

Consumers Energy

Buy Michigan

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What is the idea?

- Customer bonus – Michigan made EE products
- 30% additional on C&I
- Flat \$ per measure on specific residential programs



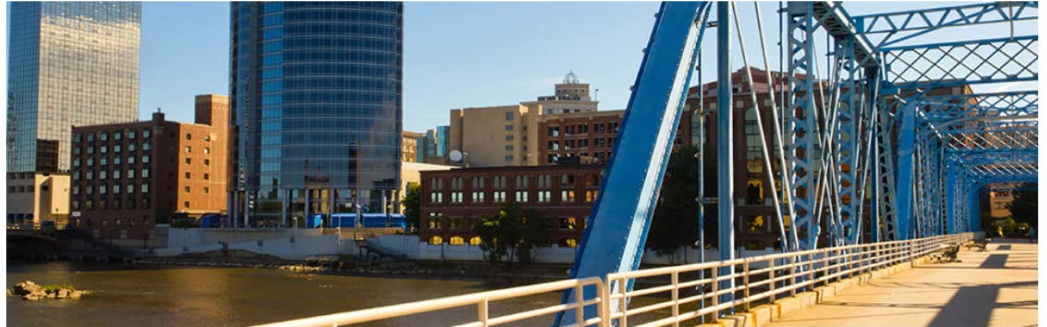
Rules

- Manufacturer submits Affidavit
 - At least 50% manufactured and assembled in the state of Michigan
 - Include Qualifying Product List
- Program completes inspection
- Annual program enrollment/verification

Benefits

- Customer gets additional rebate
- Manufacturer gains exposure, credibility, sales
 - End use customers
 - Suppliers
 - Distributors
 - Trade Allies
 - Economy

BUY LOCAL AND SAVE



Participating Manufacturers

- C&I – 42
 - ConsumersEnergy.com/BuyMichigan
- Residential – 8
 - <https://www.consumersenergytradeally.com/resources/made-in-michigan>

C&I Categories

Advanced Lighting Controls	Destratification & HVLS Fans
Agriculture Circulation & Exhaust Fans	Direct Fired Makeup Air Handling Units
Air Dryers	Exterior LEDs
Auto Sash Closers	Infrared Heaters
Boilers	Insulation
Commercial Kitchen Ventilation Controls	Interior LEDs
Cool Roof	LED Tube Lights
Cooler Glass Doors	Linear LED Tube Fixtures
Custom Control Panels	Steam Traps
Custom Snow Equipment	Water Heaters

Residential

Programs

Home Performance with ENERGY STAR®

Insulation & Windows

HVAC

Categories

Roof Insulation

Above-Grade Wall Insulation


Knee Wall Insulation

Water Heaters

Windows

Doors

C&I – Project Example

ID	Ventilation (Pre-Notification Required) (Consumers Energy Electric Customers)	Incentive	Unit	# Of Units	Total Incentive		
AG111a	Circulation, Exhaust or Ventilation Fans	24 Inch to 35 Inch Fan Blade diameter	\$30.00	Fan	2.00	\$ 60.00	<input checked="" type="checkbox"/>
AG111b		36 Inch to 47 Inch Fan Blade diameter	\$50.00	Fan	2.00	\$ 100.00	<input checked="" type="checkbox"/>
AG111c		48 Inch to 71 Inch Fan Blade diameter	\$100.00	Fan	2.00	\$ 200.00	<input checked="" type="checkbox"/>

Final Application/Customer Signature

Measure Category	Category Total (Before)	Buy Michigan
Lighting		
Lighting Controls		
Variable Frequency Drives (VFD)		
Compressed Air		
Miscellaneous Electric		
Manufacturing		
HVAC Equipment		
Building Automation Systems		
Advanced Air Distribution and Energy Recovery		
Laboratory		
Tune-up/Maintenance		
Refrigeration		
Kitchen/Laundry		
Building Envelope and Insulation		
Pipe and Ductwork Insulation		
Agricultural	\$ 360.00	\$ 108.00
LEED® Whole Building		
Custom		
Incentive Totals		
Measure Subtotal	\$ 360.00	
30 Percent Buy Michigan Bonus	\$ 108.00	
Incentive Total	\$ 468.00	

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Residential Rebate Amounts

HPwES

- Roof (Attic) Insulation—\$100
- Above-Grade Wall Insulation—\$50
- Knee Wall Insulation—\$50
- High-Efficiency Natural Gas Water Heater—\$50
- Window/Door Replacement—\$1 per square foot (*up to \$250*)

INWIN

- Roof (Attic) Insulation—\$100
- Above-Grade Wall Insulation—\$50

HVAC

- Super High Efficiency Natural Gas Water Heater—\$50

Impact

- Residential
 - Since 2015 over 60 TA's have utilized program
 - Additional \$7M in revenue to these companies
 - Over \$200k in additional customer rebates
- C&I
 - Since 2013, over 1,200 applications paid
 - \$1M in additional customer rebates

Best Practices

- Research local market
- Pilot first
- Make it easy to participate
- Support manufacturers
- Create exposure



Thank You!

For more information, please visit the websites:

ConsumersEnergy.com/BuyMichigan

<https://www.consumersenergytradeally.com/resources/made-in-michigan>