



# IT PAYS TO BUILD BEYOND CODE

**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



WEST MICHIGAN

GRAND RAPIDS

2030  
DISTRICT®



*Cheri Holman*

U S G B C W E S T M I C H I G A N





WEST MICHIGAN

GRAND RAPIDS  
2030  
DISTRICT®



*Welcome!*









LEED is an internationally recognized mark of excellence for buildings, communities and professionals that are transforming the building industry.

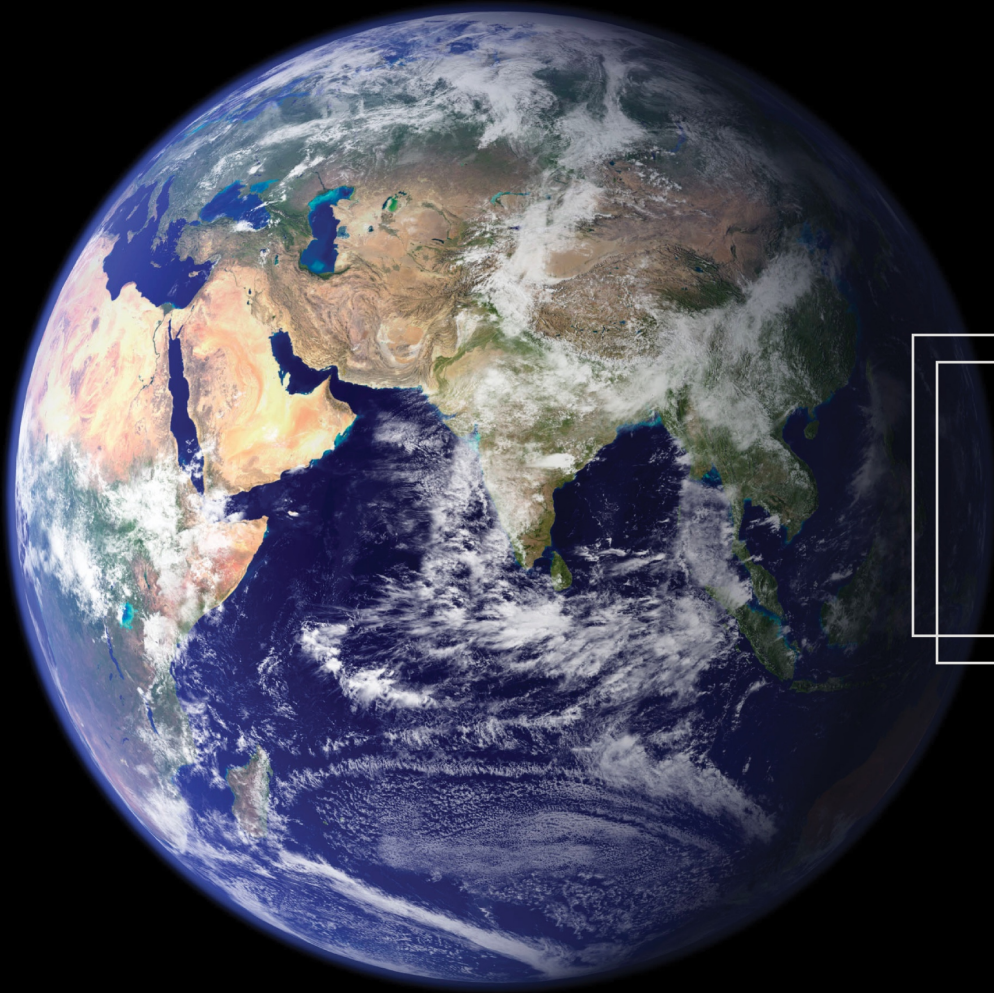
The Discovery Health Center | Monticello, NY | LEED Certified



# PROJECT CERTIFICATION







LEED IS GLOBAL



**2.4 MILLION + SQUARE FEET DAILY**













A panoramic view of the San Francisco skyline at dusk. The sky is a mix of light blue and orange. In the foreground, there are residential buildings with flat roofs and balconies. The middle ground is filled with various skyscrapers, some with lights on. The Transamerica Pyramid is the most prominent building on the right side of the image.

