

# 2026 Small Business Energy Efficiency Program

## Trade Ally FAQ's

### How do I know if my customer qualifies for the program?

- Customers must have annual energy usage of 1,200,000 kWh or less.
- Employee count is no longer part of the eligibility criteria; eligibility is based solely on usage.

### Can I still work with customers above the usage cap?

- Yes, but those customers will need to participate through the Commercial & Industrial (C&I) or Midstream programs.
  - <https://www.clearesult.com/partner-hub/consumers-energy-business/program-resources>
  - <https://www.clearesult.com/partner-hub/consumers-energy-business>
  - <https://ppc.clearesult.com/Account/Login>
- The Small Business programs are focused on smaller facilities to ensure equitable access to funds. Visit [Home | CE Small Business Trade Ally](#) for more information.

### What's new about the incentives in 2026?

- Effective 1/1/2026, lighting incentives will be raised to \$0.17/kWh
- Effective 1/1/2026, ECM Walk-in Cooler and Freezer Motor incentive will be raised to \$200.00/motor.

### What documentation do I need for sub-metered facilities?

- Sub-metering must be verified by a single account number with documented usage for each meter.
- Acceptable proof includes a utility bill or third-party verification.
- Excel self-reports are no longer accepted.

Property Date	Property Time	Power (Demand): Instantaneous (kW)	kWh
17-Aug-2024	12:00 AM	28.3	7.1
17-Aug-2024	12:15 AM	28.3	7.1
17-Aug-2024	12:30 AM	25.1	6.3
17-Aug-2024	12:45 AM	28.6	7.1
17-Aug-2024	01:00 AM	26.3	6.6

*Example of sub-metered documentation*

### **What is the Market Engagement Incentive Program?**

To encourage and reward Trade Allies for completing qualifying small-business projects, a \$500/project incentive will be distributed to Trade Allies who submit five or more paid projects.

### **How does the Market Engagement Incentive Program work?**

- On the fifth qualifying project submitted and paid in 2026, the Trade Ally will receive a \$500 incentive on all five, and subsequent, qualifying and paid projects. Qualifying projects must be completed at a customer's facility where the annual consumption is at, or below, 400,000kWh.
- Examples of how/when the Trade Ally receives the incentive.
  - Example 1: Three projects paid at or under 400,000kWh and two projects paid over 400,000kWh – not eligible.
  - Example 2: Five projects paid at or under 400,000kWh and five projects paid over 400,000kWh – Only the five projects paid at or under 400,000kWh are going to earn the \$500/ project incentive.
- One project per facility per year qualifies.
- Sub-metered projects are not eligible for this program.
- Market Engagement Incentives will be paid in Q4 2026.
- Project incentives below \$500 will not be eligible for the program. Project incentives must be \$500 at minimum.
- The incentive pool is \$300,000 for this program and the program will end when the funds have been fully allocated or on December 31, 2026, whichever occurs first.
- Trade Ally will receive monthly and quarterly updates as to their program standings and how allocated the program is.

### **Will there be new marketing materials or co-marketing tools?**

Yes. A refreshed Trade Ally Toolkit will include updated brochures, leave-behinds, and co-marketing templates for outreach.

### **When will the updated program materials be available?**

Early 2026 updated program materials will be available on [CETradeAlly.com](http://CETradeAlly.com).