

2020 Consumers Energy Business Energy Efficiency Programs Trade Ally Rollout

November 6, 2019

Today's Agenda

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

The Changing Energy Landscape

A Team Approach

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

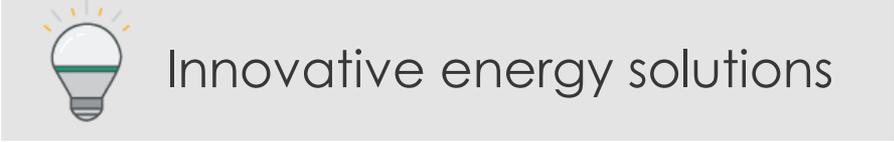
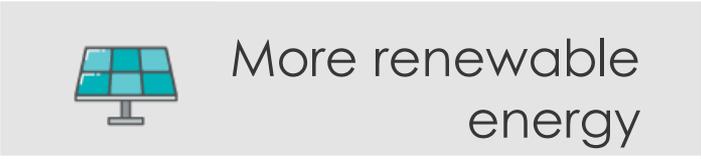
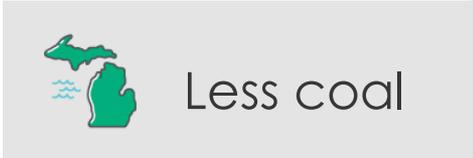
A Transformative Effort



**PEOPLE
PLANET
PROSPERITY**



The Best Plan for Michigan



Going Coal Free

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



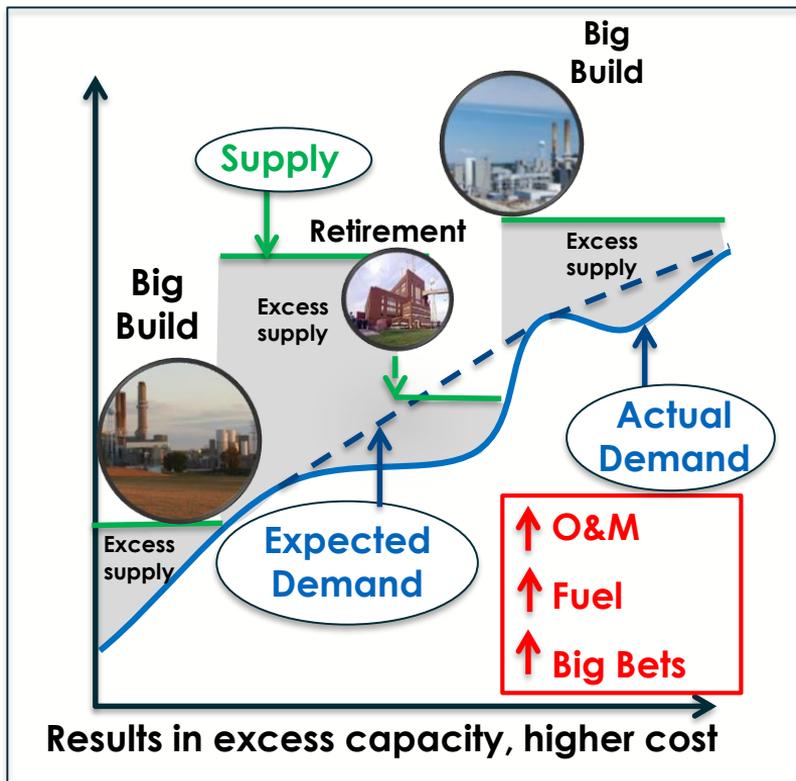


More Renewable Energy

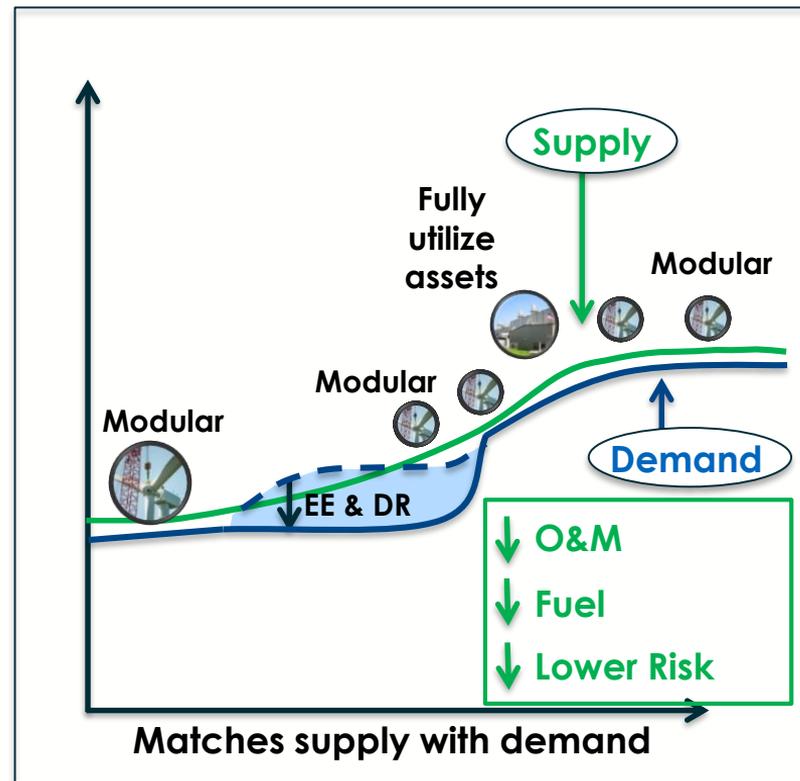
Our plan will meet customers' electric capacity needs with 90% clean energy resources

