



Welcome
to the
2015
Program Kick Off



Safety First

Exits

Restrooms

Other site features



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Outreach Specialist



Agenda

- Welcome & Opening Remarks
- 2015 Program Overview
- Customer Testimonials
- Michigan Saves
- Questions
- Drawing

Break/Topic Stations

- MEECA
- Designated Trade Ally Program, portal
- Closing remarks/Questions

End/Topic Stations/Networking



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

•2015 Offers

- 2014-15 Gas Multi-year Application
- 2015 Michigan Saves 0% worksheet
- Steam Trap Survey-Repair/Replacement worksheet
- Boiler Tune-up Bonus worksheet
- Building Operator Certification worksheet
- 2015 Michigan Made Fact Sheet
- 2015 Multi-Measure Fact Sheet





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





What we hope to accomplish today:

- **Review the 2015 Program**
 - Changes for 2015
 - 2015 Catalog & Application
- **Provide detailed information on Special Offers**
 - Michigan Saves 0% financing
 - Bonuses, specials
- **Provide tips on how the Program can work for you**
 - Customer/Contractor testimonials
 - Increasing sales and market share for contractors
 - Improving the bottom line for customers
- **Provide answers to your questions**



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.)



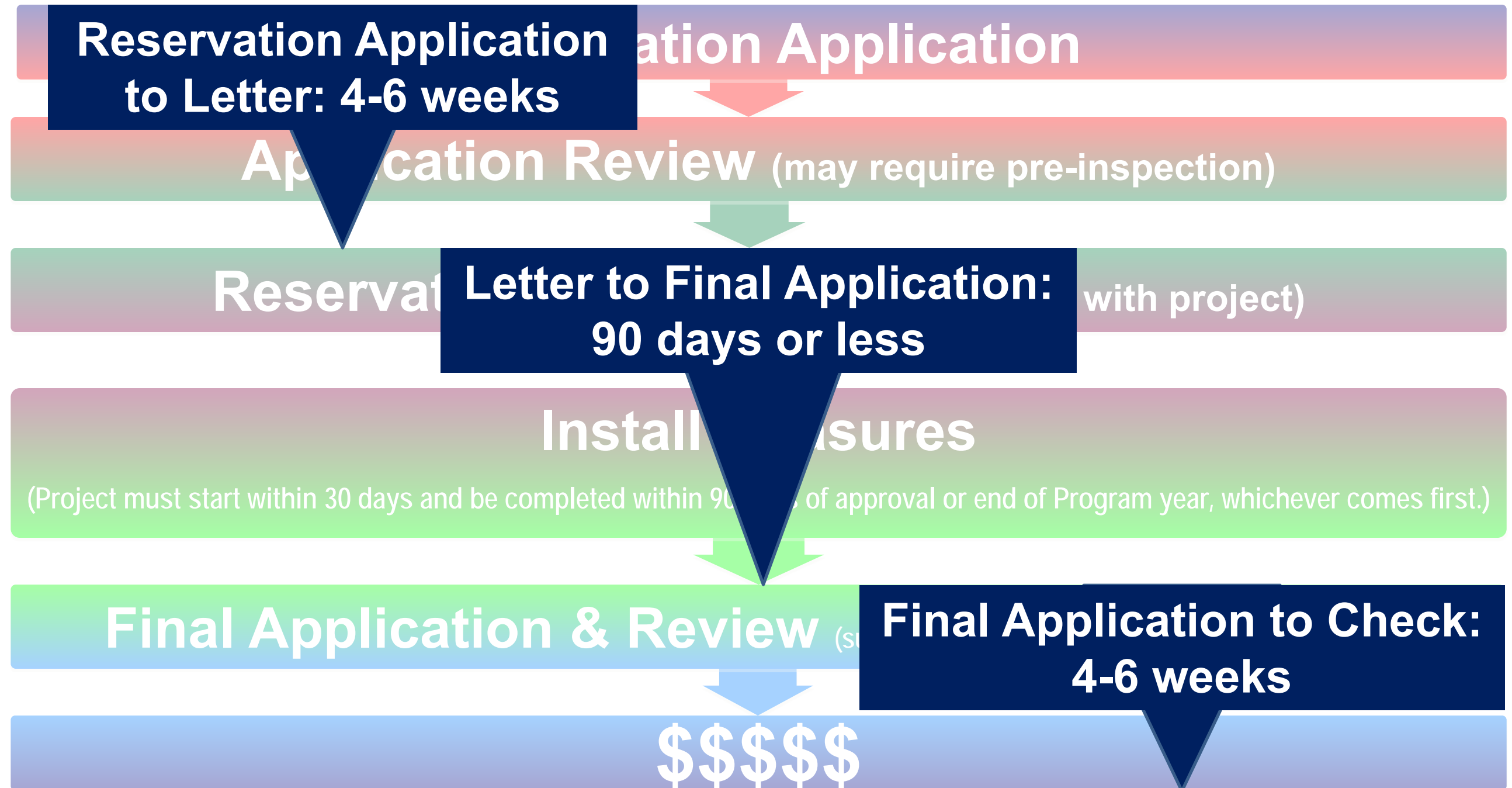
Final Application & Review (submit within 60 days; may require post-inspection)



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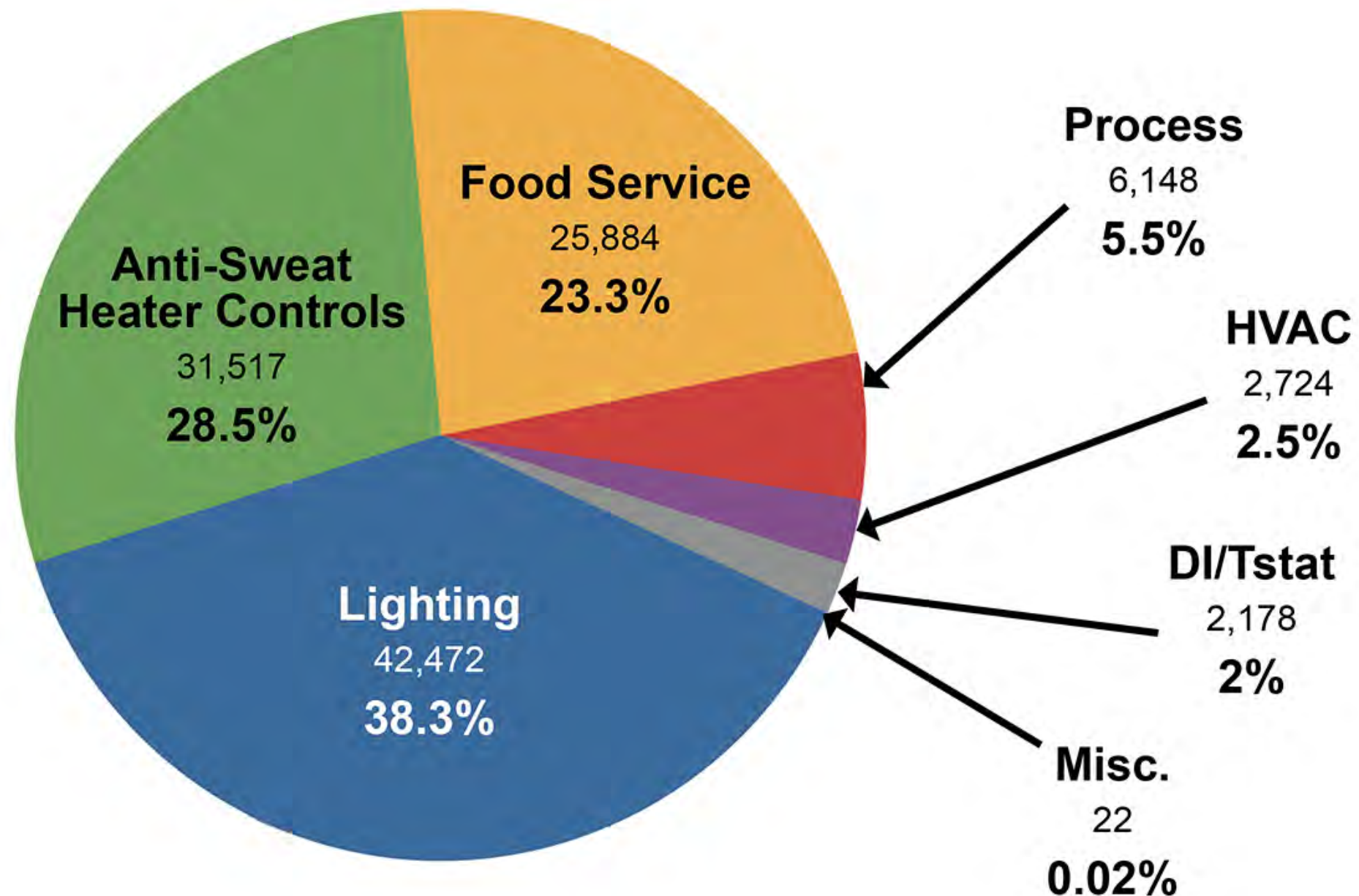


Our Program timeline is simple:



