



# Energy Efficiency Programs

Presented by Tom Knoy, CLEAResult Consulting

# Today's Agenda

About Efficiency United  
Current Programs  
Implementation

# About Efficiency United

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- ▶ Efficiency United (EU) consists of electric and gas providers in Michigan that have come together to provide energy efficiency education, programs, and rebates.
- ▶ EU's goal is to help residential and commercial customers save energy and money by offering programs with customer service and support.



# About Efficiency United

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## ▶ EU Partners include:

- ▶ Alpena Power Company
- ▶ Bayfield Electric Co-op
- ▶ Daggett Electric
- ▶ Cloverland Electric Cooperative (Formerly Edison Sault Electric Company)
- ▶ Indiana Michigan Power Company
- ▶ Michigan Gas Utilities
- ▶ SEMCO Energy
- ▶ UPPCO
- ▶ We Energies
- ▶ Wisconsin Public Service Corp.



# Current Programs

Residential & Small Business ENERGY STAR®  
Residential Audit & Weatherization Program  
Residential Heating, Ventilation, & Air Conditioning (HVAC)  
Appliance Recycling  
Commercial & Industrial  
Energy Efficiency Assistance

# Residential & Small Business ENERGY STAR® Program

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- ▶ Customers reduce energy use by purchasing high efficiency ENERGY STAR products
- ▶ Available Rebates:
  - ▶ \$50 for clothes washer
  - ▶ \$10 for smart power strip
  - ▶ Free CFLs



# Residential Audit & Weatherization Program

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## ▶ Online Audit Program

- ▶ Customers learn how to make their homes more energy efficient using free online tools and resources.
- ▶ Customers can also receive a free energy saving kit by completing the Online Profile.

## ▶ Audit & Weatherization Rebate Program

- ▶ Rebates are available to customers of the participating gas utilities for the installation of energy saving measures such as insulation, air sealing and energy efficient windows.

## ▶ Audit & Weatherization Direct Install Program

- ▶ Customers of the participating gas utilities can receive free in home survey and installed energy saving kit.



# Residential HVAC Program

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- ▶ Residential customers receive incentives for installing energy-efficient heating and cooling equipment.
- ▶ Eligible Measures:
  - ▶ Central Air Conditioning
  - ▶ ECM Blower Motor
  - ▶ Programmable Thermostat
  - ▶ High Efficiency Furnace
  - ▶ High Efficiency Boiler
  - ▶ Water Heater





# Appliance Recycling Program

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- ▶ Customers produce long-term energy savings by safely recycling inefficient appliances and removing them from the utility grid.
- ▶ Available Rebates:
  - ▶ \$30 for recycling an old refrigerator
    - ▶ Pick-ups can be scheduled online
    - ▶ Pick-ups are free to the customer



# Commercial & Industrial Program

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## ▶ Prescriptive Program

- ▶ C&I customers receive incentives for installing energy efficient measures in new and existing buildings.

### Electric Measures:

- Lighting
- Motor & Drives
- Controls
- HVAC
- Refrigeration
- Food Service Equipment

### Gas Measures:

- Space heating
- Boilers & Steam Systems
- Cooking
- Water Heaters
- Water Heater Controls
- Ventilation Controls
- Process Controls



# Commercial & Industrial Program (con't)

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## ▶ Custom Program

- ▶ C&I customers receive custom incentives for installing innovative and unique energy efficient equipment and controls.
  - ▶ Electric & Gas Measures:
    - Technologies that are unique to that customer
    - Technologies that are new to the market
    - Technologies that have a wide-range of savings based on their application



# Energy Efficiency Assistance Program

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- ▶ With financial support, income-qualified customers reduce energy use through home efficiency improvements such as:
  - ▶ Installing compact fluorescent lights (CFLs)
  - ▶ Replacing old refrigerators
  - ▶ Installing thermostats for gas heating
  - ▶ Installing insulation and infiltration
  - ▶ Replacing old water heaters
  - ▶ ...and many more.



# Implementation

Measure Selection

# Implementation: Measure Selection

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- ▶ Savings numbers are derived from the Michigan Energy Measures Database (MEMD) to provide a standard reference for Michigan energy efficiency programs.
- ▶ Recommendations taken into account from:
  - ▶ CEE
  - ▶ ACEEE
  - ▶ ENERGY STAR
- ▶ MEMD per-customer savings estimates:
  - ▶ CFL = 44.1 kWh
  - ▶ Residential single-door refrigerator = 184 kWh



# Implementation:

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- ▶ EU programs cover a wide range of service territories and customer segments. Because of this, market differences necessitate tailored program promotion approaches.
- ▶ Customers respond most favorably to programs when there is a high level of utility cooperation.
  - ▶ Utility cooperation and participation leads to a higher level of credibility with customers.



# Questions?

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