWh Savings Ratio (adjusted)	Participation Ratio (Elec, Consumption-weighted)
Lighting	467,143,776	0.04	0.51
Custom Misc	421,200,875	0.03	0.27
HVAC	288,334,246	0.01	0.13
Motors and Drives	196,595,157	0.01	0.27
Prescriptive Misc	23,724,731	0.00	0.09

Potential kWh x Average Incentive = Financial Opportunity

$$1,396,998,785 \text{ kWh} \times \$0.11 = \$153,669,866$$

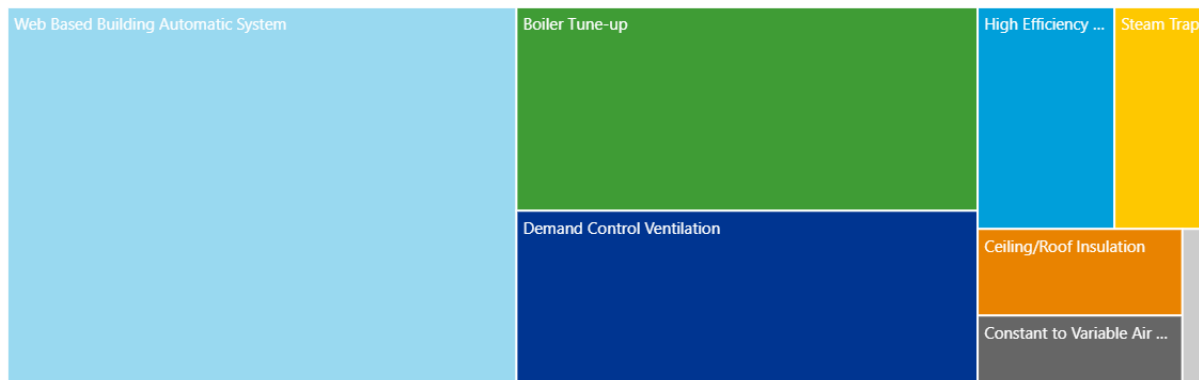
Natural Gas: Top 3 Industries of Opportunity

NAICS 4-digit Classification	Count of Non-Participants	Untapped Consumption	Potential MCF Savings
→ Automobile Dealers			
Custom Misc	1,240	5,473,747	1,988,077
Process	1,240	4,679,651	847,410
HVAC	1,127	4,371,092	487,922
→ Elementary and Secondary Schools			
HVAC	1,827	4,929,284	965,740
Domestic Hot Water	2,330	7,287,698	82,003
→ Religious Organizations			
HVAC	4,322	2,739,276	494,204
Technical Assistance	4,463	2,897,135	33,089
Domestic Hot Water	4,526	2,895,262	16,529
Miscellaneous	4,729	3,044,379	14,291
	Total: 25,804		4,930,365 Mcf

Potential Mcf Savings x Average Incentive = Financial Opportunity

$$4,930,265 \text{ Mcf} \times \$8.00 = \text{\textcolor{green}{\$39,442,120}}$$

Natural Gas: Top Measures of Opportunity



Measure Type, Measure	Potential MCF Savings	Participant MCF Savings Ratio (adjusted)	Participation Ratio (Gas, Consumption-weighted)
HVAC, Web Based Building Automatic System	9,114,207	0.07	0.08
HVAC, Boiler Tune-up	4,451,460	0.03	0.05
HVAC, Demand Control Ventilation	3,805,648	0.03	0.06
HVAC, High Efficiency Boiler	1,438,536	0.01	0.09
HVAC, Steam Trap	997,740	0.01	0.08
HVAC, Ceiling/Roof Insulation	840,773	0.01	0.03
HVAC, Constant to Variable Air Volume (CV to VAV)	671,955	0.01	0.05
HVAC, Energy Recovery	199,417	0.00	0.06

Potential Mcf Savings x Average Incentive = Financial Opportunity

$$21,519,736 \text{ Mcf} \times \$8.00 = \text{\textcolor{green}{\$172,157,888}}$$

Apply for the Rebate

The potential is astounding,
capture every project!

- Don't neglect applying because you don't want to do the paperwork.
- We will help!



