

Sebawaing's Proposed Energy Optimization Programs – Table 2

Residential Programs

Program Element	Services for Residential Customers with Limited Incomes
Objective	<ul style="list-style-type: none"> • Provide recommendations, financial assistance and education to customers with limited income to assist them in reducing their electric energy use and managing their utility costs. • Coordinate low-income services with other utilities and with local weatherization providers in order to provide comprehensive assistance at lower administrative costs.
Target Market	Residential customers whose income is estimated to be below 200% of poverty level. Services will be targeted to diverse segments of the population including those living in single family and multi-family buildings, home owners and renters, and to the extent possible – age and ethnic diversity.
Program Duration	Start-up in Summer 2009. Services for customers with limited income will be an ongoing element of the program portfolio.
Program Description	Services for customers with limited income will be closely coordinated with the local weatherization agency and other applicable State and utility programs. In an ongoing effort, the utility intends to work with the agency responsible for implementing the Federal LIHEAP program to leverage their funding by subsidizing the installation of cost-effective electric measures, thereby increasing the number of homes served through the program.
Eligible Measures	Cost effective electric measures that will be permissible for this program include CFL's, refrigerator replacement, furnaces with high-efficiency motors, and weatherization measures that can reduce central air-conditioning use.
Implementation Strategy	Coordination with the local weatherization agency to subsidize the installation of cost-effective electric measures.
Marketing Strategy	Marketing will be closely coordinated with the local weatherization agency and the utility's implementation contractor. Key elements of the marketing strategy include: <ul style="list-style-type: none"> • Targeted outreach through local agencies • Posters in municipal buildings and at local community events
Milestones in 2009	<p>February-March: Develop Energy Optimization Plan</p> <p>April: File Energy Optimization Plan with MPSC</p> <p>April-May: Select program implementation contractor</p> <p>July: Launch program</p>
EM&V Requirements	Evaluation activity will focus on verification of installation and estimates of deemed savings.
Estimated Participation	Participation levels to be determined.

Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
	\$2,233	\$3,850	\$5,720	\$7,260
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	3,435	5,923	8,800	11,169

Residential Programs

Program Element	Residential Efficient Lighting Program															
Objective	Produce long-term annual energy savings in the residential sector by increasing the market share of high-efficiency lighting products sold through retail sales channels.															
Target Market	All residential customers purchasing bulbs and fixtures through retail sales channels. Residential rental property owners and customers living in rental properties are also eligible.															
Program Duration	Start-up in July 2009 and will be an ongoing element of the program portfolio.															
Program Description	<p>The Residential Lighting Program will be closely coordinated with other statewide utility initiatives in order to ensure that residential customers across the State have consistent opportunities and motivation to purchase high efficiency lighting products at local retailers. Customer incentives facilitate the increased purchase of high-efficiency products while in-store support makes provider participation easier.</p> <p><i>Optional text:</i> The utility may also choose to distribute or sell CFLs directly to their customers to ensure that all customers have easy access to reduced-cost bulbs.</p>															
Eligible Measures	<p>Measures include: CFL's, Energy Star Lighting Fixtures, Energy Star Ceiling Fans and LED Holiday lights. Estimated gross energy savings:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;"><i>Measure</i></th> <th style="text-align: left;"><i>Eligibility</i></th> <th style="text-align: right;"><i>Gross Annual kWh Savings/ Unit</i></th> </tr> </thead> <tbody> <tr> <td>CFL</td> <td>Energy Star</td> <td style="text-align: right;">44.1</td> </tr> <tr> <td>Fixture</td> <td>Energy Star</td> <td style="text-align: right;">78</td> </tr> <tr> <td>Ceiling Fan</td> <td>Energy Star</td> <td style="text-align: right;">78</td> </tr> <tr> <td>LED Holiday Lights</td> <td></td> <td style="text-align: right;">11</td> </tr> </tbody> </table>	<i>Measure</i>	<i>Eligibility</i>	<i>Gross Annual kWh Savings/ Unit</i>	CFL	Energy Star	44.1	Fixture	Energy Star	78	Ceiling Fan	Energy Star	78	LED Holiday Lights		11
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Implementation Strategy	<ul style="list-style-type: none"> • Planning coordination with other utilities: The utility's implementation contractor will work closely with other appropriate Michigan utilities to coordinate incentive levels, marketing materials, and market provider outreach. • Manufacturer/retailer recruitment for buy-down component: The utility's implementation contractor will work closely with other Michigan utilities to solicit manufacturer/retailer participation for the mark-down component of the program. • Retailer recruitment, education and outreach: The utility's implementation contractor will recruit local retailers for participation in the coupon components of the program. • Incentive processing: The utility's implementation contractor will manage prompt processing of retailer/customer incentive payments. • Bulb recycling: The utility's implementation contractor will deploy recycling bins for bulb collection at all participating retailers. Retailers will be given training on proper sealing, labeling, and transportation for the bins. 															

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Marketing Strategy	<p>The program will primarily be marketed through displays and materials at participating retailers. Materials will employ a strong consumer education component emphasizing the benefits of high-efficiency lighting products (lifetime dollar savings, energy savings, longer life, safety, appropriate light quality, etc.) Marketing materials will leverage the ENERGY STAR brand, which enjoys a high level of consumer recognition and favorable associations. Key elements of the marketing strategy include:</p> <ul style="list-style-type: none"> • Point-of-purchase displays • Cooperative advertising with retailers 															
Milestones in 2009	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July: Launch program</p>															
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Residential Programs

