

2025 Consumers Energy Small Business Energy Efficiency Program: Trade Ally Rollout

December 4, 2024

Today's Agenda



WELCOME



SAFETY TAILBOARD



STATE OF THE SMALL
BUSINESS PROGRAM



CONSISTENCY IN
CUSTOMER
EXPERIENCE



STRATEGIES FOR
SUCCESS



SMALL BUSINESS
TRADE ALLY AWARDS



Q/A SESSION



SAFETY TAILBOARD

Location: **MSU Breslin Center**

Incident Command: **Matthew Butzen**

Exit & Assembly: Exits marked with red & white signs on floor. Assembly is across Birch Road to the east of Breslin on the SW corner of Munn Field.

Shelter: Gather by elevators

9-1-1: **Marina Escobar**

Emergency Responder (Runner): **Rob Antcliff**

CPR/First Aid: **Kim Wireman**

AED: **Jacqui Wirebaugh**

Fire Extinguisher: **Mike Olsen**

Hazards: Trip hazards such as cords and chair legs.

Active Shooter: Run/Hide (Silence Phones)/Fight/Tell

CMS ENERGY

Form 1536 01-2022

Consumers Energy

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#2025SBTA



**Start your question
with the department:**

Small Business

Welcome

Marina Escobar



Welcome

Consistency During Change



State of the Small Business Program

Matthew Butzen

Celebrating Success in 2024

Exceeded savings
targets by more than
2GWH



Over 1,000 projects
sold by you



Celebrating Success in 2024

Labor shortages



Growing the program
and your company



Transparency in the
market

We heard you and collaborated with you, our Trade Allies to navigate market challenges



2025 Goals

26,293MWh



750 projects



\$4.3MIL in incentives



Reminder

Small Business customers are defined as:

500 Employees or less

With an incentive cap at
\$30,000 per facility/project



2025 Incentives

Measure Name (Electric only)	Incentive (\$/unit)*	Measure Name	Incentive (\$/unit)*
Exterior Lighting	\$0.20 /kWh	Advanced Power Strip	\$4.00/unit
Interior Lighting	\$0.20/kWh	Window High Performance Film	\$0.40/square foot
Lighting - Occupancy Sensors	\$0.20/connected watt	Beverage Vending Machine	\$65.00/unit
Anti-sweat heater controls	\$120.00/door	Controllers	\$50.00/miser
ECM Case Motor	\$175.00/door	Drinking Water Cooler Miser	\$25.00/miser
ECM Walk-in Cooler and Freezer Motor	\$275.00/motor	Snack Vending Machine Miser	\$100.00/unit
Evaporator Fan Motor Controls on ECM motors	\$75.00/unit	High-efficiency Hand Dryer	\$5.00/linear foot
Occupancy Sensors for LED Refrigerator Lighting	\$25.00/door	Door Gaskets	\$150.00/room
LED Lighting for Refrigeration Cases	\$14.00/nominal foot	Wireless GREM Material Only (EO)	\$150.00/room
Strip Curtains (40 Degrees)	\$15.00/square foot	Wireless GREM Material Only (EG)	\$150.00/room
Strip Curtains (0 Degrees)	\$40.00/square foot		

*Capped at cost

2025 SB Trade Ally Annual Performance Bonus

Trade Ally Performance Reward Structure

Tier	Paid Project Requirements	Performance Reward
Gold	25 completed projects <u>OR</u> Total savings at least: 500 kWh	2% of project incentives
Silver	10 completed projects <u>OR</u> Total savings at least: 250 kWh	1% of project incentives
Bronze	All Others	none

Consistency in Customer Experience

Marina Escobar

Consistency in Customer Experience



=

9.1

Consistency in Customer Experience

Customers were highly satisfied with **contractor expertise** and **overall interactions with contractors**.