Customer Scorecard

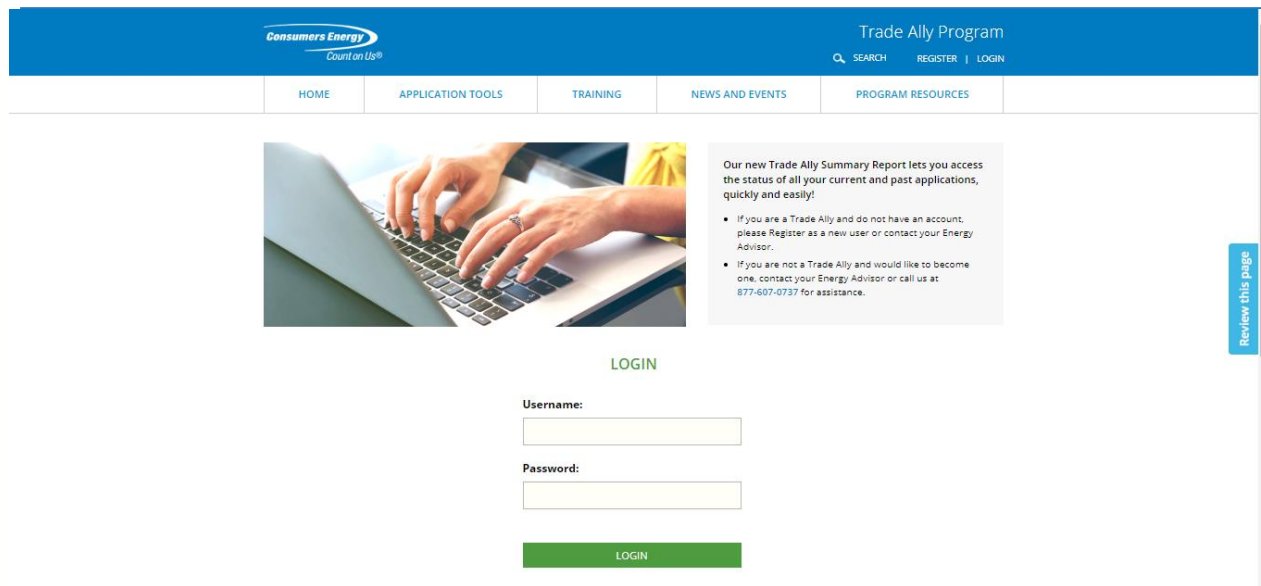
New for 2020!

- Great tool for your Energy Advisor and you to share with our customer:
 - Shows how they compare to similar businesses.
 - Recommends energy and money saving opportunities.



Trade Ally Portal

- Updated login
- One click communication
- Search tools
- Documentation requests



The screenshot displays the Trade Ally Portal interface. At the top, a blue header bar contains the Consumers Energy logo on the left and the text 'Trade Ally Program' on the right, with links for 'SEARCH', 'REGISTER', and 'LOGIN'. Below the header is a navigation menu with links for 'HOME', 'APPLICATION TOOLS', 'TRAINING', 'NEWS AND EVENTS', and 'PROGRAM RESOURCES'. The main content area features a large image of hands typing on a laptop keyboard. To the right of the image is a text box titled 'Our new Trade Ally Summary Report lets you access the status of all your current and past applications, quickly and easily!' followed by two bullet points: 'If you are a Trade Ally and do not have an account, please Register as a new user or contact your Energy Advisor.' and 'If you are not a Trade Ally and would like to become one, contact your Energy Advisor or call us at 877-607-0737 for assistance.' Below this is a 'LOGIN' section with fields for 'Username:' and 'Password:', and a green 'LOGIN' button. A vertical sidebar on the right contains a 'Review this page' button.

Consumers Energy
Count on Us®

Trade Ally Program

SEARCH REGISTER LOGIN

HOME APPLICATION TOOLS TRAINING NEWS AND EVENTS PROGRAM RESOURCES

Our new Trade Ally Summary Report lets you access the status of all your current and past applications, quickly and easily!

- If you are a Trade Ally and do not have an account, please Register as a new user or contact your Energy Advisor.
- If you are not a Trade Ally and would like to become one, contact your Energy Advisor or call us at 877-607-0737 for assistance.

LOGIN

Username:

Password:

LOGIN

Review this page

Trade Ally Portal Enhancements

- Preferred means of contact
- Sub-status
- Auto-notifications when project status changes
- Trade Ally Scorecard is downloadable



2020 Trade Ally Bonus Opportunities

Retaining 2019's Performance Bonus:

Trade Ally Performance Reward Structure

Tier	Paid Project Requirements	Performance Reward
Gold	25 or more projects at or above 300MWh or 10,000 Mcf	2% of project incentives
Silver	10 or more projects at or above 50MWh or 1,000Mcf	1% of project incentives
Bronze	All Others	none

2020 Trade Ally Bonus Opportunities

Rewards System:

- Developing a rewards system for employees for 2020.
- Exciting opportunities to redeem points for goods based on paid projects.



Trade Ally Council

Soon to be taking
applications for the 2020
Program Year!

Please visit **CETradeAlly.com**
to apply.*

*Application available for submission in December.



Conclusion & Contact

We are here to help you:

- Get more customers.
- Submit more projects.
- Maintain or increase your Trade Ally ranking.

Energy Advisor Contacts:

North - Jim Minthorn231-633-5467

West - Aaron Prince616-633-8686

Southwest - Gordon Plourde517-353-0506

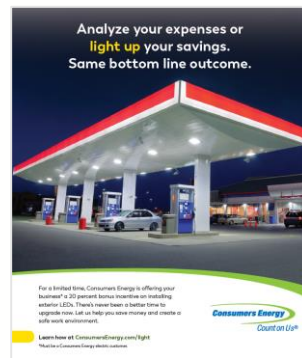
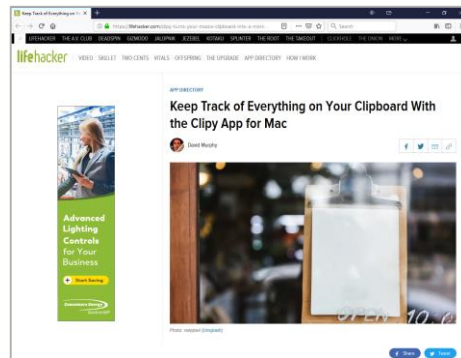
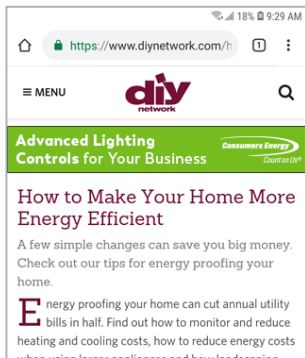
Central - Mark Bates517-220-8800

