



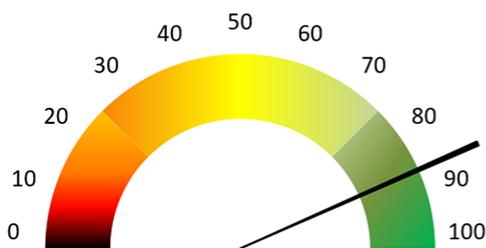
Consumers Energy for Business

Trade Ally Update, November 2021

This edition contains the following updates: Reserved Budget Meters, **MUST READ: Program Updates**, Calling Lost 2020 Projects, 2022 BAS Update, Trade Ally Rollout Invitation, Energy Efficiency Steward Award, Online Application Updates, Q4 Incentive Changes, Business Instant Discount, Small Business and Upcoming Webinars.

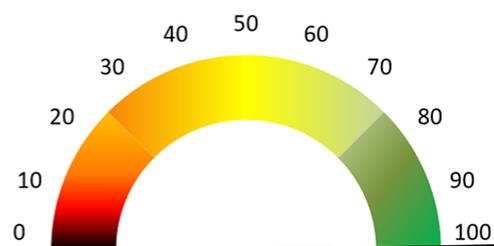
Reserved Budget Meters

Electric Savings as of Nov. 1, 2021



87% of Reserved Budget

Natural Gas Savings as of Nov. 1, 2021



127% of Reserved Budget

These meters represent the amount of savings already paid and reserved for large business projects this year. Meaning we have **13% of electric savings left to achieve goal** and **over 27% for natural gas saving!** Just shy of a month left to submit applications for 2021.

Must Read: Program Updates

1. Allowing **exceptions for 2020 completed projects that missed out on rebates**, more information below.
2. As a result of the recent third-party evaluation, **in 2022 we will not be allowed to incentivize natural gas savings for any BAS measures** (current measures: BA101a,b and BA102a,b). If you have any affected projects that will not be completed by Nov. 30, 2021, contact us immediately to see if we can determine if we can extend a rebate past this date, [more information below](#).
2. Reminder from last month: Q4 incentive changes. Note: **No other incentive changes or bonuses will be announced for the remainder of the program year**. Submit your applications today!
3. Reminder from last month: A **customer signature is NOT required on invoices**, effective immediately.
4. The **Boiler Tune-Up Bonus is back!** Starting Aug. 1, 2021 and ending Nov. 30, 2021 get up to \$750 per paid tune-up. See official rules, [here](#).
5. Reminder from last month: We increased the Rewards cap from 200,000 to 400,000.

Calling Lost 2020 Projects

We recognize there were several barriers to project success in 2020 and sometimes rebates were lost along the path to completing those projects. Therefore, we are allowing **exceptions for projects completed after Jan. 1, 2020** to be reviewed in case the project qualified for rebates but were missed and **will accept rebate paperwork for 2020 completed projects and pay the current incentive rate**.



These applications need to demonstrate there was an intent to utilize rebates at the time the project was completed, but somehow the rebate wasn't processed with the project.

Complete the current Online or PDF application and submit a Final Application for your project to be considered by Nov. 30, 2021. If your application is accepted, rebates will be paid at the current rate (not the rate when the project was complete). Talk to your Energy Advisor for more information or to answer questions.

2022 Natural Gas BAS Update

In 2022, the Michigan Energy Measure Database (MEMD) will not allow Michigan utilities to incentivize Building Automation System (BAS) measures for natural gas through our prescriptive application. The 2022 program year application will have the current BA101a,b and BA102a,b removed (see below). We will continue to pay these four measures for all finals received by Nov. 30, 2021.

Applications received after Dec. 1, 2021 are paid in the 2022 program year at the prevailing incentive levels for electric savings. Any natural gas BAS measure will be processed as a custom application and paid at the custom incentives of \$12.00 per Mcf of natural gas saved, at a 50% cap and will be subject to evaluation of a payback period of equal to or less than 8 years.