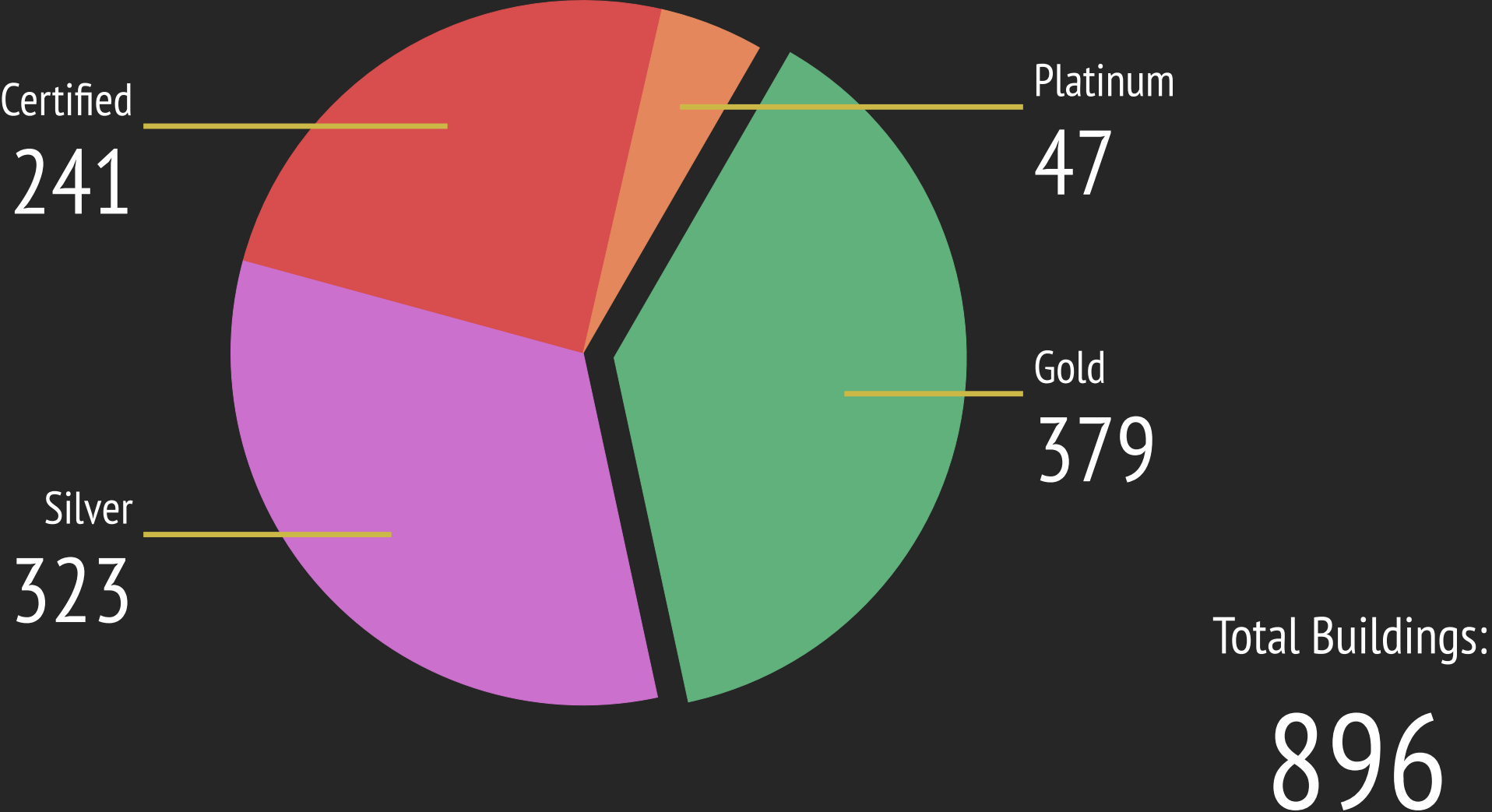
**LEED** is more than credits.

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



\*Based on data recieved 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

622 GODFREY AVE SW,  
GRAND RAPIDS, MI 49503

JUNE 27

8:30 AM - 12:30 PM





**WEST MICHIGAN**

**JOIN US!**

[www.usgbcwm.org](http://www.usgbcwm.org)

**\$70 Annual Membership**





Michigan  
**Battle** *of the*  
**Buildings**

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](http://WWW.MICHIGANBATTLEOFTHEBUILDINGS.ORG)**

**SPONSORED BY**



**DTE Energy®**

**Consumers Energy**

*Count on Us®*



*square footage*

**191,979,708**

*competing in 2018*





# **2017** *Battle of the Buildings*



*Water Category*





Michigan  
**Battle** *of the*  
**Buildings**

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%**





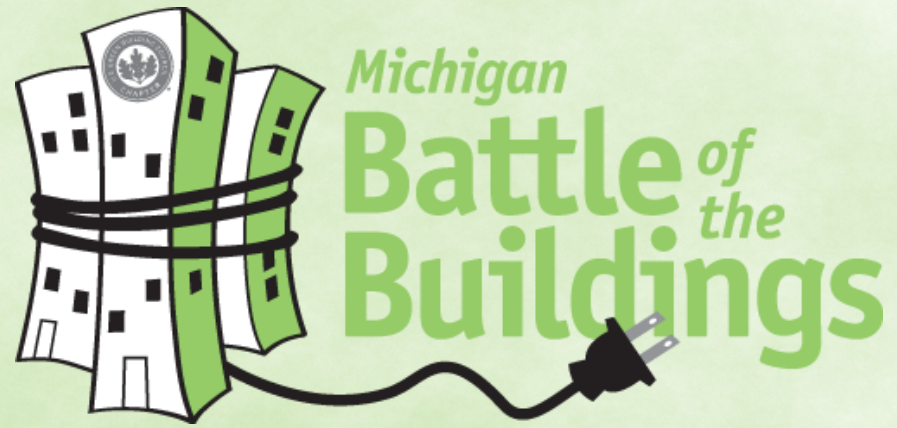
**2017 ENERGY SAVINGS**

*Competitor's combined total:*

**59,233**

**metric tons of CO<sub>2</sub>e avoided**





COMPETITORS AVOIDED

*\$7.6 Million*

IN UTILITY COSTS IN 2017





Scott Beckerman  
Comerica

Cathy Moretto  
CBRE, Inc.



Battle of Buildings

Battle of Buildings

Battle of Buildings

Battle of Buildings

Battle of Buildings

Battle of Buildings

Battle of Buildings

Battle of Buildings



# Michigan Battle Builder







Michigan  
**Battle** *of the*  
**Buildings**

*Save the Date*

APRIL 25, 2019

JW MARRIOTT



THE FIFTH ANNUAL

Michigan



ENERGY SUMMIT

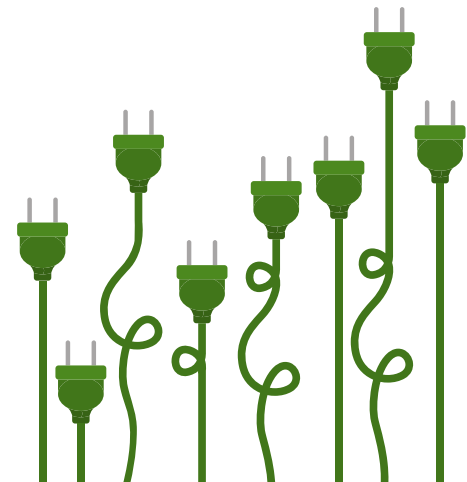
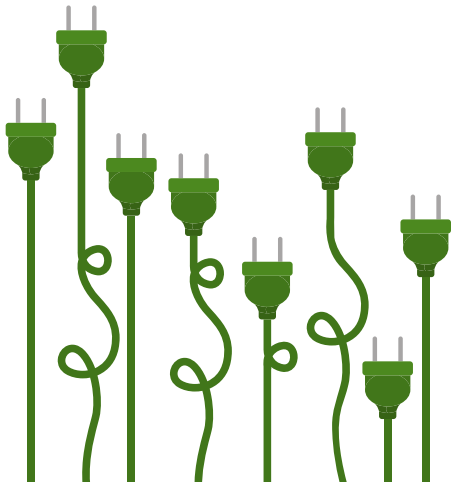
APRIL 25, 2019

