

# TRADE ALLY TIMES

A newsletter for our valued contractors and Trade Allies

Happy New Year! DTE's Energy Efficiency Program for Business has made significant enhancements to our incentives and application to improve your bottom line and streamline the application process. This year we have a number of events happening in-person; we look forward to seeing you soon!

## New Year, New Incentives

We're happy to announce that many of our electric incentives have increased for the 2023 program year. This is one of the most significant increases our incentives have had over the last several years. Effective January 1st you'll notice that many of our most common incentives have gone up as much as 60%, which can help you move jobs forward.

## Lighting Incentive Updates

Interior LED measures L-1 through L-4 can now include any change in fixture quantity for a given space. Previously, any change in fixture quantity could warrant a custom lighting measure. This new approach eliminates the need to submit custom lighting applications except for unique circumstances (e.g., LED modules for outdoor advertising). Additionally, lighting power density (LPD) measures can be submitted as custom with proper measurement and verification (M&V) of lighting hours of use. Read about other changes here.

## Lookback Incentive

The last several years have been challenging due to the labor issues and ongoing material shortages. We want to help businesses to submit applications for projects that were completed but not previously applied for. Any electric project that was completed prior to this program year can receive 75% of the current value of incentives. Projects must have verifiable energy savings. Check out the [flyer](#)!



DNV Trade Ally Appreciation event, November 2022

## 2023 DNV Trade Ally Bonus

We are offering a special bonus to DNV Trade Allies to identify energy efficiency projects and apply for incentives on their customer's behalf. This bonus is for electric measures only and will range from 5% to 30%. The DNV Trade Ally Bonus is available for all final applications submitted from January 1st through November 30th. This bonus will be calculated and paid following the close of each quarter throughout the year.

In order to be eligible for this bonus, the applicant must be a DNV Trade Ally in good standing, having attended annual training, signed and submitted required documentation, and has met all other DNV Trade Ally requirements (see [dnvtradeally.com/dte](https://dnvtradeally.com/dte) for details). Bonus dollars only accumulate after your status as a DNV Trade Ally is active and in good standing.

To get full details on this bonus, see the [bonus flyer](#) or contact your outreach representative.

## Trade Ally Events

2023 Program Year Kickoff  
MSU Training Center, Troy  
February 2nd, 2023 | [REGISTER NOW](#)  
Can't make it? Register for our [virtual event](#).