Clean and Lean

Old Utility Model



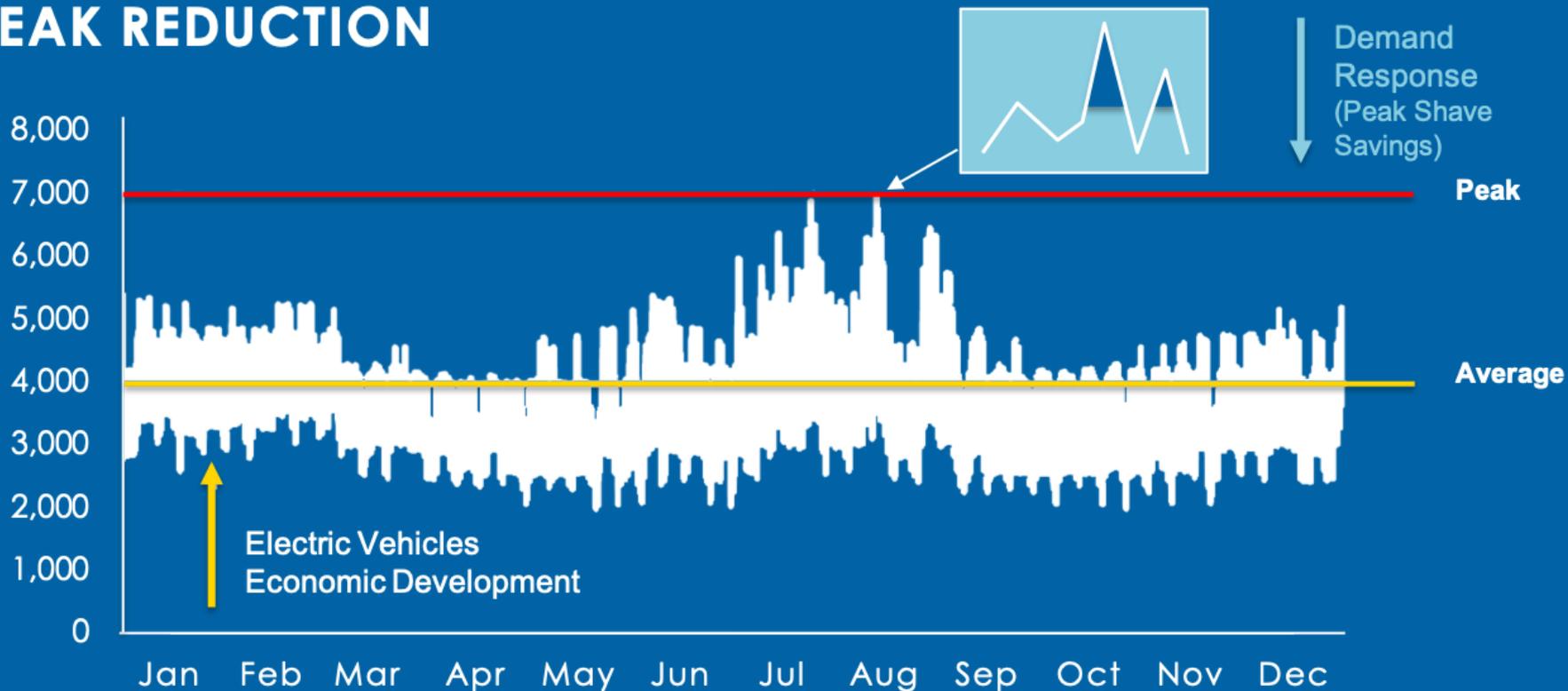
Clean And Lean



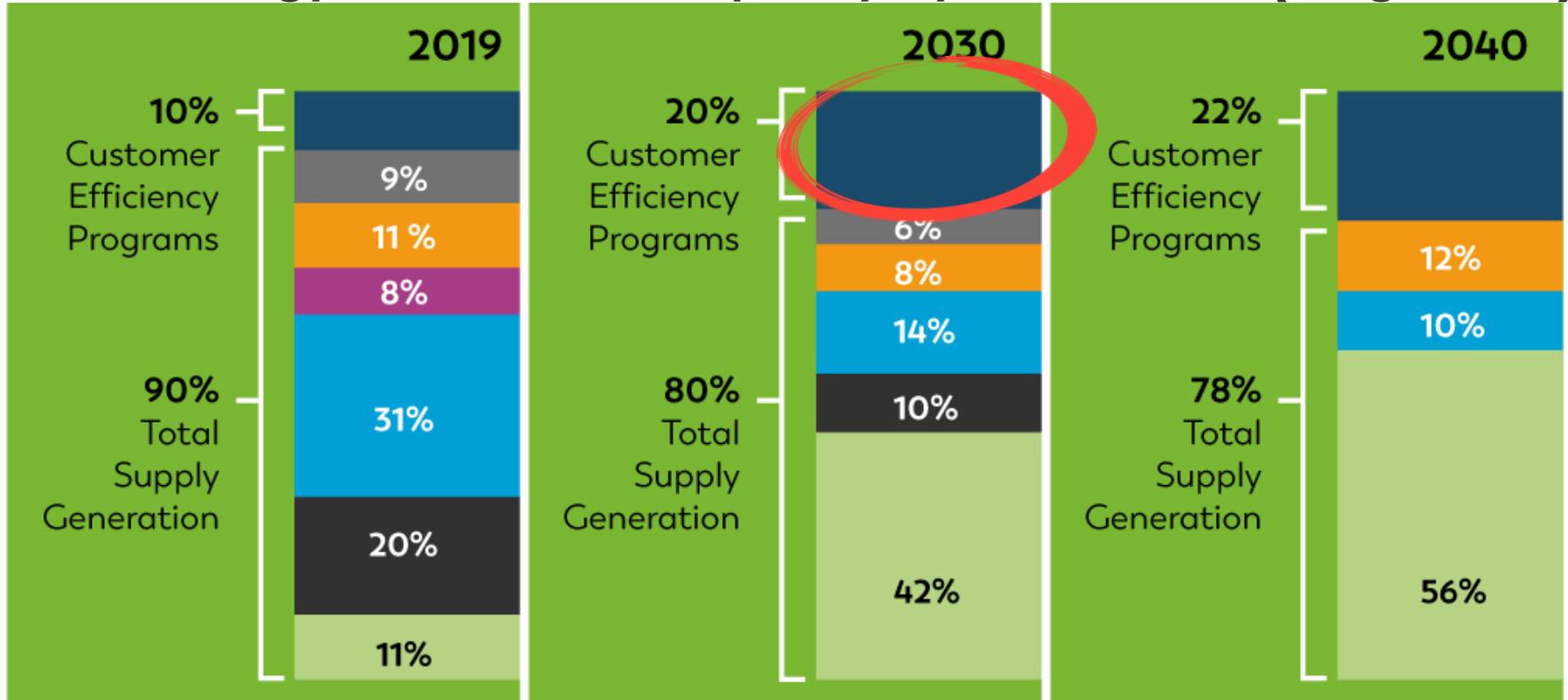
*Illustrative

Annual Use of Supply

PEAK REDUCTION



Clean Energy Plan Electric Capacity by Fuel Source (Megawatts)

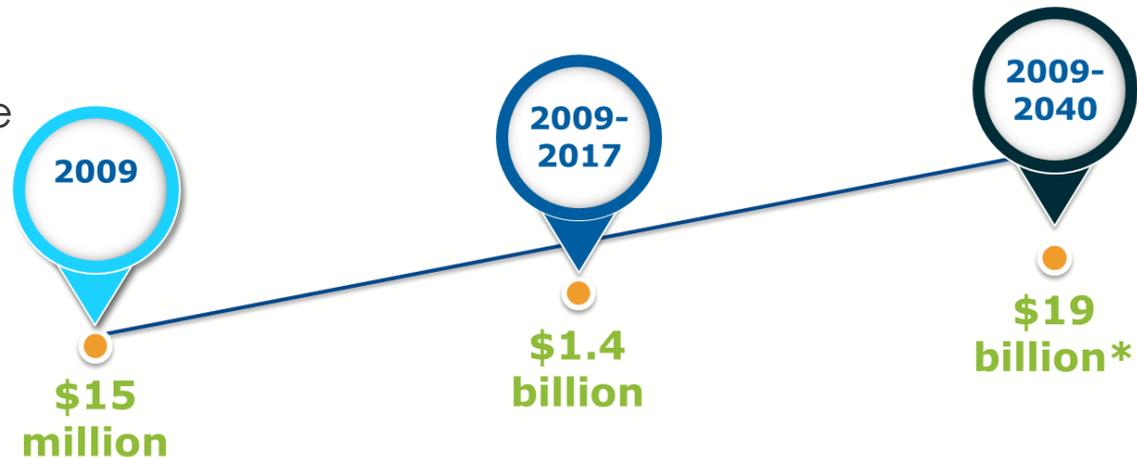


■ Renewable
 ■ Coal
 ■ Natural Gas
 ■ Nuclear
 ■ Energy Storage
 ■ Oil and Natural Gas Peaking Plants

Innovative Energy Solutions

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

Cumulative Energy Efficiency Savings