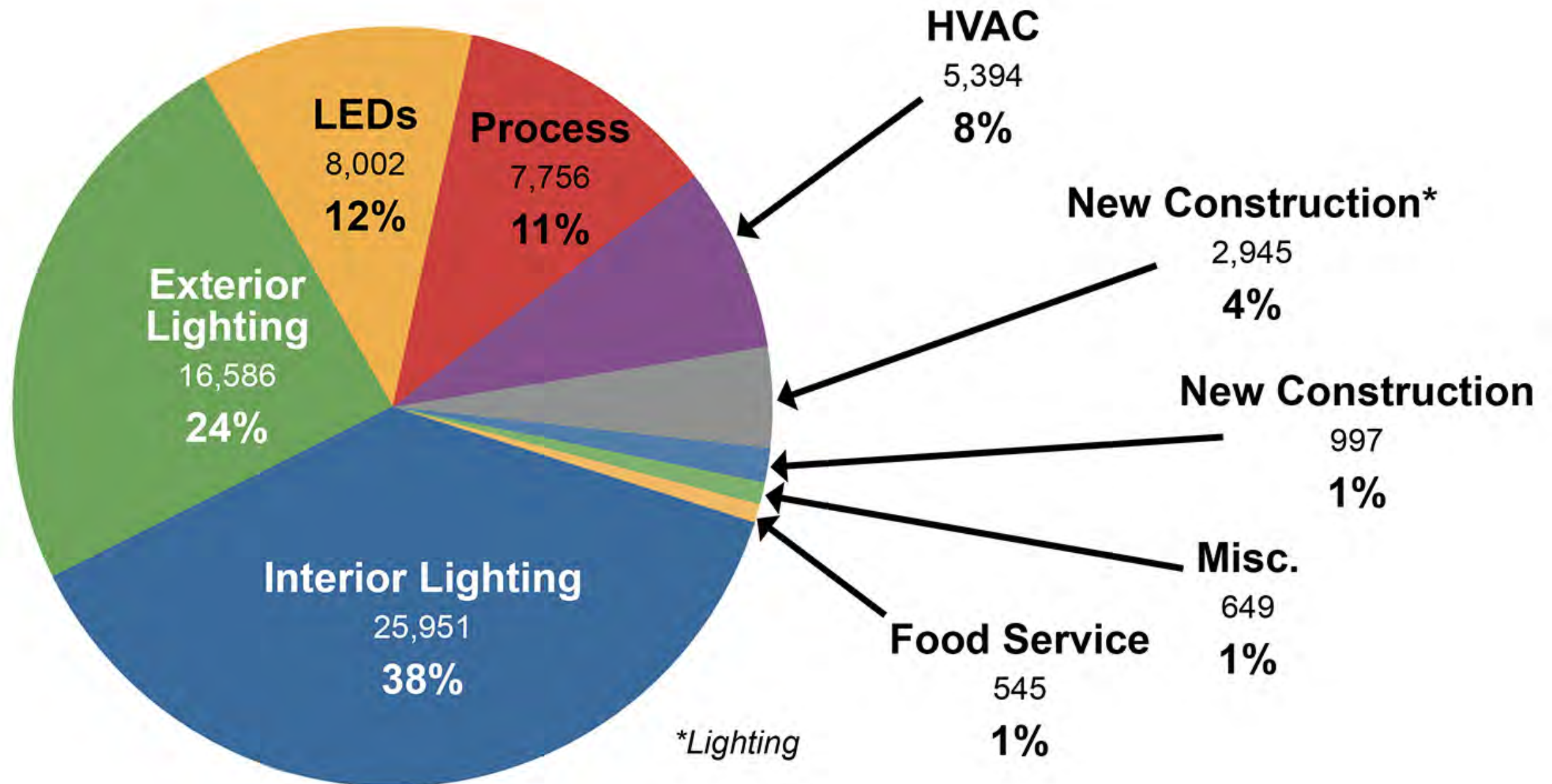


2014 Participation by Technology: Prescriptive Electric (MWh)



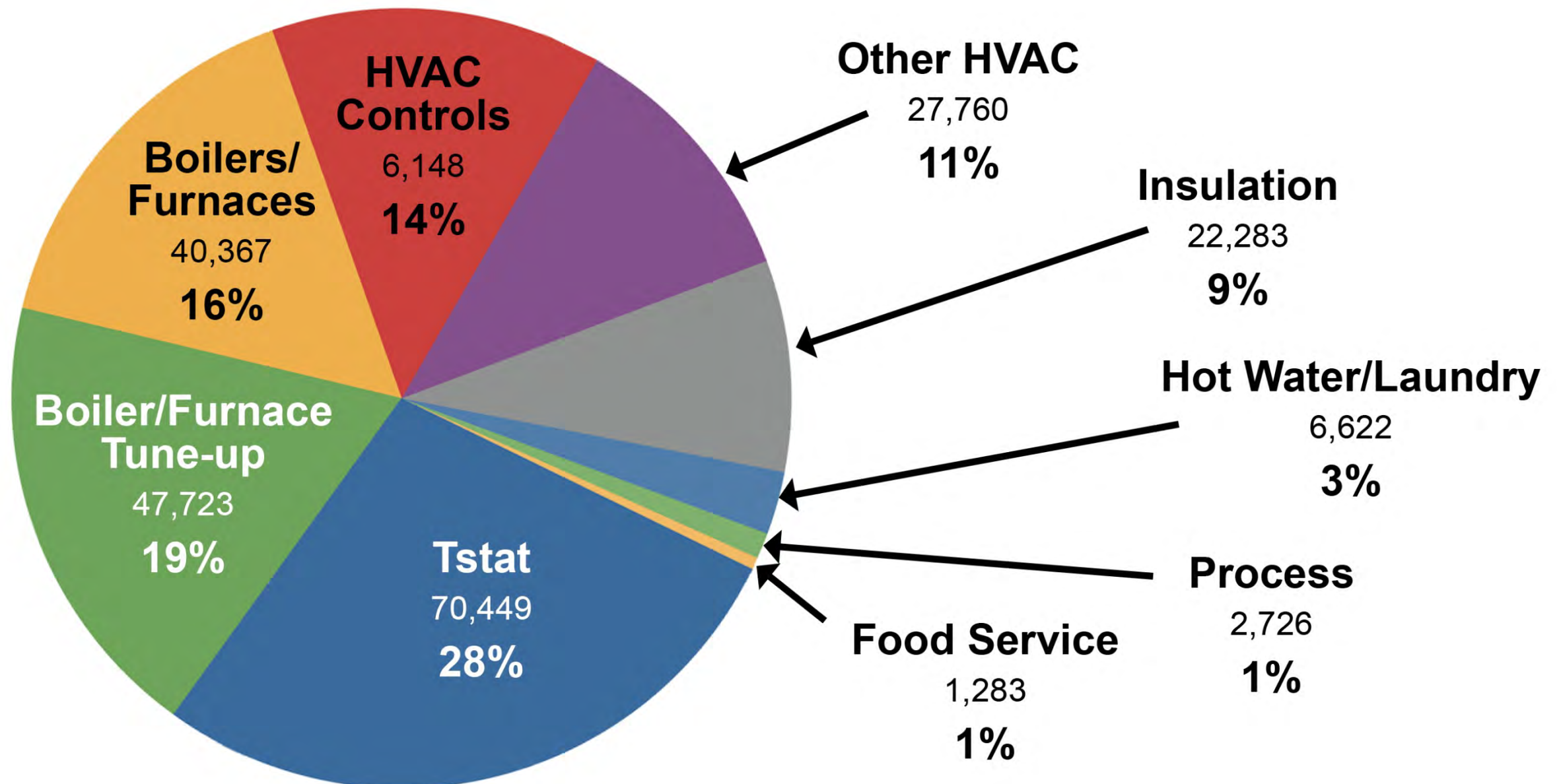


2014 Participation by Technology: Custom Electric (MWh)



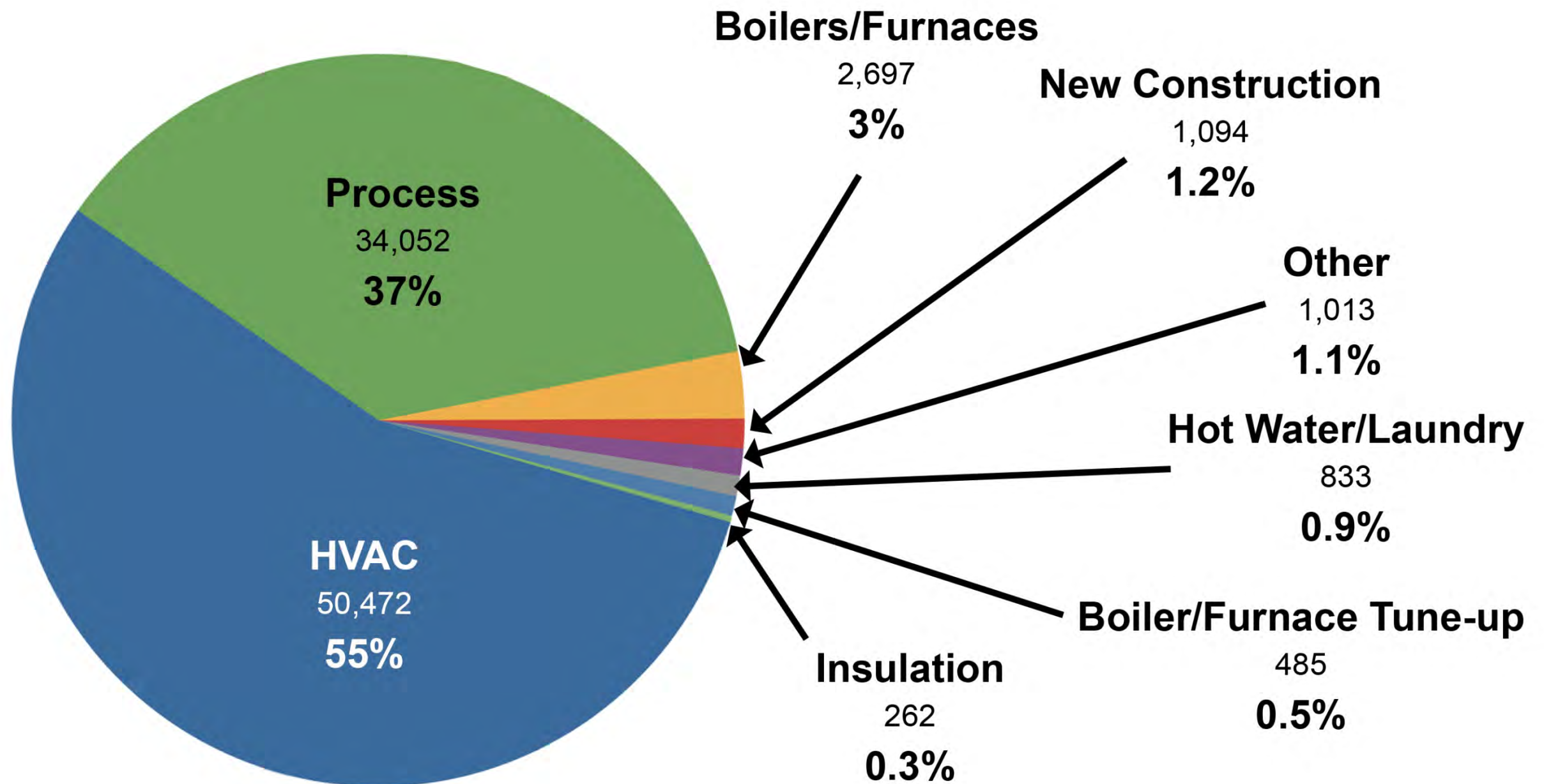


2014 Participation by Technology: Prescriptive Natural Gas (Mcf)





2014 Participation by Technology: Custom Natural Gas (Mcf)





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)



Changes and enhancements for 2015

2015 Program Changes



DTE Energy[®]
Know Your Own Power[®]

The **Catalog** and **Application** remain unchanged in design and function.

- The Application remains an **interactive PDF** file that performs automatic calculations

| 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 | |

DTE Energy Energy Efficiency Program for Business 2015 Measures and Specifications Catalog



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New for 2015:

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

2014

| 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 |



New for 2015:

4. 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 |

5. The **Commercial Kitchen Ventilation Hood with Demand Control** measure has been *eliminated* for **electric** projects only.



