

### Agenda

- Opening Remarks
- Residential Trade Ally Programs and Benefits
- New Home Construction Builder Rebates
- Additional Consumers Energy Programs
  - PowerMIDrive Programs
  - Community Affairs Team
  - Program Contacts
- Q&A

# Speaker Introductions



David Anderson
Program Manager
New Home Construction,
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Rob Murawski
Account Manager
New Home Construction,
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Patrick McCafferty

Account Manager

New Home Construction,
Home Performance with
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ICF

### A Bright Future Begins Here

#### **Clean Energy Plan**

Help your clients join over 700,000 Michigan homeowners who have saved more than \$1.2 billion on energy bills since 2009.



# Consumers Energy offers a variety of programs to help customers save money









# Trade Ally programs maximize energy savings and support MI businesses











# **Contractor Programs**

Learn more at

www.consumersenergytradeally.com



#### Insulation and Windows

#### Upgrading to ENERGY STAR windows & insulation can:

- Reduce heating and cooling costs.
- Eliminate drafts.
- Even out home temperatures.
- Make your home cozier.

#### Rebates can make upgrading easier with up to:

- \$475 for insulation
- \$40 per patio door
- \$15 per ENERGY STAR qualifying window
- Doors must be 75% glass to qualify



#### Insulation and Windows Rebates

Consumers Energy Insulation and Windows Rebates*					
	Consum	Consumers Energy Customer Type			
Minimum Efficiency for Measure	Natural Gas and Electric	Natural Gas Only	Electric Heat Only or Central AC		
A. Roof (Attic) Insulation† - R-value of 48 or less (must insulate a minimum of 500 square feet of attic area)	\$125	\$125	\$50		
A. Roof (Attic) Insulation† - R-value of 49 to 59 (must insulate a minimum of 500 square feet of attic area)	\$175	\$175	\$60		
A. Roof (Attic) Insulation† - R-value of 60 or higher (must insulate a minimum of 500 square feet of attic area) \$200 \$200					
B. Above-Grade Wall Insulation (must insulate a minimum of 500 square feet of wall area)	\$125	\$125	\$50		
C. Basement Wall Insulation (must insulate a minimum of 500 square feet of wall area)	\$50	\$50	\$50		
D. Crawlspace Insulation (must insulate a minimum of 200 square feet of wall area)	\$50	\$50	\$10		
E. Rim Joist Insulation (must insulate all accessible rim joist areas)	\$50	\$50	\$20		
F. Window <sup>‡</sup> (U-factor must be ≤ 0.27 or window rated as ENERGY STAR for Northern Climate Zone)	\$15 each				
G. Patio Door Replacement <sup>§</sup> (U-factor must be ≤ 0.30 or patio door rated as ENERGY STAR for Northern Climate Zone)	\$40 each				

#### Insulation and Windows – How to Start

#### For Contractors:

- Contact the Account Management Team. Contact info is at the end of the presentation. You can also find them at <a href="https://consumersenergytradeally.com/resources/inwin">https://consumersenergytradeally.com/resources/inwin</a>
  - We hold Contractor Trainings monthly or can schedule one anytime. We provide free marketing materials to help you present the information at the time of sale.
- Submit applications on behalf of your clients. There is an online application submission form that makes the process easy.
  - You will need to submit a detailed Paid in Full invoice and Photos of NFRC stickers for any window and patio door installations. All submissions are subject to field inspections.

#### Insulation and Windows – How to Start

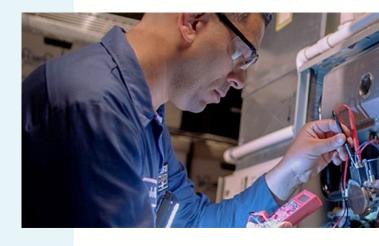
#### For Homeowners:

- Contact the Account Management Team. Contact info is at the end of the presentation. You can also find them at <a href="https://consumersenergytradeally.com/resources/inwin">https://consumersenergytradeally.com/resources/inwin</a>
  - Some contractors don't have the staff to complete submitting, so this program allows for the homeowners to send the applications.
  - Use the Online Application to submit.
  - You will need to submit a detailed Paid in Full invoice and Photos of NFRC stickers for any window installations. All submissions are subject to field inspections.

