11:30 AM | Lunch & Networking

11:45 AM | Welcome and Intro
Cheri Holman - USGBC West Michigan
Karen Schmidt - The Botanic Garden

12:00 PM | Incentives for Building Beyond Code
Dru Ross - DTE Energy
Mark Bates - Consumers Energy

12:30 PM | We Have the Ability, So Why Don't We Build Better Homes?
Ryan McCoon, LEED AP-H - Endura Performance Homes

12:45 PM | Story from a LEED Building Architect
Ray Kendra, AIA, LEED AP - Environment Architects
Welcome!
LEED is an internationally recognized mark of excellence for buildings, communities and professionals that are transforming the building industry.
PROJECT CERTIFICATION
LEED IS GLOBAL
2.4 MILLION + SQUARE FEET DAILY
LEED is more than credits.
LEED shows the elements that go into a high-performance and sustainable built environment.

- Integrative Process
- Location and Transportation
- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality
- Innovation
- Regional Priority
LEED Certified Buildings in Michigan

- Certified: 241
- Silver: 323
- Gold: 379
- Platinum: 47

Total Buildings: 896

*Based on data received from USGBC National’s Project List on February 14, 2019*
WHAT GREEN BUILDING CERTIFICATION PATHWAY MAKES SENSE FOR MY ORGANIZATION? and other questions you may have about certifications - answered

M-TEC

JUNE 27
8:30 AM - 12:30 PM

622 GODFREY AVE SW, GRAND RAPIDS, MI 49503
JOIN US!

www.usgbcwcm.org

$70 Annual Membership
An awards and recognition program for energy use reduction open to all Michigan area commercial, industrial & multi-family buildings.

ENROLL FOR FREE

JOIN BY MARCH 31, 2019

WWW.MICHIGANBATTLEOFTHEBUILDINGS.ORG

SPONSORED BY
square footage

191,979,708

competing in 2018
NEW IN 2018

INDUSTRIAL/MANUFACTURING PILOT
46 BUILDINGS
REduced THEIR ENERGY MORE THAN 10%
11 BUILDINGS
REDUCED THEIR ENERGY MORE THAN 20%
2017
Overall Biggest Loser 34.37%
2017 ENERGY SAVINGS
Competitor's combined total:
59,233 metric tons of CO2e avoided
COMPETITORS AVOIDED

$7.6 Million

IN UTILITY COSTS IN 2017
Save the Date

APRIL 25, 2019

JW MARRIOTT
THE FIFTH ANNUAL

Michigan Energy Summit

APRIL 25, 2019

www.michiganbattleofthebuildings.org

HEAR STORIES & DISCOVER NEW IDEAS WITH:

AMWAY HOTEL | CONSUMERS ENERGY
DTE ENERGY | MICHIGAN STATE UNIVERSITY
MONROE COUNTY COMMUNITY COLLEGE & MORE!

WITH LUNCH FEATURING

MAJORA CARTER
Will Allen
MANAGING PARTNER AND CO-FOUNDER
NASCENT GROUP HOLDINGS, LLC
Karen Schmidt

THE BOTANIC GARDEN
Dru Ross
DTE Energy
Program Funding – 2008

Michigan Public Act 295

- **Energy Optimization Surcharge** added to all ratepayers’ bills to:
  - Help customers save energy, manage costs
  - Help reduce generation, offset new capacity

- Surcharge is rebated through the program

- Cash incentives:
  - Target specific energy-saving equipment and technologies
  - Encourage energy-efficient building and systems design
Since 2009:
$186 million incentives paid.
53,000 projects completed.
Deadlines

The Program Year ends Nov. 30

- No Reservations will be extended beyond Nov. 30
- Final Applications must be submitted within 60 days of project completion date or Nov. 30, whichever comes first
- Incomplete Final Applications may be subject to cancellation
- Any Application submitted after Nov. 30 may be cancelled

Watch the gauges!
Three Types of Incentives

- **Prescriptive**
  - Defined incentives:
    - Per item/kWh/Mcf energy saved

- **Custom**
  - Projects don’t fit a prescriptive approach
    - Calculated incentives
    - Per-kWh/Mcf of energy saved

- **New Construction / Major Renovation**
  - New facilities/renovations of facilities
  - Change of use or Adding load
    - Systems Approach
    - LEED Whole Building
Pre-determined measures from the Michigan Energy Measures Database (MEMD) with specific energy savings and cash incentives in the categories of electric and gas:

**ELECTRIC**
- Lighting
- HVAC
- Miscellaneous
- Process

**NATURAL GAS**
- Hot Water & Laundry
- HVAC
- Insulation
- Process
- Boiler/Furnace Tune-up
How it works

• Capital investment projects that are **NOT** eligible for a Prescriptive incentive may qualify
• Custom incentives are determined on a case-by-case basis

- Require a reservation application
- Before any work begins pre-inspection and approval is needed
- Paid per-kWh or per-Mcf saved
  - Examples include:
    - Heat recovery
    - Lighting retrofits not 1-for-1
How it works

Ideal for new facilities or major renovations of existing facilities that have a change of use or adding load

**Systems Approach**
- Smaller/less complex projects (< 20,000 sq. ft.) without modeling
- Projects that are further along in the design process

**LEED Whole Building**
- A stand alone application
- Incentives paid on the savings validated by GBCI*
How it works

LEED Whole Building

<table>
<thead>
<tr>
<th>LEED Level</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electric</td>
</tr>
<tr>
<td>Certified/Sliver</td>
<td>$0.04/kWh</td>
</tr>
<tr>
<td>Gold</td>
<td>$0.05/kWh</td>
</tr>
<tr>
<td>Platinum</td>
<td>$0.06/kWh</td>
</tr>
</tbody>
</table>

*Green Building Certification Institute*
Catalog & Applications
Catalog

- Prescriptive, Custom, & New Construction specifications
- Agriculture program specifications
- LEED Design Review & Assistance specifications
Applications

• Prescriptive, Custom & New Construction measure worksheets
• Agriculture Application
• LEED Design Review & Assistance Application

Use it as a:
• Reservation Application
• Final Application
LEED Design Review & Assistance Application

• Now a stand alone application
Be Complete

Don’t forget these:

• Customer Information Sheet

• Invoices; manufacturer’s spec sheets
  o Include reference numbers

• 3rd-party payment authorization (if applicable)

• Prescriptive/Custom Worksheets

• Signed Final Application Agreement

• DLC Product Codes (for lighting projects, if applicable)
The Process

1. Reservation Application
   - Application to Letter: 4-6 weeks

2. Application Review

3. Reservation Letter Issued
   - Letter to Final: ≤ 90 days

4. Install Measures

5. Final Application & Review
   - Final to Check: 4-6 weeks

6. Payment
Thank You!
Consumers Energy                Business Energy
Efficiency Programs

2019 Program Overview
No Project Left Behind

- Prescriptive
- Custom
Contractor Versus Trade Ally
Becoming an Energy Hero
The Power of Non-Energy Impacts

- Create appeal and visual interest to products
- Enhance customer experience
- Increase worker / operational productivity
- Safe parking lots
- Comfort in working environment
Winning Essentials:
“The How To”
Customer Opportunities
Consumers Energy Service Territory

**Yellow**: Electric
**Green**: Combination
**Blue**: Natural Gas
Project Eligibility for Incentives
Projects That Do Not Qualify
### Incentive Caps and Limits

<table>
<thead>
<tr>
<th>Facility Incentives</th>
<th>Cap per Program Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescriptive</td>
<td>75% of the total project cost</td>
</tr>
<tr>
<td>Custom</td>
<td>50% of the total project cost</td>
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</table>

<table>
<thead>
<tr>
<th>Customer Limits</th>
<th>Cap per Program Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Natural Gas</td>
<td>$1M across all facilities per customer</td>
</tr>
<tr>
<td>Large Electric</td>
<td>$2M across all facilities per customer</td>
</tr>
</tbody>
</table>
Tools and Resources
Commitment to Innovation
Commitment to Unique Markets
Buy Michigan

- Earn a 30 percent bonus when you install Michigan-made energy efficiency products
- Over 1,000 bonuses have been paid out to customers
- Find a manufacturer at: ConsumersEnergy.com/buymichigan
Your Energy Efficiency Journey Begins

Contact the program team
877-607-0737

ConsumersEnergy.com/startswithsaving
Ryan McCoon

LEED AP - H

ENDURA PERFORMANCE HOMES
Ray Kendra
AIA, LEED AP
ENVIRONMENT ARCHITECTS
Thank You!

WWW.USGBCWM.ORG