Hometown Energy Savers

2026 Custom Projects Incentive Application

Commercial & Industrial Program

Ready to get your incentive?

Follow these 3 simple steps

This application form is for projects completed between January 1, 2026 and December 31, 2026. For more detailed information, refer to the Terms and Conditions included with this application.

Step #1: Apply for pre-approval

Pre-approval is required for all custom projects. To ensure that your project is eligible and to reserve funds, please submit a pre-approval application to include:

- Information in Sections 1 - 3 on page 2
- Completed custom worksheet(s) that are applicable to your project (found on pages 4 and 5),
- Itemized quote/proposal with model numbers and expected external (third-party) labor costs (if available), and
- Product specification sheets for all equipment to be installed.

Please note:

- All projects are subject to a possible inspection before and/or after work is performed.
- Custom projects must receive a reservation letter before equipment is installed.
- If your project meets the pre-approval criteria, you will receive a letter indicating that funds have been reserved. Expect your pre-approval reservation letter in 2-4 weeks once all documentation is received.
- **The annual customer cap is $100,000 per meter.**

Step #2: Complete your project

Ask your contractor to generate detailed itemized invoices with complete model numbers.

- Following the specifications listed in this application, install your equipment within 90 days or by the date indicated on your pre-approval reservation letter. Applications that are not completed within 90 days or by the date indicated on the pre-approval letter are subject to cancellation. Contact a program representative early if you need more time. Requests for an extension must be made in writing. The program manager has the sole authority to grant extension requests.

Step #3: Get your incentive

Once your project is complete, it's time to request your incentive. Within 30 days of project completion, you must submit:

- Payee and W9 Information with signed Customer Certification (Sections 4 - 6 on page 3).
- Completed or revised incentive application worksheet(s).
- Detailed itemized invoice(s) for equipment and any applicable external labor costs.
- Product specification sheets of equipment for which an incentive is requested.
- Project completion date.

Once completed paperwork is submitted, your application will be reviewed and processed for payment. Incentive payments are made by check and are usually mailed within four to six weeks.

Submit your documents via:

Fax
(608) 646-7682

Email
hometown@slipstreaminc.org

PLEASE CALL (800) 573-3503 FOR QUESTIONS ABOUT THIS APPLICATION.

SECTION 1: Customer & Project Information

Customer Name (as shown on your electric utility bill):			
Customer Mailing Address:	City:	State:	ZIP:
What is the predominant use of the building space where equipment was installed? (check one) ☐ Office ☐ Retail ☐ Warehouse ☐ Restaurant ☐ Grocery/Supermarket ☐ Manufacturing ☐ Lodging ☐ School: K-12 ☐ School: College ☐ Healthcare facility ☐ Agriculture ☐ Multi-family ☐ Other/Misc_____			
How did you learn about the program? ☐ BWL Customer Service ☐ BWL Website ☐ Mail/Bill Insert ☐ Social Media ☐ Community Event ☐ Newspaper ☐ Radio/Podcast ☐ Contractor ☐ In Store ☐ Word-of-Mouth ☐ Other _____			

SECTION 2: Job Site Information

Job Site Name (if different than customer name):	Project Contact Person Name:		
Project Contact Telephone: ☐ Office Number ☐ Mobile Number	Project Contact Email:		
Job Site Street Address (physical location):	City:	State: MI	ZIP:
BWL Electric Account Number:	What is the project completion date?		
Project Type: ☐ Existing facility equipment replacement/retrofit ☐ New construction ☐ Major renovation ☐ Addition/expansion			

SECTION 3: Trade Ally (Contractor) Information

Trade Ally Name (or indicate if self install):	Trade Ally Contact Person Name:		
Trade Ally Telephone:	Contact Email:		
Trade Ally Mailing Address:	City:	State:	ZIP:

Submit your documents via:

Fax
(608) 646-7682

Email
hometown@slipstreaminc.org

SECTION 4: Payee and Mailing Address

Mail Check to: ☐ Customer Mailing Address (above) ☐ Job Site Address ☐ Payee W-9 Address ☐ Alternate Pay Address (complete below)			
Alternate Pay Address (if checked above):	City:	State:	ZIP:
Make Incentive Check Payable to (payee): ☐ BWL Customer ☐ Landlord ☐ Trade Ally Contractor			

ONLY IF incentive check is being made payable to a third-party landlord or Trade Ally per check box above, the BWL customer must confirm this incentive reassignment arrangement by signing below:

I, the BWL Customer, am authorizing reassignment of the incentive payment to the third-party payee named below, and I understand that I will not be receiving the incentive payment. I also understand that my release to a third-party does not exempt me from the program requirements outlined in the Terms and Conditions.

BWL Customer Signature

Signature	Print Name	Title	Date

SECTION 5: Payee IRS Form W-9 Information

(Submit IRS Form W-9 for payee OR fill out this section completely. This section may be omitted only if IRS Form W-9 for payee is submitted.)

Payee Legal Name (as shown on income tax return):	Payee Business Name (if different than payee legal name):		
Payee Legal Address:	City:	State:	**ZIP:**
Check the appropriate box for federal tax classification; check only one of the following seven boxes: ☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate ☐ Other tax exempt organization or gov't agency ☐ LLC - Enter the tax classification (C = C corporation, S = S corporation, P = partnership):_____ Note: For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.			
Payee Tax Identification Number (TIN) (Complete ONE only. Must match payee legal name above.) FEIN #: ____ ____ – ____ ____ ____ ____ ____ ____ ____ OR SSN: ____ ____ ____ – ____ ____ – ____ ____ ____ ____			
Certification: The following certifications are required in order for this form to substitute for the IRS Form W-9. Under penalties of perjury, I certify that: 1. The payee's TIN is correct. 2. The payee is not subject to backup withholding due to failure to report interest and dividend income. 3. The payee is a U.S. citizen. The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding. I, the third-party payee, certify that I have read and complied with the Terms and Conditions of this application.			
Payee Signature: /s/	Print Name:	Title:	Date:

SECTION 6: BWL Customer Certification

I hereby certify that: 1. The information contained in this application is accurate and complete. 2. All rules of this incentive application have been followed. 3. I have read and understand the Terms and Conditions included with this document. I agree to verification of equipment installation which may include a site inspection by a program or utility representative. I understand that I am not allowed to receive more than one incentive from this program on any piece of equipment. I hereby agree to indemnify, hold harmless and release the utility and the utility's contractors from any actions or claims in regard to the installation, operation and disposal of equipment (and related materials) covered herein, including liability from any incidental or consequential damages. I have elected to utilize electronic signatures. I understand and intend that a legal signature is formed by typing my name on this document. If any of the parties do not wish to sign this document electronically, all must opt out together and print a paper copy to sign manually.

Customer Signature: /s/	Print Name:	Project Completion Date:

Custom Lighting Worksheet

These incentives are available for energy-saving measures that are not covered by the prescriptive lighting portion of the program. Custom incentives are based on the first-year electrical energy (kWh) savings.

When applying for pre-approval, submit the following items:

- Information in Sections 1 - 3 on page 2.
- Completed Custom Worksheet (below).
- Itemized quote/proposal with model numbers and expected external (third-party) labor costs (if available).
- Product specification sheets for all equipment to be installed.

Custom Incentive Rate: $0.10 per kWh saved

- In lieu of filling out these tables, calculations may be submitted in an unlocked spreadsheet (such as Excel).
- All new light fixtures and retrofit systems should be ENERGY STAR® or DesignLights Consortium® (DLC) qualified.