Program Element	Residential Refrigerator/Freezer Turn-In and Recycling Program									
Objective	Produce long-term annual energy savings in the residential sector by removing operable, inefficient refrigerators and freezers from the power grid and recycling them in an environmentally safe manner.									
Target Market	Residential customers who are currently operating older, inefficient refrigerators and/or freezers either as primary or secondary units.									
Program Duration	Start-up in July 2009 and will be an ongoing element of the program portfolio.									
Program Description	The average household replaces a refrigerator every ten years. However, many of the refrigerators being replaced are still functioning, so they often become backup appliances – energy guzzlers in basements and garages – or sold in a used-market. The Turn-In Program will be established to target those “second” refrigerators and freezers, providing the dual benefit of cutting energy consumption and keeping the appliances out of the used-market.									
Eligible Measures	<p>The measures listed below have been specified for planning purposes. Deemed savings values were based on documented values from the Michigan Statewide Deemed Savings Database (as identified by MPSC Order U-15800.) The utility will revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;"><i>Measure</i></th> <th style="text-align: center;"><i>Eligibility</i></th> <th style="text-align: center;"><i>Gross Annual kWh Savings/ Unit</i></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Recycled Refrigerator</td> <td style="text-align: center;">Operable unit</td> <td style="text-align: center;">1,672</td> </tr> <tr> <td style="text-align: center;">Recycled Freezer</td> <td style="text-align: center;">Operable unit</td> <td style="text-align: center;">1,551</td> </tr> </tbody> </table>	<i>Measure</i>	<i>Eligibility</i>	<i>Gross Annual kWh Savings/ Unit</i>	Recycled Refrigerator	Operable unit	1,672	Recycled Freezer	Operable unit	1,551
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Recycled Refrigerator	Operable unit	1,672								
Recycled Freezer	Operable unit	1,551								
Implementation Strategy	<ul style="list-style-type: none"> • Planning coordination with other utilities: The utility’s implementation contractor will work closely with other appropriate Michigan utilities to coordinate incentive levels, eligibility requirements, marketing materials, and selection of a recycling contractor. • Turn-key appliance pick-up/recycling: The utility’s implementation contractor will select a qualified recycling service subcontractor to provide comprehensive, turn-key implementation services from eligibility verification and scheduling of pick-ups to proper disposal and recycling of turned-in appliances. • Incentive coordination and processing: The utility’s implementation contractor will coordinate prompt processing of incentive payments. <p><i>Incentives for this program will be \$20 per unit.</i></p>									
Marketing Strategy	All marketing materials will carry a strong consumer education message emphasizing the cost of operating older, inefficient appliances, the benefits of early replacement with ENERGY STAR qualified models, and the importance of proper disposal and recycling of older units. Marketing materials will leverage the ENERGY STAR brand, which enjoys									

	<p>a high level of consumer recognition and favorable associations. Key elements of the marketing strategy include:</p> <ul style="list-style-type: none"> • Website links to EPA’s new “ENERGY STAR Recycle My Old Fridge Campaign” at www.recyclemoldfridge.com. Includes calculators to estimate savings. • Point-of-purchase displays • Cooperative advertising with retailers • Posters in municipal buildings 												
<p>Milestones in 2009</p>	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July: Launch program</p>												
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Residential Programs

Program Element	Residential High-Efficiency Appliances and Electronics Program																		
Objective	Produce long-term annual energy savings in the residential sector by promoting high-efficiency appliances and electronics. Initially the program will promote high-efficiency clothes washers and the early retirement and recycling of older, inefficient room air-conditioners and dehumidifiers and replacement with ENERGY STAR units.																		
Target Market	Residential customers purchasing new clothes washers and customers who are currently operating older, inefficient room air-conditioners and dehumidifiers. Residential rental property owners are also eligible.																		
Program Duration	Start-up in 2010. This will be an ongoing element of the program portfolio.																		
Program Description	<p>This program will provide incentives to customers to encourage them to replace their older, inefficient dehumidifiers and room air-conditioners with high-efficiency ENERGY STAR qualified units. Since the retail market share of ENERGY STAR dehumidifiers and room air-conditioners is high, this program focuses instead on rewarding early replacement of older units that are still functioning. The program will partner with a local retailer to sponsor special turn-in events at which customers receive a rebate toward the purchase of a new ENERGY STAR qualified dehumidifier and/or room air conditioner when they turn in a functioning used unit. Customers also receive a rebate for turning in a functioning unit even if they are not purchasing a new one. Turned-in units will be collected at each event and transported for appropriate recycling.</p> <p>The program will also provide incentives for clothes washers that meet the highest efficiency standards (CEE Levels 2 & 3). This initiative will be coordinated with the local natural gas utility so that the electric utility pays a portion of the incentive based on the estimated % of customers with electric water heating and the natural gas utility pays a portion of the incentive based on the estimated % of customers with gas water heating. In future years, the program may target other cost-effective options for high-efficiency appliances and electronics.</p>																		
Eligible Measures	<p>The measures listed below have been specified for planning purposes. Deemed savings values were based on documented values from the Michigan Statewide Deemed Savings Database (as identified by MPSC Order U-15800.) The utility will revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th><i>Measure</i></th> <th><i>Eligibility</i></th> <th><i>Gross Annual kWh Savings/ Unit</i></th> </tr> </thead> <tbody> <tr> <td>Clothes Washer</td> <td>CEE Level 2</td> <td>322</td> </tr> <tr> <td>Clothes Washer</td> <td>CEE Level 3</td> <td>372</td> </tr> <tr> <td>Room AC Purchase</td> <td>ENERGY STAR</td> <td>42</td> </tr> <tr> <td>Room AC Turn-in</td> <td>Operable unit</td> <td>113</td> </tr> <tr> <td>Dehumidifier Purchase</td> <td>ENERGY STAR</td> <td>84.1</td> </tr> </tbody> </table>	<i>Measure</i>	<i>Eligibility</i>	<i>Gross Annual kWh Savings/ Unit</i>	Clothes Washer	CEE Level 2	322	Clothes Washer	CEE Level 3	372	Room AC Purchase	ENERGY STAR	42	Room AC Turn-in	Operable unit	113	Dehumidifier Purchase	ENERGY STAR	84.1
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Implementation Strategy	<ul style="list-style-type: none"> • Planning coordination with other utilities: The utility's implementation contractor will work closely with other appropriate Michigan utilities to coordinate incentive levels, eligibility requirements, marketing materials, and retailer outreach. • Retailer recruitment, education and outreach. The utility's implementation contractor will utilize a field representative to facilitate the recruitment of a host retailer(s) including determining the volume of units by retailer to meet the program's unit goal. • Incentive coordination and processing: The utility's implementation contractor will coordinate the delivery of rebate coupons and materials to participating retailers and will manage prompt processing of incentive payments. • Appliance turn-in and recycling: The utility's implementation contractor will work with the host retailer(s) to coordinate the logistics of the turn-in component of the promotion. The contractor will also coordinate the collection, transportation and recycling of turned-in units through the municipal waste management services or through a private recycling firm. <table border="1"> <thead> <tr> <th>Measure</th> <th>Eligibility</th> <th>Incentive per Unit</th> </tr> </thead> <tbody> <tr> <td>Clothes Washer</td> <td>CEE Level 2</td> <td>\$50</td> </tr> <tr> <td>Clothes Washer</td> <td>CEE Level 3</td> <td>\$50</td> </tr> <tr> <td>Room AC Purchase</td> <td>ENERGY STAR</td> <td>\$15</td> </tr> <tr> <td>Room AC Turn-in</td> <td>Operable unit</td> <td>\$20</td> </tr> <tr> <td>Dehumidifier Purchase</td> <td>ENERGY STAR</td> <td>\$15</td> </tr> <tr> <td>Dehumidifier Turn-in</td> <td>Operable unit</td> <td>\$20</td> </tr> </tbody> </table>			Measure	Eligibility	Incentive per Unit	Clothes Washer	CEE Level 2	\$50	Clothes Washer	CEE Level 3	\$50	Room AC Purchase	ENERGY STAR	\$15	Room AC Turn-in	Operable unit	\$20	Dehumidifier Purchase	ENERGY STAR	\$15	Dehumidifier Turn-in	Operable unit	\$20
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Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
		\$359	\$448	\$521
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
		784	902	1,037