New for 2015:

6. Prescriptive Incentives
have been decreased for these electric lighting measures:

| Ref # | Measure | 2014 → 2015 |
|---------|---|-------------------|
| 7-1 | CFL - Screw-in (\leq 31 Watts) | \$1.50 → \$0.75 |
| 7-2 | CFL - Screw-in ($>$ 31 Watts) | \$10.00 → \$5.00 |
| 7-3 | CFL Reflector Flood Lamps | \$10.00 → \$5.00 |
| 7-4 | Compact Fluorescent Fixture | \$22.00 → \$10.00 |
| 7-5 | 42W 8-Lamp High Bay Compact Fluorescent Fixture | \$35.00 → \$20.00 |
| 7-6 | LED A-Line Lamp $<$ 19 Watts | \$12.00 → \$5.00 |
| 7-7 | LED A-Line Lamp \geq 19 Watts | \$15.00 → \$8.00 |
| 7-8 | LED Recessed Down Light | \$15.00 → \$8.00 |
| 7-10 | PAR LED Lamps | \$10.00 → \$8.00 |
| 7-20-30 | Interior Linear LED | \$0.08 → \$0.07 |
| 9-1 | Exterior CFL replacing up to 175W HID | \$30.00 → \$15.00 |
| 9-2 | Exterior CFL replacing 176W to 250W HID | \$45.00 → \$22.50 |
| 9-3 | Exterior CFL replacing 251W to 400W HID | \$85.00 → \$42.50 |

2015 Program Changes



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New for 2015:

7. HVAC electric pages have been changed from fill-in-the-blank:

HVAC - Electric Incentive Worksheet
10 - Air Conditioning Systems and Heat Pumps (excluding Ground Source Heat Pumps)

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.

Rev. 06/12/14

| Equipment Type | Size Category | Qualifying Efficiency | Incentive (per ton) |
|--|--|-----------------------|---------------------|
| Unitary and Split Air Conditioning Systems | ≤ 65,000 Btu/hr (5.4 tons) - 1 Phase | 14.0 SEER | \$10.00 |
| | ≤ 65,000 Btu/hr (5.4 tons) - 3 Phase | 14.0 SEER | \$10.00 |
| | > 65,000 Btu/hr (5.4 tons), ≤ 135,000 Btu/hr (11.3 tons) | 12.0 EER | \$15.00 |
| | > 135,000 Btu/hr (11.3 tons), ≤ 240,000 Btu/hr (20 tons) | 12.0 EER | \$15.00 |
| | > 240,000 Btu/hr (20 tons), ≤ 760,000 Btu/hr (63.3 tons) | 10.8 EER | \$10.00 |
| | > 760,000 Btu/hr (63.3 tons) | 10.2 EER | \$10.00 |
| Air Source Heat Pumps | ≤ 65,000 Btu/hr (5.4 tons) - 1 Phase | 14.0 SEER | \$20.00 |
| | ≤ 65,000 Btu/hr (5.4 tons) - 3 Phase | 13.0 SEER | \$10.00 |
| | > 65,000 Btu/hr (5.4 tons), ≤ 135,000 Btu/hr (11.3 tons) | 11.0 EER | \$20.00 |
| | > 135,000 Btu/hr (11.3 tons), ≤ 240,000 Btu/hr (20 tons) | 11.0 EER | \$25.00 |
| | > 240,000 Btu/hr (20 tons) | 10.0 EER | \$30.00 |
| Closed Loop Heat Pump | ≤ 17,000 Btu/hr (1.4 tons) | 11.5 EER | \$10.00 |
| | > 17,000 Btu/hr (1.4 tons), ≤ 65,000 Btu/hr (5.4 tons) | 12.3 EER | \$8.00 |
| | > 65,000 Btu/hr (5.4 tons), ≤ 135,000 Btu/hr (11.3 tons) | 12.3 EER | \$8.00 |
| Room Air Conditioners | ≤ 14,000 Btu/hr (1.17 tons) | ENERGY STAR® (Tier 1) | \$10.00 |
| | > 14,000 Btu/hr (1.17 tons) | ENERGY STAR® (Tier 1) | \$25.00 |
| Package Terminal Air Conditioner | ALL | 9.3 EER | \$5.00 |
| Package Terminal Heat Pump | ALL | 9.1 EER | \$10.00 |

| Ref # | Equipment Type & Size Category | Make and Model | EER | SEER or IPLV | HSPF or COP | Unit Size (tons) (A) | Quantity (B) | Incentive Per Unit (C) | Incentive (A*B*C) |
|-------|--------------------------------|----------------|-----|--------------|-------------|----------------------|--------------|------------------------|-------------------|
| 10-1 | | | | | | | | | |
| 10-2 | | | | | | | | | |
| 10-3 | | | | | | | | | |

| Ref # | Description | Size Category | Incentive | Unit | # of Units | Total Incentive |
|-------|-----------------------|-----------------------------|-----------|-------------|------------|-----------------|
| 10-4 | Room Air Conditioners | ≤ 14,000 Btu/hr (1.17 tons) | \$10.00 | Conditioner | | |
| 10-5 | | > 14,000 Btu/hr (1.17 tons) | \$25.00 | Conditioner | | |

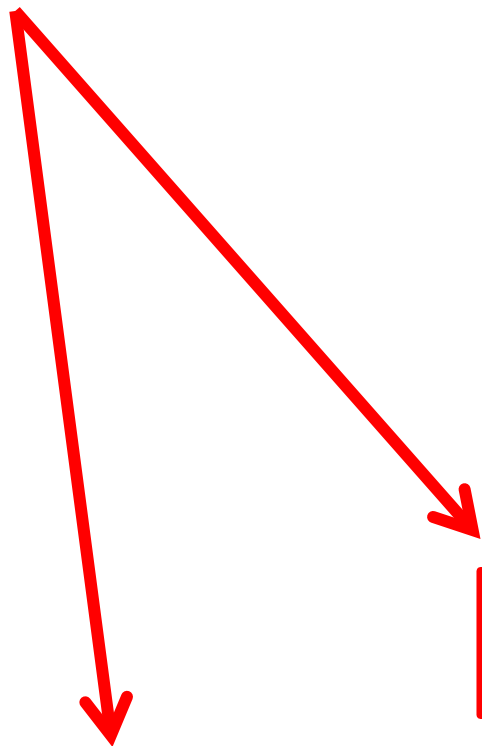
2015 Program Changes



DTE Energy
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New for 2015:


... to individual measures:



HVAC – Electric Incentive Worksheet

10 – Air Conditioning Systems and Heat Pumps (excluding Ground Source Heat Pumps)

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 | Size Category | Qualifying Efficiency | Installed Efficiency | Unit Size (tons) (A) | Quantity (B) | Incentive per unit (C) | Incentive (A*B*C) |  |
|-------|--|--|-----------------------|----------------------|----------------------|--------------|------------------------|-------------------|---|
| 10-1 | Unitary and Split Air Conditioning Systems | < 65,000 Btu/hr (5.4 tons) - 1 Phase | 14.0 SEER | | | | \$10 | | <input type="checkbox"/> |
| 10-2 | | < 65,000 Btu/hr (5.4 tons) - 3 Phase | 14.0 SEER | | | | \$10 | | <input type="checkbox"/> |
| 10-3 | | > 65,000 Btu/hr (5.4 tons), < 135,000 Btu/hr (11.3 tons) | 12.0 EER | | | | \$15 | | <input type="checkbox"/> |
| 10-4 | | > 135,000 Btu/hr (11.3 tons), < 240,000 Btu/hr (20 tons) | 12.0 EER | | | | \$15 | | <input type="checkbox"/> |
| 10-5 | | > 240,000 Btu/hr (20 tons), < 760,000 Btu/hr (63.3 tons) | 10.8 EER | | | | \$10 | | <input type="checkbox"/> |
| 10-6 | | > 760,000 Btu/hr (63.3 tons) | 10.2 EER | | | | \$10 | | <input type="checkbox"/> |
| 10-7 | Air Source Heat Pumps | < 65,000 Btu/hr (5.4 tons) - 1 Phase | 14.0 SEER | | | | \$20 | | <input type="checkbox"/> |
| 10-8 | | < 65,000 Btu/hr (5.4 tons) - 3 Phase | 13.0 SEER | | | | \$10 | | <input type="checkbox"/> |
| 10-9 | | > 65,000 Btu/hr (5.4 tons), < 135,000 Btu/hr (11.3 tons) | 11.0 EER | | | | \$20 | | <input type="checkbox"/> |
| 10-10 | | > 135,000 Btu/hr (11.3 tons), < 240,000 Btu/hr (20 tons) | 11.0 EER | | | | \$25 | | <input type="checkbox"/> |
| 10-11 | | > 240,000 Btu/hr (63.3 tons) | 10.0 EER | | | | \$30 | | <input type="checkbox"/> |
| 10-12 | Closed Loop Heat Pump | < 17,000 Btu/hr (1.4 tons) | 11.5 EER | | | | \$10 | | <input type="checkbox"/> |
| 10-13 | | > 17,000 Btu/hr (1.4 tons), < 65,000 Btu/hr (5.4 tons) | 12.3 EER | | | | \$8 | | <input type="checkbox"/> |
| 10-14 | | > 65,000 Btu/hr (5.4 tons), < 135,000 Btu/hr (11.3 tons) | 12.3 EER | | | | \$8 | | <input type="checkbox"/> |
| 10-15 | Room Air Conditioners | < 14,000 Btu/hr (1.17 tons) | 9.5 EER | | | | \$10 | | <input type="checkbox"/> |
| 10-16 | | > 14,000 Btu/hr (1.17 tons) | 9.2 EER | | | | \$25 | | <input type="checkbox"/> |
| 10-17 | Package Terminal Air Conditioner | ALL | 9.3 EER | | | | \$5 | | <input type="checkbox"/> |
| 10-22 | Ground-Source Heat Pump (replacing Air Source Heat Pump) | < 135,000 Btu/hr (11.3 tons) | 19 EER | | | | \$175 | | <input type="checkbox"/> |

2015 Program Changes



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Important for 2015:

8. 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 will face cancellation.
- Any Application submitted after Nov. 30 will be canceled.

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.

2015 Program Changes




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New for 2015:

9. The Boiler/Furnace Addendum is now part of the Application.

It also remains a stand-alone document and is available for download at: dtetradeally.com

(more about this website shortly)

**DTE Energy**
Know Your Own Power®

Boiler/Furnace Tune-Up Incentive Addendum

Tune-up Checklist – Furnace/Boiler #1

| | |
|---|---|
| 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 |
| <input type="checkbox"/> Measure pre/post combustion efficiency using electronic flue gas analyzer | <input type="checkbox"/> Check safety controls |
| <input type="checkbox"/> Adjust combustion air flow and air intake as needed, reduce excessive stack temperatures | <input type="checkbox"/> Check adequacy of combustion air intake |
| <input type="checkbox"/> Adjust burner and gas input, manual or motorized draft controls | <input type="checkbox"/> Check for proper venting |
| <input type="checkbox"/> Clean burners, combustion chamber and heat exchanger surfaces | <input type="checkbox"/> Check Draft Control Dampers |
| <input type="checkbox"/> Complete visual inspection of system piping and installation | <input type="checkbox"/> Clean and inspect burner nozzles |
| <input type="checkbox"/> Include a copy of the combustion analyzer test (boilers only) | |

Tune-up Checklist – Furnace/Boiler #2

| | |
|---|---|
| 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 |
| <input type="checkbox"/> Measure pre/post combustion efficiency using electronic flue gas analyzer | <input type="checkbox"/> Check safety controls |
| <input type="checkbox"/> Adjust combustion air flow and air intake as needed, reduce excessive stack temperatures | <input type="checkbox"/> Check adequacy of combustion air intake |
| <input type="checkbox"/> Adjust burner and gas input, manual or motorized draft controls | <input type="checkbox"/> Check for proper venting |
| <input type="checkbox"/> Clean burners, combustion chamber and heat exchanger surfaces | <input type="checkbox"/> Check Draft Control Dampers |
| <input type="checkbox"/> Complete visual inspection of system piping and installation | <input type="checkbox"/> Clean and inspect burner nozzles |
| <input type="checkbox"/> Include a copy of the combustion analyzer test (boilers only) | |

Use this addendum for any additional boiler/furnace tune-ups you perform **at the same site**. Use additional copies as needed.
On Page 25 you must enter the **total** number of boilers/furnaces by type and size (at the same site) so the total incentives can be correctly calculated and entered.

dteenergy.com/savenow 32 V1:10/01/14

Boiler/Furnace
Tune-Up

2015 Program Changes



DTE Energy
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New for 2015:

10. If two or more contractors are to receive direct payment, the Customer must complete and sign the new Multiple Payment Addendum (right).