East - David Kirk517-896-5830

Marketing our Programs to Grow your Business

Melissa Kelley
November 6, 2019

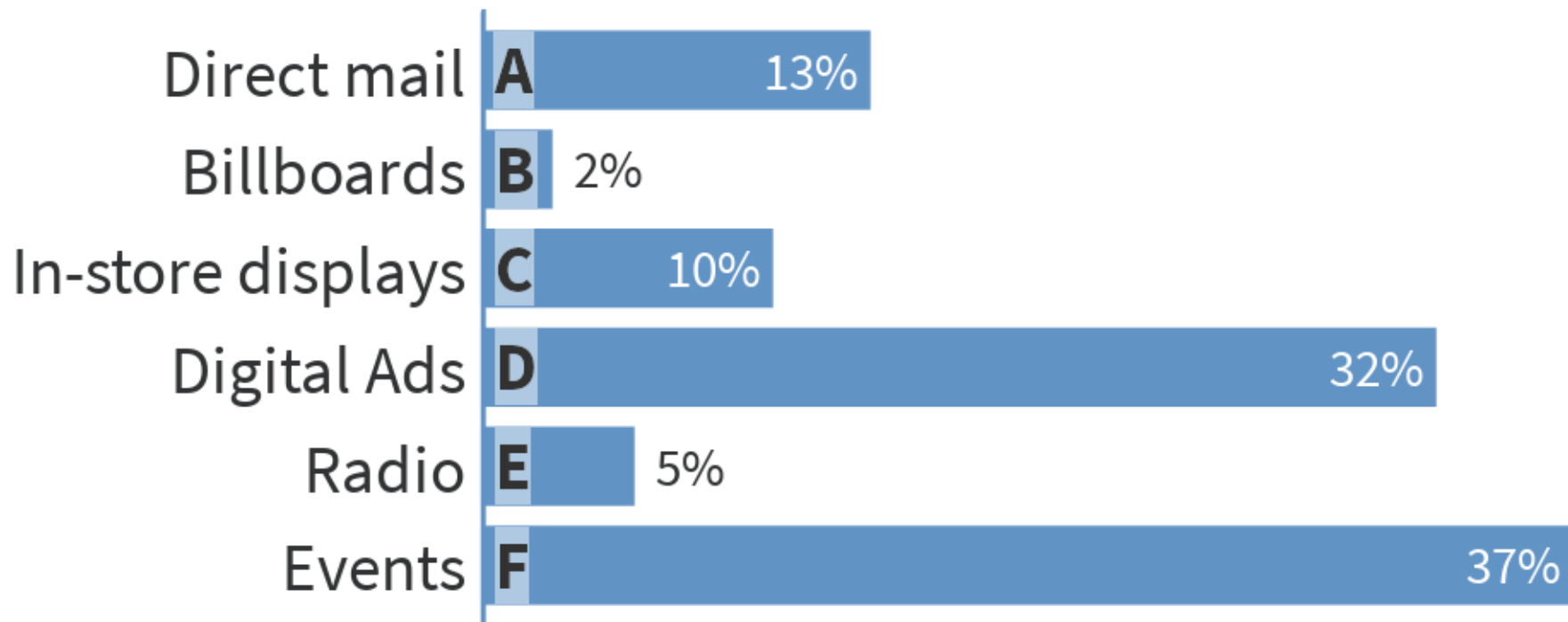
We Are Here For You!



Respond at PolleEv.com/cebeep

Text **CEBEEP** to **22333** once to join, then **A, B, C, D, E, or F**

What are your favorite marketing tools?



Mobile Training Unit

- Counter Days
- Trainings
- Expos/Tradeshows



Training Center

- Learn about the energy efficiency industry
- Get certified
- Ask us to hold trainings you need



Trade Ally Website - Marketing Page

- Instantly download program collateral
- Request printed collateral copies
- Request new collateral

The screenshot shows the 'Marketing Materials' section of the Consumers Energy Trade Ally Program website. The top navigation bar includes the Consumers Energy logo, 'Trade Ally Program', and links for SEARCH, REGISTER, and LOGIN. Below this is a horizontal menu with tabs for HOME, APPLICATION TOOLS, TRAINING, NEWS & EVENTS, MARKETING MATERIALS (which is highlighted), and PROGRAM RESOURCES. The main content area is titled 'Marketing Materials' and features a green button labeled '+ REQUEST PRINTS'. Below this is a 'Program Flyers' section with a grid of 12 flyer thumbnails. Each flyer has a title and a brief description of the program. The flyers are: Advanced Lighting Controls, Agriculture, Boiler Tune-Up, Compressed Air, ENERGY STAR, Industrial Energy Management, Process Water, Smart Buildings, Steam System Optimization, Telecommunications, and Zero Net Energy. The 12th flyer is partially obscured.