Residential Programs

Program Element	Residential High-Efficiency HVAC Equipment																
Objective	Produce long-term annual energy savings in the residential sector by promoting the purchase and installation of high-efficiency heating and cooling equipment.																
Target Market	Residential customers installing new central AC units and/or furnaces.																
Program Duration	Start-up in 2010. This will be an ongoing element of the program portfolio.																
Program Description	<p>The High-Efficiency Equipment program will promote heating and cooling technologies that can reduce electric energy use. Initially the program will focus on the promotion of high-efficiency central air-conditioning and premium efficiency furnaces that have high-efficiency motors (electrically commutated motors – ECMs). ECM motors save electric energy during the heating and cooling seasons.</p> <p>Although federal efficiency standards for central air-conditioning have recently increased, there are still opportunities to promote units that exceed the current standards and thus achieve additional energy savings. The program will provide incentives for high-efficiency central air-conditioners when installed along with an ECM furnace.</p> <p>Since the primary type of heating system in the utility’s service area is natural gas forced air, this program hopes to closely coordinate with the local natural gas provider so that incentives can be coordinated on units that have the high-efficiency motors. As the program matures, additional emphasis may be placed on quality installation and appropriate sizing to further enhance energy savings.</p>																
Eligible Measures	<p>The measures listed below have been specified for planning purposes. Deemed savings values were based on documented values from the Michigan Statewide Deemed Savings Database (as identified by MPSC Order U-15800.) The utility will revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;"></th> <th style="width: 25%; text-align: center;"><i>Eligibility</i></th> <th style="width: 25%; text-align: center;"><i>Gross Annual kWh Savings/ Unit</i></th> </tr> </thead> <tbody> <tr> <td>Central AC</td> <td style="text-align: center;">SEER 14</td> <td style="text-align: center;">405</td> </tr> <tr> <td>Central AC</td> <td style="text-align: center;">SEER 15</td> <td style="text-align: center;">435</td> </tr> <tr> <td>Central AC</td> <td style="text-align: center;">SEER16</td> <td style="text-align: center;">328</td> </tr> <tr> <td>Furnace with ECM motor</td> <td style="text-align: center;">ECM motor</td> <td style="text-align: center;">773</td> </tr> </tbody> </table>			<i>Eligibility</i>	<i>Gross Annual kWh Savings/ Unit</i>	Central AC	SEER 14	405	Central AC	SEER 15	435	Central AC	SEER16	328	Furnace with ECM motor	ECM motor	773
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Implementation Strategy	<ul style="list-style-type: none"> • Planning coordination with other utilities: The utility's implementation contractor will work closely with other appropriate Michigan utilities to coordinate incentive levels, eligibility requirements, marketing materials, and contractor outreach. • Contractor recruitment, education and outreach. The utility's implementation contractor will utilize a field representative to facilitate the recruitment of local HVAC contractors to participate in the program. • Application processing: The utility's implementation contractor will coordinate processing of all rebate applications. <table border="1" data-bbox="537 457 1378 695"> <thead> <tr> <th>Measure</th> <th>Eligibility</th> <th>Tentative Incentive per Unit</th> </tr> </thead> <tbody> <tr> <td>Central AC</td> <td>SEER 14</td> <td>\$150</td> </tr> <tr> <td>Central AC</td> <td>SEER 15</td> <td>\$100</td> </tr> <tr> <td>Central AC</td> <td>SEER16</td> <td>\$250</td> </tr> <tr> <td>Furnace with ECM motor</td> <td>ECM motor</td> <td>\$350</td> </tr> </tbody> </table>	Measure	Eligibility	Tentative Incentive per Unit	Central AC	SEER 14	\$150	Central AC	SEER 15	\$100	Central AC	SEER16	\$250	Furnace with ECM motor	ECM motor	\$350
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Marketing Strategy	The HVAC Equipment program will be primarily marketed through local contractors, the most direct influencers of customer purchase decisions. Contractors will receive educational materials to share with their customers as well as access to cooperative advertising dollars. Marketing materials will be coordinated with the local natural gas provider.															
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Residential Programs