Existing Fixture #1		New Fixture #1	
Description:		**Description:**	
Watts per Fixture (A)		Watts per Fixture (E)	
Quantity of Fixtures (B)		Quantity of Fixtures (F)	
Annual Operating Hours (C)		Annual Operating Hours (G)	
Annual kWh Consumption (D) (A x B x C / 1,000)	0	Annual kWh Consumption (H) (E x F x G / 1,000)	0
Annual Energy Savings (D - H): 0 **kWh/yr**			

Existing Fixture #2		New Fixture #2	
Description:		**Description:**	
Watts per Fixture (A)		Watts per Fixture (E)	
Quantity of Fixtures (B)		Quantity of Fixtures (F)	
Annual Operating Hours (C)		Annual Operating Hours (G)	
Annual kWh Consumption (D) (A x B x C / 1,000)	0	Annual kWh Consumption (H) (E x F x G / 1,000)	0
Annual Energy Savings (D - H): 0 **kWh/yr**			

Existing Fixture #3		New Fixture #3	
Description:		**Description:**	
Watts per Fixture (A)		Watts per Fixture (E)	
Quantity of Fixtures (B)		Quantity of Fixtures (F)	
Annual Operating Hours (C)		Annual Operating Hours (G)	
Annual kWh Consumption (D) (A x B x C / 1,000)	0	Annual kWh Consumption (H) (E x F x G / 1,000)	0
Annual Energy Savings (D - H): 0 **kWh/yr**			

Total Custom Lighting Project Cost:	**$**
Total Annual Custom Lighting Energy Savings (kWh) x $0.10/kWh: (Cannot exceed 100% of the total custom project cost)	**$** 0.00

Note: Customer acknowledges and agrees that Customer cannot apply for, nor receive, incentives for the same product, equipment or service from more than one utility unless there are both electric and gas savings.

Custom Non-Lighting Worksheet

These incentives are available for energy-saving measures that are not covered by the prescriptive portion of the program. Custom incentives are based on the first-year electrical energy (kWh) savings.

When applying for pre-approval, submit the following items:

- Information in Sections 1 - 3 on page 2.
- Completed Custom Worksheet (below).
- Itemized quote/proposal with model numbers and expected external (third-party) labor costs (if available).
- Product specification sheets for all equipment to be installed.

Custom Incentive Rate: $0.10 per kWh saved

1. Provide a detailed written description of the project.
2. Provide clear and logical step-by-step calculations detailing the estimated annual energy savings (kWh).
   a) Submit calculations in an unlocked spreadsheet format (such as Excel). Do not send PDF copies of spreadsheets. Include page numbers, if needed to reference calculations or numbers on other pages.
   b) Provide detailed and orderly calculations that can be followed without prior knowledge of the project.
   c) Document any assumptions and inputs to calculations (e.g., hours of operation, load factor, power factor, motor efficiencies, etc.) and maintain consistency throughout calculations.
   d) Identify key numbers (circled, bold, highlighted, etc.) and show correct units.

Estimated Custom Non-Lighting Project Savings

	Measure Description[a]	Annual Energy Savings (kWh)	Measure Cost ($)[b,c,d]
1			$
2			$
3			$
4			$

[a] Measure description refers to specific energy efficient project components (i.e. chiller replacement, industrial process improvement, etc.)

[b] Measure cost is either the cost to remove/replace existing operational equipment, or it is the incremental cost to upgrade non-operational equipment from standard efficiency to high efficiency equipment.

[c] Costs itemized by measure are preferred.

[d] Include contracted labor costs, sales tax, disposal, permit fees, etc., related to the project.

Total Custom Non-Lighting Project Cost:	$ 0.00
Total Annual Custom Non-Lighting Energy Savings (kWh) x $0.10/kWh: (Cannot exceed 100% of the total custom project cost)	$ 0.00

Note: Customer acknowledges and agrees that Customer cannot apply for, nor receive, incentives for the same product, equipment or service from more than one utility unless there are both electric and gas savings.

Terms and Conditions

1. Eligibility: These incentives are offered by the Lansing Board of Water & Light (BWL) under the Hometown Energy Savers Program to eligible commercial and industrial electric customers in good standing within the BWL service territory installing energy efficient equipment which results in a permanent reduction in electrical energy usage (kWh). This application form is for facilities with a commercial or industrial electric meter or rate code. For questions regarding eligibility, call (800) 573-3503.

