

Traverse City's

Energy Optimization Plan

2012-2015

Program Descriptions



Traverse City's Proposed Energy Optimization Programs - Table 1

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 local weatherization providers and other agencies in order to provide comprehensive assistance at lower administrative costs. 												
Target Market	<ul style="list-style-type: none"> • 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, homeowners and renters, and to the extent possible – age and geographic diversity. 												
Program Duration	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 local weatherization agencies and other applicable State and municipal programs. In an ongoing effort, the utility intends to work with the agencies responsible for implementing the Federal LIHEAP program to leverage their funding by subsidizing the installation of all 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 replacement of inefficient lighting/equipment with ENERGY STAR labeled products including CFL's, refrigerators, dehumidifiers, room air conditioners, and furnaces with high-efficiency motors. Other eligible measures include smart power strips to reduce the energy use of computers, printers, TVs, and other electronic equipment.												
Implementation Strategy	This program will be coordinated with the local weatherization agencies to subsidize the installation of all cost-effective electric measures.												
Marketing Strategy	<p>Marketing will be closely coordinated with the local weatherization agencies. Key elements of the marketing strategy include:</p> <ul style="list-style-type: none"> • Targeted outreach through local agencies • Municipal website and newsletter • Press release 												
EM&V Requirements	Evaluation activities for the residential low-income program will focus on verification and assessment of electric energy impacts for the installed measures.												
Estimated Participation	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="4">Participation (in Units of Installed Measures)</th> </tr> <tr> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> </tr> </thead> <tbody> <tr> <td>427</td> <td>433</td> <td>439</td> <td>444</td> </tr> </tbody> </table>	Participation (in Units of Installed Measures)				2012	2013	2014	2015	427	433	439	444
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2012	2013	2014	2015										
427	433	439	444										

<i>Estimated Budget</i>	Annual Budgets			
	2012	2013	2014	2015
	\$4,469	\$4,533	\$4,602	\$4,648
<i>Savings Targets</i>	Energy Savings (Gross Annual kWh)			
	2012	2013	2014	2015
	21,947	22,258	22,598	22,827

Program Element	Residential High Efficiency Products Program
Objective	Produce long-term coincident peak demand reduction and annual energy savings in the residential sector by promoting high-efficiency lighting, appliances, and HVAC equipment.
Target Market	Residential customers seeking to purchase and install new central air conditioning units, furnaces, heat pumps, setback thermostats, refrigerators, freezers, dishwashers, room air-conditioners, dehumidifiers, clothes washers and dryers, water heaters, and/or lighting products.
Program Duration	Ongoing element of the program portfolio.
Program Description	<p>The High-Efficiency Products program will leverage the nationally-recognized ENERGY STAR brand, when applicable, to promote products that can reduce electric energy use. Energy efficient choices can save families about a third on their energy bill, without sacrificing features, style or comfort. The ENERGY STAR brand helps consumers make the most energy efficient choice.</p> <p>The program will focus on three major markets:</p> <ul style="list-style-type: none"> • contractor-installed heating, cooling, and water-heating equipment • retail sales of appliances • retail sales and direct marketing of lighting products <p>The High-Efficiency Products Program will promote premium efficiency furnaces that have high-efficiency motors (electrically commutated motors – ECMs). ECM motors save electric energy during the heating and cooling seasons. Since the primary type of heating system in the utility’s service area is natural gas forced air, this program will closely coordinate with the local natural gas provider so that incentives can be coordinated on units that have the high-efficiency motors. Incentives for the installation of setback thermostats will also be available.</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 with an SEER rating > 14.</p> <p>The program will also offer incentives for high-efficiency electric water heaters and heat pump water heaters..</p> <p>The High-Efficiency Products Program will also provide incentives to customers to encourage them to replace their older, inefficient appliances with high-efficiency units.</p> <p>The High-Efficiency Products Program will also provide opportunities for customers to use efficient lighting by receiving the products directly and/or by providing market incentives and</p>