*\$19B customer savings projected by 2040



Your Impact in 2018

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



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

– Greek Proverb

Become a Clean Energy Partner

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



**Participate in energy
waste reduction efforts**

**Join a clean
energy program**

**Show your support with
#MiCleanEnergy**

ConsumersEnergy.com/Micleanenergy

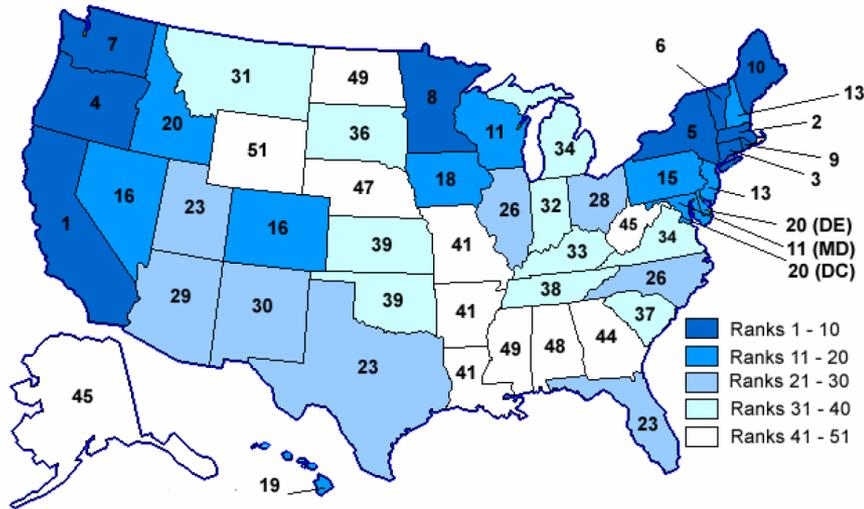
Thank You!