**CONTRACTOR
EXPERTISE**

*Everything was laid out very professionally. The project manager was very helpful and knowledgeable, and the **contractor was knowledgeable and flexible.***



**OVERALL
INTERACTIONS**

*It was helpful, the guy that came out told us about the program... **He made it streamlined and easier...** he was more than knowledgeable to answer our questions and address our concerns.*

Strategies for Success

Marina Escobar

Utilizing tools available

One on one
Assistance



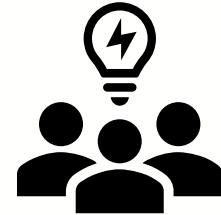
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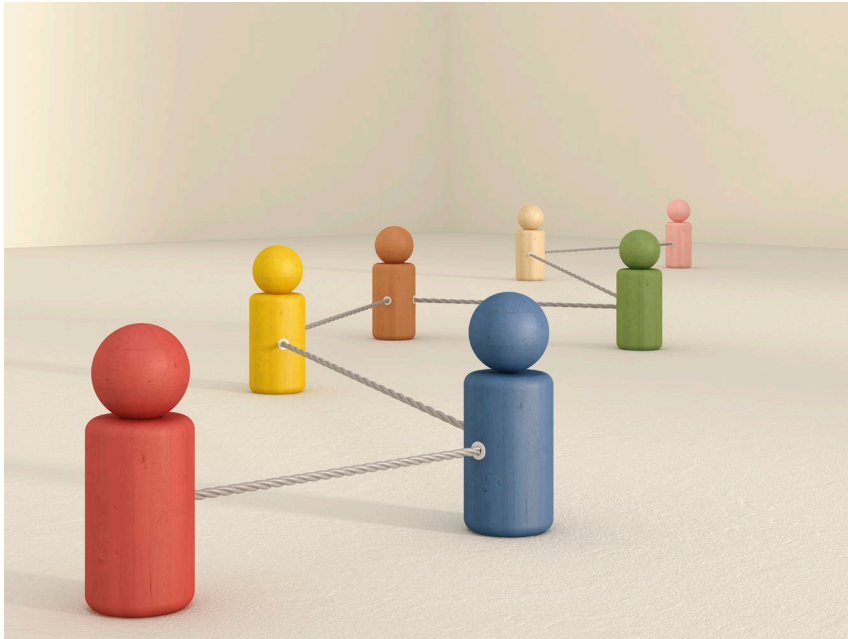
Leads



Collaboration
opportunities



Best practices



Leveraging our long-term
program relationships

Networking opportunities

On the Horizon

Marina Escobar

Trade Ally Council

Thank you for contributing to
our 2024 Program Year!