Centralized Building Automation System (BAS) (Pre-Notification Required)

ID	Measure	Incentive	Unit	# of Units	Total Incentive
BA101a	Web-Based Building Automation Systems (BAS)	Air Conditioning and Natural Gas Heat (Consumers Energy Electric and Natural Gas Customers)	\$0.80	Square Foot	
BA101b		Natural Gas Heat (Consumers Energy Natural Gas Customers)	\$0.55	Square Foot	
BA101c	(Temperature Setback in Non-occupied Periods)	Air Conditioning (Consumers Energy Electric Customers)	\$0.15	Square Foot	
BA101d		BAS Non-A/C Schools (Consumers Energy Electric Customers)	\$0.15	Square Foot	
Building Automation System Total Incentive					
Building Automation System Awarded Incentive (Maximum Cannot Exceed \$75,000)					
BA102a	Light Commercial Building Automation Systems (BAS)	Air Conditioning and Natural Gas Heat (Consumers Energy Electric and Natural Gas Customers)	\$0.55	Square Foot	
BA102b		Natural Gas Heat (Consumers Energy Natural Gas Customers)	\$0.35	Square Foot	
BA102c	(Temperature Setback in Non-occupied Periods)	Air Conditioning (Consumers Energy Electric Customers)	\$0.15	Square Foot	

2022 Trade Ally Virtual Rollout

With 2021 quickly coming to a close, we invite you to **join us on Wednesday, Dec. 8 at 9am for our kickoff** to the 2022 program year. Join us to learn about exciting program updates, new tools, incentive changes, giveaways and more.



Register Now



Energy Efficiency Steward Award

There is still time to nominate yourself or someone else!

During our annual Trade Ally Rollout on Dec. 8, 2021, we will **honor two INDIVIDUALS** (not companies) that embody the spirit of energy efficiency, each will win \$5,000!

Nominate yourself or others, [here!](#)



Selection criteria:

1. Utilization of the online application (paper and waste reduction)
2. Total savings garnered from online application submissions (supports our Clean Energy Plan)
3. Shares our program with others (draws in new customers, shares via social media/through associations)
4. Program engagement (attends trainings, events, council member)

Winners will receive an award and \$5,000 each!

Online Application Updates

Online Application Training:

In 2023, we will discontinue the PDF version of the application. We want you to start getting comfortable using the [Online Application](#). We created an [on-demand training](#) to help increase your comfort level. We also offer other avenues of assistance, there is a chat feature in the Online Application, or ask your Energy Advisor.

Feature Update:

A search button is available on all pages of the Online Application. You can search by project number or project name instantly to navigate through applications without having to go back to the My Applications page and sort through applications.

Consumers Energy ONLINE APPLICATION

My Applications

Create New Application

My Profile ▾

Visit the Trade Ally site

Resources ▾

Welcome!

What would you like to do?



Create a new application

Get started on your energy efficiency journey by creating an application for equipment upgrades at your business.

[START APPLICATION](#)

Reminder: Q4 Incentive Changes

Reminder from last month, we are helping to offset global supply chain and labor challenges, so we increased the following 30 measures, effective through Nov. 30, 2021. These are the last changes that will be made for the 2021 program year. **No other incentive changes or bonuses will occur.**

Measure	Former Incentive	New Incentive
AG108 - Greenhouse Environmental Controls	\$0.25	\$0.30
BA101a - Web Based Building Automation Systems (BAS)	\$0.45	\$0.80
BA101b - Web Based Building Automation Systems (BAS)	\$0.40	\$0.55
BA101d - Web Based Building Automation Systems (BAS) Non-A/C Schools	\$0.07	\$0.15
BA102a - Light Commercial Building Automation Systems	\$0.50	\$0.55
BA102b - Light Commercial Building Automation System	\$0.30	\$0.35
BA102c - Light Commercial Building Automation Systems	\$0.13	\$0.15
BA111a - Enhanced Ventilation Control - Air Conditioning and Natural Gas Heat	\$300.00	\$330.00
BA204a - Demand Control Ventilation	\$0.30	\$0.50
CA122 - Air Compressor Outdoor Air Intake	\$8.00	\$14.51
HV105a - Packaged Terminal Heat Pump (PTHP) < 7000 BTU/hr. = 13.1 EER	\$25.00	\$30.00
HV105b - Packaged Terminal Heat Pump (PTHP) 7000 - 15000 BTU/hr. = 11.8 EER	\$30.00	\$35.00
HV105c - Packaged Terminal Heat Pump (PTHP) > 15000 BTU/hr. = 10.5 EER	\$35.00	\$40.00
HV309 - High Efficiency Furnace or Unit Heater (At least 92% efficient)	\$2.50	\$3.99
HV310 - High Efficiency Furnace or Unit Heater (At least 95% efficient)	\$3.00	\$7.91
HV312 - Condensing Rooftop Unit	\$20.00	\$25.00
HV313 - Infrared Heaters	\$7.00	\$9.00
HV315 - High Efficiency Furnace ≤120 MBH, 92% AFUE	\$225.00	\$300.00
HV316- High Efficiency Furnace	\$275.00	\$350.00
HV317 - High Efficiency Furnace ≤120 MBH, 95% AFUE	\$270.00	\$325.00
HV318 - High Efficiency Furnace >120 MBH, 95% AFUE	\$350.00	\$400.00
LT201 - Exterior LED Lighting	\$0.50	\$0.65
LT203 - Interior LED Lighting (High Bay ≥ 15 ft)	\$0.35	\$0.40
LT204 - Interior LED Lighting (High Bay ≥15-Foot) Continuous Operation	\$0.75	\$1.00
LT205 - Interior LED Lighting (Low Bay < 15 ft)	\$0.30	\$0.35
LT206 - Interior LED Lighting (Low Bay < 15 ft) Continuous Operation	\$0.75	\$1.00
LT207 - New Linear LED Tube Fixture (High Bay ≥ 15 ft)	\$0.40	\$0.55
LT208 - New Linear LED Tube Fixture (High Bay ≥ 15 ft) (Continuous Operation)	\$0.35	\$1.00
LT209 - New Linear LED Tube Fixture (Low Bay < 15 ft)	\$0.20	\$0.30
LT210 - LED Screw-in Replacing HID	\$0.15	\$0.25