The 2020 Program Year

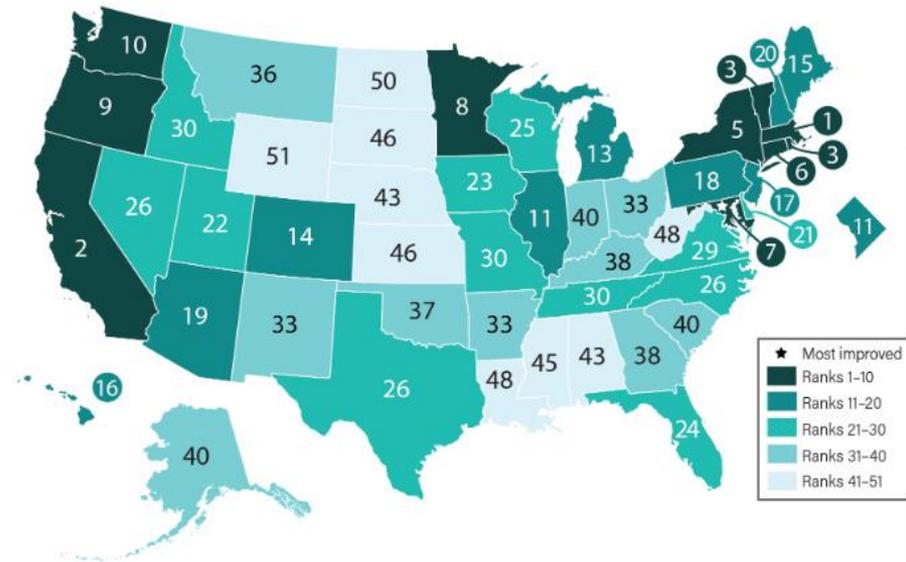
Thomas Quasarano
November 6, 2019

Energy Efficiency Scorecard

2009



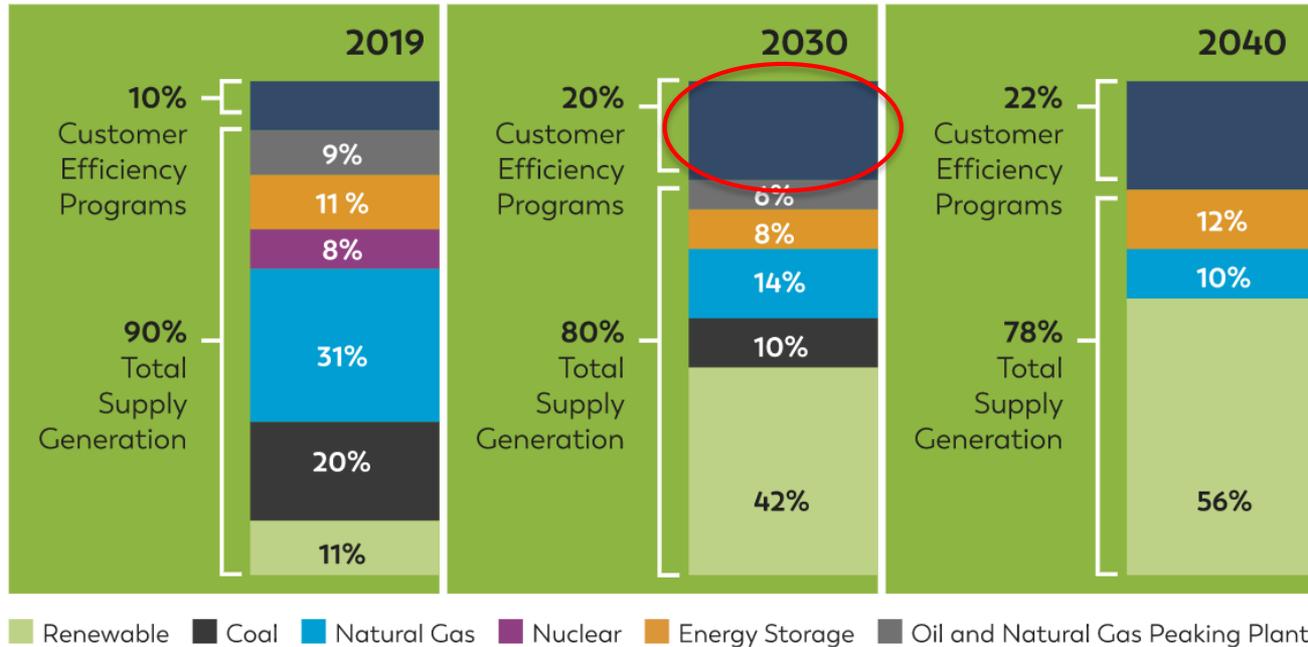
2019



Source: ACEEE

Our Growing Goals...

Clean Energy Plan Electric Capacity by Fuel Source (Megawatts)