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

[WWW.MICHIGANBATTLEOFTHEBUILDINGS.ORG](http://WWW.MICHIGANBATTLEOFTHEBUILDINGS.ORG)







# Will Allen

MANAGING PARTNER AND CO-FOUNDER  
ASCENT GROUP HOLDINGS, LLC











Thanks

Visionary Partners

**Consumers Energy**

Count on Us®



**DTE Energy®**



**BERGMANN**

Kilowatt Combatant



Happy Hour Sponsor



**DEPPMANN**

Parking Sponsor

**MI Energy**

Michigan Agency for Energy  
Michigan Energy Office

Battle Supporter





WEST MICHIGAN

GRAND RAPIDS  
2030  
DISTRICT®



*Karen Schmidt*

T H E B O T A N I C G A R D E N





WEST MICHIGAN

GRAND RAPIDS

2030  
DISTRICT®



*Drue Ross*

D T E E N E R G Y





# Program Overview



## 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



## Impact of our Program

**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



## How it works

### Prescriptive

**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

### Custom

- 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



**New Construction  
Major Renovation**

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/  
New Construction**

## LEED Whole Building

LEED Level	Incentive	
	Electric	Gas
Certified/Sliver	\$0.04/kWh	\$3/Mcf
Gold	\$0.05/kWh	\$3.50/Mcf
Platinum	\$0.06/kWh	\$4/Mcf

*\*Green Building Certification Institute*



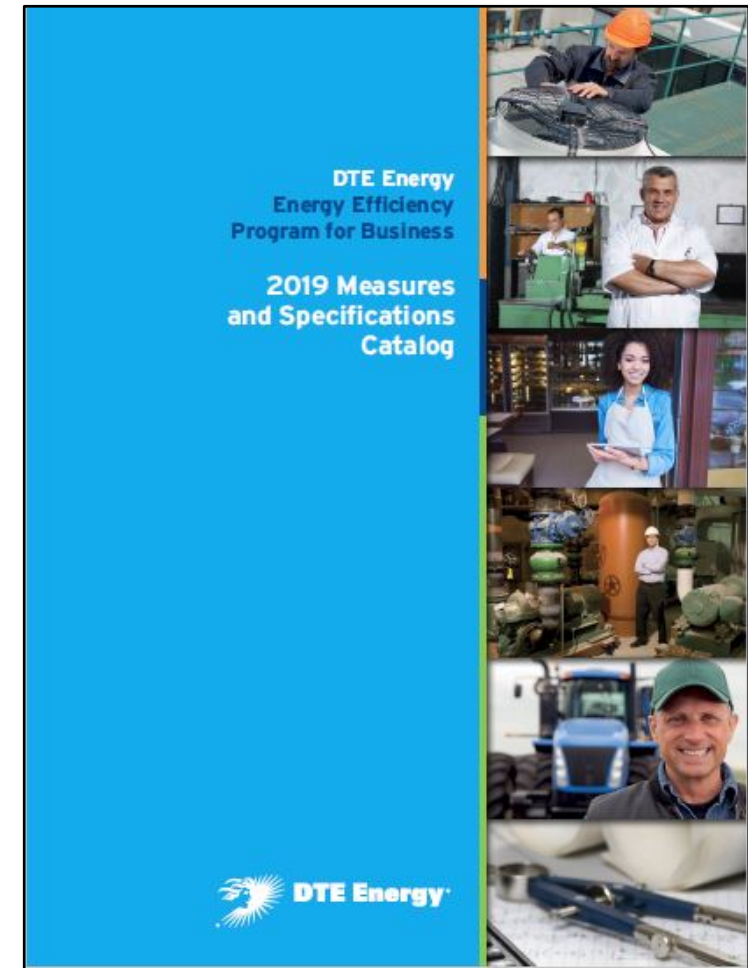


# **Catalog & Applications**



## 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



The cover of the 2019 Program Application document features the DTE Energy logo and a photograph of a woman with glasses talking on a mobile phone. The text on the cover includes the program name and the year.

**DTE Energy**  
Energy Efficiency  
Program for Business

**2019 Program Application**

**DTE Energy**<sup>®</sup>

The DTE Energy Efficiency Program for Business offers businesses like yours incentives for new energy-efficient equipment including lighting, HVAC, process improvements and more. Just follow the simple steps in this application to begin the process. We look forward to working with you.

**To submit your application\***

1. Complete the application (Pages 2-4).
  - a. Ensure that you have completed the Customer Information (Page 2).
  - b. Ensure that you have completed the Contractor Information if applicable.
2. Complete all relevant worksheets for your project.
3. Submit your Application electronically by clicking "Email Application" on Page 4.  
or Fax to: 313.664.1950  
or Email to: [saveenergy@dteenergy.com](mailto:saveenergy@dteenergy.com)