	<p>market support through retailers to build market share and usage of ENERGY STAR lighting products. The program targets the purchase of lighting products through in-store promotion as well as special sales events. The program will also provide convenient recycling for CFL's at local retailers and customer service outlets.</p> <p>Finally, the program will also educate customers on the energy use of electronic entertainment and office equipment in the home and encourage customers to utilize an advanced power strip to turn off equipment when not in use.</p>
Eligible Measures	<p>Eligible measures include:</p> <ul style="list-style-type: none"> • Central Air Conditioners (SEER > 14) • Furnaces with ECM Motors • Air-Source, Dual-Fuel, and Ground Source Heat Pumps (SEER > 14) • Electric Water Heaters (EF >=.95) • Heat Pump Water Heaters (EF >= 2.0) • Setback Thermostats • High-Efficiency Pool Pumps • ENERGY STAR Room Air Conditioners, Dehumidifiers, Refrigerators, Freezers • Clothes Dryers (with moisture sensor) • ENERGY STAR lighting products (CFLs, CFL Specialty Bulbs, Fixtures, LED Holiday Lights and bulbs, and Ceiling Fans.) • Advanced Power Strips
Implementation Strategy	<ul style="list-style-type: none"> • Contractor/retailer recruitment, education and outreach. The utility's implementation contractor will utilize a field representative to facilitate the recruitment of local HVAC/plumbing contractors and appliance/lighting retailers to participate in the program. • Planning coordination with local natural gas provider. The utility's implementation contractor will work closely with the natural gas utility to coordinate incentive levels, eligibility requirements, marketing materials, and contractor outreach. • Lighting Product distribution. The utility will distribute lighting products through special mailings and/or community groups and events. • Application processing: The utility or utility's implementation contractor will coordinate processing of all rebate applications.
Marketing Strategy	<p>The HVAC and water heater components of the 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.</p>

	<p>The appliance and lighting components of the program will be marketed through local retailers. All marketing materials will carry a strong consumer education message emphasizing the cost of operating older, inefficient appliances and the benefits of early replacement with ENERGY STAR qualified models (lifetime dollar savings, energy savings, lower noise, etc.). Marketing materials will leverage the ENERGY STAR brand, which enjoys a high level of consumer recognition and favorable associations.</p> <p>Key elements of the marketing strategy include:</p> <ul style="list-style-type: none"> • Direct consumer marketing through website and newsletter • Press release • Point-of-purchase displays • Cooperative advertising with contractors/retailers 												
EM&V Requirements	Savings values were based on documented values from the Michigan Energy Measures Database. Evaluation activity will focus on verification of installation and estimates of deemed savings.												
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Program Element	Appliance Turn-In and Recycling Program
Objective	Produce long-term coincident peak demand reduction and annual energy savings in the residential sector by removing operable, inefficient refrigerators, freezers, dehumidifiers, and room air conditioners from the power grid and recycling them in an environmentally safe manner.
Target Market	Residential customers who are currently operating older, inefficient refrigerators, freezers, dehumidifiers, and/or room air conditioners either as primary or secondary units.
Program Duration	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 targets those “second” refrigerators and freezers, as well as encouraging the early retirement of older inefficient appliances that are still operable. The program provides the dual benefit of cutting energy consumption and keeping the appliances out of the used-market.
Eligible Measures	Eligible measures include refrigerators, freezers, dehumidifiers, and room air conditioners. Units must be operable at the time of disposal.
Implementation Strategy	<ul style="list-style-type: none"> • Turn-key appliance pick-up/recycling: The utility 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. • Drop-off events for dehumidifiers and room air conditioners to be coordinated and managed by local recycling specialists. • Incentive coordination and processing: The utility will coordinate prompt processing of incentive payments.
Marketing Strategy	<p>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. Key elements of the marketing strategy include:</p> <ul style="list-style-type: none"> • Direct consumer marketing through website and newsletter • Press release • Website links to EPA’s new “ENERGY STAR Recycle My Old Fridge Campaign” at www.recyclemyoldfridge.com. Includes calculators to estimate savings. • Point-of-purchase displays • Cooperative advertising with retailers • Posters in area businesses