Consumers Energy
Count on Us®

Trade Ally Program
SEARCH REGISTER LOGIN

HOME APPLICATION TOOLS TRAINING NEWS & EVENTS **MARKETING MATERIALS** PROGRAM RESOURCES

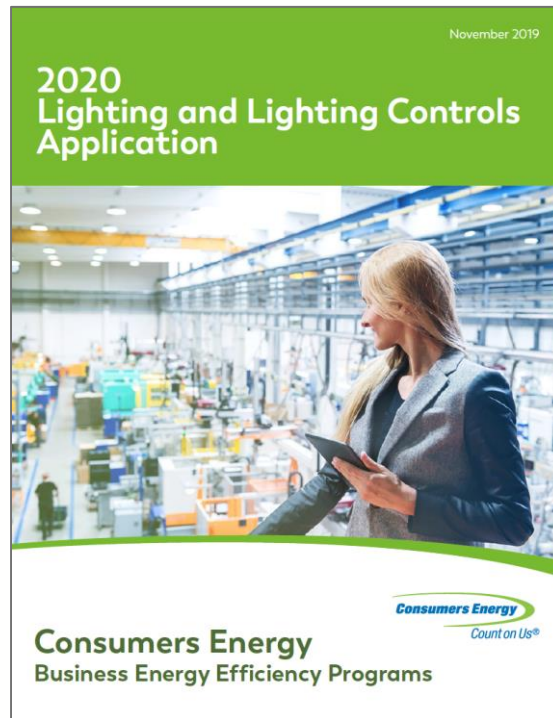
Marketing Materials [+ REQUEST PRINTS](#)

Program Flyers


- Advanced Lighting Controls
- Agriculture
- Boiler Tune-Up
- Compressed Air
- ENERGY STAR
- Industrial Energy Management
- Process Water
- Smart Buildings
- Steam System Optimization
- Telecommunications
- Zero Net Energy

Segmented Applications

- Lighting
- HVAC
- Agriculture



Online Application

 **ONLINE APPLICATION**

My Applications

Create New Application

My Profile

Resources

LIVE CHAT

Tell us about your project

Total Incentive Requested: \$0.00

Project Name: NONE | Status: Draft Pre-Application | Deadline: Applications are accepted while funding remains available

1 PROJECT OVERVIEW

2 APPLICANT INFORMATION

3 PRODUCT ENTRY

4 REQUIRED DOCUMENTS

5 FINALIZE

Project Identification

Program Type

Retrofit - All Measures 2019

*Project Name

Ex: "Gym Light Replacement"

Project Number (assigned after submitting)

*Expected Completion Date

MM/DD/YYYY

*Estimated Project Cost

*Installation Address

*City

*State

*Zip

Facility Information

*Name as it appears on CE Energy bill

*Type of Account

Select

* = Required field

DELETE

DEACTIVATE

EXPORT

SHARE

COPY

SAVE AND CONTINUE

42

2019 Project of the Year

- Opportunity to win \$5,000!
- Opportunity to win your customer \$15,000!
- Apply now!

ConsumersEnergy.com/projectoftheyear



Conclusion & Contact

We are here to help you:

- Get more customers.
- Submit more projects.
- Increase your knowledge base.
- Maintain or increase your Trade Ally ranking.

Melissa Kelley

- Melissa.Kelley@cmsenergy.com
- Cell: 517-512-0077

Outside the Application

Marina Escobar
November 6, 2019

Business Instant Discount Program (BIDP)

Offers an instant discount on select energy efficient products at point of sale.



Types of Discounts

Lighting Products

- LED Tubes 2ft., 3ft., 4ft., 8ft.
- LED A-Series, BR-Series, PAR

Natural Gas and HVAC Products

- Furnaces
- Cogged V-Belts
- Water Heaters



Types of Discounts

Food Service Products

- Commercial Conveyor Ovens
- Rack Ovens
- Dishwashers
- Commercial Refrigerators and Freezers
- Steam Cookers



Become a Distributor



Distributor Benefits

- Online tool to enter and track transactions.
- Easy customer lookup tool to quickly determine eligibility.
- Potential to receive quarterly bonus.
- Eligible to receive EFT payments.

Conclusion & Contact

We are here to help you:

- Get projects completed faster.
- Give your customers discounts instantly.
- Become a distributor, get bonuses.