2. Incentive Offer: Energy efficient equipment eligible for incentives from the BWL must be installed and operational by December 31, 2026. Pre-approval is required for all custom projects, and for prescriptive projects with an expected incentive value over the specified amount on the application. For projects requiring pre-approval, the applicant has 90 days or the date indicated on the pre-approval reservation letter to complete the project and submit final documentation. Applications that are not completed within 90 days or the date indicated on the pre-approval letter are subject to cancellation. Additionally, invoice(s) and other required final project documentation and program forms related to the project must be accurately completed and submitted to Hometown Energy Savers within 30 calendar days of installation (project completion) and no later than December 31, 2026. The BWL reserves the right to request additional supporting documentation as deemed necessary to ensure measure eligibility and verify that the expected energy savings will occur. Any customer who submits an incomplete application will be notified of deficiencies upon review of the application; the application will not be processed until all information is received. Please keep a copy for your records. Incentives are calculated based on program incentive rates and shall not exceed 100% of the total project cost, including materials, sales tax, external (third-party) labor, permits, equipment rental, and disposal. Internal labor (e.g., non-contracted labor) may not be included in the cost of the project. Program incentives are offered until approved funds are exhausted or December 31 of each program year, whichever comes first.

3. Project Documentation Requirements: Customers will have to provide the BWL with the documentation as listed in the instructions. If Customer does not provide the required project documents to the BWL at pre-approval and verification stages, the project may be disqualified from the program. The project may also be disqualified if pre-approval is not received, unless otherwise noted on the application. By participating in the program, the customer acknowledges and understands that it is necessary for the BWL to store, use and share the information contained in this application, as well as information collected in connection with this project. Through participation the customer authorizes the BWL to collect, store and consider customer data for its internal and program purposes and to share the customer data with third-party vendors/contractors who are doing work on the BWL's behalf.

4. Energy Efficiency Improvement Qualifications: Savings resulting from peak shaving, demand limiting, power generation, renewable energy (including solar PV and wind), or operating schedule changes does not qualify. To qualify, lighting equipment must have a planned minimum usage of 1,800 hours per year. Non-lighting equipment must have a planned minimum usage of 1,500 hours per year unless otherwise specified. If Customer's equipment does not meet required usage hours per year, an incentive may not be offered, except for equipment incentivized under the Custom program offering. All removed materials, including lamps and ballasts, must be permanently taken out of service, and disposed of in accordance with local codes and ordinances. Resale of replaced equipment is expressly forbidden. If Customer has questions or concerns about above qualifications, Customer may contact Hometown Energy Savers to discuss.

5. Incentive Limit: All Prescriptive project applications may receive or cumulate a maximum of $100,000 in incentives per electric meter each calendar year. Project incentives canno exceed the project cost but also shall not exceed the incentives set by the BWL for each measure on the application Worksheet(s). Maximum incentive awards for Custom projects are $100,000 per electric meter each calendar year and are limited to 100% of the total project cost. A total annual customer cap of $250,000 is applied to any one customer per calendar year, cumulating both custom and prescriptive applications if applicable as long as funds are available.

6. Compliance:

- All projects must comply with applicable federal, state, and local laws.
- All equipment must be new or retrofitted with new components.
- The purchase and installation of used or refurbished equipment is not eligible for incentives.
- Existing equipment replaced with new equipment must be removed and/or permanently disconnected.
- Equipment must meet specification requirements as defined in application Worksheets and Equipment Guidelines.
- Customers may submit multiple projects in a calendar year; however, the incentive totals may not exceed the annual incentive cap without utility authorization.

7. Payment: Approved Final Applications usually receive payment within 4-6 weeks of signed payment approval. Incentive payments are made by check and may arrive in multiple checks. Incomplete applications will either delay payments or result in denial of application approval. The BWL reserves the right to refuse payment and disqualify Customer from participating in the program if the customer or their contractor violates any program Terms and Conditions. The qualified equipment must be installed and operating for the rated life of the product(s) or for a period of three (3) years from receipt of incentive, whichever is longer. If the qualified equipment is removed or replaced with less efficient equipment, or if Customer ceases to be a customer of the BWL during the three (3) years, Customer shall refund a prorated amount of incentive dollars based on the time installed within thirty (30) days of receipt of notice from the BWL.

