

# BWL Hometown Energy Savers

## **2023 Contractor Kick-Off**

# Housekeeping

- Session will be recorded; emailed after
- Use the chat function to ask questions
- Questions will be answered at the end of each section
- Keep microphones muted

# BWL Introduction

Anna Munie, BWL

Manager of Carbon Neutrality Programs

# Hometown Energy Savers Program

Helping BWL customers save more than  
**24.3 million kWh** of electricity in 2022

## In 2022

BWL customers saved more than 24.3 million kWh of electricity – eliminating nearly 38 million pounds of CO2 emissions.

**That's like:**



**3,351**  
Homes

**Saving**  
**1.9 M**



Gallons of  
gasoline

Planted & grown  
for 10 yrs



**284,750**  
Trees

# Staff Introductions – Michigan Energy Options

**Brandon Kawalec**  
Program Manager

**Lauren Chapman**  
Program Coordinator

**Angela Marez**  
Program Manager

**Clara Guggemos**  
Community Energy Specialist

# Residential Programs

- High Efficiency Products
- Appliance Recycling
- Hometown Help
- Multi-family Efficiency

More than **5.3 million kWh** savings and customers received over **\$387,000** in rebates and other incentives.

# 2022 – Top Residential Performers

Achieved 297,763 kWh savings and customers received **\$71,500** in rebates.

- 490 Programmable Thermostats
- 411 Central AC or Heat Pumps
- 64 AC tune-ups



# 2023 HVAC Rebates

Eligible Items	Specifications	Rebate Amount
ENERGY STAR Whole Home Dehumidifier	ENERGY STAR certified.	\$500
Central Air Conditioning System	SEER 15.0 - 16.9	\$75
	SEER 17.0 - 18.9	\$100
	SEER 19.0+	\$150
Central Air-Source Heat Pump System	SEER 16.0 - 17.9	\$100
	SEER 18.0 - 20.9	\$150
	SEER 21.0+	\$250
Mini Multi-Split Ductless Air-Source Heat Pump System	Minimum SEER 25.0	\$250
Smart/Wi-Fi Thermostat	Must control HVAC system with electric heat and/or central air conditioner. Limit 1.	\$25
ENERGY STAR Heat Pump Water Heater	ENERGY STAR certified.	\$150
ENERGY STAR Pool Pump	ENERGY STAR certified.	\$150
Tune-Up of Central Air Conditioner/Air-Source Heat Pump	See application for details.	\$50

# 2023 Residential Application

- Available via our website:
  - [Lbwl.com/energysavers](https://lbwl.com/energysavers)
    - Mail-in application
    - Online submission

## Submit your documents one of four ways:



**Fax**  
517-337-0437



**Online**  
[lbwl.com/energysavers](https://lbwl.com/energysavers)



**Mail**  
Hometown Energy Savers  
405 Grove Street  
East Lansing, MI 48823

Call **800-573-3503** for  
questions about this  
application.



**Email**  
[hometownenergysavers@michiganenergyoptions.org](mailto:hometownenergysavers@michiganenergyoptions.org)



## 2023 Rebate Application Residential Programs

**Ready to get your rebate?**  
Follow these 3 simple steps.

### **Step #1: Confirm the details**

- ▶ You are a BWL residential electric customer.
- ▶ Items were installed or purchased between January 1, 2023 and December 31, 2023.

### **Step #2: Attach a copy of your receipts**

- ▶ Please provide copies of all receipts and/or invoices from product purchases or installations.
- ▶ Your receipt or invoice must clearly indicate the equipment type, make, model, price and date of purchase or installation.

### **Step #3: Get your rebate**

- ▶ Completed documentation must be received within 60 days of purchase and/or installation of measures.
- ▶ For the full program Terms and Conditions, please refer to page 4 of the application.

# Whole Home Dehumidifier



WHOLE HOME  
*Solutions*



Install an ENERGY STAR® certified whole-home dehumidifier to remove excess moisture.

**\$500 REBATE**  
ON QUALIFYING MODELS



# AC Tune-Up Bonus

- Rebate increased to \$75
- Promotional Period
  - March 1<sup>st</sup> – May 31<sup>st</sup>
- Standard Tune-Up is eligible for rebate



**\$75 REBATE**  
on air conditioner tune-ups\*.

Tune up your equipment and:

- Save on energy costs.
- Prevent costly breakdowns.
- Collect cash rebates.

*\*\$75 rebate available from March 1 to May 31, 2023.  
\$50 rebate available after June 1, 2023.*

**IT'S TIME TO TUNE-UP!**

# Contact Information

Brandon Kawalec, Residential Program Manager

800-573-3503

[bkawalec@michiganenergyoptions.org](mailto:bkawalec@michiganenergyoptions.org)

# Commercial & Industrial Program Staff

Glenn Voisin

Program Manager

Josh Petersen

Energy Advisor

TBD

Energy Advisor

Andrew Kotila

Energy Engineer

# 2022 Results: Commercial & Industrial Program

- **39,328 measures** installed
- **\$1.04 million** paid incentives
- **17.3 million kilowatt hours** saved



**SAVE ENERGY. SAVE MONEY.**  
Where to start? Consider how you use energy at your business.

**INSTALL MY OWN SOLAR**  
Interested in installing solar at your business? Contact us to learn more about available rebates and participation guidelines.