Program Element	<i>Residential Electric Water Heater Savings Kits</i>																		
Objective	Produce immediate annual energy savings for customers with electric water heaters through the distribution of energy saving kits that include CFL's and low-flow, water-saving devices.																		
Target Market	Residential customers with electric water heating (both home owners and renters.)																		
Program Duration	Start-up in 2010. This will be an ongoing element of the program portfolio.																		
Program Description	For those customers with electric water heating, significant energy savings can be achieved by the installation of low-cost measures that reduce the amount of hot water used. Electric Water Heater Savings Kits will be distributed to customers, along with information about the energy savings associated with these devices. The Kit includes low-flow showerheads, and faucet aerators, along with pipe wrap and a package of CFLs. The Kits will be free to all electric water heating customers.																		
Eligible Measures	<p>The measures listed below have been specified for planning purposes. Deemed savings values were based on documented values from the Michigan Statewide Deemed Savings Database (as identified by MPSC Order U-15800.) The utility will revise eligible measures as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th><i>Measure</i></th> <th><i>Eligibility</i></th> <th><i>Gross Annual kWh Savings/ Unit</i></th> </tr> </thead> <tbody> <tr> <td>CFL's (5 per unit)</td> <td>ENERGY STAR</td> <td>220.5</td> </tr> <tr> <td>Low-Flow Showerhead</td> <td>1.5 gpm</td> <td>518</td> </tr> <tr> <td>Faucet Aerator–Kitchen</td> <td>1.5 gpm</td> <td>166</td> </tr> <tr> <td>Faucet Aerator–Bath</td> <td>1.5 gpm</td> <td>166</td> </tr> <tr> <td>Pipe Wrap</td> <td>6 ft/each</td> <td>257</td> </tr> </tbody> </table>	<i>Measure</i>	<i>Eligibility</i>	<i>Gross Annual kWh Savings/ Unit</i>	CFL's (5 per unit)	ENERGY STAR	220.5	Low-Flow Showerhead	1.5 gpm	518	Faucet Aerator–Kitchen	1.5 gpm	166	Faucet Aerator–Bath	1.5 gpm	166	Pipe Wrap	6 ft/each	257
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Implementation Strategy	<ul style="list-style-type: none"> • Targeted outreach to customers with electric water heating. . The program will be promoted to customers with electric water heating through bill inserts and/or direct mail. • Kit fulfillment and processing. Interested customers can fill out an application form, indicating the number of showerheads and aerators needed. Customized kits will be mailed to customers within 3-4 weeks. Kits will include information about proper installation and energy savings. <p>All measures under this program will be free to the customer.</p>																		
Marketing Strategy	The program will be marketed through bill inserts. If electric water heating customers are identified on the utility system because of special rate programs, direct mail will be used to promote the kits directly to those households.																		
Milestones	<p>February-March: Develop Energy Optimization Plan</p> <p>April: File Energy Optimization Plan with MPSC</p>																		

	April-May: Select program implementation contractor July 2010: Launch program			
EM&V Requirements	Evaluation activity will focus on verification of installation and estimates of deemed savings.			
Estimated Participation	Participation (in # of Living Units)			
	2009	2010	2011	2012
		25	25	25
Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
		\$3,459	\$3,801	\$3,892
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
		33,188	33,188	33,188

Residential Programs

Program Element	Residential Education Services															
Objective	<ul style="list-style-type: none"> • To develop broad consumer awareness of the benefits of energy conservation and efficiency. • To provide educational materials and services that motivate customers to participate in the utility's energy optimization programs and to motivate behavior change that can further reduce energy consumption. 															
Target Market	All residential customers															
Program Duration	Start-up in July 2009. Will be an ongoing element of the program portfolio.															
Program Description	In addition to the Residential Solutions programs, the utility plans to implement educational outreach initiatives to build and expand consumer awareness of energy efficiency and energy conservation opportunities.															
Eligible Measures	Not applicable for this program.															
Implementation Strategy	<p>The following types of initiatives will be considered for implementation:</p> <ul style="list-style-type: none"> • Develop, produce, and distribute energy efficiency tips and information about the energy efficiency portfolio through bill inserts and newsletters. • Work with local Chamber of Commerce, Mayor's office, municipal government agencies and other civic organizations to distribute educational material promoting the benefits of energy conservation and efficiency. Make presentations at their constituent meetings and other joint ventures. • Provide energy education/awareness booths at scheduled community fairs and trade shows. 															
Marketing Strategy	See implementation strategy for a list of marketing activities.															
Milestones in 2009	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July: Launch program</p>															
EM&V Requirements	None at this time.															
Estimated Participation	To be determined.															
Estimated Budget	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="4">Annual Budgets</th> </tr> <tr> <th>2009</th> <th>2010</th> <th>2011</th> <th>2012</th> </tr> </thead> <tbody> <tr> <td>\$305</td> <td>\$525</td> <td>\$780</td> <td>\$990</td> </tr> </tbody> </table>				Annual Budgets				2009	2010	2011	2012	\$305	\$525	\$780	\$990
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2009	2010	2011	2012													
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Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	1,870	3,202	4,564	5,753

Residential Programs

Program Element	Residential Pilot/Emerging Technology Programs
Objective	To identify and learn more about new energy efficient technologies and program strategies with potential to capture additional electric energy savings.
Target Market	Dependent on specific technology/program.
Program Duration	Initially, the utility will focus on the successful start-up and delivery of well-established programs that have been proven to capture significant energy savings in similar regions throughout the country. Beginning in 2010, the utility plans to coordinate with other initiatives that might be undertaken by municipal utilities to research and pilot innovative technologies and strategies that will reduce residential energy consumption.
Program Description	<p>Residential pilot programs could pursue the following types of new initiatives:</p> <ul style="list-style-type: none"> • Residential-sized HVAC equipment optimized for performance in cold-climate (may include new developments in heat-pump technology) • Advanced residential water heating technology (including heat pumps and solar water heating) • Promotion of LED lighting technology in residential applications • Participation in statewide initiatives to reward manufacturers for highest efficiency appliance design • One-switch controls for shutting down electric load in homes • Residential water-saving education and devices that could reduce electric energy use on municipal water handling systems • Financing packages that could assist capital-constrained customers • Neighborhood initiatives that motivate energy conservation through better information and normalized comparative energy use-data.
Eligible Measures	To be determined based on programs selected.
Implementation Strategy	To be determined based on programs selected.
Marketing Strategy	To be determined based on programs selected.
Milestones	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July 2010: Launch program</p>
EM&V Requirements	Not available at this time.
Estimated	To be determined based on programs selected.