It's available for download at: dtetradeally.com

Incentive Application
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 all that apply (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: [][][]-[][][]-[][][][][][][][]

2015 Program Highlights




DTE Energy
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Multi-Measure bonus *continues*

- **20% bonus** on multiple categories submitted on the same Application – when no single category is more than 75% of the Application.
- Our Catalog now highlights measures that appear in both electric and gas that automatically qualify.

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.)

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**

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.

2015 Program Highlights



DTE Energy
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Michigan-Made bonus *continues*

- **15% bonus** for any installed equipment that is 50% manufactured and/or assembled in Michigan (excluding packaging).
- Some Prescriptive measures are not eligible.
- Custom projects are not eligible.

The Michigan-Made affidavit is for download 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

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



PURE MICHIGAN
Business Connect



2015 Building Operator Certification Program *continues*

Program offers tuition reimbursement:

- Gas or Electric Certification: \$650
- Combined Gas/Electric: \$950
- Only DTE Energy 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 administered by the Midwest Energy Efficiency Alliance (MEEA).
- The application is available for download at: dtetradeally.com.

(Other conditions apply; see Application 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.

2015 Program Highlights



DTE Energy
Know Your Own Power®

Boiler Tune-up Bonus *is back!*

- Technicians can receive a **\$10 bonus** for every completed boiler tune-up that meets Program specifications.
- Offer ends:
Jan. 31, 2015
- Requires special worksheet (available for download at: dtetradeally.com).

Energy Efficiency Program for Business

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




Gas-only Application *is back!*

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 | |
|--|----|
|  DTE Energy Know Your Own Power® | |
| 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 |
| 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 | |
| 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 |

**Uses main Application reference numbers*

2015 Program Highlights



DTE Energy
Know Your Own Power®

2014-15 Gas offer *ends this year*

Custom projects only:

- 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**.
- Reservation Applications must be submitted by April 30, 2015.
- 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

Required Attachments:

| | |
|---|---|
| <input type="checkbox"/> Customer Information | 3 |
| <input type="checkbox"/> Contractor Information | 4 |
| <input type="checkbox"/> W9 Tax Information Form (customer) | 3 |

Incentives Worksheets

| | |
|--|---|
| <input type="checkbox"/> Worksheet | 7 |
|--|---|

Reservation Application Date: _____

Expected Completion Date** _____

**Project funds will only be reserved for 90 days from date of Reservation.

Final Application
Fill out this side when project is completed

Required Attachments:

| | |
|---|---|
| <input type="checkbox"/> Customer Information | 3 |
| <input type="checkbox"/> Contractor Information | 4 |
| <input type="checkbox"/> W9 Tax Information Form (if different than customer) | 4 |
| <input type="checkbox"/> Signed Final Application Agreement | 5 |
| <input type="checkbox"/> Manufacturers' Specifications | |
| <input type="checkbox"/> Itemized Invoices | |

Incentives Worksheets

| | |
|--|---|
| <input type="checkbox"/> Worksheet | 7 |
|--|---|

* If applicable

Final Application Date: _____

Actual Completion Date*** _____

***Application must be submitted within 60 days of completion date.

Total Multi-Year Natural Gas Project Incentives: _____



New for 2015:

Steam Trap Survey-Repair/Replacement Incentive offer

- Get **\$10** on each steam trap survey, as long as the following conditions are met:
 - Offer ends:
Jan. 31, 2015
- Requires special Application (available for download at: dtetradeally.com).
- Requires accompanying trap repairs and/or replacements on the same Application.
- Survey incentive is capped at 50% of incentives for repairs/replacement.
- We will accept surveys conducted 6 months prior.

Other conditions apply; see the application 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

Limited-time Offer*

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.

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 Program Highlights



DTE Energy
Know Your Own Power®

New for 2015: 0% Financing from Michigan Saves

Later in this presentation: more about
Michigan Saves – and this offer.

This worksheet is available for
download 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?
YES: Then complete this worksheet and include it with your **Reservation Application** for incentives through DTE's Energy Efficiency Program for Business.
NO: Then contact **Michigan Saves**, find an authorized **Michigan Saves** contractor and get pre-approved for a loan.
2. Download the latest version of our Application and submit it as your **Reservation Application**.
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.
4. DTE pays the incentive after the **Final Application** 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: \$ _____



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

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**.

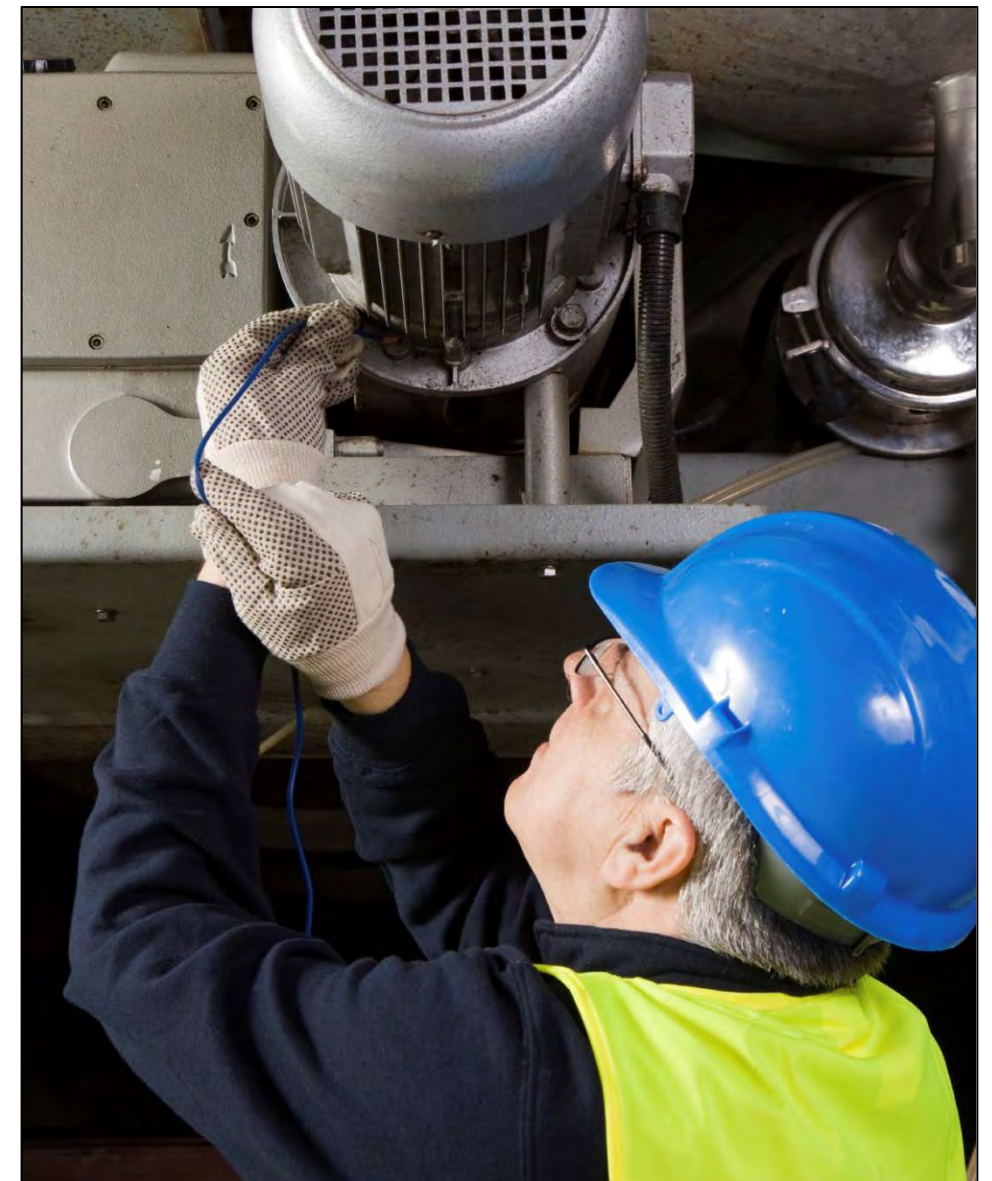


A word about our Designated Trade Allies



Designated Trade Ally

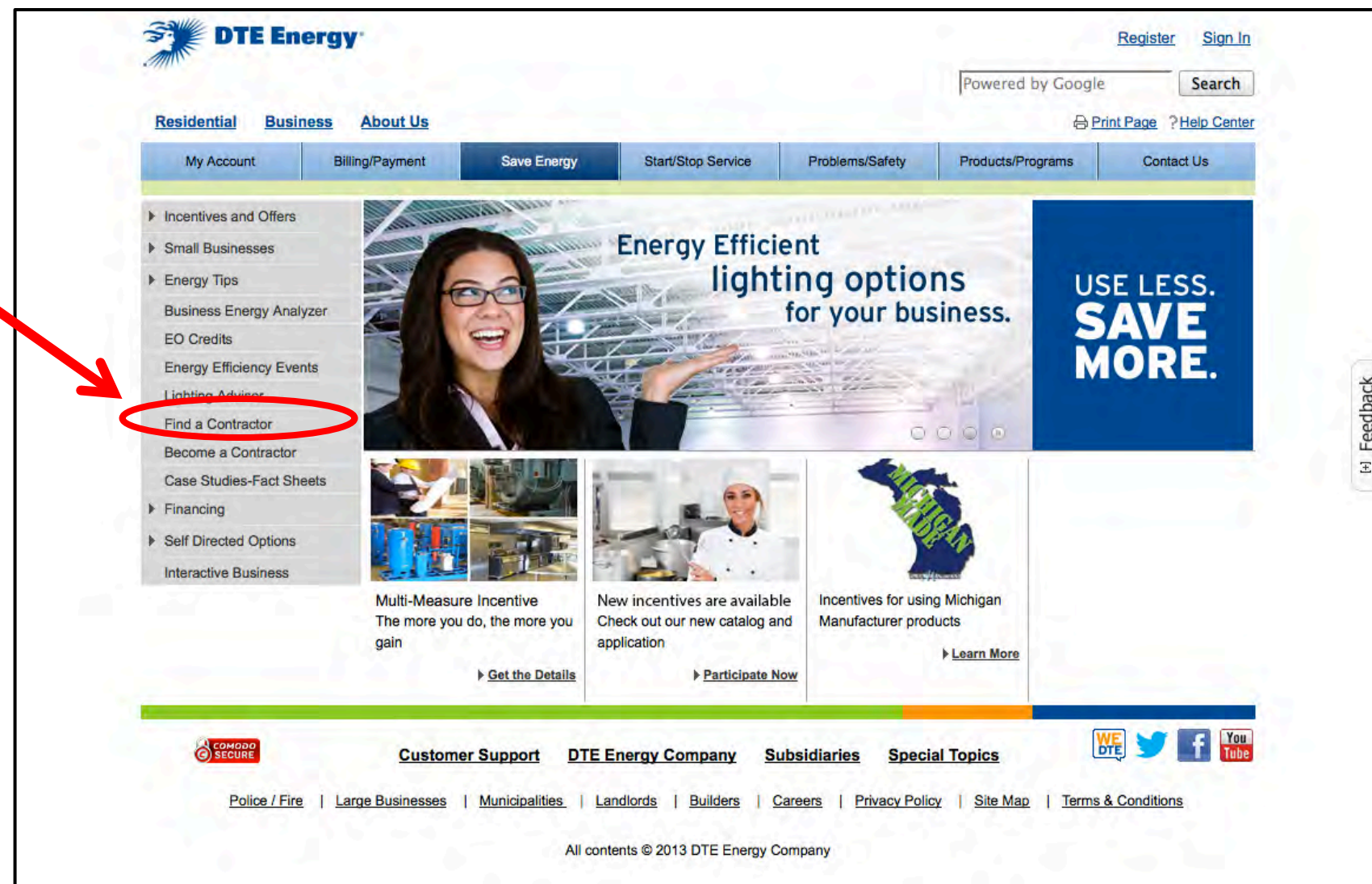
- A ***Designated Trade Ally*** is a contractor specially trained in how to access our Program and use the Application to maximize the Program's benefits for DTE customers.
 - They include: Contractors, suppliers, designers and consultants.