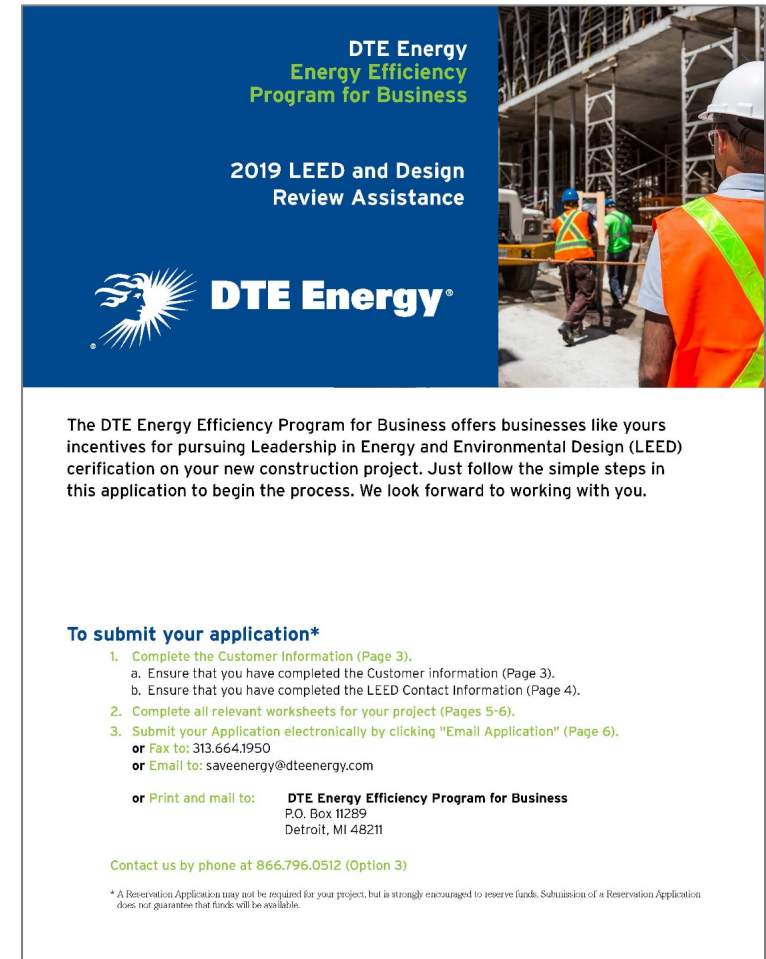
or Print and mail to: **DTE Energy Efficiency Program for Business**  
P.O. Box 11289  
Detroit, MI 48211

Contact us by phone at 313.664.1900 #3

\* A Reservation Application may not be required for your project, but is strongly encouraged to reserve funds. Submission of a Reservation Application does not guarantee that funds will be available.

## LEED Design Review & Assistance Application

- Now a stand alone application



The image shows the cover of a form titled "2019 LEED and Design Review Assistance". The top half of the cover has a blue background with the DTE Energy logo and the text "DTE Energy Energy Efficiency Program for Business". The bottom half of the cover is white with a photograph of construction workers in orange safety vests and hard hats. The text on the white background describes the program and provides instructions on how to submit an application.

**DTE Energy**  
Energy Efficiency  
Program for Business

2019 LEED and Design  
Review Assistance

**DTE Energy**<sup>®</sup>

The DTE Energy Efficiency Program for Business offers businesses like yours incentives for pursuing Leadership in Energy and Environmental Design (LEED) certification on your new construction project. Just follow the simple steps in this application to begin the process. We look forward to working with you.

**To submit your application\***

1. Complete the Customer Information (Page 3).
  - a. Ensure that you have completed the Customer Information (Page 3).
  - b. Ensure that you have completed the LEED Contact Information (Page 4).
2. Complete all relevant worksheets for your project (Pages 5-6).
3. Submit your Application electronically by clicking "Email Application" (Page 6).  
or Fax to: 313.664.1950  
or Email to: [saveenergy@dteenergy.com](mailto:saveenergy@dteenergy.com)

or Print and mail to: **DTE Energy Efficiency Program for Business**  
P.O. Box 11289  
Detroit, MI 48211

Contact us by phone at 866.796.0512 (Option 3)

\* A Reservation Application may not be required for your project, but is strongly encouraged to reserve funds. Submission of a Reservation Application does not guarantee that funds will be available.






## Be Complete

### Don't forget these:

- Customer Information Sheet
- Invoices; manufacturer's spec sheets
  - Include reference numbers
- 3rd-party payment authorization *(if applicable)*
- Prescriptive/Custom Worksheets
- **Signed Final Application Agreement**
- DLC Product Codes (for lighting projects, if applicable)



### Summary

Measure Category	Total Incentives	Measure Category	Total Incentives
Lighting		HVAC - Gas	
HVAC - Electric		Hot Water & Laundry	
Process Electric		Insulation	
Misc. Electric		Process Gas	
		Misc. Gas	
Custom Electric/Gas	<input type="checkbox"/>	Boiler/Furnace Tune-ups	

**Other Special Offers**



Offer Code: \_\_\_\_\_

Offer Code: \_\_\_\_\_

Offer Code: \_\_\_\_\_

**Total Incentives Requested** \_\_\_\_\_

**NOTE:** Enter any other Program Special Offer bonuses where indicated (you must attach the worksheet from each offer) and manually enter the incentive value in the space(s) provided.  
**BEFORE YOU SUBMIT:** Review the summary above to ensure all incentive areas reflect the worksheets you've completed in this Application. If you find a blank area that should be filled in, review that worksheet page.

 Measures with this symbol may be eligible for both electric and natural gas incentives.  
 Measures with this symbol may be eligible for new construction systems incentives.