EM&V Requirements	Deemed savings values were based on documented values from the Michigan Energy Measures Database (MEMD). Evaluation activity will focus on verification of recycled units and estimates of deemed savings.															
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Program Element	Residential Education Services															
Objective	<ul style="list-style-type: none"> To develop broad consumer awareness of the benefits of energy 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	Ongoing element of the program portfolio.															
Program Description	The municipal utility will implement educational outreach initiatives to build and expand consumer awareness of energy efficiency and energy conservation opportunities. Traverse City will allocate 1.5% of the total energy optimization budget for residential educational activities, with a 1.5% contribution to the residential energy savings goal.															
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, newsletters, and other media. Enhance the website to facilitate easy access to educational materials/programs. Provide energy education/awareness booths at scheduled community fairs. Promote and deliver special energy workshops for targeted groups of participants, including distribution of free energy-saving products. 															
Marketing Strategy	See implementation strategy for a list of marketing activities.															
EM&V Requirements	Educational activities will be documented and number of customers reached recorded.															
Estimated Participation	To be determined.															
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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	The utility continues to initiate research and analysis of other innovative technologies and strategies to reduce residential energy consumption. These efforts will be ongoing and pilot programs rolled out as appropriate.															
Program Description	<p>Several potential initiatives will be researched and potentially piloted including:</p> <ul style="list-style-type: none"> • Home Performance with ENERGY STAR as an efficient and integrated home retrofit program in cooperation with the local natural gas utility. • . • Residential-sized HVAC equipment optimized for performance in cold-climate (may include new developments in heat-pump technology) • Promotion of LED and induction lighting technology in residential applications • Neighborhood initiatives that motivate energy conservation through better information and normalized comparative energy use-data. <p>Traverse City will allocate 2.5% of the total energy optimization budget for residential pilot activities, with a 2.5% contribution to the total energy savings goal.</p>															
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.															
EM&V Requirements	Evaluation requirements will be determined as pilot initiatives are developed.															
Estimated Participation	To be determined based on programs selected.															
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Program Element	Comprehensive Business Solutions
Objective	<p>There are three primary objectives for the Comprehensive Business Solutions 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. 3) Affect the installation of site-specific and unique energy efficiency technologies and process improvements (that do not fit the parameters of the targeted incentive offerings) by business customers that would not have done so in the absence of the program.
Target Market	<p>All business customers are eligible to participate in the Comprehensive Business Solutions 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, engineering and architectural firms, developers, and builders) 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	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. Therefore, the Comprehensive Business Solutions Program will provide both a prescriptive and a custom approach, depending on the business' needs.</p> <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> <p>The custom component of the 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. Over the long term, the custom solutions approach will allow the utility to develop and enhance the assistance they can provide to businesses with unique opportunities – including industrial process improvements, emerging</p>

	<p>technologies, and new facility design and/or modernization.</p> <p>The Business Services program will also include a new construction/renovation component that will assist customers in specifying and installing high efficiency measures and establishing effective commissioning on the long term performance of the building.</p> <p>Finally, the program will also offer a “direct-install” component to a targeted group of small businesses, offering free or subsidized installation of lighting upgrades and setback thermostats.</p>
Eligible Measures	Eligible measures are listed in Table 2.
Implementation Strategy	<ul style="list-style-type: none"> • 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 and Architectural firms • Developers and Builders in the commercial market • 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 business account representatives will assist with outreach within the course of their regular contacts with business customers.
Marketing Strategy	<p>The Comprehensive Business Solutions 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 incentives to their customers. • 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 program through presentations and seminars with appropriate trade associations (ASHRAE, BOMA, school administrators, etc.). • Provide complete website presence. The program will be comprehensively outlined on the utility website. Customers and market providers will be able to review qualifying measures and download incentive applications.
EM&V Requirements	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:

	<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. • 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. • 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. 												
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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	Ongoing element of the program portfolio.															
Program Description	In addition to the Comprehensive 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. Traverse City will allocate 1.5% of the total energy optimization budget for business customer educational activities, with a 1.5% contribution to the total energy savings goal.															
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 utilize all media to distribute energy efficiency tips, fact sheets and case studies that promote the benefits of energy efficiency. Enhance the utility website to facilitate easy access to educational materials and program offerings. 															
Marketing Strategy	See implementation strategy for a list of marketing activities.															
EM&V Requirements	Education activities will be documented and number of customers reached recorded.															
Estimated Participation	To be determined.															
Estimated Budget	<table border="1"> <thead> <tr> <th colspan="4">Annual Budgets</th> </tr> <tr> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> </tr> </thead> <tbody> <tr> <td>\$7,265</td> <td>\$7,526</td> <td>\$8,044</td> <td>\$8,126</td> </tr> </tbody> </table>				Annual Budgets				2012	2013	2014	2015	\$7,265	\$7,526	\$8,044	\$8,126
Annual Budgets																
2012	2013	2014	2015													
\$7,265	\$7,526	\$8,044	\$8,126													
Savings Targets	<table border="1"> <thead> <tr> <th colspan="4">Energy Savings (Gross Annual kWh)</th> </tr> <tr> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> </tr> </thead> <tbody> <tr> <td>47,849</td> <td>48,528</td> <td>49,269</td> <td>49,768</td> </tr> </tbody> </table>				Energy Savings (Gross Annual kWh)				2012	2013	2014	2015	47,849	48,528	49,269	49,768
Energy Savings (Gross Annual kWh)																
2012	2013	2014	2015													
47,849	48,528	49,269	49,768													