How Customers find a DTA:

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





...to our Designated Trade Allies:

Please complete one of our forms before you leave to ensure your information is accurate and up to date.

...to our Contractors:

Stay for the second half of our program for training on becoming a Designated Trade Ally.



About Incentives



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.



Project 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!***



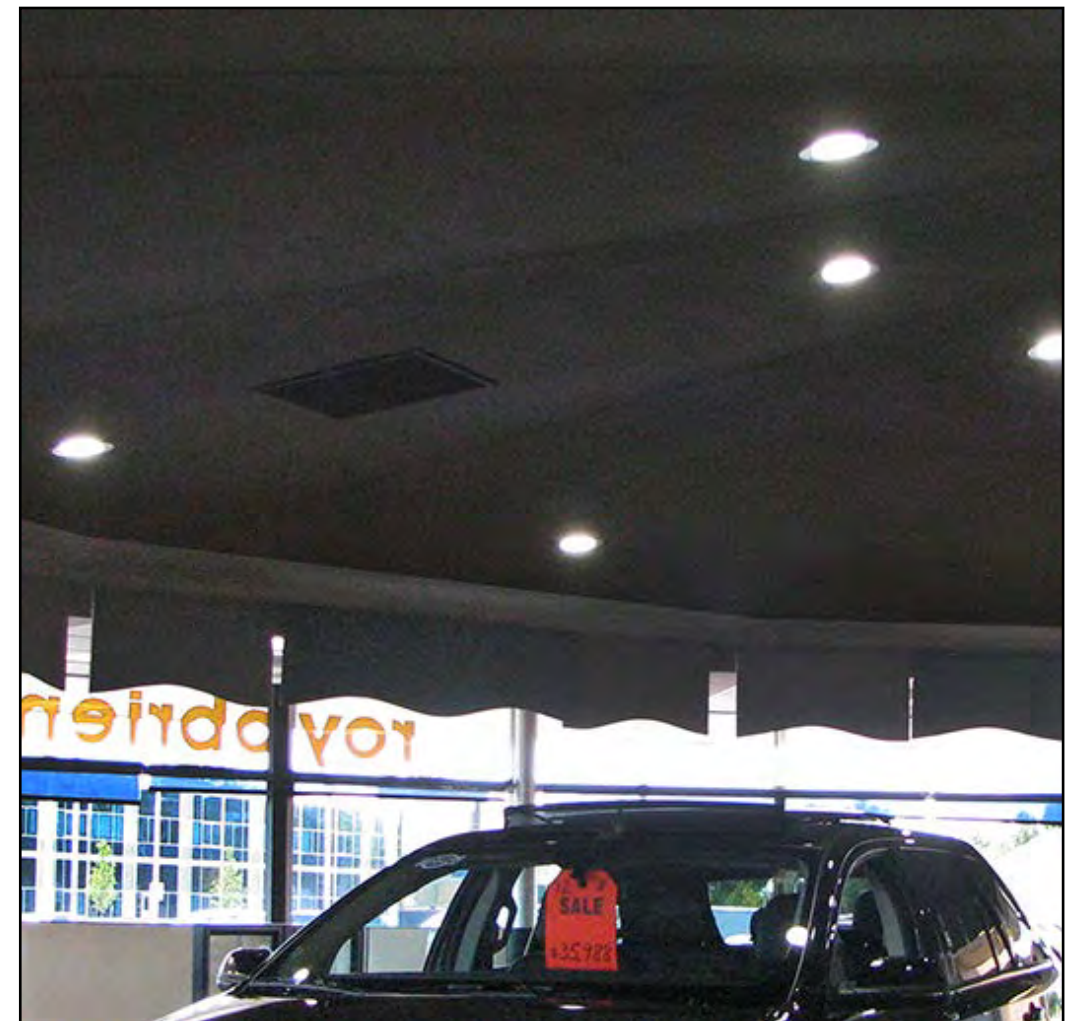
Prescriptive



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



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 upgrades

- 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.
 - Four levels of incentives based on certification.
 - **LEED Certification Assistance:**
 - \$1,500 for LEED project certification.



About New Construction/ Major Renovation Incentives



DTE Energy
Know Your Own Power®

**New Construction
Major Renovation**



Systems Approach example:

- Grocery Story

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 | |



About New Construction/ Major Renovation Incentives



DTE Energy
Know Your Own Power®

**New Construction
Major Renovation**



Whole Building Approach (2014):

- Hospital



Hospital Whole Building Summary

| PROJECT | INCENTIVE | SAVINGS-electric* | SAVINGS-gas* |
|----------------------------|------------------|-------------------|--------------|
| Whole Building Approach | \$150,000 | 1,120,475 kWh | 10,534 Mcf |
| Energy Modeling Assistance | \$1,500 | | |
| Total | \$151,500 | | |

*First-year estimated savings; more than
30% better than ASHRAE standards



Getting Started in 2015



About Program funding

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:

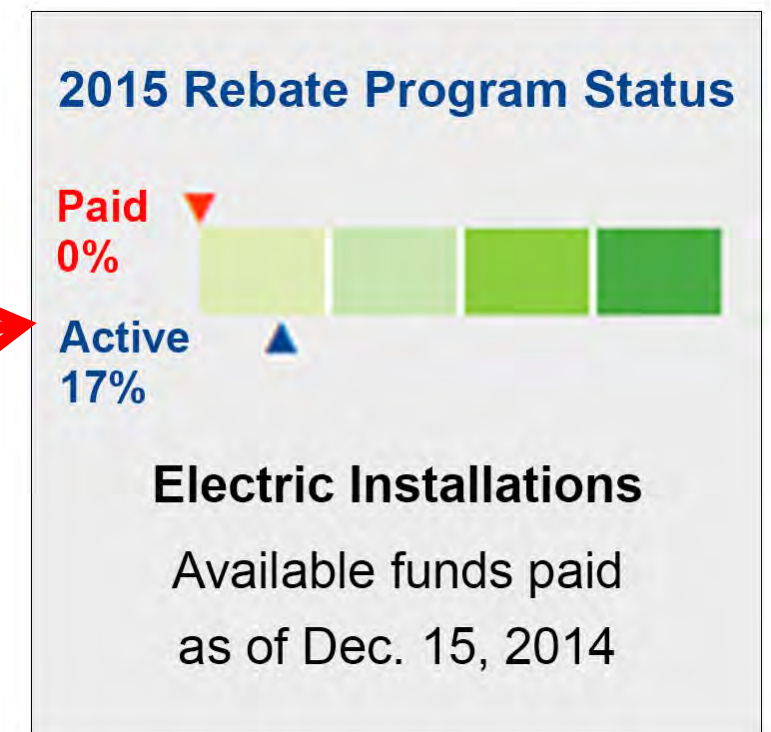
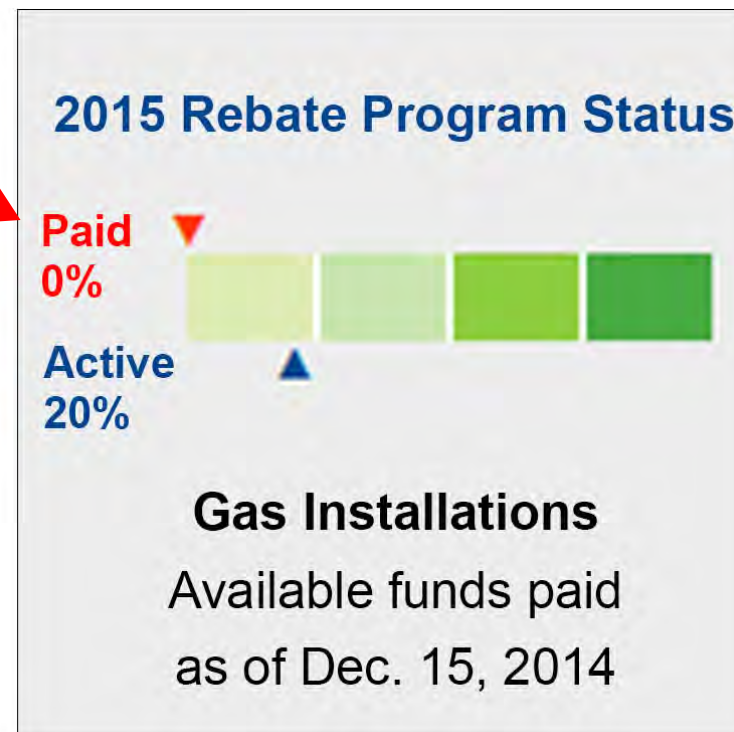
1. To determine if your project qualifies, please contact DTE Energy's Energy Efficiency Program for Business Staff before you start your design at 866.796.0512.
2. Download the [New Construction Application](#)* for details on the program and application forms
3. Full details of the program can be found 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
Paid 0%
Active 17%
Electric 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 links 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: 'Multi-Measure Incentive' with a 'Get the Details' link, 'New incentives for 2015' with a 'Participate Now' link (circled in red), and 'Incentives for using Michigan Manufacturer products' with a 'Learn More' link. A red arrow points from the 'Participate Now' text in the instructions to the 'Participate Now' button on the website.