#### Incentive Request Type

**Reservation** (I have not started my project yet and expect to complete it within 90 days)

**Revised Reservation** (I already have a project number but the scope has changed) **Project #** \_\_\_\_\_

**Final with Reservation** (I've completed my reserved project within the last 60 days and am ready for payment)

**Final without Reservation** (I've completed my project within the last 60 days and my measures do not require a reservation)

**Revised Final** (I've already submitted my final documentation but I have an update)

#### Required Information

I have attached all product specification sheets and invoices for every measure that I have selected

I have read and agree to all program terms and conditions

Reservation Submission Date: \_\_\_\_\_ Final Submission Date: \_\_\_\_\_

Expected Completion Date\*\* \_\_\_\_\_ Actual Completion Date\*\*\* \_\_\_\_\_

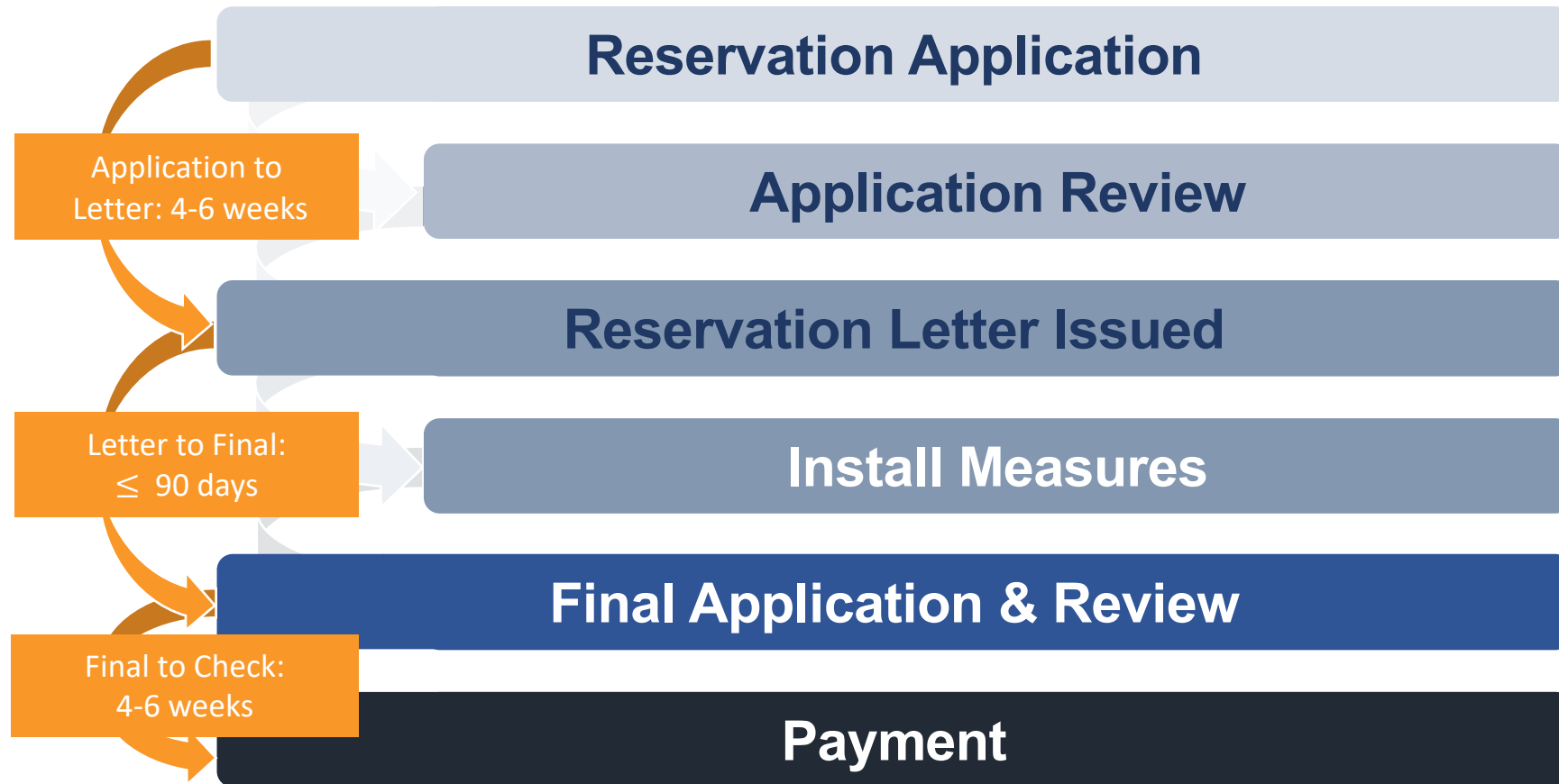
\*\* Project funds will only be reserved to the date specified on the Reservation Letter or Nov 30, 2019, whichever comes first.  
 \*\*\* Application must be submitted within 60 days of completion date or by Nov 30, 2019, whichever comes first.

**EMAIL APPLICATION**

NOTE: Some Prescriptive incentives and all Custom incentives require a Reservation Application prior to beginning your project.