Commercial Refrigeration

Development Solutions Midwest

E3M Solutions

Energy Specialties Group

Excel Electric

McGowan Electric Supply

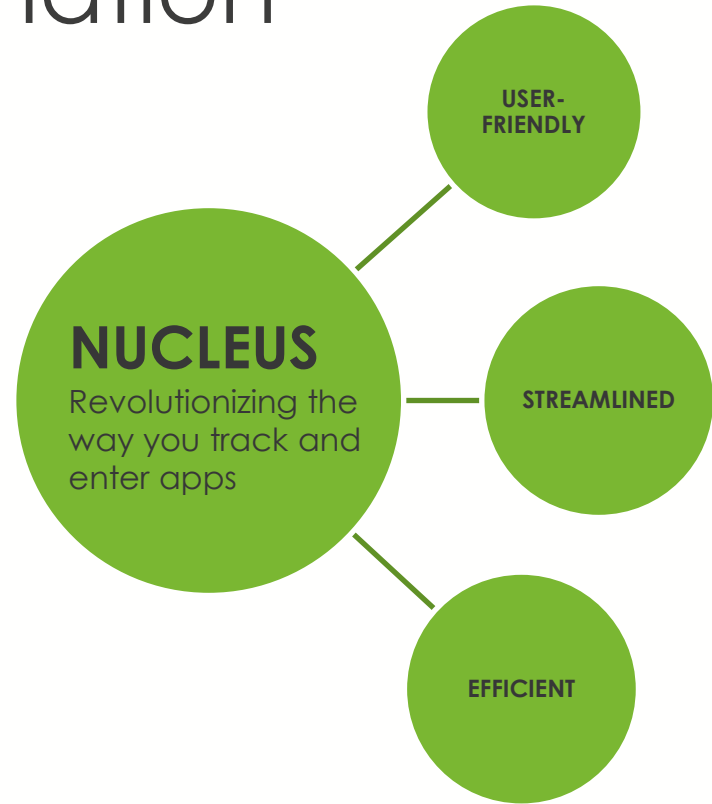
Medler Electric

Michigan Air Solutions



Embracing Transformation

Mid-Year Rollout in 2025



Nucleus Database Unveiling

Familiar Fields, Fresh Functionality

Consumers Energy
Count on Us®

Consumers Energy
Count on Us®

Welcome to Nucleus

The Energy Waste Reduction App

Commercial Programs

Small Business (SBEEP)

New Proposal **Proposals**

New Proposal

Trade Ally * Energy Waste Reduction Program *

Customer Account * Customer Contact *

Estimated Cost *

Customer Company Information

Contact Name *

Mailing Address *

City * State *

Facility

Installation Address *

City * State *

Facility Contact Name Facility Contact Phone * Provide a telephone number

Facility Contact Email

Building Details

Facility Size (sqft) * Building Type *

Building Ownership * Year Building Built *

Edit/View Proposal

Proposal Number: Prp-01977-P6V6K9

Energy Waste Reduction Program: Small Business Energy Efficiency Program (SBEEP) 2023

Customer Account: B & W LANDSCAPE AND PATIO SUPPLY INC

Customer Contact: Peter Parker

Related Premise:

Energy Reduction Specialist:

Information

Active Measures

Catalog ID	Description	Quantity ↑	Install Costs (Materials)	Install Costs (Labor)	Total Incentive
There are no records to display.					

Documents

Description	PRIO ↑	U/L ↑
There are no records to display.		

Inactive Measures

Catalog ID (Product)	Description (Product)	Quantity ↑	Removal Notes	Modified On
There are no records to display.				

Total Incentive Requested

Your 2025 Program Team

Marina Escobar

SBEEP Program Team

Marina Escobar
Program
Manager

Matthew Butzen
Outreach Lead

Mike Olsen
Trade Ally ERS

Doug Sandberg
Trade Ally ERS

Jayne Theile
End user ERS

**Jacqui
Wirebaugh**
End user ERS

Charles Jarvis
Inspection Lead

**Gabe
McKenney**
Inspector

**Jesica
Densmore**
Administrator

Carrie Carter
Administrator

**Mechelle
Kantner**
Administrator

**Morgan
Witham**
Administrator

SBEEP Outreach Team

Matthew Butzen

- Outreach Lead
- 773-504-3638

Mike Olsen

- Trade Ally ERS
- 517-977-8273

Doug Sandberg

- Trade Ally ERS
- 517-247-1260

Jayne Theile

- End User ERS
- 517-512-4870

Jacqui Wirebaugh

- End User ERS
- 517-420-9940

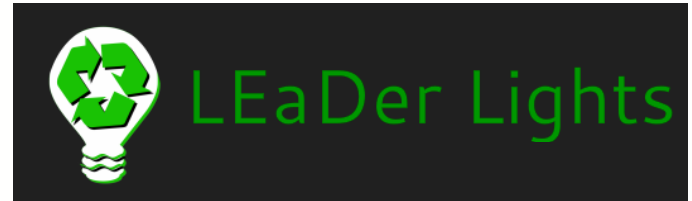
Trade Ally Awards

Presented by Rob Antcliff

Award Finalists

Top Savings, Small Business Trade Ally Program:

Commercial Refrigeration



Winner!

Top Savings Trade Ally, Small Business Trade Ally
Program:



Energy Efficiency Growth Award

And the winner is...

Energy Efficiency Growth Award



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**Start your question
with the department:**

Small Business

Q&A Session:

Thank You!

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