...Will Grow Your Business

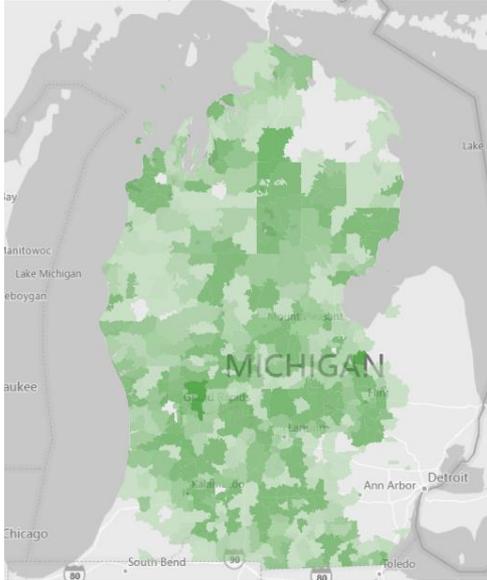


Enhancements for Your Business

Melissa Kelley
November 6, 2019

Land of Opportunity

Electric

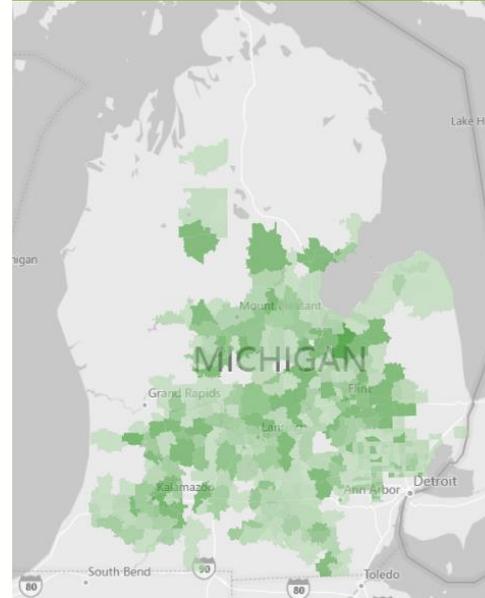


Electric Saving Ratio by Zip

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

Total: 404

Natural Gas



Natural Gas Saving Ratio by Zip

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

Total: 381

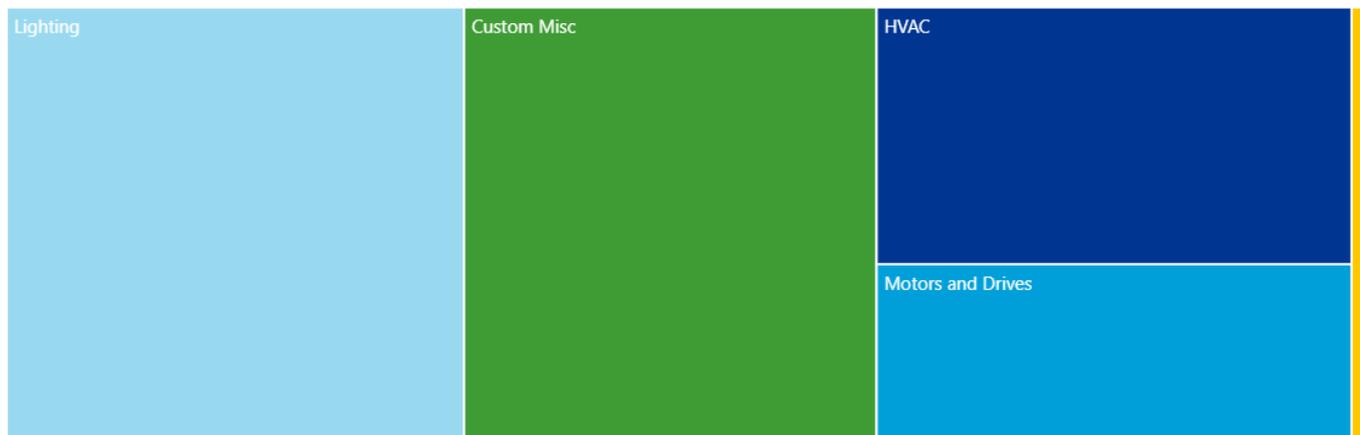
Electric: Top 3 Industries of Opportunity

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

Potential kWh x Average Incentive = Financial Opportunity

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

Electric: Top Measures of Opportunity



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

Potential kWh x Average Incentive = Financial Opportunity

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

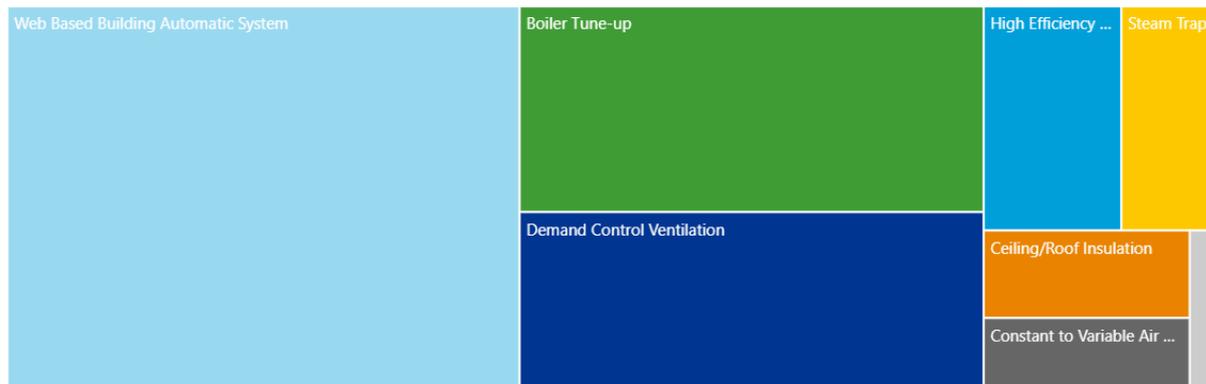
Natural Gas: Top 3 Industries of Opportunity

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

Potential Mcf Savings x Average Incentive = Financial Opportunity

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

Natural Gas: Top Measures of Opportunity



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

Potential MCF Savings x Average Incentive = Financial Opportunity

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

Apply for the Rebate

The potential is astounding,
capture every project!