Participation				
Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
		\$350	\$1,040	\$1,650
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
		2,135	6,086	9,588

Business Programs

Program Element	Commercial Prescriptive Incentive Program
Objective	<p>There are two primary objectives for the Commercial Prescriptive Incentive Program:</p> <ol style="list-style-type: none"> 1) Increase the market share of a targeted group of commercial high-efficiency electric technologies sold through market channels. 2) Increase the installation rate of a targeted group of high-efficiency electric technologies in commercial facilities by businesses that would not have done so in the absence of the program.
Target Market	<p>All business customers are eligible to participate in the Commercial Prescriptive Incentive Program when they purchase qualifying equipment. However, the program will utilize a targeted outreach strategy to influence specific markets.</p> <ol style="list-style-type: none"> 1) Market Providers (wholesalers, distributors, contractors, and retail stores that will promote the qualifying technologies) 2) High-impact/high-need customer sectors (such as schools, municipal buildings, hospitals, food service, and hospitality)
Program Duration	<p>Start-up in July 2009. The Prescriptive Incentive Program will be an ongoing element of the program portfolio.</p>
Program Description	<p>The program will affect the purchase and installation of high-efficiency technologies through a combination of market push and pull strategies that stimulate market demand while simultaneously increasing market provider investment in stocking and promoting them.</p> <p>The program will increase demand by educating business customers about the energy and money saving benefits associated with efficient products and equipping market providers to communicate those benefits directly to their customers. To address the first-cost barrier for customers, the program will utilize financial incentives (i.e. cash-back mail-in rebates) averaging 20% to 40% of the incremental cost of purchasing qualifying technologies.</p> <p>The program will stimulate market provider investment in stocking and promoting efficient products through a targeted outreach effort. The implementation contractor will employ field sales representatives to proactively train and equip market providers to convey the energy and money saving benefits to consumers. Further, the existence of cash-back incentives will elevate efficiency to a competitive issue that will naturally motivate market providers to stock and promote targeted products.</p>
Eligible Measures	<p>The Prescriptive Incentive Program targets measures where the unit energy savings can be reliably predicted and therefore standard per-measure savings (“deemed savings”) and incentive levels can be established. This simplifies the application process and reduces administrative costs. The measures, savings and incentive levels listed below have been specified for planning purposes only. Deemed savings values were based on documented values from the Michigan Statewide Deemed Savings Database (as identified by MPSC Order U-15800.) The utility will revise eligible measures and incentive levels as needed in accordance with current market conditions, technology development, EM&V results, and program implementation experience. Table below shows both energy savings and proposed incentive levels.</p>

Measure	Incentive per Unit	Electrical Energy Savings/ Unit (kWh)
Lighting		
Central lighting Control	\$600.00	11,500
Daylighting Controls - Automatic stepped, minimum 3 lighting levels	\$900.00	14,800
Occupancy Sensors - ≤ 500 Watts	\$30.00	397
Occupancy Sensors - > 500 Watts	\$50.00	994
Occupancy Sensors or Multi-level Switching	\$600.00	8,000
Exterior Bi-Level Control W/ override 150-1000W HID	\$125.00	743
Sports Field Hi-Low Control	\$175.00	149
CFL ≤30 Watts - Replaces Incandescent	\$2.00	202
CFL High Wattage > 31Watts - Replaces Incandescent	\$5.00	202
CFL Fixture - Replaces Incandescent Fixture	\$22.00	342
CFL Reflector Flood Lamps - Replaces incandescent reflector flood lamps	\$5.00	147
T8 4ft 1 lamp	\$7.50	48
T8 4ft 2 lamp	\$9.00	70
T8 4ft 3 lamp	\$16.50	129
T8 4ft 4 lamp	\$19.50	140
T8 8ft 1 lamp	\$10.50	40
T8 8ft 2 lamp	\$13.50	74
T8 2ft 1 lamp	\$7.50	29
T8 2ft 2 lamp	\$9.00	37
T8 2ft 3 lamp	\$9.30	74
T8 2ft 4 lamp	\$12.00	81
T8 3ft 1 lamp	\$7.50	40
T8 3ft 2 lamp	\$9.00	37
T8 3ft 3 lamp	\$12.75	44
T8 3ft 4 lamp	\$18.00	74
T5 1L (w/electronic ballast) replacing T12	\$10.50	44
T5 2L replacing T12	\$15.00	44
T5 3L replacing T12	\$18.00	99
T5 4L replacing T12	\$21.00	88
T5 HO 1L replacing T12	\$12.00	55
T5 HO 2L replacing T12	\$16.50	70
T5 HO 3L replacing T12	\$19.50	92
T5 HO 4L replacing T12	\$22.50	191
T8 LW HP 1L-4 ft	\$6.00	29
T8 LW HP 2L-4 ft	\$9.00	48
T8 LW HP 3L-4 ft	\$15.00	62
T8 LW HP 4L-4 ft	\$18.00	92
T8 HO 8 ft 1 Lamp	\$18.00	92
T8 HO 8 ft 2 Lamp	\$24.00	184
T12 8ft 1 lamp retrofit to HPT8 T8 4ft 2 lamp	\$15.00	67
T12 8ft 2 lamp retrofit to HPT8 T8 4ft 4 lamp	\$22.50	49
T12HO 8ft 1 lamp retrofit to HPT8 T8 4ft 2 lamp	\$20.00	174
T12HO 8ft 2 lamp retrofit to HPT8 T8 4ft 4 lamp	\$30.00	293
HPT8 4ft 1 lamp, T8 to HPT8	\$4.00	19