### Heating and Cooling

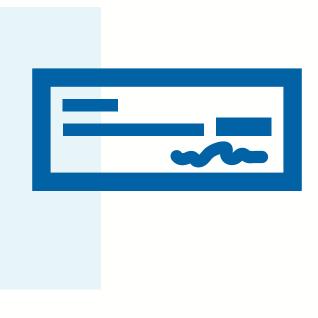
When customers upgrade to high efficiency heating and cooling equipment, they could receive hundreds of dollars in rebates in addition to the energy they'll save.

- Schedule an appointment
- Approve upgrades
- Collect rebates



### Heating and Cooling Rebates

Product	Qualifying Minimum Efficiency	Rebate
Natural Gas Furnace*	95% or higher AFUE AHRI rated	\$100- \$500
Central Air Conditioner <sup>†</sup>	15 SEER, AHRI rated	\$75- \$500
Air-Source Heat Pump†	15 SEER, AHRI rated, replacement only	\$150- \$250
Ductless Mini-Split Heat Pump <sup>†‡</sup>	18 SEER, AHRI rated	\$250- \$350
Heating Comprehensive Tune-Up With Combustion Analysis*	Minimum input capacity, 40,000 Btu	\$65
Cooling Comprehensive Tune-Up <sup>†</sup>	Must be performed Jan. 1 - Sept. 30.	\$65
Wi-Fi Enabled Thermostat <sup>§</sup>	Must replace an existing nonprogrammable thermostat	\$50- \$100



### Water Heating

# Homeowners can earn an instant rebate for upgrading their water heater through a participating contractor.

- The process of heating water can account for 15% to 20% of home utility bills.
- ENERGY STAR certified water heaters can use 50% less energy than equipment that meets the minimum federal standard.
- Newer tankless water heaters last longer and provide you with endless hot water.

Product	Qualifying Minimum Efficiency	Eligibility
High Efficiency Natural Gas Storage Water Heater	ENERGY STAR Certified	Natural Gas Customers
Tankless Gas Water Heater	ENERGY STAR Certified	Natural Gas Customers
Heat Pump Water Heater	UEF > 2.0; Maximum Capacity of 55 gallons	Electric Customers

Source: energy.gov

### Water Heating Incentives

Eligible Equipment	Minimum Efficiency	Eligible Customers	Minimum Incentive
Natural Gas Boiler	95% AFUE AHRI Rated or Higher	Natural Gas	\$800
Tankless Natural Gas Water Heater	UEF Rated; ENERGY STAR® Certified Model	Natural Gas	\$100
Storage Tank Natural Gas Water Heater	UEF Rated; ENERGY STAR Certified Model	Natural Gas	\$50
Heat Pump Water Heater	UEF > 2.0; Maximum Capacity of 55 Gallons	Electric	\$650
Boiler ECM Circulator Pump	Hydronic Heating System	Electric	\$65





Visit **michiganmidstream.com** to apply now or email **mymichiganmidstream@icf.com** to sign up

#### Home Performance with ENERGY STAR

- A whole house approach to improving comfort and reducing energy use.
- Begins with an assessment by Building Performance Institute (BPI) certified contractors.
- Customers get detailed understanding of how their home uses energy and how to improve its performance.

Customers hire a participating contractor to perform recommended improvements.

#### Benefits to the homeowner

- High quality improvements
- Third-party quality assurance checks
- Earn rebates up to \$3,750
- Homeowner can also earn federal tax credits



#### New Home Construction

#### **Build It Better From the Beginning**

Building a home that is energy efficient, comfortable, and durable takes planning. Plan from the start and you could qualify for:

- Up to \$4,000 in Builder Rebates
- \$2,500 Section 45L Tax Credit For ENERGY STAR® Certified Home
- Additional Rebate Bonuses
  - Solar ready
  - Electrical vehicle ready
  - Air Tightness Bonus for Combo Homes



### Help Customers Make their Houses into Homes

#### **High Performance Home Options**

When your clients are ready to take their energy savings to the next level, we can help by analyzing their energy use and creating custom solutions.