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



Customer Scorecard

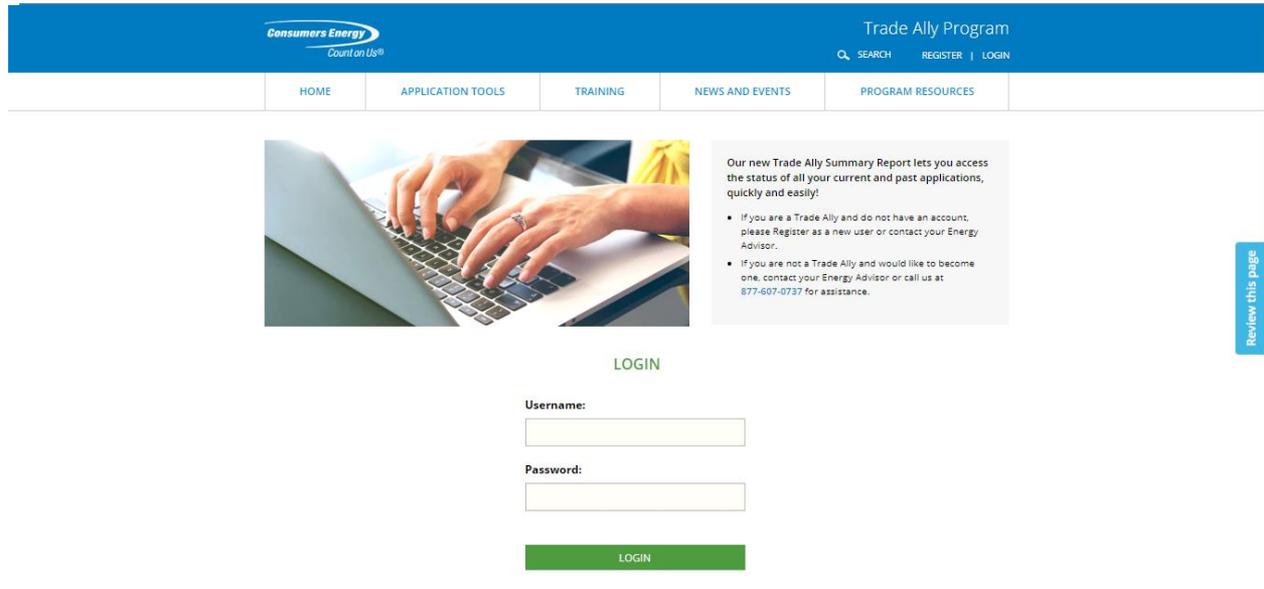
New for 2020!

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



Trade Ally Portal

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



The screenshot displays the Trade Ally Portal website. At the top, there is a blue header with the Consumers Energy logo on the left and the text "Trade Ally Program" on the right. Below the logo is the tagline "Count on Us®". To the right of the logo are links for "SEARCH", "REGISTER", and "LOGIN". Below the header is a navigation bar with links for "HOME", "APPLICATION TOOLS", "TRAINING", "NEWS AND EVENTS", and "PROGRAM RESOURCES". The main content area features a large image of hands typing on a laptop keyboard. To the right of the image is a text box with the following content:

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

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

Below the image and text box is a "LOGIN" section. It includes a "Username:" label followed by a text input field, a "Password:" label followed by a text input field, and a green "LOGIN" button. On the right side of the page, there is a vertical scroll bar with a blue button labeled "Review this page".

Trade Ally Portal Enhancements

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



2020 Trade Ally Bonus Opportunities

Retaining 2019's Performance Bonus:

Trade Ally Performance Reward Structure

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

2020 Trade Ally Bonus Opportunities

Rewards System:

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



Trade Ally Council

Soon to be taking applications for the 2020 Program Year!

Please visit [CETradeAlly.com](https://www.CETradeAlly.com) to apply.*

*Application available for submission in December.



Conclusion & Contact

We are here to help you:

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

Energy Advisor Contacts:

| | |
|---|--------------|
| North - Jim Minthorn | 231-633-5467 |
| West - Aaron Prince | 616-633-8686 |
| Southwest - Gordon Plourde | 517-353-0506 |
| Central - Mark Bates | 517-220-8800 |
| East - David Kirk | 517-896-5830 |

Marketing our Programs to Grow your Business

Melissa Kelley
November 6, 2019

We Are Here For You!



Analyze your expenses or **light up** your savings. Same bottom line outcome.



Installing LED lighting can reduce your electric bill up to 75 percent*. It is one of the easiest ways to improve the energy efficiency of your business. Let us help you save money and create a vibrant work environment for your employees.

Learn how at [ConsumersEnergy.com/light](https://www.consumersenergy.com/light)

Consumers Energy
Count on Us®

*Based on energy.gov statistics

<https://www.diy.network.com/> 18% 9:29 AM

MENU **diy network** Q

Advanced Lighting Controls for Your Business **Consumers Energy** Count on Us®

How to Make Your Home More Energy Efficient

A few simple changes can save you big money. Check out our tips for energy proofing your home.

Energy proofing your home can cut annual utility bills in half. Find out how to monitor and reduce heating and cooling costs, how to reduce energy costs

lifehacker

Keep Track of Everything on Your Clipboard With the Clippy App for Mac

David Moody



Advanced Lighting Controls for Your Business

Analyze your expenses or **light up** your savings. Same bottom line outcome.



For a limited time, Consumers Energy is offering your business a 20 percent bonus incentive on installing exterior LEDS. That's never been a better time to upgrade your LEDS to help you save money and create a safe work environment.