dteenergy.com/savenow
4
V1: 11/15/18

## The Process







**Thank You!**



WEST MICHIGAN

GRAND RAPIDS

2030

DISTRICT®



Michigan  
**Battle of the  
Buildings**

Mark Bates

C O N S U M E R S E N E R G Y



Consumers Energy

Business Energy  
Efficiency Programs

2019 Program Overview

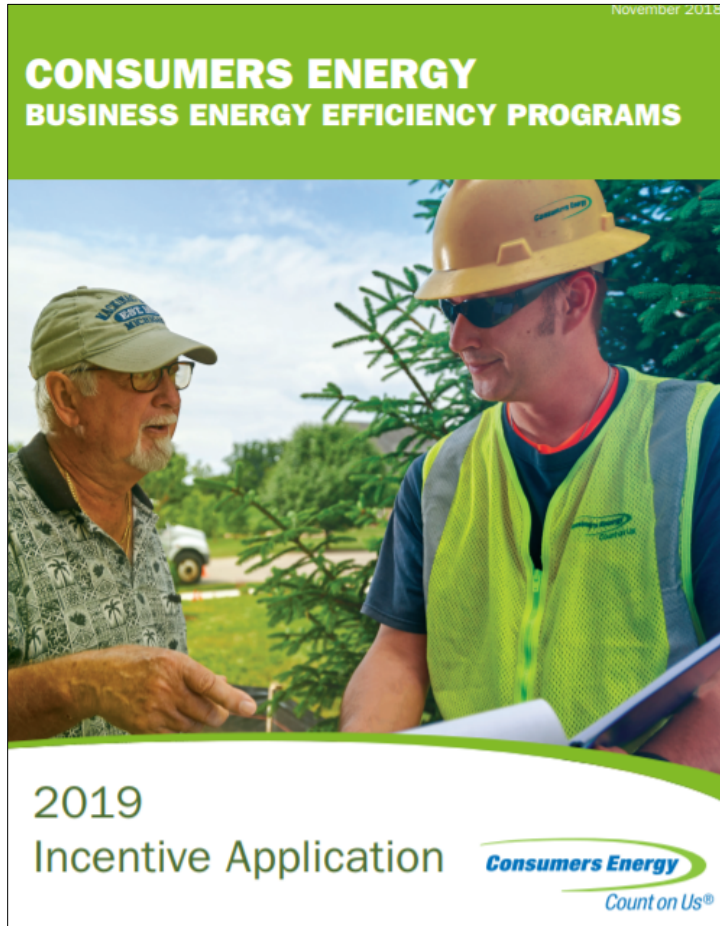
The logo for Consumers Energy, featuring the company name in a bold, blue, italicized sans-serif font. The text is centered within a green, horizontal, oval-shaped swoosh that tapers at both ends.