**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

Powered by Google Search

Print Page Help Center

Residential Business About Us

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

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%

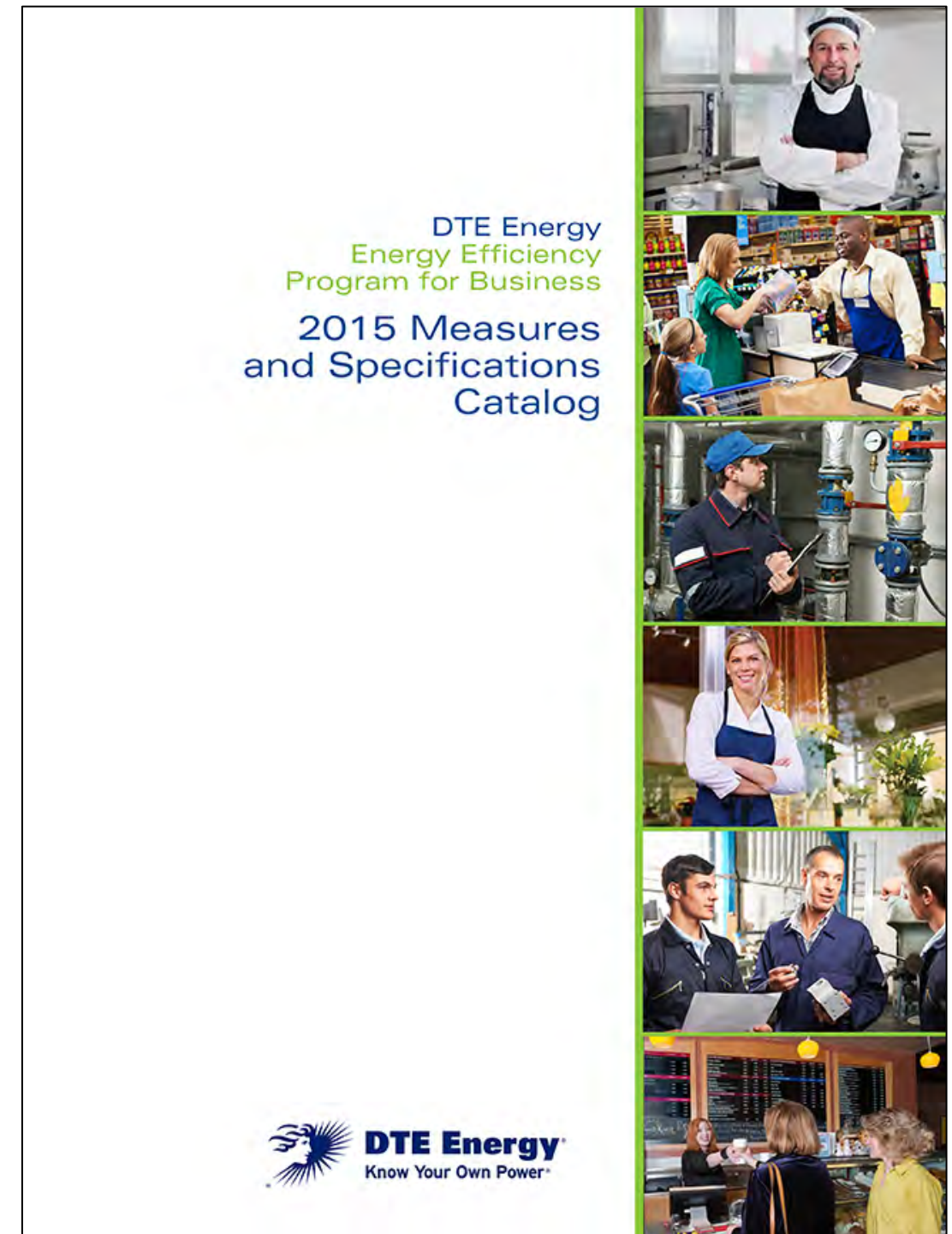
Gas Installations

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
Know Your Own Power®

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



DTE Energy
Know Your Own Power®

Electric measures marked with **MM** also appear in the gas section – and vice versa – 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.

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.



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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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:
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 Docking 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.

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

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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.

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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.**




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). | |
| 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/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 | |
| V1:10/01/14 | |

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
- Third-party payment authorization (if applicable)
- 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 _____ 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 | Final Application Fill out this side when project is completed |
|---|--|
| Required Attachment | Required Attachments |
| <input type="checkbox"/> Customer Information3 | <input type="checkbox"/> Customer Information3 |
| <input type="checkbox"/> Contractor Information4 | <input type="checkbox"/> Contractor Information4 |
| <input type="checkbox"/> W9 Tax Information Form (customer)3 | <input type="checkbox"/> W9 Tax Information Form (if different than customer)4 |
| <input type="checkbox"/> Michigan-Made Affidavit(s) (if applicable) | <input type="checkbox"/> 3rd Party Payment Authorization*4 |
| | <input type="checkbox"/> Signed Final Application Agreement5 |
| | <input type="checkbox"/> Manufacturers' Specifications |
| | <input type="checkbox"/> Itemized Invoices |
| | <input type="checkbox"/> Michigan-Made Affidavit(s) (if applicable) |
| Incentives Worksheets | Incentives Worksheets |
| <input type="checkbox"/> Lighting7 | <input type="checkbox"/> Lighting7 |
| <input type="checkbox"/> HVAC – Electric10 | <input type="checkbox"/> HVAC – Electric10 |
| <input type="checkbox"/> Miscellaneous Electric17 | <input type="checkbox"/> Miscellaneous Electric17 |
| <input type="checkbox"/> Process Electric18 | <input type="checkbox"/> Process Electric18 |
| <input type="checkbox"/> Food Service – Electric20 | <input type="checkbox"/> Food Service – Electric20 |
| <input type="checkbox"/> HVAC – Gas22 | <input type="checkbox"/> HVAC – Gas22 |
| <input type="checkbox"/> Hot Water & Laundry23 | <input type="checkbox"/> Hot Water & Laundry23 |
| <input type="checkbox"/> Insulation24 | <input type="checkbox"/> Insulation24 |
| <input type="checkbox"/> Process Gas24 | <input type="checkbox"/> Process Gas24 |
| <input type="checkbox"/> Boiler/Furnace Tune-up25 | <input type="checkbox"/> Boiler/Furnace Tune-up25 |
| <input type="checkbox"/> Food Service – Gas26 | <input type="checkbox"/> Food Service – Gas26 |
| <input type="checkbox"/> Custom29 | <input type="checkbox"/> Custom29 |
| <input type="checkbox"/> Boiler/Furnace Tune-up Addendum32 | <input type="checkbox"/> Boiler/Furnace Tune-up Addendum32 |

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 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](#)

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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
- ☐ 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

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

* If applicable.

2015 Program Application



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For Prescriptive projects:

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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For Custom projects:

You must enter:

- A** - Hours: before & after (including your method of calculation)
- B** - kW (before and after)
- C** - Current Energy Costs
- D** - Times of operation
- E** - Measure Costs

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.

*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 that measure and submitted with this Application.

DTE Energy
Know Your Own Power®

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 specifications to your Reservation Application before you submit for review.

Ref# 31-1

| 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) |
| 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# 31-2

| 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) |
| 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 Simple Payback Period = $\frac{\text{Electric Aggregate Measure Cost}}{\text{Aggregate Annual kWh Saved x Current Energy Cost}}$

Gas Simple Payback Period = $\frac{\text{Gas Aggregate Measure Cost}}{\text{Aggregate Annual Mcf Saved x Current Energy Cost}}$

Both Simple Payback Periods 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 formulae above). If the Total Awarded Incentive for either electric or gas displays **DNQ** (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.

dteenergy.com/savenow 31 V1:10/01/14

2015 Program Application



DTE Energy
Know Your Own Power®

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

**DTE Energy**
Know Your Own Power®

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.

dteenergy.com/savenow5V1:10/01/14

Final
Application

2015 Program Application




DTE Energy
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Page 6 contains:

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

Application

**DTE Energy**
Know Your Own Power®

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.

dteenergy.com/savenow

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V1:10/01/14

65

Final Application



DTE Energy
Know Your Own Power®

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



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.

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

DTE Energy
Know Your Own Power®

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 <small>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).</small> | |
| 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 |
| <small>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</small> | |
| V1:10/01/14 | |



About New Construction Application



About New Construction projects

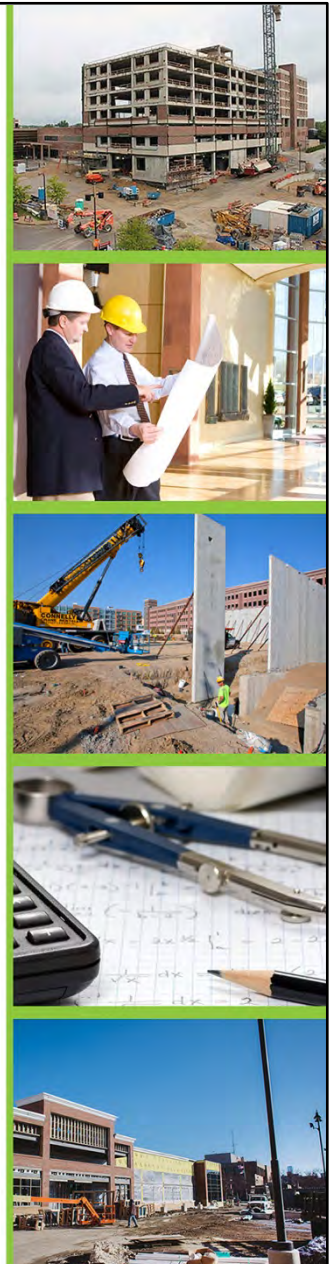
- This is the separate Application for New Construction and Major Renovation projects.
 - This document contains both specifications and worksheets.
 - There is a separate Application for the **LEED Certification Assistance Incentive**.

*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[®]
Know Your Own Power[®]





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



DTE Energy
Know Your Own Power™

USE LESS.
**SAVE
MORE.**

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

DTE Energy
Know Your Own Power™

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 Program



DTE Energy
Know Your Own Power®


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.



In Summary

- Flash Drive contents
- Program timeline from your Reservation Application
- Program changes for 2015:
 - Capping, measures
- 2015 bonuses, offers, special programs
- About our Designated Trade Allies
- About our Incentives:
 - Prescriptive, custom, new construction
- Getting started:
 - Downloading and using a Catalog/Application and New Construction Application



QUESTIONS?