- Helping Neighbors with Energy Efficiency Assistance
- Home Performance with ENERGY STAR
- Renters Energy Assessment



# **Trade Ally Benefits**

Learn more at

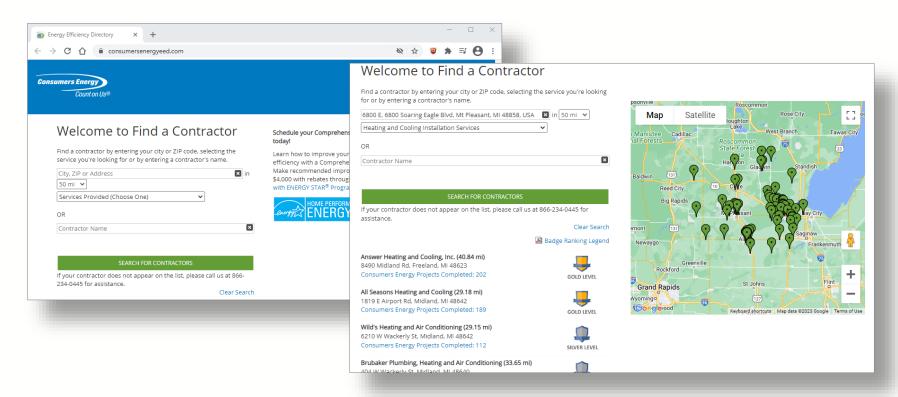
www.consumersenergytradeally.com



### Recognition Strategy

- Provide a superior client experience as a Consumers Energy recognized expert in energy savings programs.
- Offer high quality solutions to your clients by leveraging our Trade Ally contractor network and money saving programs.
- Free network promotion and program support to give your clients the tools to make their house a home.
- Elevate your brand above competitors by use of logo, marketing materials, and badging.
- Experience expanded reach through the <u>Find-A-Contractor</u> locator tool.

#### Customer Leads from Find-a-Contractor Tool



# Marketing Collateral



Marketing materials designed to encourage homeowners to pursue energy efficiency upgrades.

# 2024 ENERGY STAR Scholarship

Being an EPA-recognized professional means having the capability to support ENERGY STAR certified homes and verified HVAC quality installations.

Scholarships are awarded to active HVAC contractors and HERS Raters in the Consumers Energy Trade Ally program.



- Online training & credentialing with ACCA
- Flexible scheduling options

### **New Home Construction**

Learn more at

www.ConsumersEnergy.com/builder



### 2023 Year in Review



#### **Participation**

14 Raters

74 Builders

1,900 Homes

498 ENERGY STAR



#### **Incentives**

\$1.02 million

+

Section 45L Federal Tax Credit for Builders



#### **Energy Savings**

1,665,401 kWh 61,193 MCF

# Program Eligibility

- Builder must work with a program-approved RESNET Home Energy Rating System® (HERS) Rater in order to participate in program
- Rater must complete two inspections during construction:
  - ✓ Pre-Drywall/Rough Inspection (visual inspection of insulation and air sealing)
  - ✓ Final/Post Construction Inspection (includes diagnostic testing duct blaster and blower door)
- All homes must meet program HERS® rating criteria of 59 or less, or ENERGY STAR
- Programs are funded through Dec. 31, 2024 or through depletion of funds
  - All homes must be submitted prior to Dec. 31, 2024

# Incentive Structure – Single Family Homes

	Combination Service With AC	Natural Gas-Only Service	Electric-Only	Combination Without AC	Electric-Only With Heat Pump/ Geothermal
ENERGY STAR HERS 56 or Less	\$2,000	\$1,400	\$600	\$1,400	\$2,000
HERS 56 or Less	\$1,000	\$700	\$300	\$700	\$1,000
ENERGY STAR HERS 57 or More	\$1,000	\$700	\$300	\$700	-
HERS 57 to 59	\$500	\$350	\$150	\$350	-

Higher Incentives for Top Tiered Single-Family Homes

Consumers Energy NHC	All-Electric With Heat Pump or Geothermal	Combination Service With AC	Natural Gas-Only Service
ENERGY STAR HERS 40 or Less	\$4,000	\$3,500	\$2,800
ENERGY STAR HERS 40 to 45	\$3,000	\$2,750	\$2,100