HPT8 4ft 2 lamp, T8 to HPT8	\$6.00	31
HPT8 4ft 3 lamp, T8 to HPT8	\$10.00	35
HPT8 4ft 4 lamp, T8 to HPT8	\$12.00	52
HPT8 4ft 1 lamp, T12 to HPT8	\$6.00	63
HPT8 4ft 2 lamp, T12 to HPT8	\$8.00	82
HPT8 4ft 3 lamp, T12 to HPT8	\$12.00	145
HPT8 4ft 4 lamp, T12 to HPT8	\$16.00	170
LW HPT8 4ft 1 lamp, T8LWT8	\$6.00	29
LW HPT8 4ft 2 lamp, T8LWT8	\$9.00	48
LW HPT8 4ft 3 lamp, T8LWT8	\$15.00	62
LW HPT8 4ft 4 lamp	\$18.00	92
High Bay T5 HO 3L	\$80.00	449
High Bay T5 HO 4L	\$96.00	882
High Bay T5 HO 6L	\$150.00	374
High Bay T5 HO 6L (double fixture replacing 1000w HID)	\$300.00	1,456
High Bay T8 F32 4L	\$75.00	616
High Bay T8 F32 6L	\$80.00	961
High Bay T8 F32 8L	\$100.00	649
High Bay T8 F32 8L (double fixture replacing 1000W HID)	\$200.00	2,005
High Bay CFL 42W 8L	\$75.00	345
Metal Halide (MH), Electronic Ballast, Pulse Start (retrofit only)	\$75.00	430
LED HE Exterior - replaces \leq 175W Induction HID (retrofit only)	\$120.00	268
LED HE Exterior - replaces 175-250W Induction HID (retrofit only)	\$150.00	409
LED HE Exterior - replaces 250-400W Induction HID (retrofit only)	\$180.00	706
LED HE Garage - replaces \leq 175W Induction HID (retrofit only)	\$120.00	611
LED HE Garage - replaces 175-250W Induction HID (retrofit only)	\$150.00	936
LED HE Garage - replaces 250-400W Induction HID (retrofit only)	\$180.00	1,614
LED Exit Lighting - (retrofit only)	\$12.50	201
LED Traffic Signal	\$25.00	275
LED Pedestrian Signals	\$50.00	150
HVAC		
A/C <65 MBh, \geq 14.0SEER or \geq 11.6 EER	\$150.00	369
A/C 65-134 MBh, \geq 11.5 EER	\$400.00	1,008
A/C 135-239 MBh, \geq 11.5 EER	\$800.00	2,916
A/C 240-759 MBh, \geq 10.5 EER	\$1,000.00	3,222
Heat Pump <65 MBh, \geq 14.0SEER or \geq 11.6 EER	\$130.00	220
Heat Pump 65-134 MBh, \geq 11.5 EER	\$400.00	639
Heat Pump 135-239 MBh, \geq 11.5 EER	\$700.00	774
Heat Pump 240-759 MBh, \geq 10.5 EER	\$900.00	1,386
Air Cooled Chiller	\$8,000.00	29,565
Water Cooled Chiller < 150 ton	\$2,000.00	15,120
Water Cooled Chiller 150 - 300 ton	\$9,200.00	45,540
Water Cooled Chiller > 300 ton	\$40,000.00	198,000
Motors		
Motor $1 \leq X < 5$ HP	\$40.00	113

	Motor 7.5 ≤ X < 20 HP	\$104.00	408
	Motor 25 ≤ X < 100 HP	\$275.00	1,056
	Motor 125 ≤ X < 250 HP	\$720.00	2,435
	Drives		
	Drive 1.5 HP	\$90.00	1,623
	Drive 2 HP	\$120.00	2,165
	Drive 3 HP	\$180.00	3,246
	Drive 5 HP	\$300.00	5,357
	Drive 7.5 HP	\$450.00	8,116
	Drive 10 HP	\$600.00	10,713
	Drive 15 HP	\$900.00	16,232
	Drive 20 HP	\$1,200.00	21,643
	Drive 25 HP	\$1,500.00	27,054
	Drive 30 HP	\$1,800.00	32,465
	Drive 40 HP	\$2,400.00	43,286
	Drive 50 HP	\$3,000.00	54,108
	Drive - Planning Purposes	\$2,500.00	78,269
	Food Service		
	Vending Equipment Controller	\$50.00	800
	ENERGY STAR Commercial Solid Door Refrigerators < 20ft3	\$125.00	905
	ENERGY STAR Commercial Solid Door Refrigerators 20 to 48 ft3	\$250.00	1,069
	ENERGY STAR Commercial Solid Door Refrigerators > 48ft3	\$450.00	1,361
	ENERGY STAR Commercial Solid Door Freezers less than 20ft3	\$75.00	520
	ENERGY STAR Commercial Solid Door Freezers 20 to 48 ft3	\$200.00	507
	ENERGY STAR Commercial Solid Door Freezers > 48ft3	\$350.00	483
	ENERGY STAR Ice Machines less than 500 lbs	\$300.00	1,652
	ENERGY STAR Ice Machines 500 to 1000 lbs	\$450.00	2,695
	ENERGY STAR Ice Machines more than 1000 lbs	\$1,000.00	6,048
	ENERGY STAR Steam Cookers 3 Pan	\$450.00	11,188
	ENERGY STAR Steam Cookers 4 Pan	\$600.00	12,159
	ENERGY STAR Steam Cookers 5 Pan	\$750.00	13,139
	ENERGY STAR Steam Cookers 6 Pan	\$900.00	15,170
	ENERGY STAR Hot Holding Cabinets Half Size	\$350.00	1,788
	ENERGY STAR Hot Holding Cabinets Three Quarter Size	\$400.00	2,832
	ENERGY STAR Hot Holding Cabinets Full Size	\$600.00	5,278
	ENERGY STAR Fryers	\$225.00	983
	Giddle - cooking efficiency = 0.70	\$300.00	1,637
	Convection Ovens - cooking efficiency = 0.70	\$300.00	2,262
	Combination Ovens - cooking efficiency = 0.60	\$1,500.00	18,432
	Pre Rinse Sprayers - < 1.6 gpm	\$25.00	1,396
	Anti Sweat Heater Controls	\$100.00	1,489
Implementation Strategy	<ul style="list-style-type: none"> • Planning coordination with other utilities: The utility's implementation contractor will work closely with other appropriate Michigan utilities to coordinate incentive levels, eligibility requirements, marketing materials, and outreach. • Outreach to market providers. The implementation contractor will inform and recruit 		