Customer Testimonials



Michigan Saves

michigansaves.org

Michigan Saves: Business Energy Financing

January 2014





Business Energy Financing

- Easy, affordable loans for businesses
- Available to all businesses statewide
- Authorized contractor network



www.michigansaves.org



Turnkey Process for Businesses

1

Find contractor
&
identify work scope

2

Apply for financing
&
execute agreement

3

Contractor
completes work &
is paid by lender

Nuts & Bolts: Lease Terms

- Unsecured
- Financing available from \$2,000 to \$250,000
- Interest rates as low as 5.99%; tiered based on risk, project size, and term
- Two- to five-year terms
- Streamlined application and approval
- Prefunding for approved contractors available for transactions \$5,000 and up
- Low fees
- Amazing approval rates: 85 percent of applicants were approved in 2014

Nuts & Bolts: Eligible Measures

- Lighting
- Kitchen and refrigeration/laundry
- Mechanical/HVAC
- Envelope and insulation
- Custom and specialty measures



**List of eligible measures
available online!**



www.michigansaves.org



Introducing the Special Offer for 2015

0% Loan Terms for DTE Energy Commercial Customers*

**Prescriptive measures only; direct install and custom projects are not eligible for special financing incentive*



www.michigansaves.org



The Details

Start Date: January 8, 2015

Interest Rate: 0% APR for 24-month terms

Maximum Lease Amount: \$50,000

Eligible Measures: Prescriptive measures*

Funding Source: Rate buydown provided by DTE Energy

Lender: Michigan Saves lender Ascentium Capital

**Direct install and custom projects are not eligible for special financing incentive; however, Michigan Saves financing can be utilized at standard interest rates.*



Great Options for 2015

- 0% for 24 months, up to \$50,000
- Blended rates for higher value loans
- Longer-term loans will still be available for customers that want to align energy savings with repayments at standard rates

Where to Begin?

Michigan Saves authorized contractors can pick up flyers for the special DTE Energy funded 0% APR financing at our booth today.

Visit www.michigansaves.org for contractor application materials, training information, and program updates.



www.michigansaves.org



Resources and Contacts

BEF Program Coordinator

Todd O'Grady

togrady@michigansaves.org

248-701-3058

Contractor Application & Processing, Spec Sheets, and COCs

Todd Parker

registration@michigansaves.org

517-484-6474

Ascentium Capital Contact

Josh Patton

JoshPatton@ascentiumcapital.com

586-201-9699



www.michigansaves.org





**One more thing
before we have our drawing
and take a break...**



Battle of the Buildings



DTE Energy
Know Your Own Power®



New for 2015:
Friendly competition
to see who can save
the most energy in 2015

Sponsored by
the U.S. Green
Building Council

| |
|---|
| Starting Weight: Total building energy use, Jan. 1, 2015 |
| — Ending Weight: Total building energy use, Dec. 31, 2015 |
| = THE WINNER! |

For more information and to sign up online, visit:

michiganbattleofthebuildings.org

or join us at the **Energy Summit**

on **Earth Day (April 22) 2015** in **Grand Rapids.**





Break Topic Stations

- **Trade Allies: online tools, DTA portal**
- **New Construction & Custom Applications**
- **Q&A & Marketing Materials**
- **Michigan Saves**
- **MEECA**
- **Battle of the Buildings**



**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



Welcome back



MEECA

Brindley Byrd

meeca.info



2015 DTE Program Roll-out

Brindley Byrd
Executive Director
MEECA



MEECA

MICHIGAN ENERGY EFFICIENCY
CONTRACTORS ASSOCIATION

*The Voice for Michigan's Energy
Efficiency Contractors*

Core Purpose

To advocate that Michigan has the most *robust*, *reliable*, *qualified* and *predictable* energy efficiency industry in the nation.



Robust

Reliable

Qualified

Predictable

Core Members

Companies that design, recommend, install or evaluate energy efficiency solutions in Michigan's residential, commercial, industrial and agricultural buildings.

- Auditors
- Engineers
- Contractors
- Residential
- Commercial
- Industrial
- Agricultural

72 MEECA Members

1. Advanced Energy Management
2. Allstate Energy Solutions
3. Behler-Young
4. Better World Builders
5. Blue Terra Energy, LLC
6. Bright Green Ideas
7. Building Performance Solutions
8. Cappy Heating & Air Conditioning
9. CLEAResult
10. Comfort First
11. Consumers Energy
12. DeCiBel Energy
13. Development Solutions
14. DNV GL
15. Dow Building Solutions
16. Dr. Energy Savers
17. E3, Inc.
18. Eco Refrigeration
19. Ecotelligent Homes
20. Efficient NRG Consultants
21. Electrical Security Management
22. Energy Alliance Group
23. Energy Savings Services
24. Energy Sciences
25. Energy Wise America
26. Franklin Energy
27. GreenFIT Homes
28. Great Lakes Home Performance
29. Green Home Energy
30. Homeland Builders of Michigan
31. ICF International
32. The Insulation Man
33. J&J Refrigeration Co., Inc.
34. Meadowlark Energy
35. Michigan Energy Options
36. Michigan Geothermal Energy Association
37. Newman Consulting Group, LLC
38. Oscar W. Larson
39. Parker-Arntz Plumbing & Heating
40. Pure Eco Environmental Solutions
41. 6 Insulation Services
42. SEEL
43. Spark Building Energy Solutions
44. T.A. Forsberg Realty Company
45. Vantuara Energy Services
46. YouKnowWatt

26 INDIVIDUAL MEMBERSHIPS:

Dr. Debra Rowe, Ph.D.
CLEAResult (25)

2014-2015 Board of Directors

PRESIDENT

Brad Bartholomew
Energy Savings Services

AT LARGE

Ryan Oswald
Pure Eco Environmental Solutions

VICE PRESIDENT

Amanda Godward
Ecotelligent Homes & Buildings

Alex Van Rijn
Building Performance Solutions

Mark Allen
DNV GL

TREASURER

Todd O'Grady
Michigan Saves

Shannon Morrow
SEEL

Bryan Houck
Vantaura Energy Services

SECRETARY

Shelley Sullivan
Energy Sciences

Pete Kiser
Behler-Young

Power in Numbers

- Members are currency in the legislative process
- Broad knowledge base
- Networking
- Information sharing



HB5397 –

Municipal Utility Residential Clean Energy Program Act

Allows utilities to offer programs to fund *residential* energy efficiency improvements.

- ✓ Passed House 108 – 2
- ✓ Passed Senate 37 – 0



HB5806 – Extend Term of EE Debt



- Amends the Community College Act
- Extends Allowable term from 10 to **25 years**
- ✓ Passed House 106 – 1
- ✓ Passed Senate 37 – 0

THE YEAR AHEAD...

MI Legislative Realities

Governor Snyder

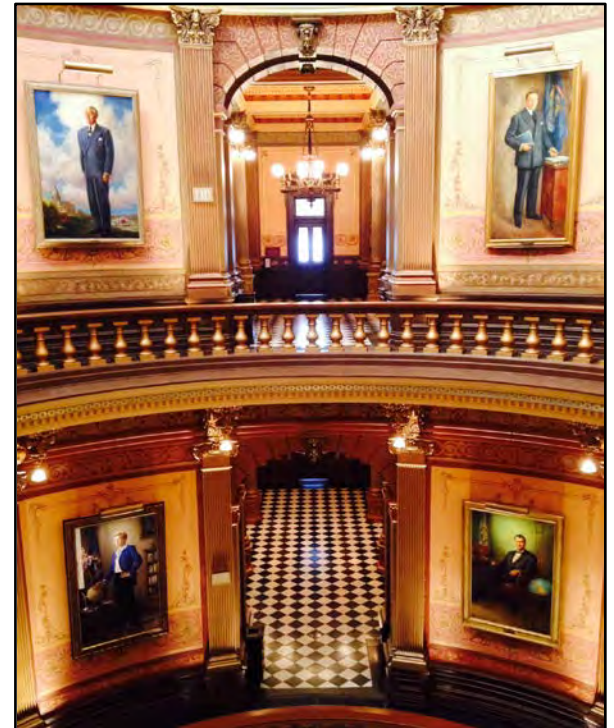
Senate Energy &
Technology Committee

- Chairman Mike Nofs (R)

House Energy Committee

- Chairman Aric Nesbitt (R)

Michigan Public Service Commission



Ranking of MI Energy Issues

- #1 EPA Clean Power Plan
- #2 System Capacity
- #3 Customer Utility Choice
- #4 Renewable Energy
- #5 Energy Efficiency

Clean Energy Standard



- 1) What is 'clean energy'?
- 2) How does EE fit?

Public Act 295 – Clean, Renewable and Efficient Energy Act of 2008

PA 295 EE Highlights

Sets forth Energy Efficiency Resource Standards

- 1% for Electric
- .75% for Gas

Itemized Charge on Bills \approx 2%

No EE Contractor Voice in Deliberations

- Or other construction industry group involvement

Resounding Success!!!

MEECA's Recommendations

1. Increase savings goals period to 10-years
2. Set progressive and achievable savings goals
 - Electric 14%
 - Gas 9.5%
3. Incent utilities appropriately
 - Two-tiered
 - Program consistency
 - Deeper measures
4. Increase EO program period to 3-years
5. Eliminate 2% spending cap

The Voice for Michigan's Energy Efficiency Contractors

Brindley Byrd
Executive Director
(517) 203-9180
brindley@meeca.info



MEECA
MICHIGAN ENERGY EFFICIENCY
CONTRACTORS ASSOCIATION

www.MEECA.info





Sean McCoy

Outreach Account Manager



Designated Trade Ally Training

Using our Program...

...to benefit your business

To our Designated TAs: Please complete one of our forms before you leave to ensure your information 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.