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	The utility will initiate research and analysis of innovative technologies and strategies that hold potential for further electric energy reduction in the business sector. These efforts will be ongoing
Program Description	<p>Commercial and Industrial pilot programs could pursue the following types of new initiatives:</p> <ul style="list-style-type: none"> • 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. • Promotion of LED and induction lighting technology in commercial applications. • Retrocommissioning and the role advanced controls and diagnostic systems can play in reducing energy use. • Emerging electric technologies specific to the utility’s commercial/industry base. • Technological advances in Data Center systems including DC power distribution, more efficient servers, etc. • Benchmarking energy consumption in schools to better inform projects. • Electric storage systems for commercial, industrial, or utility 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. • Load management technologies that will reduce electric loads in businesses. <p>Traverse City will allocate 2.5% of the total energy optimization budget for business pilot activities, with a 2.5% contribution to the total energy savings goal.</p>
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.
EM&V Requirements	Evaluation requirements will be determined as pilot initiatives are developed.
Estimated Participation	To be determined based on programs selected.

<i>Estimated Budget</i>	Annual Budgets			
	2012	2013	2014	
	\$12,108	\$12,544	\$13,407	\$13,543
<i>Savings Targets</i>	Energy Savings (Gross Annual kWh)			
	2012	2013	2014	
	79,748	80,880	82,115	82,947

TABLE 2 – ELIGIBLE MEASURES

<i>Residential Measures</i>	<i>Proposed Incentive</i>	<i>Unit</i>
CFL bulbs (or other new high efficiency lighting technology)	\$1.50-\$3.00	Lamp
CFL bulbs specialty	\$2.50	Lamp
CFL bulbs high wattage	\$5.00	Lamp
CFL fixtures	\$15.00	Fixture
LED task light	\$5.00	Fixture
LED holiday lights	\$3.50	25 string
ENERGY STAR ceiling fan with light	\$15.00	Unit
Advanced power strip plug outlet	\$10.00	Unit
High efficiency electric clothes dryer (w moisture sensor)	\$25.00	Unit
ENERGY STAR clothes washers	\$50.00	Unit
ENERGY STAR dehumidifier	\$25.00	Unit
ENERGY STAR room AC	\$30.00	Unit
ENERGY STAR refrigerator/freezer	\$25.00	Unit
Refrigerator and/or freezer turn-in and recycling	\$60.00	Unit
Room AC turn-in and recycling	\$15.00	Unit
Dehumidifier turn-in and recycling	\$15.00	Unit
High efficiency electric water heater (EF \geq .95)	\$25.00	Unit
High efficiency heat pump water heater (EF \geq 2.0)	\$150.00	Unit
Low flow showerheads/aerators (electric water heaters)	Free	Unit
Furnace with ECM blower	\$150.00	Unit
Central air-conditioning tune-up	\$50.00	Unit
CAC - SEER 15	\$150.00	Unit
CAC - SEER 16	\$250.00	Unit
CAC - SEER 17/18	\$250.00	Unit

<i>Residential Measures</i>	<i>Proposed Incentive</i>	<i>Unit</i>
High Efficiency Heat Pumps (air source, dual-fuel, ground source)	\$150-\$250	Unit
Setback thermostat	\$15.00	Unit
Weatherization measures (central air conditioning savings)	\$50-\$150	Per measure
Multifamily in-unit measures	Free	Unit
ENERGY STAR new home construction	\$250.00	Home
High-efficiency pool pump	\$30-\$50	Unit
Solar attic fan	\$125.00	Unit