	<p>participating market providers. Outreach will include orientation meetings and conducting in-person visits aimed at training and equipping market providers to communicate program information to customers. The Contractor will ensure that providers have an updated stock of program materials. Key market providers that will be targeted include:</p> <ul style="list-style-type: none"> • Lighting distributors, wholesalers, • HVAC distributors and retail contractors • Motors/compressed air vendors • Food service equipment distributors and retailers • Engineering firms <ul style="list-style-type: none"> • Outreach to targeted customers. The implementation contractor will personally contact energy managers and decision makers within the targeted customer sectors. The Contractor will assist business customers in determining whether the prescriptive incentives or the custom approach would be most appropriate for their operations. The utility’s customer service representatives may also assist with outreach within the course of their regular contacts with business customers.
<p>Marketing Strategy</p>	<p>The Commercial Prescriptive Incentive Program will employ the following marketing strategies:</p> <ul style="list-style-type: none"> • Engage market providers. Outreach and training will be provided to a targeted group of providers that have business motivations for promoting Prescriptive Incentives to their customers. • Directly market to targeted customers. Depending on potential budget limitations, the utility may decide to initially pursue a very targeted marketing strategy with business customers to ensure that the program isn’t over-subscribed. Initial targeted customer sectors might include schools, municipal office buildings, retail, food service, and lodging.
<p>Milestones in 2009</p>	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July: Launch program</p>
<p>EM&V Requirements</p>	<p>The utility’s implementation contractor will be responsible for implementing the following types of measurement and verification activities to facilitate the utility’s third-party evaluation work:</p> <ul style="list-style-type: none"> • Collect and track all customer, measure installation, and incentive data. • Verify that each product on which incentives are paid meets the prescribed efficiency standards using third party databases (e.g. ENERGY STAR, GAMA, ARI). Products that cannot be verified using a credible third party database will be considered on a case-by-case basis; product performance information will be requested from the contractor or manufacturer and efficiency will be verified by a qualified engineer. • Conduct on-site inspections of 2% to 5% of equipment for which customers receive incentives to verify that products were installed and that the model and serial numbers match those provided on the incentive claim. Any inconsistencies will be researched and the resolution recorded. Market providers associated with inconsistencies will receive follow up inspections on projects that they are associated with.
<p>Estimated Participation</p>	<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>Participation (in Units of Installed Measures)</p> </div>

	2009	2010	2011	2012
	313	486	802	1,067
Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
	\$9,475	\$14,939	\$24,650	\$32,784
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	69,013	107,207	176,891	235,265

Business Programs

Program Element	Commercial/Industrial Custom Incentive Program
Objective	Affect the installation of site-specific and unique energy efficiency technologies and process improvements (that do not fit the parameters of the prescriptive incentive program) by business customers that would not have done so in the absence of the program.
Target Market	<p>The Custom Incentive Program will be available to all commercial and industrial customers. The program will serve all customer requests, but the utility will work with its implementation contractor to identify a select group of customers whose operations could most benefit from a custom approach. Target markets could include:</p> <ul style="list-style-type: none"> • Large manufacturing facilities • Hospitals • Schools • Lodging/hospitality
Program Duration	Start-up in July 2009. The Custom Incentive Program will be an ongoing element of the program portfolio.
Program Description	<p>The utility is interested in providing a seamless set of energy efficiency services to its business customers. Over the long term, the Custom Incentive Program will allow the utility to develop and enhance the assistance they can provide to businesses with unique opportunities – including industrial process improvements, emerging technologies, and new facility design and/or modernization.</p> <p>The Custom Incentive Program helps customers and market providers identify more complex energy savings projects, analyze the economics of each project, and complete a customized incentive grant application. If additional budget is available, the program could also approve and co-fund a limited number of investment-grade audits and/or feasibility studies to assess opportunities and motivate the customer to take action.</p>
Eligible Measures	The Custom Incentive Program identifies unique measures for each participant, so specific savings and incentives are determined when the project is specified. Any cost-effective electrical measure that is not covered by the Prescriptive Incentive Program is potentially eligible.
Implementation Strategy	<p>Key elements of the implementation strategy include:</p> <ul style="list-style-type: none"> • Outreach to targeted customers. The utility’s implementation contractor will work closely with the utility to identify and conduct face-to-face meetings with key end-use customers to recruit their participation. The contractor will target decision makers within the customer’s organization including: energy managers, facility managers, financial and operations managers, chief engineer and facility/property managers, maintenance supervisors, and building operators. • Outreach to key influencers. The implementation contractor’s energy advisor(s) will work to generate awareness of the Custom Incentive Program through presentations and seminars with appropriate trade associations (ASHRAE, BOMA, school administrators,