8. Inspection: Hometown Energy Savers staff may conduct inspection(s) of the project site to survey existing conditions and/or verify installation of new equipment prior to approval of incentive award.

9. Publicity: The BWL reserves the right to publicize Customer's participation in this program unless Customer specifically requests in writing otherwise. Send opt-out requests to hometown@slipstreaminc.org.

10. Program Discretion: Incentives are available on a first-come, first-served basis. Incentive amounts and offerings are subject to change and/or termination without notice and at the discretion of the BWL.

11. Logo Use: Customers or trade allies may not use the Hometown Energy Savers or the BWL name or logo in any marketing, advertising, or promotional material without written permission. Send requests to hometown@slipstreaminc.org.

12. Disclaimers: The BWL:

- does not endorse any particular manufacturer, product, labor, or system design by offering this program.
- is not responsible for any tax liability imposed on the customer as a result of the payment of incentives. The BWL is tax exempt; Federal ID #38-600577.
- does not expressly or implicitly warrant the performance or energy savings of installed equipment or contractor's quality of work (contact your contractor for detailed warranties).
- is not responsible for the proper disposal/recycling of any waste generated as a result of this project.
- is not liable for any damage caused by the installation of the equipment and/or for any damage caused by the malfunction of the installed equipment.
- is not responsible for items (incentive applications, supporting documentation, and/or incentive checks) lost or damaged in the mail.
- nor its consultants, contractors and/or subcontractors, shall have any responsibility for the discovery, presence, handling, removal, disposal of, or exposure to hazardous materials of any kind in connection with customer's facility, including without limitation, asbestos, asbestos products, PCBs, or any other toxic substances.

13. Indemnification: Customer shall, to the fullest extent permitted by law, indemnify and hold harmless the BWL and the City of Lansing, and their officers, agents, and employees harmless from and against all losses and litigation expenses arising out of or resulting from the performance of work hereunder and caused, in whole or part, by any act or omission of Contractor. The BWL shall further be entitled to all cost (which include both internal and external) incurred in the process of enforcing this or any other provision under this Agreement. This provision is not intended and is not to be construed as a waiver of the defense of governmental immunity otherwise available nor is it intended to grant third party beneficiary status to any person or entity.

14. Governing Law: This agreement shall be exclusively governed by and interpreted in accordance with the laws of the State of Michigan. Any litigation between the parties shall be prosecuted only in the state or federal courts located in Ingham County, Michigan.

15. Intellectual Property: No rights in copyright, patents, trademarks, trade secrets, or other intellectual property are granted to Contractor and/or Subcontractor except as expressly provided under these Terms. Contractor and/or Subcontractor will not register or use any mark and/or internet domain name that contains any BWL intellectual property.

16. Trade Ally Information: The term "trade ally" refers to the company/contractor who provides or installs equipment for a customer who is seeking a program incentive. If the project was completed by more than one trade ally (example: equipment was purchased from one trade ally but installed by another trade ally) and the incentive is being paid to the utility customer, please enter the information of the trade ally who installed the equipment in the Trade Ally (Contractor) Information section on the application. The utility customer may authorize payment of the incentive directly to the trade ally or other third-party payee in Section 4. If the trade ally or other third-party is to be the payee, they must either complete Section 5 or submit an IRS Form W-9. If the trade ally is to be the payee, the trade ally MUST show the incentive was deducted from the amount due on the invoice. Trade allies participating in the program must adhere to standards of acceptable behavior and performance. A violation of these standards could result in removal from the program. Should an alleged violation occur, the trade ally will be contacted.

17. Non-disclosure: The Hometown Energy Savers program agrees not to disclose project information, such as pricing, proprietary equipment specifications, or other intellectual property. Such information will be used by program staff only for the purpose of validating and fulfilling incentive applications. Such information will not be shared outside of the program.

18. Delivery: Applications must be delivered via email to hometown@slipstreaminc.org or via fax to (608) 646-7682.