Amanda Bliss

- Amanda.Bliss@cmsenergy.com

Todd Lohenry

- Todd.Lohenry@cmsenergy.com
- Cell: 517-512-0144

Jennifer Alvarado

- Jennifer.Alvarado1@cmsenergy.com
- Cell: 517-614-1029

Small Business Trade Ally Program

Marina Escobar
November 6, 2019

Small Business Trade Ally Program

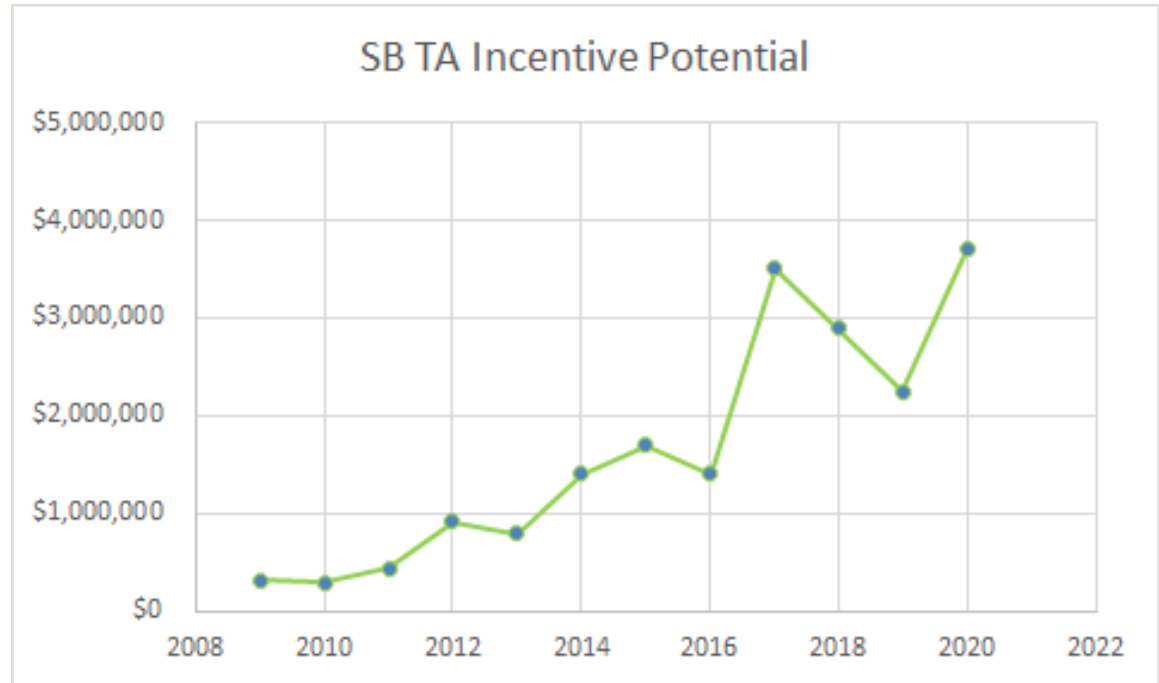


2020 Small Business Opportunity



- 13,500 SB projects completed to date
- \$5.1M paid out in incentives
- 116,000 customers that have never participated
- Market is still wide open for Small Businesses

Growth Opportunity



Missed Opportunity



Potential kWh x Current Incentive = Financial Opportunity

$$93,515,244 \text{ kWh} \times \$0.17 = \textbf{\$15,897,590}$$

Contact Your Outreach Team

Mindie Graszler

- Mindie.Graszler@cmsenergy.com
- Office: 877-907-0737 ext. 1927
- Cell: 517-388-8081

Mike Olsen

- Mike.Olsen1@cmsenergy.com
- Office: 877-907-0737 ext. 2507
- Cell: 517-977-8273

Michele Horstman

- Michele.Horstman@cmsenergy.com
- Office: 877-907-0737 ext. 1963
- Cell: 989-859-2828

ConsumersEnergySmallBusinessSolutions@cmsenergy.com

Emergent Market Segments & Technology

Joe Bickham
November 6, 2019

Emergent Market Segments

Indoor Agriculture



Telecommunication



New Construction



Network Lighting Controls (NLC)

Network Lighting Controls Incentive Structure

Manufacturing/Industrial/Warehouse/Parking	\$0.18/kWh Saved
Commercial/School/Office/Hospital	\$0.25/kWh Saved
Facility \leq 100,000 sq. ft	\$0.25/kWh Saved



Network Lighting Case Study

Office, 3965 Okemos Road, Okemos, MI 48864

Total Square Footage	13,500 sq./ft
Annual Hours of Operation	3,060/year
Baseline kWh/year	54,869 kWh/year
Post kWh/year	8,492 kWh/year
kWh Saved/year	46,377 kWh/saved year
% Saved from Lighting Retrofit	62%
% Saved from Control System	85%
Total Project Cost	\$40,678.60
Total Incentive Received	\$12,065.17
Simple Payback Period	5 years



Steam Trap Participation Barriers

Replaced
when
production
stops



Fixing
necessity
but not
improving

Don't want
to fill out
paperwork
for only a
few traps



Natural
gas pricing
is not a
concern



Steam Trap Replacement Options

Steam Trap Express

\$175/Trap up to 100%
of the Project Cost

Business Instant Discount Program

\$75/Trap up to 75% of
the Project Cost

Custom Trap Calculator

\$3/Mcf up to 100% of
the Project Cost

Conclusion & Contact

We are here to help you:

- Serve a variety of your customers, covering all industries.
- Provide materials to help you sell these projects.
- Offer engineering staff to help move ideas to projects.