***Consumers Energy***

*Count on Us®*

# No Project Left Behind

- Prescriptive



- Custom





# Contractor Versus Trade Ally

---



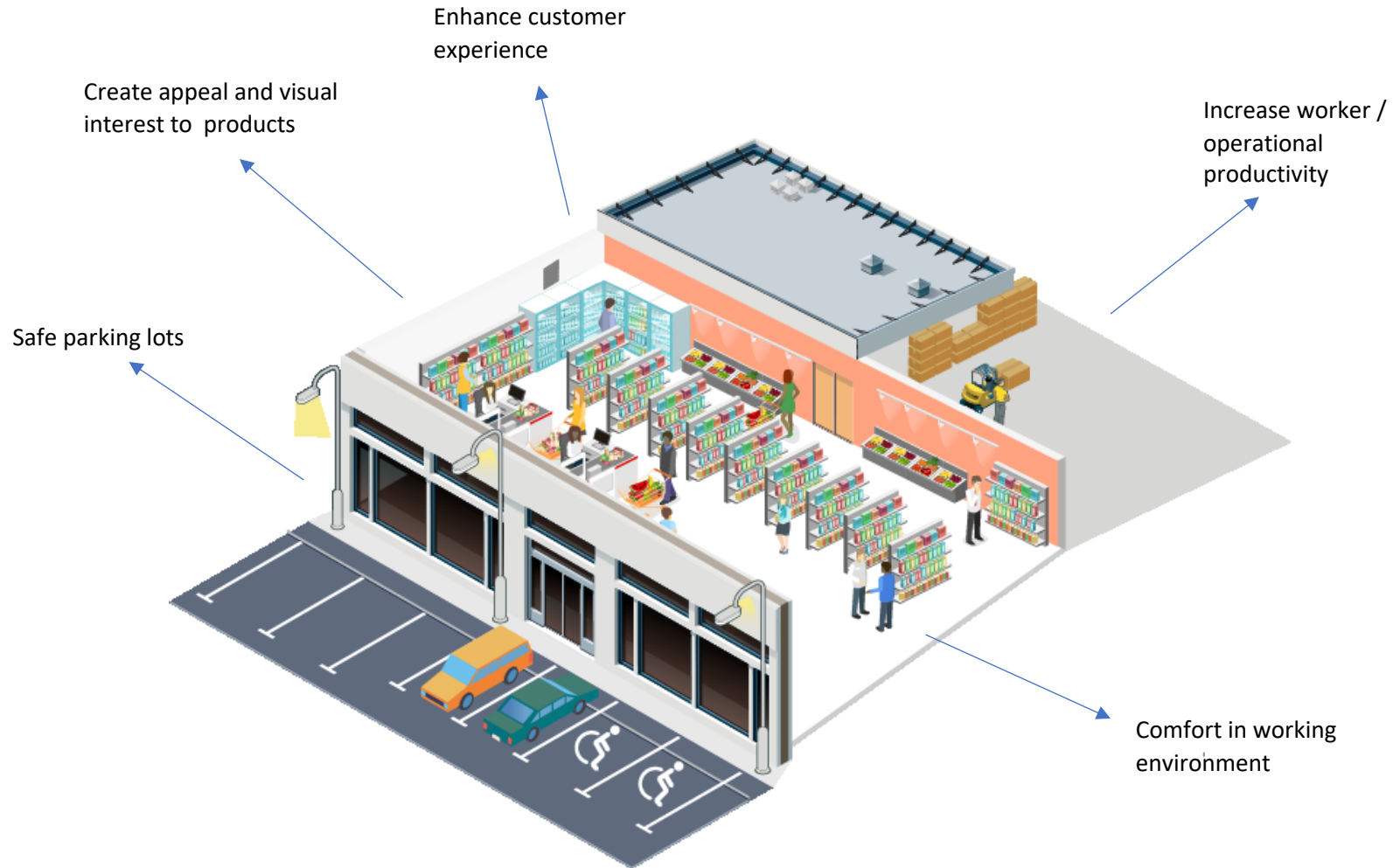
# Becoming an Energy Hero

---





# The Power of Non-Energy Impacts



# Winning Essentials: “The How To”

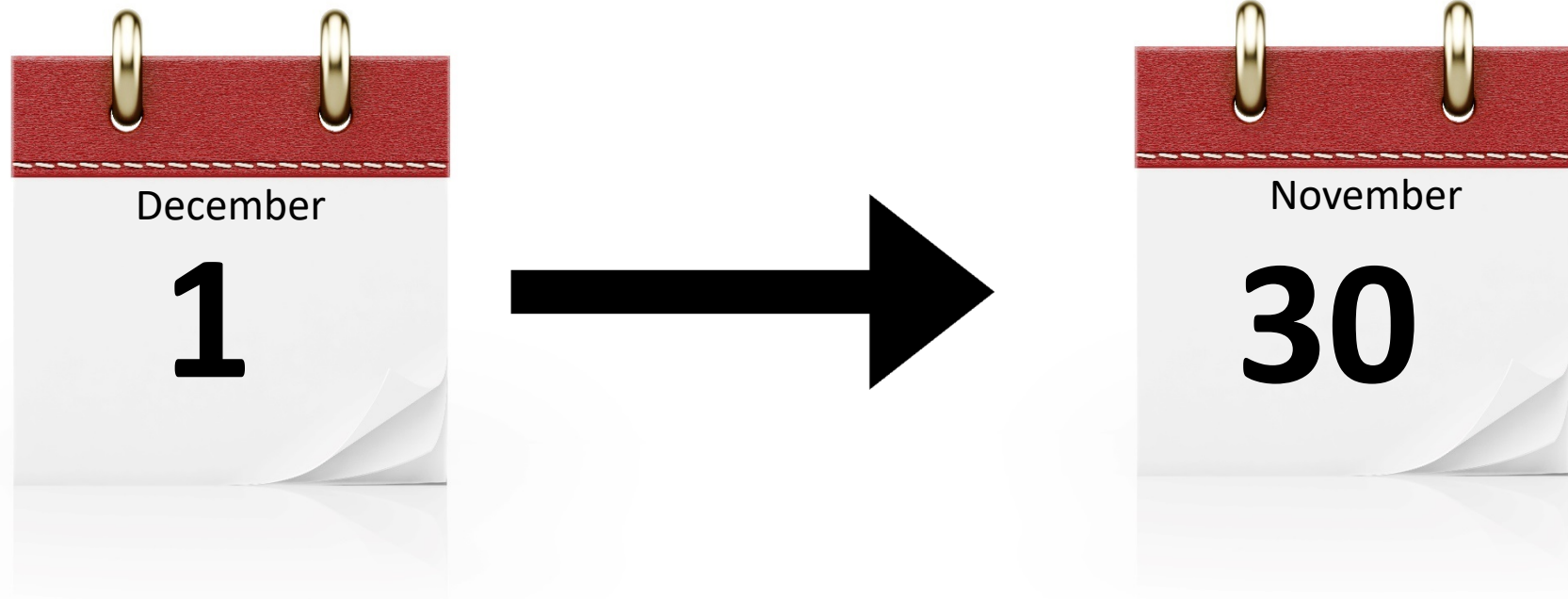
**Consumers Energy**

*Count on Us®*



# Program Effective Dates

---



# Customer Opportunities

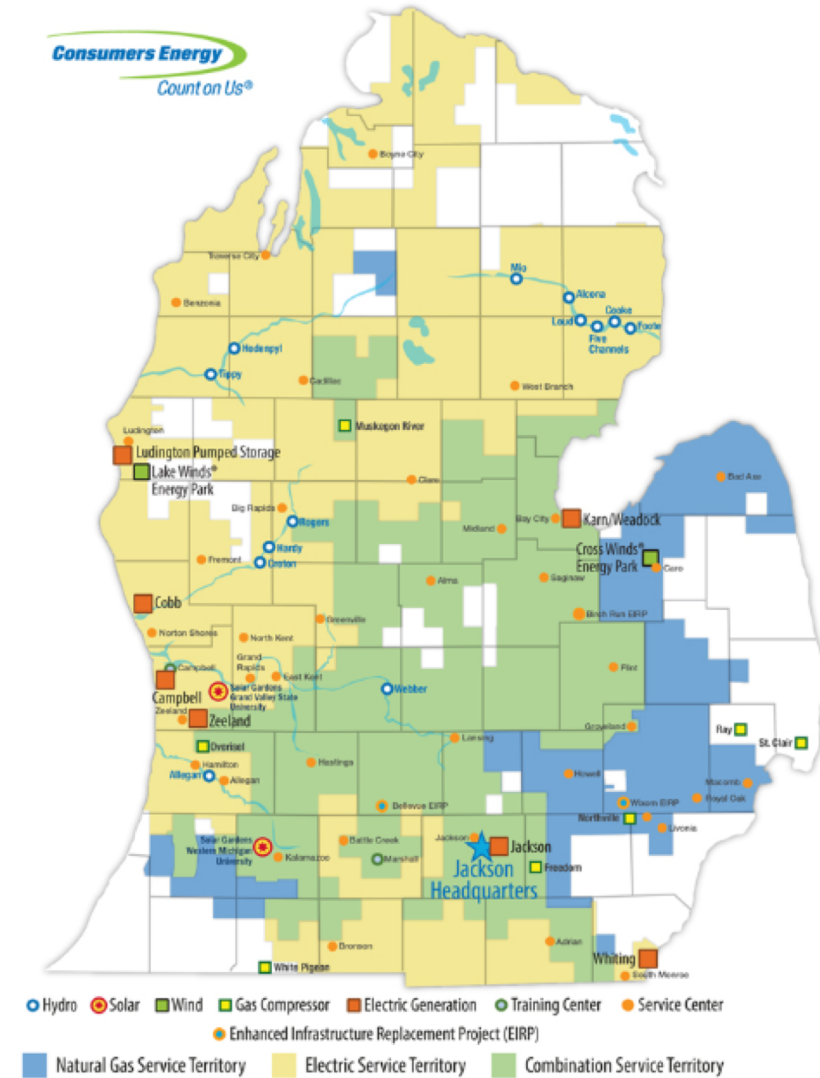
---





# Consumers Energy Service Territory

**Yellow:** Electric  
**Green:** Combination  
**Blue:** Natural Gas



# Project Eligibility for Incentives

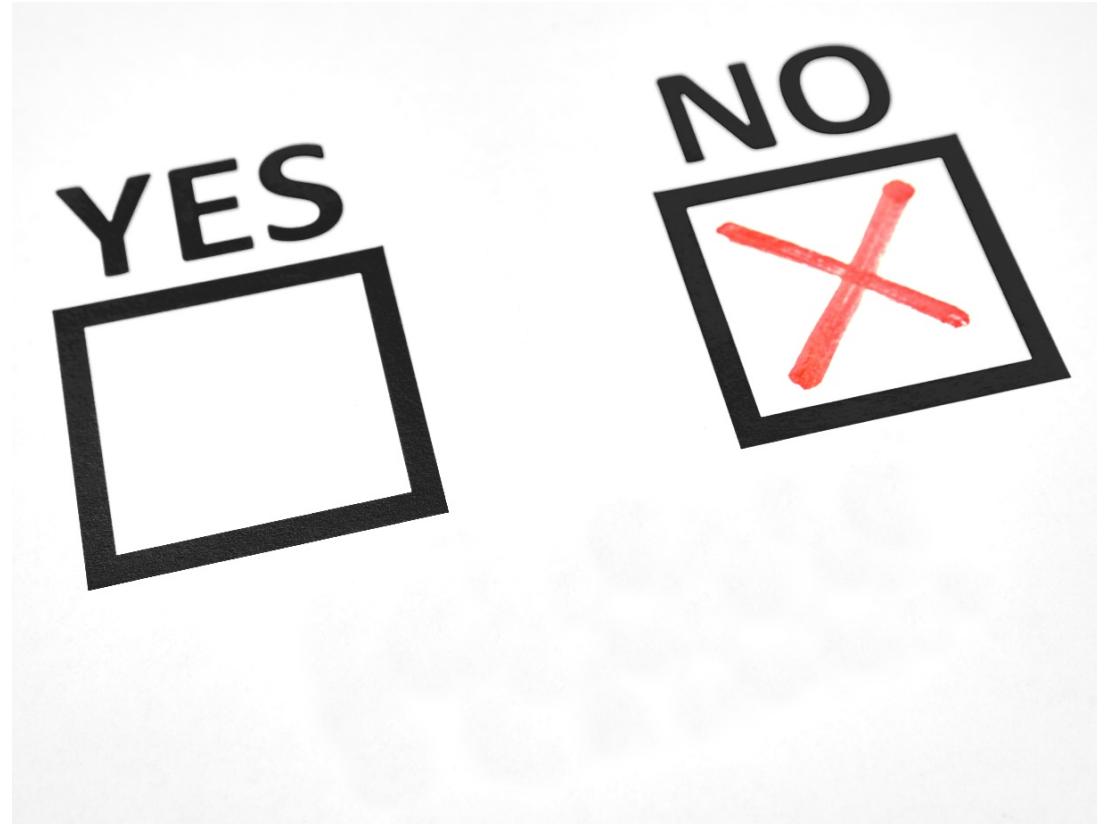
---





# Projects That Do Not Qualify

---



# Incentive Caps and Limits

---

<b>Facility Incentives</b>	<b>Cap per Program Year</b>
Prescriptive	75% of the total project cost
Custom	50% of the total project cost
<b>Customer Limits</b>	<b>Cap per Program Year</b>
Large Natural Gas	\$1M across all facilities per customer
Large Electric	\$2M across all facilities per customer



# Tools and Resources

The logo for Consumers Energy, featuring the company name in a bold, blue, sans-serif font. The text is centered within a green, horizontal oval shape that has a slight gradient and a shadow effect.

**Consumers Energy**

*Count on Us<sup>®</sup>*