The PDF and Online Application reflect these changes.

Business Instant Discount Program (BIDP)

Get a \$25 Steam Trap Bonus: Bonus is for the customer and valid for item sales date between Oct. 15 - Dec. 15, 2021. This makes the \$75 discount for a steam trap increase to \$100. Buy Michigan steam traps discounts change from \$86.25 to \$111.25.



We want your feedback to expand on BIDP offerings. Are there measures not included in BIDP that are part of your sales? Notify your Energy Advisor or email us at BusinessInstantDiscount@cmsenergy.com. We gladly will review any recommendations you have to better serve our customers.

Small Business Trade Ally Program

Northern Michigan Trade Allies:

We held a successful Refrigeration Training in Okemos last month. We want to come north to your area in early 2022. Tell us about your interest in

attending this training, if we brought it to your area. Connect with your Energy Advisor to express your interest or [send an email](#) to express your interest.



Training topics include:

- Selling refrigeration measures to increase your sales and our rebates.
- How EC motors function and ease of installing.
- Maximizing your earning potential with refrigeration measures.

2022 EFT Payments:

EFT for your rebate incentives is live! Please connect with [Michele Horstman](#) sign up ahead of the start of the 2022 program year. As a reminder all incentive payments will be issued via EFT in 2022.

Upcoming Webinars



Electrification in the Commercial Kitchen

Thursday, Dec. 9, from 11 a.m. to 12 p.m.

Join Richard Young from The Food Service Technology Center to learn how you can save energy and energy while lowering carbon with high-efficiency kitchen.

At the conclusion, participants will be able to:

- Discuss decarbonization and electrification in the commercial kitchen.
- Locate and analyze carbon-reducing, high-efficiency kitchen equipment.
- Calculate the annual carbon reduction achievable with high-efficiency equipment.

[+ Register Now](#)

Trade Ally Energy Advisors

Northern Region - Jim Minthorn231-633-5467

West Region - John Russell616-432-7315

Kent County - Brandon Scott.....	517-243-1070
West Central Michigan - Kim Gavin	517-231-9205
East Central Michigan - Laurie Brenner.....	517-706-7315
Metro North Region - James Dail	517-993-7486
Southeast Michigan - Nathan Leindecker.....	231-670-6918
Southwest Michigan - Gordon Plourde	517-375-0506
Strategic West Michigan - Aaron Prince	616-633-8686
Strategic East Michigan - Dave Kirk	517-896-5830
National Accounts - David Keller.....	517-258-0616
Agriculture - Duane Watson.....	517-749-6668
Agriculture - Tom Gallagher.....	734-358-8826
Indoor Agriculture - Rachel Fredrickson.....	517-899-5570
Indoor Agriculture - Connor Robertson.....	517-862-1978
Compressed Air - Brandon Scott.....	517-243-1070
Network Lighting Controls - Chris Valliere.....	517-614-0552
Business Instant Discount East MI - Doug Sandberg.....	517-247-1260
Business Instant Discount West MI - Todd Loheny.....	517-512-0144
Small Business, Southwest MI - Mike Olsen.....	517-977-8273
Small Business, Southeast MI - Charles Jarvis.....	517-525-1545
Small Business, Northwest MI - Jayme Theile.....	517-512-4870
Small Business, Northeast MI - Ben Donnelly.....	517-614-6413
Small Business, Trade Ally Advisor - Michele Horstman.....	989-859-2828

Your small changes can have a big impact on Michigan –
and this program is just one example.

BECOME A  **FORCE OF CHANGE**

[Learn More](#)



Online



Email



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