	<p>etc.).</p> <ul style="list-style-type: none"> • Outreach to market providers. The energy advisor(s) will also conduct in person visits to key market providers at their place of business to recruit their support in providing referrals of custom incentive projects. • Technical assistance: The implementation contractor’s energy advisors will provide engineering support to identify and analyze the cost-effectiveness of energy saving opportunities. The energy advisor will work with the customer and/or market provider to complete custom engineering calculations that assess the energy savings potential, payback horizon, project eligibility, and incentive amount. If the project is deemed eligible, the advisor will assist the customer or market provide in completing a Custom Incentive grant application. • Quality assurance: Incentive applications will be subject to a quality assurance review by program technical staff to ensure accuracy of savings estimates and incentive calculations. • Verification: The implementation contractor will provide on-site verification for a specified % of completed projects. 															
Marketing Strategy	<p>The marketing strategy for the Custom Incentive Program is a very direct networking approach with trade groups, business associations, and key customers. The program will affect the purchase and installation of efficient technologies or implementation of process improvements by working directly with :</p> <ul style="list-style-type: none"> • Key end-use customers, and • Market providers – to identify potential energy savings projects, analyze the economics of each project, and complete an incentive grant application. <p>This strategy for prospecting for projects is highly dependent upon referrals and networking with trade allies and utility staff to identify projects.</p>															
Milestones in 2009	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July: Launch program</p>															
EM&V Requirements	<p>To facilitate accurate measurement and verification the utility will collect the following information on each incentive transaction:</p> <ul style="list-style-type: none"> • Business customer data (e.g. name, address, telephone, e-mail) • Installation data (e.g. address, date, contactor) • Complete project and measure information (e.g. quantity, model, serial number, efficiency and payback calculations) • Transaction data (e.g. invoice, measure cost, purchase date) 															
Estimated Participation	<table border="1" data-bbox="522 1577 1386 1696"> <thead> <tr> <th colspan="5">Participation</th> </tr> <tr> <th></th> <th>2009</th> <th>2010</th> <th>2011</th> <th>2012</th> </tr> </thead> <tbody> <tr> <td>Number of custom projects</td> <td>N/A</td> <td>N/A</td> <td>N/A</td> <td>N/A</td> </tr> </tbody> </table>	Participation						2009	2010	2011	2012	Number of custom projects	N/A	N/A	N/A	N/A
Participation																
	2009	2010	2011	2012												
Number of custom projects	N/A	N/A	N/A	N/A												

Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
	\$2,738	\$3,423	\$4,278	\$5,348
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	19,014	23,768	29,710	37,137

Business Programs

Program Element	Commercial & Industrial Educational Services															
Objective	<ul style="list-style-type: none"> To develop broad business awareness of the benefits of energy conservation and efficiency. To provide educational materials and services that motivate business customers to participate in the utility's energy optimization programs and to motivate energy management practices that can further reduce energy consumption. 															
Target Market	All commercial and industrial customers.															
Program Duration	Start-up in July 2009. Educational services will be an ongoing element of the program portfolio.															
Program Description	<ul style="list-style-type: none"> In addition to the Business Solutions programs, the utility plans to implement educational outreach initiatives to build and expand the business customer's awareness of the benefits of efficient energy management. 															
Eligible Measures	Not applicable for this program.															
Implementation Strategy	<p>The following types of initiatives will be considered for implementation:</p> <ul style="list-style-type: none"> Develop, produce, and distribute energy efficiency tips, fact sheets and case studies that promote the benefits of energy efficiency. Work with the Chamber of Commerce, Mayor's office, municipal government agencies and other civic organizations to promote the energy optimization programs. Participate in Rebuild Michigan seminars in the area. 															
Marketing Strategy	See implementation strategy for a list of marketing activities.															
Milestones in 2009	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July: Launch program</p>															
EM&V Requirements	None at this time.															
Estimated Participation	To be determined.															
Estimated Budget	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="4">Annual Budgets</th> </tr> <tr> <th>2009</th> <th>2010</th> <th>2011</th> <th>2012</th> </tr> </thead> <tbody> <tr> <td>\$305</td> <td>\$525</td> <td>\$780</td> <td>\$990</td> </tr> </tbody> </table>				Annual Budgets				2009	2010	2011	2012	\$305	\$525	\$780	\$990
Annual Budgets																
2009	2010	2011	2012													
\$305	\$525	\$780	\$990													

Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	1,870	3,202	4,564	5,753

Business Programs

Program Element	Commercial & Industrial Pilot/Emerging Technology Programs
Objective	To identify and learn more about new energy efficient technologies and program strategies with potential to capture additional electric energy savings in the business sector.
Target Market	Dependent on specific technology/program.
Program Duration	Initially, the utility will focus on the successful start-up and delivery of well-established programs that have been proven to capture significant energy savings in similar regions throughout the country. Beginning in 2010, the utility plans to coordinate with other initiatives that might be undertaken by municipal utilities to research and pilot innovative technologies and strategies that will reduce commercial and industrial energy consumption.
Program Description	<p>Commercial and Industrial pilot programs could pursue the following types of new initiatives:</p> <ul style="list-style-type: none"> • Promotion of LED lighting technology in commercial applications. • Emerging electric technologies specific to the utility's customer base. • Electric storage systems for commercial and industrial applications. • Recent advances in equipment, controls, and design techniques for large and small commercial HVAC systems, including new chiller designs and variable air volume box controls. • New water and energy saving technologies for the municipality's water handling system. • Design strategies from some of the most highly efficient new buildings that are achieving significant savings from technologies that are under-adopted or "emerging" in today's market. • New and emerging technologies for daylighting applications including communications and controls.
Eligible Measures	To be determined based on programs selected.
Implementation Strategy	To be determined based on programs selected.
Marketing Strategy	To be determined based on programs selected.
Milestones	<p>February-March: Develop Energy Optimization Plan April: File Energy Optimization Plan with MPSC April-May: Select program implementation contractor July 2010: Launch program</p>
EM&V Requirements	Not available at this time.
Estimated Participation	To be determined based on programs selected.
Estimated Budget	

	Annual Budgets			
	2009	2010	2011	2012
		\$350	\$1,040	\$1,650
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
		2,135	6,086	9,588