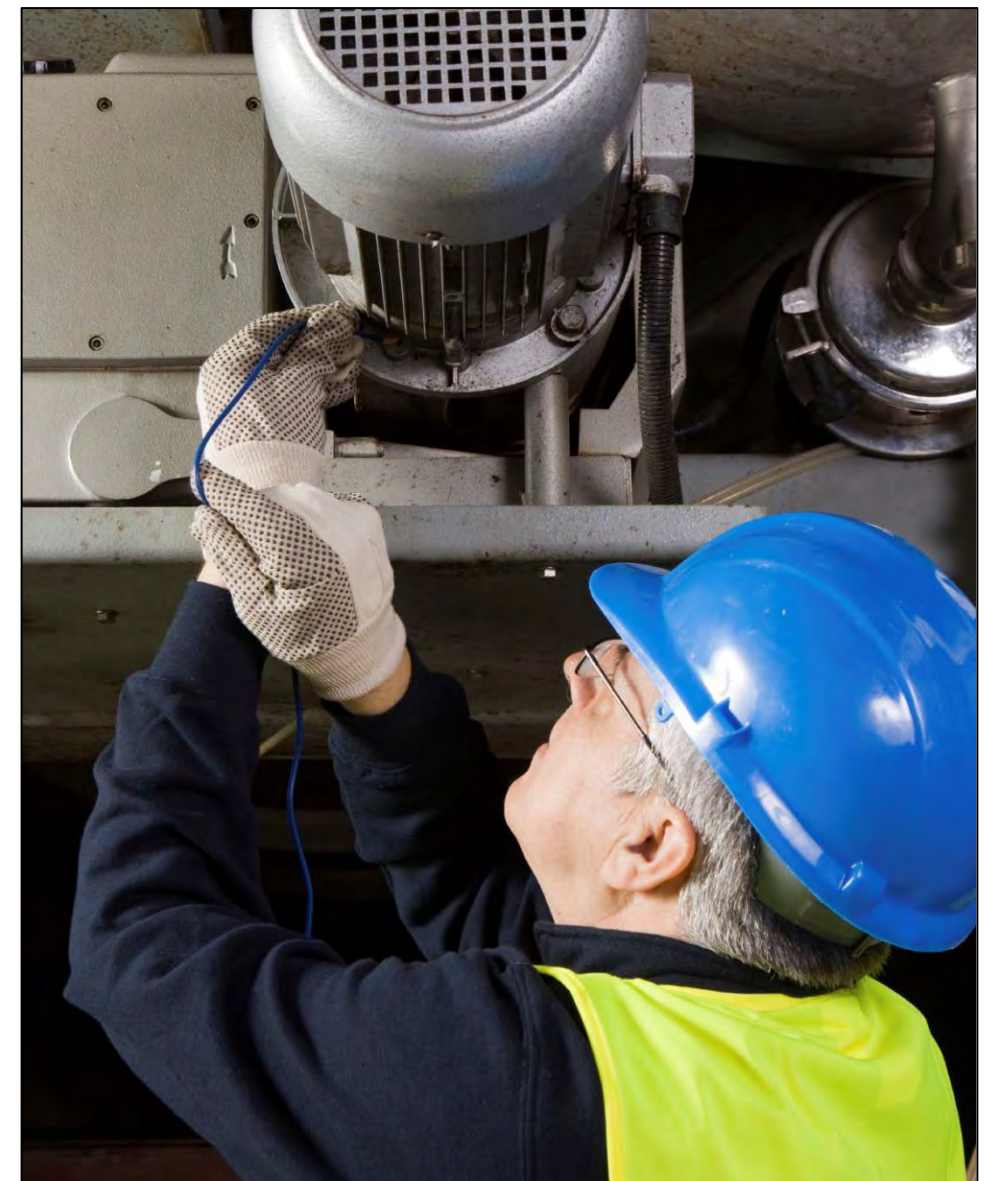


Benefits of being a Designated Trade Ally

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

- Listing in our **online directory**.
- Opportunity to participate in advisory/focus groups, pilot programs and events.
- Presentations at events with multiple customers.
- Large-customer visits with Program Team members.
- Supplies of printed marketing material.
- *And access to our online **Portal**.*

More on that shortly.





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*

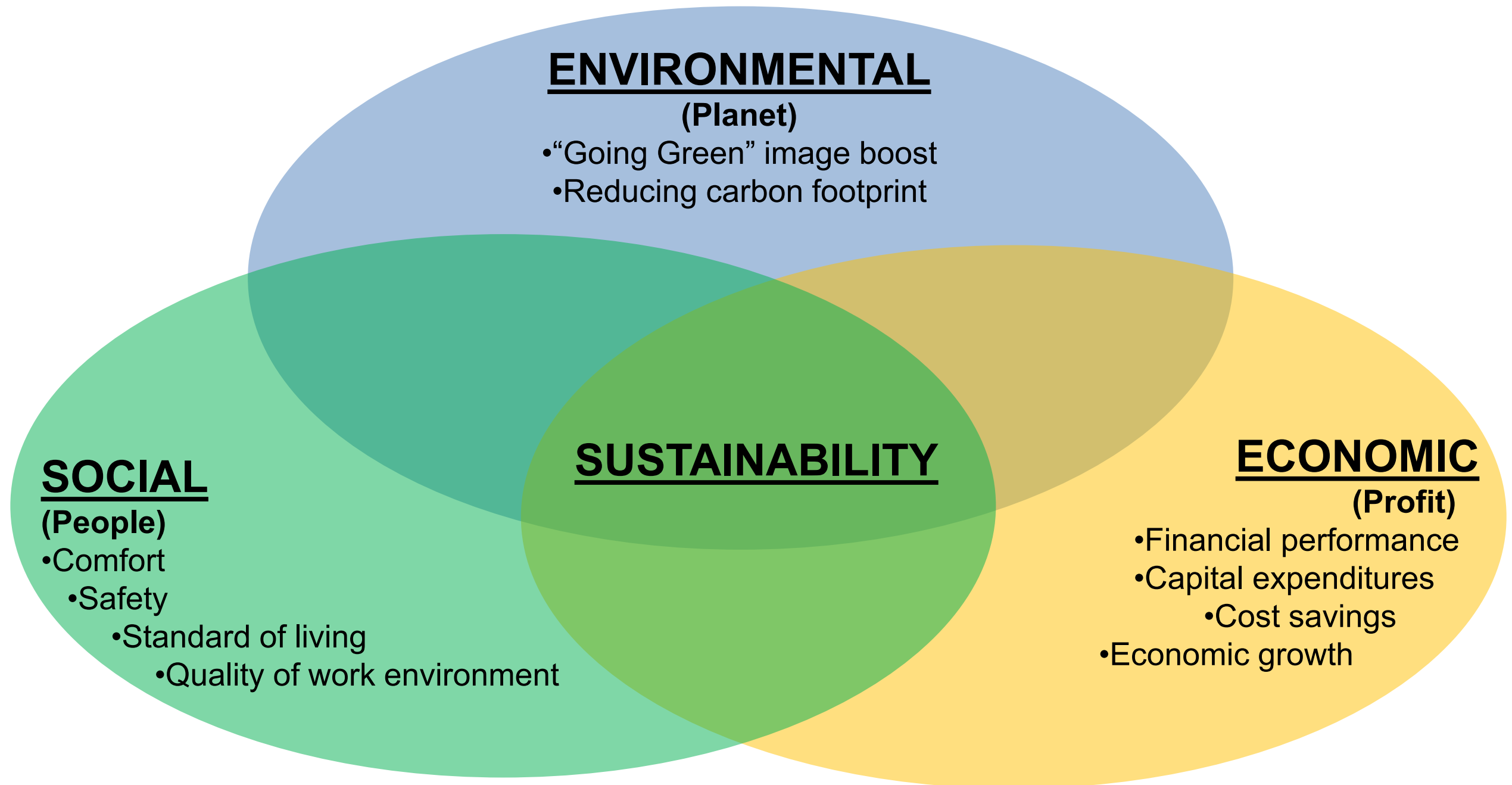
So: be a **partner**

- 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



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, beginning Feb. 12.
 - Custom Application Training – for contractors **and** customers
 - Next session: 8:30-10 a.m., Feb. 26

Watch for email invitations and reminders for events in 2015!

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



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

Something Just for You




DTE Energy[®]
Know Your Own Power[®]

dtetradeally.com

Get:

- Announcements
- Up-to-date funding gauges
- All Program documents:
 - Applications
 - Forms
 - Addenda
- **Trade Ally Portal**

*More about that
in a minute.*

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
- 2015 LEED Certification Assistance App

Announcements

Four 2015 Program Kick-off events set for January
By now you should have received a formal email invitation to attend one of four 2015 Program Kick-off events scheduled in January. At each event, we'll provide a brief overview of the 2015 Program and a summary of the changes to incentives and capping. We'll also provide an overview of the 2015 New Construction program, which now offers incentives based on achieving LEED certification, in addition to the on-going Systems Approach. Also new this year, we're offering a \$1,500 incentive to help offset the cost of achieving LEED Certification. Finally, we'll review the various bonus offers that either continue or are launching with the start of the new Program Year. This year's presentation will feature several guest speakers, including Brindley Byrd from the Michigan Energy Efficiency Contractors Association, and Mary Templeton from Michigan Saves. To learn more about each session – and to register for the one that fits your schedule, click on our Event page above.

Steam Trap Survey offer ends Jan. 31

Trade Ally Portal

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

2015 Rebate Program Status

Paid 0% ▼

Active 17% ▲

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

2015 Rebate Program Status


Paid 0% ▼



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
- 2015 LEED Certification Assistance App

Program Events

2015 Program Kick Off
When: Jan. 8 - 8:30-11:30a.m. or 1:30-4:30p.m.
Where: Sheraton Inn, Troy
To register - morning: [click here](#)
To register - afternoon: [click here](#)

2015 Program Kick Off
When: Jan. 9 (tba)
Where: Holiday Inn, Southgate
To register: [click here](#)

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

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 17%

Something Just for You



DTE Energy
Know Your Own Power®

dtetradeally.com

Get:

- Access to marketing materials we produce:
 - Energy Profiles
 - Special offers
 - Measure fliers (fold-overs)
 - Case studies

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

Energy Efficiency Program for Business  **DTE Energy**
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

Case Studies

- 2015 Case study-Art Van
- 2015 Case study-CMU
- 2015 Case study-Crittendon
- 2015 Case study-DNV GL
- 2015 Case study-Gwinn
- 2015 Case study-Monroe
- 2015 Case study-Multi-measure
- 2015 Case study-Roy O'Brien

Measures

- 2015 Electric measure fold-over
- 2015 Gas measure fold-over



dtetradeally.com

Watch:

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

...and follow along with our slide shows!

Energy Efficiency Program for Business

DTE Energy[®]
Know Your Own Power[®]

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 New Construction

2015 Video - New Construction

Building Management Systems



About the Designated Trade Ally Portal

About our Designated Trade Allies



DTE Energy
Know Your Own Power®

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 shows the 'Energy Efficiency Program for Business' website. The header includes the DTE Energy logo and the tagline 'Know Your Own Power'. Below the header is a navigation bar with links: Home, Events/Registration, Marketing Materials, and Videos. The main content area features a 'Trade Ally Portal' section with a login form. The login form includes fields for 'Contractor ID', 'Password', 'Program Year' (set to 2014), and 'Status' (with options: Pre Review, Reserved, Final Review, etc.). A red arrow points from the text 'To log in, click on dtetradeally.com' to the 'Trade Ally Portal' link. Another red arrow points from the text 'Your Outreach contact will provide you with a log in and password.' to the login form fields. To the right of the login form, there is a '2015 Rebate Program Status' section showing a progress bar for 'Paid' (0%) and 'Active' (17%) status, along with a note about available funds paid as of Dec. 15, 2014.

About our Designated Trade Allies



DTE Energy
Know Your Own Power®

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.

| | | | | | | | | | |
|---|--------------------|------------------|--|--------------|-----------------------------|---------------------------------|---------------------|------------------------|------------------------|
| Program Year: 2014 | | | | | | | | | |
| <input type="checkbox"/> View Project Details | | Project # | Organization Name | Project Name | Status | Reviewer | Total Incentives | | |
| | | DTE-14-12345 | MASTE 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 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 | | 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 | | |
| <input type="checkbox"/> View Project Details | | DTE-14-54321 | SUPER SHOPPER | | Reserved | Rodney Starnes | \$712.86 | | |



But you can't access the
Portal

unless you're a
Designated Trade Ally



2015 Designated Trade Ally Promotion Opportunity



What is this promotional opportunity?

- DTE Energy is seeking a Designated Trade Ally to be featured in an upcoming short video *infomercial*.
 - To be considered, Designated Trade Allies must be nominated by their customers.
- The selection criteria will include:
 - Total number of positive customer testimonials.
 - Designated Trade Allies who are the best ambassadors of our program.
- The video will be posted on:
 - DTE's energy efficiency website.
 - Made available to contractors to send to potential customers.
 - Social media outlets and e-newsletters.

Stay tuned for more to follow in 2015!



In Summary

- 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**
- Designated Trade Ally promotional opportunity



QUESTIONS?



Break Topic Stations

- **Trade Allies: online tools, DTA portal**
- **New Construction & Custom Applications**
- **Q&A & Marketing Materials**
- **Michigan Saves**
- **MEECA**
- **Battle of the Buildings**



**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