# Incentives for ENERGY STAR Duplexes and Townhomes

	Combination Service With AC	Natural Gas-Only Service	Electric-Only Service	Combination Without AC
ENERGY STAR HERS 56 or Less	\$700	\$550	\$150	\$550
Savings Bonus	Met both MCF and KWH criteria \$300	Savings of 30 MCF or Greater \$150	Savings of 1000 KWh of Greater \$150	-

### Project Bonuses

	Combination Service With AC
HVAC Grading	\$50
ACH50 2.25 or Less	\$250
ACH50 2.75 to 2.26	\$150
ACH50 3.25 to 2.76	\$50



### Bonuses for Future Readiness

	Combination Service With AC	Electric-Only Service	Combination Without AC
Solar PV Ready	\$50	\$50	\$50
EV Charge Ready	\$50	\$50	\$50
EV Charger Installed	\$200	\$200	\$200
Community EV Charger	\$1,000	\$1,000	\$1,000





# Program Participation Process

- Complete <u>Builder Participation Agreement</u> and provide <u>W9</u> and email to <u>CENewHomes@icf.com</u>
  - No new enrollment needed if you participated in 2023
- 2024 participation
  - Update contact information
  - Provide under construction/ Projected home details as soon as possible
- Builder must work with rater, who will submit home applications on behalf of Builder
- Support QA/QC efforts

New Home Construction Program
Builder Trade Ally
Participation Agreement





#### Together We Can Help Customers Save Energy and Money!

Consumers Energy offers a portfolio of programs that promote energy efficiency, incorporating both rebates and energy education. The residential Consumers Energy New Home Construction program offers financial incentives to participating Trade Allies for achieving ENERGY STAR® certification or a HERS Index Score of 56 or lower in eligible new homes.

Builders interested in participating in the residential Consumers Energy New Home Construction Rebate program must complete this Trade Ally Participation Agreement.

#### **Getting Started**

To participate in this program, builders have to follow these steps:

- Submit this Trade Ally Participation Agreement. You will only need to do this once.
- Work with a local Home Energy Rater. Your Home Energy Rating System (HERS) Rater will submit rebate applications on your behalf.
- 3. We recommend that you incorporate ENERGY STAR considerations in your build as early as possible to qualify for the ENERGY STAR rebate or to ensure you achieve a HERS index Score of 56 or lower. This would ideally start in the planning and design phase. You will need to work with a Home Energy Rater and an ENERGY STAR certified mechanical contractor. If this is your first ENERGY STAR certification, your Consumers Energy New Home Account Manager can help you get started.

#### Important:

The information completed in the "Bulder Information" section of the Trade Ally Participation Agreement will be the information included in the Trade Ally Directory. By signing this Trade Ally Agreement, you are agreeing that you have been trained on the program and will offer it to your customers. Trade Allies will be removed from the program for non-compliance.

# Working with a HERS Rater

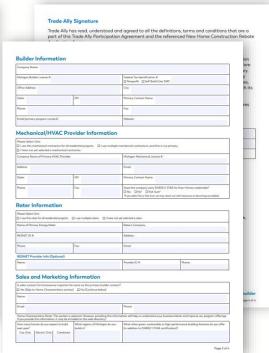
Working with a HERS rater is the first step for participation.

- Contact a Rater before submitting for your building permit.
   They will:
- Create a preliminary computer model of the home.
- Perform a pre-drywall inspection.
- Perform a final inspection with diagnostic testing of systems.
- Enter all specifics from the final inspection to create a final model of the home and determine incentive amounts.
- Submit the qualifying projects for payment.