# Commitment to Innovation

---





# Commitment to Unique Markets



# Buy Michigan

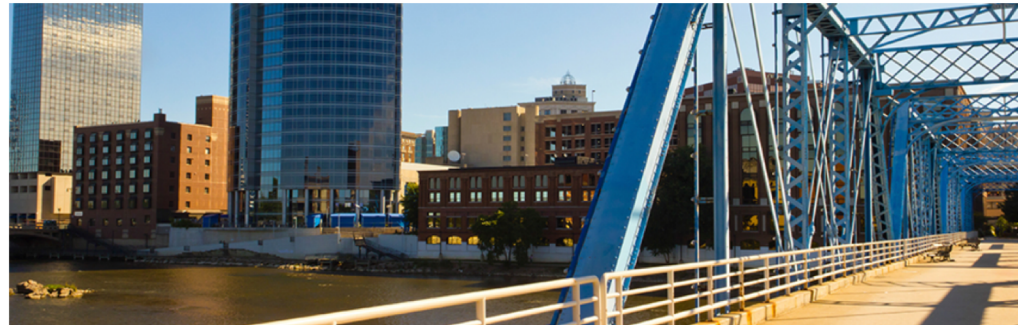
---

- 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](https://ConsumersEnergy.com/buymichigan)

---

## BUY LOCAL AND SAVE

---



### Choose Eligible Energy Saving Upgrades

The Buy Michigan program is available to your business if you take part in our [Large Business Rebate Program](#). If you'd like to participate, plan to make your upgrades using equipment made in Michigan.

### Claim Your Buy Michigan Bonus

Fill out the rebate [application](#) with the amount you spent on Michigan-made equipment. Please also include the affidavits your manufacturers will supply to you, confirming that the equipment was made right here in Michigan. We'll include the 30% bonus in your rebate check.



# Your Energy Efficiency Journey Begins

---

Contact the program team  
877-607-0737

[ConsumersEnergy.com/startsaving](https://ConsumersEnergy.com/startsaving)



WEST MICHIGAN

GRAND RAPIDS

2030  
DISTRICT®



Ryan McCoon

LEED AP - H

ENDURA PERFORMANCE HOMES







WEST MICHIGAN

GRAND RAPIDS

2030  
DISTRICT®



Ray Kendra

A I A , L E E D A P

E N V I R O N M E N T A R C H I T E C T S







WEST MICHIGAN

GRAND RAPIDS  
2030  
DISTRICT®



*Thank You!*

WWW.USGBCWM.ORG