<i>C&I Measures - Lighting</i>	<i>Proposed Incentive</i>	<i>Unit</i>
Central Lighting Control	\$600	10,000 sq. ft.
CFLs (or other new high efficiency lighting technology)	\$1.50	Lamp
CFL High Wattage	\$8.00	Lamp
CFL Specialty Lamp	\$4.00	Lamp
CFL Fixture	\$20.00	Lamp
CFL Reflector Flood	\$8.00	Lamp
Cold Cathode	\$3.00	Lamp
LED Recessed Downlight – Energy Star Qualified	\$20.00	Fixture
Daylight Sensor controls	\$900.00	10,000 sq ft
De-lamping	\$3.00-\$10.00	Lamp
Exterior Lighting Bi-level Cont with override 150 to 1000 HID	\$50.00	Fixture
Exterior HID replacement to 175W HID retrofit	\$45.00	Fixture
Exterior HID replacement above 175W to 250W HID retrofit	\$65.00	Fixture
Exterior HID replacement above 250W to 400W HID retrofit	\$120.00	Fixture
Garage HID replacement to 175W HID retrofit	\$100.00	Fixture
Garage HID replacement above 175W to 250W HID retrofit	\$150.00	Fixture
Garage HID replacement above 250W to 400W HID retrofit	\$180.00	Fixture
High Bay 3L T5HO Replacing 250W HID	\$35.00	Fixture
High Bay 4LT5HO Replacing 400W HID	\$70.00	Fixture
High Bay 6L T5HO Double fixture replace 1000W HID	\$120.00	Fixture
High Bay 6L T5HO replacing 400W HID	\$30.00	Fixture
High Bay Fluorescent 4ft Replacing 400W HID	\$50.00	Fixture
High Bay Fluorescent 6ft Replacing 400W HID	\$75.00	Fixture
High Bay Fluorescent 8ft Replacing 400W HID	\$50.00	Fixture
High Bay Fluorescent 8ft Replacing 1000W HID	\$160.00	Fixture

<i>C&I Measures - Lighting</i>	<i>Proposed Incentive</i>	<i>Unit</i>
42W 8 Lamp Hi Bay CFL	\$35.00	Fixture
HPT8 4ft 1 lamp, replace T8	\$2.00	Fixture
HPT8 4ft 2 lamp, replace T8	\$3.00	Fixture
HPT8 4ft 3 lamp, replace T8	\$4.00	Fixture
HPT8 4ft 4 lamp, replace T8	\$5.00	Fixture
LED Exit Signs Electronic Fixtures -Retrofit Only	\$12.50	Fixture
Low Watt T8 lamps	\$.75	Lamp
LW HPT8 4ft 1 lamp, replace T8	\$5.00	Fixture
LW HPT8 4ft 2 lamp, replace T8	\$10.00	Fixture
LW HPT8 4ft 3 lamp, replace T8	\$15.00	Fixture
LW HPT8 4ft 4 lamp, replace T8	\$20.00	Fixture
Occupancy Sensors over 500 W	\$30.00	per sensor
Occupancy Sensors under 500 W	\$50.00	per sensor
Pulse Start Metal Halide retrofit only	\$30.00	Fixture
T8 2ft 1 lamp	\$3.00	Fixture
T8 2ft 2 lamp	\$4.00	Fixture
T8 2ft 3 lamp	\$6.00	Fixture
T8 2ft 4 lamp	\$8.00	Fixture
T8 3ft 1 lamp	\$3.00	Fixture
T8 3ft 2 lamp	\$4.00	Fixture
T8 3ft 3 lamp	\$5.00	Fixture
T8 3ft 4 lamp	\$7.00	Fixture
T8 4ft 1 lamp	\$4.00	Fixture
T8 4ft 2 lamp	\$7.00	Fixture

<i>C&I Measures - Lighting</i>	<i>Proposed Incentive</i>	<i>Unit</i>
T8 4ft 3 lamp	\$10.00	Fixture
T8 4ft 4 lamp	\$13.00	Fixture
T8 8ft 1 lamp	\$4.00	Fixture
T8 8ft 2 lamp	\$7.00	Fixture
Switching Controls for Multilevel Lighting	\$600.00	10,000 sq. ft.