Joe Bickham

- Joe.Bickham@cmsenergy.com
- Office: 877-607-0737 x 1968

2020 Incentive Updates

November 6, 2019

New Measures

New Measures		Incentive	App	Catalog
Compressed Air				
Compressed Air Leak Repair		\$7.50 per HP	Pg. 18	Pg. 28
Compressed Air Leak Repair with VSD		\$10 per HP	Pg. 18	Pg. 28
Manufacturing				
High-Efficiency Injection Mold Machines with VSD or Servo Hydraulic, 600lb./yr./ton		\$18.00 per Metric Ton	Pg. 20	Pg. 32
Refrigeration, Laundry & Kitchen				
Evaporator Fan Controls with Demand Defrost	Walk-in Cooler	\$5.50 per Ton	Pg. 33	Pg. 62
	Walk-in Freezer	\$45.00 per Ton	Pg. 33	Pg. 62
Building Envelope and Insulation				
Automatic High Speed Doors for Building Exterior		\$0.50 per Square Foot	Pg. 37	Pg. 64
Agricultural				
Mats for Swine Farrowing Crates - Single Mats		\$50.00 per Heating Mat	Pg. 41	Pg. 77
Mats for Swine Farrowing Crates - Double Mats		\$100.00 per Heating Mat	Pg. 41	Pg. 77

Changes to Existing Measures

- Occupancy Sensors
 - Now tiered based on square feet controlled
- VSD Air Compressors on single- or multiple-compressor systems
 - Can be up to 500HP
- HVAC Hydronic Boilers
 - Must be at least 88% efficient
- Chiller Incentivization System
 - Modified calculations with FLV and IPLV reduction paths

Custom Program

- Incentive opportunities for less common or more complex energy saving projects not covered by prescriptive measures.
- Custom projects include:
 - Process Improvements
 - Complex Air Compressor Improvements
 - VFDs on Hydraulic Equipment
 - Variable-speed or Frequency Control on Motors (< 250 HP)

Custom Program

Take advantage of Custom Program opportunities!



17,872 MWh
Savings



58 Projects



475,059 Mcf
Savings



\$4.9M in
Incentives

Adjustments to Incentives

Measures	2019 Incentive	2020 Incentive	App	Catalog
Lighting				
New Linear LED Tube Fixture (High Bay \geq 15 ft)	\$0.20 per Watt Reduced	\$0.40 per Watt Reduced	Pg. 10	Pg. 12
LED Screw-in Replacing HID	\$0.08 per Watt Reduced	\$0.15 per Watt Reduced	Pg. 10	Pg. 13
Lumens Per Watt Improvement per Year	\$0.10 per kWh	\$0.11 per kWh	Pg. 11	Pg. 13
Lighting Power Density (Exterior)	\$0.40 per Watt Reduced	\$0.45 per Watt Reduced	Pg. 12	Pg. 16
Lighting Power Density (Parking Garage)	\$0.60 per Watt Reduced	\$0.80 per Watt Reduced	Pg. 12	Pg. 16

Measures	2019 Incentive	2020 Incentive	App	Catalog
Compressed Air				
Compressed Air Desiccant Dryer, Dewpoint Sensor Control	\$6 per SCFM	\$8 per SCFM	Pg. 17	Pg. 25
Heat of Compressed Air Dryer	\$4 per SCFM	\$6.50 per SCFM	Pg. 17	Pg. 25
Correct Sizing Compressed Air Systems	\$50 per HP	\$95 per HP	Pg. 17	Pg. 27
HVAC Equipment				
Air-Cooled Chillers	\$13 per kW/Ton	\$7 per kW/Ton	Pg. 22	Pg. 38
Water Cooled Positive Displacement (Screw) Chillers	\$20 per kW/Ton	\$10 per kW/Ton	Pg. 22	Pg. 38
Water Cooled Centrifugal Chillers	\$20 per kW/Ton	\$10 per kW/Ton	Pg. 22	Pg. 38
Condensing Rooftop Unit	\$10 per MBH	\$20 per MBH	Pg. 23	Pg. 40

Measures	2019 Incentive	2020 Incentive	App	Catalog
Building Automation Systems				
Web Based Building Automation Systems (BAS) (Natural Gas)	\$0.30 per Ft ²	\$0.40 per Ft ²	Pg. 25	Pg. 41
Light Commercial Building Automation Systems (Electric and Natural Gas)	\$0.30 per Ft ²	\$0.50 per Ft ²	Pg. 25	Pg. 42
Light Commercial Building Automation Systems (Natural Gas)	\$0.17 per Ft ²	\$0.30 per Ft ²	Pg. 25	Pg. 42
Optimal Start on Air Handling Units (Electric and Natural Gas)	\$0.10 per Ft ²	\$0.15 per Ft ²	Pg. 25	Pg. 42
Optimal Start on Air Handling Units (Natural Gas)	\$0.03 per Ft ²	\$0.05 per Ft ²	Pg. 25	Pg. 42
Optimal Start on Air Handling Units (Electric)	\$0.05 per Ft ²	\$0.07 per Ft ²	Pg. 25	Pg. 42
Chilled Water Reset Retrofit (10 degrees) (Electric)	\$50 per Ton	\$100 per Ton	Pg. 25	Pg. 44
Enhanced Ventilation Control - Air Conditioning and Natural Gas Heat	\$250 per Ton	\$300 per Ton	Pg. 25	Pg. 44
Demand Control Ventilation (Natural Gas)	\$0.10 per Ft ²	\$0.25 per Ft ²	Pg. 26	Pg. 47
Demand Control Ventilation and Occupancy Sensors for HVAC (Electric and Natural Gas)	\$0.16 per Ft ²	\$0.20 per Ft ²	Pg. 26	Pg. 47
Demand Control Ventilation and Occupancy Sensors for HVAC (Natural Gas)	\$0.12 per Ft ²	\$0.15 per Ft ²	Pg. 26	Pg. 47