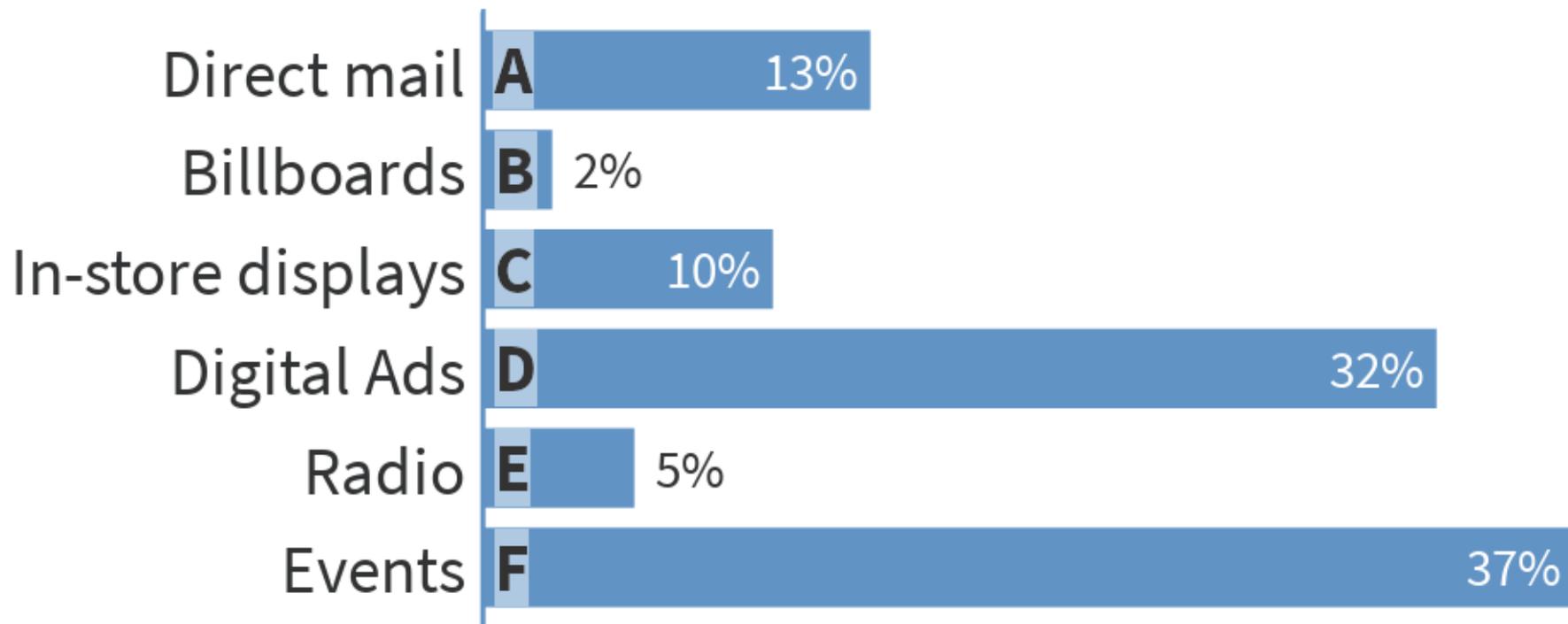
Learn how at [ConsumersEnergy.com/light](https://www.consumersenergy.com/light)

Consumers Energy
Count on Us®

Respond at PollEv.com/cebeep

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

What are your favorite marketing tools?



Mobile Training Unit

- Counter Days
- Trainings
- Expos/Tradeshows



Training Center

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



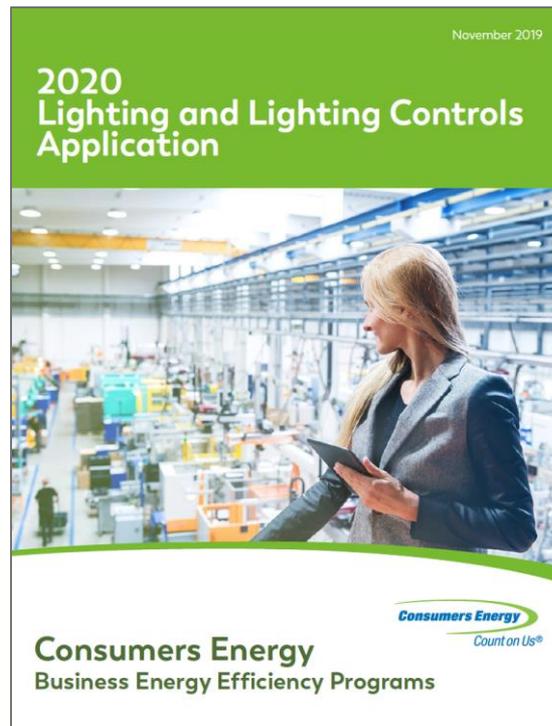
Trade Ally Website - Marketing Page

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

The screenshot shows the 'Marketing Materials' section of the Consumers Energy Trade Ally Program website. At the top, the Consumers Energy logo is on the left, and 'Trade Ally Program' with search, register, and login options is on the right. A navigation bar includes links for HOME, APPLICATION TOOLS, TRAINING, NEWS & EVENTS, **MARKETING MATERIALS**, and PROGRAM RESOURCES. Below the navigation, a green button labeled '+ REQUEST PRINTS' is visible. The main content area is titled 'Program Flyers' and displays a grid of 12 flyer thumbnails, each with a title and a small image. The flyers are: Advanced Lighting Controls, Agriculture, Boiler Tune-Up, Compressed Air, ENERGY STAR, Industrial Energy Management, Process Water System Optimization, Smart Buildings, Steam System Optimization, Energy Efficient Telecommunications, and Zero Net Energy.

Segmented Applications

- Lighting
- HVAC
- Agriculture



Online Application

Consumer's Energy ONLINE APPLICATION Customer Name

My Applications
Create New Application
My Profile
Resources

Tell us about your project Total Incentive Requested: \$0.00

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

1 PROJECT OVERVIEW 2 APPLICANT INFORMATION 3 PRODUCT ENTRY 4 REQUIRED DOCUMENTS 5 FINALIZE

Project Identification

Program Type: Retrofit - All Measures 2019

*Project Name: Ex: "Gym Light Replacement"

Project Number (assigned after submitting)

*Expected Completion Date: MM/DD/YYYY

*Estimated Project Cost

*Installation Address

*City

*State

*Zip

Facility Information

*Name as it appears on CE Energy bill

*Type of Account: Select

* = Required field

DELETE DEACTIVATE EXPORT SHARE COPY SAVE AND CONTINUE

LIVE CHAT

2019 Project of the Year

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

ConsumersEnergy.com/projectoftheyear



Conclusion & Contact

We are here to help you:

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

Melissa Kelley

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

Outside the Application

Marina Escobar
November 6, 2019

Business Instant Discount Program (BIDP)

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



Types of Discounts

Lighting Products

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

Natural Gas and HVAC Products

- Furnaces
- Cogged V-Belts
- Water Heaters



Types of Discounts

Food Service Products

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



Become a Distributor



Distributor Benefits

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

Conclusion & Contact

We are here to help you:

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

Amanda Bliss

- Amanda.Bliss@cmsenergy.com

Todd Lohenry

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

Jennifer Alvarado

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

Small Business Trade Ally Program

Marina Escobar
November 6, 2019



Small Business Trade Ally Program

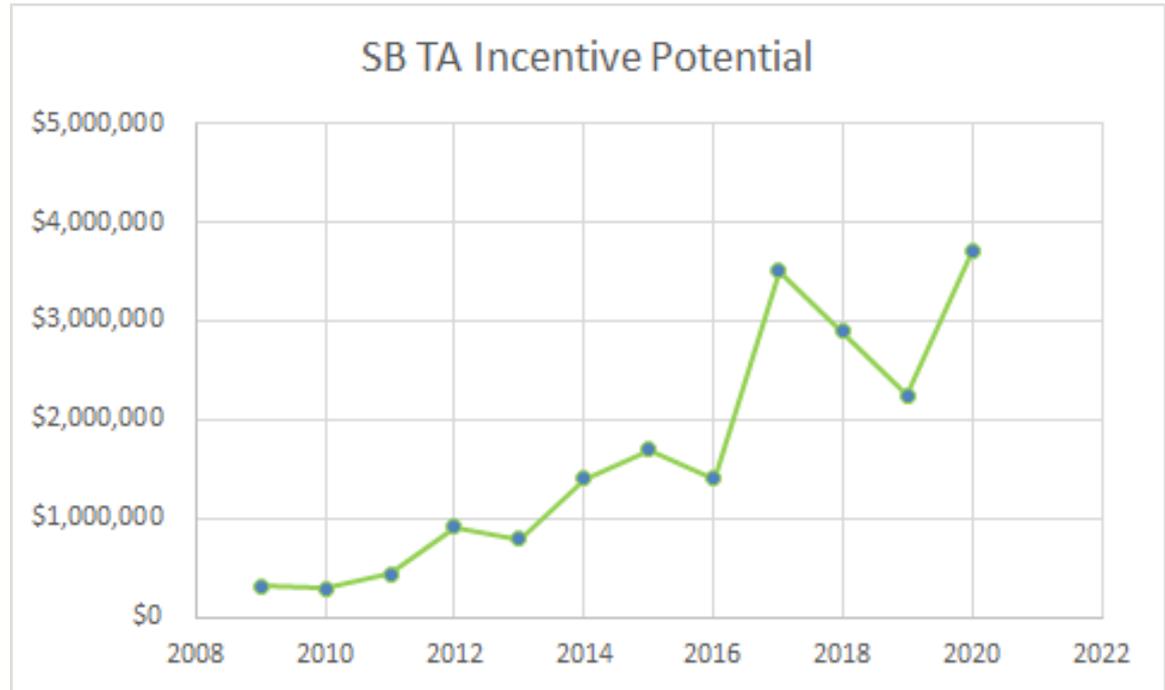


2020 Small Business Opportunity



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

Growth Opportunity



Missed Opportunity



Potential kWh x Current Incentive = Financial Opportunity

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

Contact Your Outreach Team

Mindie Graszler

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

Mike Olsen

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

Michele Horstman

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

ConsumersEnergySmallBusinessSolutions@cmsenergy.com

Emergent Market Segments & Technology

Joe Bickham
November 6, 2019

Emergent Market Segments

Indoor Agriculture



Telecommunication



New Construction



Network Lighting Controls (NLC)

Network Lighting Controls Incentive Structure

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



Network Lighting Case Study

Office, 3965 Okemos Road, Okemos, MI 48864

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



Steam Trap Participation Barriers

Replaced when production stops



Fixing necessity but not improving



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



Natural gas pricing is not a concern



Steam Trap Replacement Options

Steam Trap Express

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

Business Instant Discount Program

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

Custom Trap Calculator

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

Conclusion & Contact

We are here to help you:

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

Joe Bickham

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

2020 Incentive Updates

November 6, 2019

New Measures

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

Changes to Existing Measures

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

Custom Program

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

Custom Program

Take advantage of Custom Program opportunities!



17,872 MWh
Savings



58 Projects



475,059 Mcf
Savings



\$4.9M in
Incentives

Adjustments to Incentives

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

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

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

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

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

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

2020 Kickoff Webinar

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





Consumers Energy for Business
Trade Ally Newsletter September 2019

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

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

Conclusion & Contact

We are here to help you:

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

Ashley Burns, Engineering Lead

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- Office: 877-607-0737 x 2411

Trade Ally Awards

November 6, 2019

Energy Efficiency Steward Award

And the winner is...



Award Finalists

Top Distributor, Natural Gas, Business Instant Discount Program:



And the winner is...



Award Finalists

Top Distributor, Electric, Business Instant Discount Program:



And the winner is...

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

Award Finalists

Top Trade Ally, Small Business Trade Ally Program:



And the winner is...



Award Finalists

Top Trade Ally Natural Gas, Large Business Program:



And the winner is...



Award Finalists

Top Trade Ally Electric, Large Business Program:



And the winner is...



Thank You

ConsumersEnergy.com/startsaving

Phone: 877-607-0737