

Marshall'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 based on funding.
Program Description	Services for customers with limited income will be 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. The utility may also chose to distribute or sell CFL's directly to their customers to ensure that all customers have easy access to reduced-cost bulbs.
Eligible Measures	Cost effective electric measures that will be permissible for this program include energy efficient light bulbs, CFL's.
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 • Utility bill stuffers and public notices in newspapers • Posters in municipal buildings
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.

<p>Estimated Participation</p>	<p>Participation levels to be determined.</p>															
<p>Estimated Budget</p>	<table border="1" style="width: 100%; text-align: center;"> <tr> <th colspan="4">Annual Budgets</th> </tr> <tr> <th>2009</th> <th>2010</th> <th>2011</th> <th>2012</th> </tr> <tr> <td>\$8,533</td> <td>\$19,919</td> <td>\$30,211</td> <td>\$38,763</td> </tr> </table>				Annual Budgets				2009	2010	2011	2012	\$8,533	\$19,919	\$30,211	\$38,763
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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 or at City facilities.															
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 based on funding.															
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>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: energy efficient light bulbs, 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: left;"><i>Gross Annual kWh Savings/ Unit</i></th> </tr> </thead> <tbody> <tr> <td>CFL</td> <td>Energy Star</td> <td>44.1</td> </tr> <tr> <td>Fixture</td> <td>Energy Star</td> <td>78</td> </tr> <tr> <td>Ceiling Fan</td> <td>Energy Star</td> <td>78</td> </tr> <tr> <td>LED Holiday Lights</td> <td></td> <td>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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CFL	Energy Star	44.1														
Fixture	Energy Star	78														
Ceiling Fan	Energy Star	78														
LED Holiday Lights		11														
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>															
EM&V Requirements	<p>Deemed savings values were based on documented values from the Michigan Statewide Deemed Savings Database (as identified by MPSC Order U-15800.) Evaluation activity will focus on verification of installation and estimates of deemed savings.</p>															
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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 based on funding.
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, 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	Annual Budgets			
	2009	2010	2011	2012
	\$795	\$1,215	\$1,920	\$2,580
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	5,357	8,686	12,900	17,282

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 based on funding.</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 - \leq 500 Watts	\$30.00	397
Occupancy Sensors - \geq 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 \leq 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 $7.5 \leq X < 20$ HP	\$104.00	408
Motor $25 \leq X < 100$ HP	\$275.00	1,056
Motor $125 \leq X < 250$ 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 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: <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 • 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.
Marketing Strategy	<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.
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>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.

Estimated Participation	Participation (in Units of Installed Measures)			
	2009	2010	2011	2012
	Unknown	Unknown	Unknown	Unknown
Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
	\$31,485	\$41,246	\$67,437	\$90,028
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	228,725	299,630	489,895	654,010

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 based on funding.
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 1385 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>Unknown</td> <td>Unknown</td> <td>Unknown</td> <td>Unknown</td> </tr> </tbody> </table>	Participation						2009	2010	2011	2012	Number of custom projects	Unknown	Unknown	Unknown	Unknown
Participation																
	2009	2010	2011	2012												
Number of custom projects	Unknown	Unknown	Unknown	Unknown												

Estimated Budget	Annual Budgets			
	2009	2010	2011	2012
	\$7,530	\$11,294	\$16,942	\$25,412
Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	52,289	78,433	117,650	176,474

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, 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>\$795</td> <td>\$1,215</td> <td>\$1,920</td> <td>\$2,580</td> </tr> </tbody> </table>				Annual Budgets				2009	2010	2011	2012	\$795	\$1,215	\$1,920	\$2,580
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Savings Targets	Energy Savings (Gross Annual kWh)			
	2009	2010	2011	2012
	5,357	8,686	12,900	17,282