**2022 COMMERCIAL REBATES**  
HOMETOWN ENERGY SAVERS

**Get started today!**

Measure Type	Savings Percentage
Lighting	17%
Refrigeration	16%
Compressed Air	15%
Other	10%
HVAC	4%
Power Quality	2%
Other	2%

**Start saving today!**  
Energy efficiency is a low-cost way to reduce energy use, lower emissions, climate change, and make your business more resilient for the future.

**Take advantage of Hometown Energy Savers program today!**

**Get paid for your equipment upgrades.**  
Incentives are available for a wide variety of equipment your business uses every day:

- ▶ Lighting
- ▶ Lighting Controls
- ▶ Power Quality
- ▶ Refrigeration
- ▶ Compressed Air
- ▶ HVAC

Have a large or complex project that needs a more tailored solution? Our Energy Advisors can help you apply for custom incentives.

Conducting a new space or renovating an old one? Incentives are available for these projects too!

Pre-approval is required for select projects. Visit the website to learn more.

**BWL**  
Hometown Energy Savers

VISIT [lansing.com/energysavers](http://lansing.com/energysavers)  
CALL: 800.573.3503



**Indoor Agriculture**  
Keep your indoor agriculture facility running efficiently by upgrading the best lighting to increase your crop yield. LED lighting can reduce your electricity use by up to 30% per sq ft of grow area (energy.gov).

**Incentives available for indoor agriculture grow facilities that operate year-round:**

- ▶ LED Grow Lights
- ▶ LED Cannabis Grow Light
- ▶ HVAC Load Evolution
- ▶ Facility Rehabilitation

**Small Business Support**  
The Hometown Energy Savers Small Business Program can help identify your best opportunities to save energy and money. Businesses under 25,000 sq feet can receive enhanced incentives for select equipment upgrades.

**Contractor Network**  
Need help with your project? Contact us for a Hometown Energy Savers participating contractor. These contractors are listed on the program and can help guide you through the process.

**BWL**  
Hometown Energy Savers

VISIT [lansing.com/energysavers](http://lansing.com/energysavers)  
CALL: 800.573.3503

# 2022 Results: Small Business Program

- **4,095 measures** installed for **Small Business** customers
- **\$77K paid** on **Small Business** projects



## Do you have a small business with big utility costs?

The Hometown Energy Savers® Small Business program can help identify your best opportunities to save energy - and apply for incentives to make the upgrade more affordable.

If your business is smaller than 25,000 sq. feet, you qualify for enhanced incentives through the Small Business program. You can also take advantage of the Commercial & Industrial program incentives for additional energy-saving opportunities, including:

- ▶ Lighting and Controls
- ▶ Commercial refrigeration
- ▶ HVAC and Controls
- ▶ Commercial kitchen equipment
- ▶ And more!

### Enhanced Incentives on the following equipment and more!

Equipment	Incentive Amount
LED A-Lamp	Up to \$7.50/lamp
TLED Replacements	Up to \$12
LED Exit Sign	\$20 each
Interior Occupancy Sensors	\$0.12 per watt controlled
Smart Thermostat	\$0.06 per sq ft controlled
Packaged Terminal Heat Pump	\$375 each
ENERGY STAR® Freezer	\$100 each

Scan QR code below or visit [lbwl.com/energysavers](http://lbwl.com/energysavers) to learn more about how your business can start saving energy and money today.



Contact us to learn more:  
800-573-3503 • [lbwl.com/energysavers](http://lbwl.com/energysavers)



# Pre-Approval Changes

- Reminder to check if your project needs pre-approval

## Does your project need pre-approval?



Yes, if your project includes:

- Custom measures
- Prescriptive incentives totaling more than \$5,000
- All new construction and major renovation projects that have two or more major system replacements (HVAC, lighting, building envelope, controls)

# Small Business Program

- No significant changes
- Less than 25,000 sq ft
- Annual incentive cap is \$5,000
- **Reminder:** Submit up to date spec sheets.  
DLC and ENERGY STAR are required!

# Indoor Ag Program

- **New! Energy Recovery Ventilator**
  - \$80/ton of cooling
- **DLC and ENERGY STAR are required**

# Other Updates

- Compressed Air Application
  - Air leak and repair measure is \$15/hp
  - Complete Audit w/Leak Detection and Repair is \$20/hp
- Non-Lighting Application
  - Computer Room AC has changed
    - Submit the complete spec sheet and the operating perimeters for the system **with return temps**

# Lighting Updates

## ➤ Lighting Application

- Added high-usage lighting with 3 rate tiers
  - One shift, min. 1,800 hours = \$0.20/watt reduced
  - Two shifts, min. 4,000 hours = \$0.30/watt reduced
  - Three shifts, min. 8,000 hours = \$0.60/watt reduced
- DLC and ENERGY STAR required

# Lighting Updates

- Exterior lighting – **limited time bonus!**
  - Standard incentive \$0.30/watt reduced; bonus increases to \$0.45/watt reduced
  - March 1 – May 31, 2023 or until funds run out
  - **Pre-approval required to receive bonus**
  - Application must be submitted after March 1 and completed in 90 days

# Contact Information

Glenn Voisin, Commercial Program Manager

[hometown@slipstreaminc.org](mailto:hometown@slipstreaminc.org)

800-573-3503



**Thank you!**  
Any questions?