<i>C&I Prescriptive Measures - HVAC</i>	<i>Proposed Initial Incentive</i>	<i>Unit</i>
AC < 65,000 (1ph 14 SEER Min; 3ph 11.6 EER Min)	\$6.00	Ton
AC 65,000 – 134,000, 11 EER	\$15.00	Ton
AC 135,000-239,000, 11 EER	\$15.00	Ton
AC 240,000-759,000, 10 EER	\$10.00	Ton
Air Cooled Chiller	\$30.00	Ton
ASHP < 65,000 (1ph 14 SEER Min; 3ph 11.6 EER Min)	\$20.00	Ton
ASHP 65,000 – 134,000, 11 EER	\$20.00	Ton
ASHP 135,000-239,000, 11 EER	\$25.00	Ton
ASHP 240,000-759,000, 10 EER	\$30.00	Ton
Anti Sweat Heater Control	\$80.00	door
Economizer	\$8.00	Ton
GSHP < 135,000, 17 EER	\$50.00	Ton
GSHP < 135,000, 19 EER	\$50.00	Ton
Water Cooled Chiller < 150 Ton	\$25.00	Ton
Water Cooled Chiller 150-300 Ton	\$40.00	Ton
Water Cooled Chiller > 300 Ton	\$40.00	Ton
Efficient Condenser	\$100.00	Ton
Energy Management System	\$5.00	1,000 sq ft
High Performance Glazing	\$30.00	100 sq ft glazing
PTAC – 10% Improvement	\$5.00	Ton
PTAC-HP – 10% Improvement	\$10.00	Ton
Window Film	\$.30	100 sq ft glazing
ENERGY STAR Room AC > 14,000 BTU/hr	\$25.00	Unit
Setback Thermostat	\$20.00	Unit

<i>C&I Prescriptive Measures – Other</i>	<i>Proposed Initial Incentive</i>	<i>Unit</i>
Variable Frequency Drives	\$60.00	HP
Vending Equipment Controller	\$50.00	Unit
ENERGY STAR Commercial Solid Door Freezers less than 20ft3	\$75.00	Unit
ENERGY STAR Commercial Solid Door Freezers 20 to 48 ft3	\$100.00	Unit
ENERGY STAR Commercial Solid Door Freezers more than 48ft3	\$150.00	Unit
ENERGY STAR Commercial Solid Door Refrigerators less than 20ft3	\$75.00	Unit
ENERGY STAR Commercial Solid Door Refrigerators 20 to 48 ft3	\$100.00	Unit
ENERGY STAR Commercial Solid Door Refrigerators more than 48ft3	\$150.00	Unit
ENERGY STAR Hot Holding Cabinets Full Size	\$600.00	Unit
ENERGY STAR Hot Holding Cabinets Half Size	\$300.00	Unit
ENERGY STAR Hot Holding Cabinets Three Quarter Size	\$400.00	Unit
ENERGY STAR Ice Machines less than 500 lbs per 24 hrs	\$300.00	Unit
ENERGY STAR Ice Machines 500 to 1000 lbs	\$450.00	Unit
ENERGY STAR Ice Machines more than 1000 lbs	\$1,000.00	Unit
ENERGY STAR Steam Cookers 3 Pan	\$450.00	Unit
ENERGY STAR Steam Cookers 4 Pan	\$600.00	Unit
ENERGY STAR Steam Cookers 5 Pan	\$750.00	Unit
ENERGY STAR Steam Cookers 6 Pan	\$900.00	Unit
Pre Rinse Sprayers	\$25.00	Unit
Guestroom Energy Management Control	\$65.00	Room
Engineered Nozzles – Compressed Air	\$100.00	Unit
Barrel Wraps Injection Mold and Extruders	\$1.00	Unit
ECM Cooler and Freezer Motors	\$60.00	Unit
ECM Case Motors	\$30.00	Unit

ENERGY STAR Clothes Washer	\$50.00	Unit
<i>C&I Prescriptive Measures – Other</i>	<i>Proposed Initial Incentive</i>	<i>Unit</i>
Smart Strip plug outlet	\$10.00	Unit
Heat Pump Water Heater 10-50 MBH	\$1,500.00	Unit
Heat Pump Water Heater 50-100 MBH	\$3,000.00	Unit
Heat Pump Water Heater 100-300 MBH	\$5,000.00	Unit