# Complete a Builder Participation Agreement

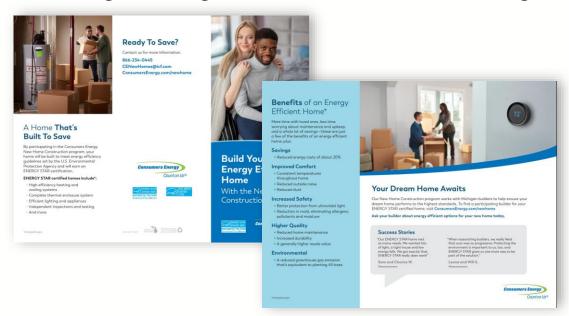
- Read through the Terms and Conditions
- Complete Builder Information
- Provide HVAC Contractor info
- Fill out the Rater Information section
- Provide additional information
  - Quantity of builds
  - o Region in which you build
  - Other building performance features or certifications of your builds
- Sign and return the Participation
   Agreement along with a completed W-9
   to CENewHomes@icf.com





# Communicating the Benefits to Buyers

Customer brochures and other marketing support is available to help showcase the benefits of a home that goes through the New Home Construction Program



#### **Customer Benefits:**

- Reduced energy bills certified homes deliver approximately 20% savings on annual energy bills according to ENERGY STAR
- Higher resale value certified homes sell at a higher premium than comparable homes that don't have an ENERGY STAR ratina.
- Improved indoor air quality.
- A more comfortable home environment for higher customer satisfaction.

### **Electric Vehicles**

Learn more at

www.ConsumersEnergy.com/PowerMIDrive



#### PowerMIDrive: Residential Level 2 Charging Incentives





\$500 (\$1000 income qualified) Level 2 Home Charging Installation Rebate

- EVSE Must be Energy Star/UL Listed OR provided by vehicle manufacturer
- 50A Circuit/40A Output Limit

\$10 Monthly <u>Smart Charging Incentive (SCI)</u>



Up to \$7,500 Community EV Charger Rebate

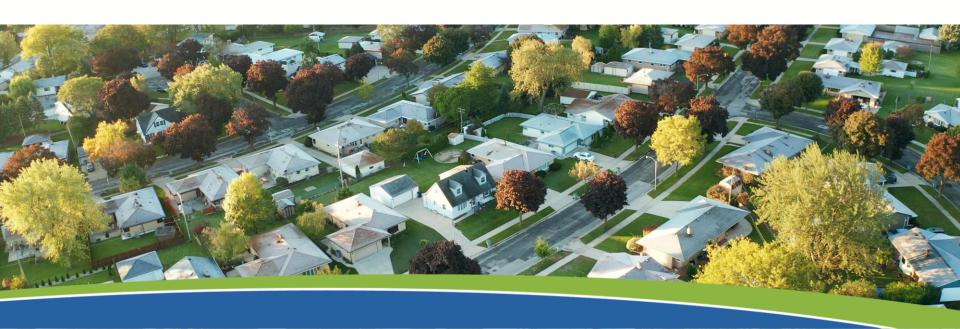
- EVSE Must be Energy Star/UL Listed
  - 2 Plugs, 2 NEMA 14-50 outlets or 5 120v outlets.
- Installed in a publicly accessible parking lot or curbside location, within one block of at least one multi-family property.

Up to \$7,500 <u>Multifamily Property EV Charger Rebate</u>

- EVSE Must be Energy Star/UL Listed
  - At least 2 plugs or NEMA 14-50 outlets on 100 amps of service.

# **Community Affairs Team**

Community Engagement and Corporate Citizenship

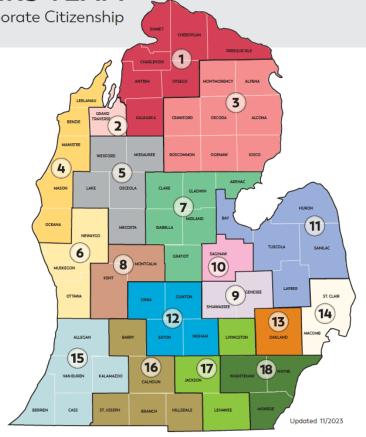




**COMMUNITY AFFAIRS TEAM** 

Community Engagement and Corporate Citizenship





	Arec	Manager	Email Address
1		Carlin Smith 231-582-8311	Carlin.Smith@ cmsenergy.com
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#### Contact Information and Additional Resources

Learn more at <u>www.consumersenergytradeally.com</u>

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# Questions?

# Thank you!