Measures	2019 Incentive	2020 Incentive	App	Catalog
Advanced Air Distribution and Energy Recovery				
Refrigeration Waste Heat Recovery Decreasing HVAC Heating Load	\$100 per Unit	\$125 per Unit	Pg. 28	Pg. 52
Water-side Economizer: Air-Cooled Chiller	\$120 per Ton	\$150 per Ton	Pg. 29	Pg. 53
Tune-up/Maintenance				
Natural Gas Furnace or RTU Tune-up (40-299 MBH)	\$50 per Unit	\$100 per Unit	Pg. 31	Pg. 58

Measures	2019 Incentive	2020 Incentive	App	Catalog
Refrigeration, Laundry & Kitchen				
Scroll Refrigeration Compressor	\$35 per Ton	\$40 per Ton	Pg. 33	Pg. 60
Floating Head Pressure Control (Grocery Store)	\$80 per Ton	\$150 per Ton	Pg. 33	Pg. 60
Floating Head Pressure Control (Industrial Process Cooling & Refrigerated Warehouse)	\$100 per Ton	\$125 per Ton	Pg. 33	Pg. 60
Refrigeration Light Reduction (-20° F to 0° F)	\$0.18 per Watt Reduced	\$0.20 per Watt Reduced	Pg. 33	Pg. 61
Cooler or Freezer Defrost Control	\$15 per Ton	\$20 per Ton	Pg. 33	Pg. 61
Evaporator Fan Demand Control - Electronically Commutated Motor	\$30 per Unit	\$35 per Unit	Pg. 33	Pg. 62
Evaporator Fan Demand Control - Shaded Pole Motor	\$120 per Unit	\$130 per Unit	Pg. 33	Pg. 62
Refrigeration Case Electronically Commutated Motor (ECM)	\$70 per Motor	\$90 per Motor	Pg. 33	Pg. 62
Walk-In Electronically Commutated Motor replacing Non-EC Motor	\$100 per Motor	\$150 per Motor	Pg. 33	Pg. 62
Occupancy Sensors for LED Refrigeration Lighting	\$15 per Door	\$20 per Door	Pg. 33	Pg. 62
No Heat Reach-In Case Doors - Without Anti-Sweat Heater Control	\$150 per Door	\$200 per Door	Pg. 34	Pg. 63
No Heat Reach-In Case Doors - With Anti-Sweat Heater Control	\$25 per Door	\$30 per Door	Pg. 34	Pg. 63
Strip Curtains (Cooler 40° F)	\$6 per Ft ²	\$8 per Ft ²	Pg. 34	Pg. 63
Strip Curtains (Freezer 0° F)	\$9 per Ft ²	\$25 per Ft ²	Pg. 34	Pg. 63
Door Gasket Seals	\$2 per Linear Ft	\$5 per Linear Ft	Pg. 34	Pg. 64

Measures	2019 Incentive	2020 Incentive	App	Catalog
Agricultural				
Farm Energy Audit as Defined By USDA (Tier 2)	\$1,000 per Unit	\$1,500 per Unit	Pg. 39	Pg. 73
Fan Thermostat Controller	\$100 per HP	\$190 per HP	Pg. 39	Pg. 75
LED Grow Lights	\$0.50 per Watt Reduced	\$0.70 per Watt Reduced	Pg. 40	Pg. 77

2020 Kickoff Webinar

- Webinar in December
- Announce the evaluation results of the lighting bonus.
- Learn more about joining the Trade Ally Council.
- Sign up for the Trade Ally Newsletter for the invite.



Consumers Energy for Business Trade Ally Newsletter September 2019

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[Trade Ally Advisors](#)

Measure Type*	Current Incentive	Bonus per Unit	Total New Incentive
LC101 - Interior Lighting Occupancy Sensors (Per Sensor)	\$ 15.00	\$ 7.50	\$ 22.50
LT101 - 2-Foot T12 to 2-Foot LED Tube Light	\$ 2.50	\$ 1.25	\$ 3.75
LT102 - 2-Foot T8 to 2-Foot LED Tube Light	\$ 1.00	\$ 0.50	\$ 1.50
LT103 - 4-Foot T12 to One (1) 4-Foot LED Tube Light	\$ 5.00	\$ 1.25	\$ 6.25
LT104 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (Low Bay)	\$ 3.00	\$ 0.75	\$ 3.75
LT105 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT107 - 4-Foot T5 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT108 - 8-Foot T12 to Two (2) 4-Foot LED Tube Light	\$ 10.00	\$ 1.50	\$ 11.50
LT114 - 4-Foot T12 to One (1) 4-Foot LED Tube Light	\$ 5.00	\$ 1.25	\$ 6.25
LT115 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (Low Bay)	\$ 3.00	\$ 0.75	\$ 3.75
LT116 - 4-Foot T8 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT118 - 4-Foot T5 to One (1) 4-Foot LED Tube Light (High Bay)	\$ 4.00	\$ 2.00	\$ 6.00
LT119 - 8-Foot T12 to Two (2) 4-Foot LED Tube Light	\$ 10.00	\$ 1.50	\$ 11.50
LT201 - Exterior LED Lighting	\$ 0.25	\$ 0.12	\$ 0.37
LT203 - Interior LED Lighting (High Bay ≥ 15-ft)	\$ 0.30	\$ 0.15	\$ 0.45
LT204 - Interior LED Lighting (High Bay ≥ 15-ft) Continuous Operation	\$ 0.60	\$ 0.30	\$ 0.90
LT205 - Interior LED Lighting (Low Bay < 15-ft)	\$ 0.30	\$ 0.05	\$ 0.35
LT206 - Interior LED Lighting (Low Bay < 15-ft) Continuous Operation	\$ 0.60	\$ 0.30	\$ 0.90
CA101 - VSD Air Compressor (50 HP to 300 HP)	\$ 150.00	\$ 20.00	\$ 170.00
CA102 - VSD Air Compressor (50 HP to 300 HP)	\$ 100.00	\$ 10.00	\$ 110.00
RF116 - LED Lighting for Refrigeration Cases	\$ 10.00	\$ 5.00	\$ 15.00
VF101 - VFD on HVAC Supply Fan up to 100 HP	\$ 70.00	\$ 35.00	\$ 105.00
VF102 - VFD on HVAC Return Fan up to 100 HP	\$ 50.00	\$ 25.00	\$ 75.00
RF 202A - Reach-In Refrigerated Case Doors - Medium Temperature	\$ 60.00	\$ 40.00	\$ 100.00
RF 202B - Reach-In Refrigerated Case Doors - Medium Temperature	\$ 45.00	\$ 25.00	\$ 70.00
RF203A - Reach-In Refrigerated Case Doors - Low Temperature	\$ 120.00	\$ 80.00	\$ 200.00
RF203B - Reach-In Refrigerated Case Doors - Low Temperature	\$ 100.00	\$ 50.00	\$ 150.00
AE110 - Refrigeration Waste Heat Recovery	\$ 150.00	\$ 50.00	\$ 200.00

*See the April 2019 Application and Catalog for full measure details.

Conclusion & Contact

We are here to help you:

- Evaluate your projects.
- Increase your savings.
- Customize energy efficiency.

Ashley Burns, Engineering Lead

- Ashley.Burns@cmsenergy.com
- Office: 877-607-0737 x 2411

Trade Ally Awards

November 6, 2019

Energy Efficiency Steward Award

And the winner is...



Award Finalists

Top Distributor, Natural Gas, Business Instant Discount Program:



And the winner is...



Award Finalists

Top Distributor, Electric, Business Instant Discount Program:



And the winner is...

the light bulb co.
the light bulb co.
the light bulb co.

Award Finalists

Top Trade Ally, Small Business Trade Ally Program:



And the winner is...



Award Finalists

Top Trade Ally Natural Gas, Large Business Program:

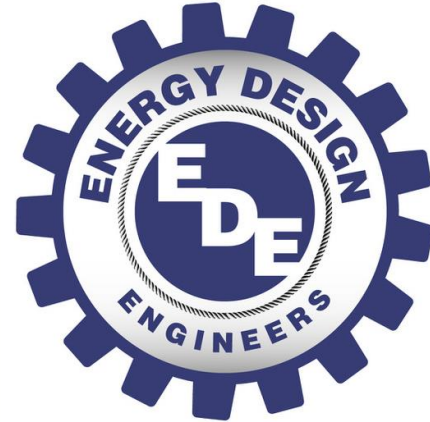
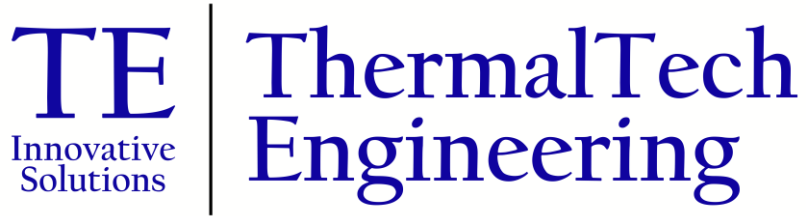


And the winner is...



Award Finalists

Top Trade Ally Electric, Large Business Program:



And the winner is...



Thank You

ConsumersEnergy.com/startsaving

Phone: 877-607-0737