

**DTE**

**Consumers Energy**

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# New Home Construction Programs Overview

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2022 PROGRAM YEAR





# Agenda

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Introductions

2021 Program Highlights

2022 Program Overview and Incentives

Participation Process

Home Registration and Incentive Process

Program Resources Overview

Upcoming in 2022

Questions?

# Introductions



## DTE Energy

- Avrie Dunsmore – New Home Construction Program Manager

## Consumers Energy

- Amber Hicok – New Home Construction Program Manager

## ICF

- Jenni Abraham – DTE NHC Program Manager
- Rob Riley – DTE Account Manager
- Sheryl Tembe – Consumers Energy NHC Program Manager
- Rob Murawski – Consumers Energy Account Manager
- Patrick McCafferty – Consumers Energy/DTE Account Manager

## Ignite Social Media

- Brandi Royal Washington – DTE NHC Social Media Marketing



# Implementation Contractor



## Global consulting and technology services company

- Provides a wide range of services for governments and businesses, including strategic planning, management, marketing and analytics
- Michigan ICF team implements New Home Construction programs across both DTE and Consumers Energy, as well as Lighting and Appliances, HVAC, Insulation and Windows, and Home Performance with Energy Star
- Experience gained from 140 energy efficiency programs across the U.S.
- 26 utility sponsored residential New Home Programs since 2001
- 70,000+ homes delivered through ICF-managed programs over past two years alone



# 2021 Program Highlights

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# 2021 Participation

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## Participation

19 Raters

100 builders

2,500+ approved homes



## Incentives

\$2.8M in total incentives



## Annual Savings:

Electric: 3,500 MWh

2,741,533 pounds of coal  
burned

Gas: 119,900 MCF

1,429 cars taken off the  
road

## Program Homes Participating Measure Data 2021

Want to see where your  
builds stack up against  
program averages?  
Reach out for a review!



Efficiency Measure (Unit)	Program Average
HERS Score Average	56.56
House Infiltration Rate (ACH50)	2.87
Water Heater Eff (UEF)	0.72
Heating System (AFUE)	96.08
Cooling System (SEER)	13.25
Duct Leak (CFM25)	33.32
Ceiling Insulation (R-Value)	39.95
Wall Insulation (R-Value)	14.75
Window Efficiency (U Value)	0.31

## Program Homes Participating Incentive Data 2021

Want to see where your  
builds stack up against  
program averages?  
Reach out for a review!



### Average Incentive by Rebate Type

<b>DTE Incentives</b>	<b>Combo*</b>	<b>Electric</b>	<b>Gas</b>
Non-ENERGY STAR	\$1,307	\$551	\$912
ENERGY STAR	\$1,278	\$861	\$1,234

\*Avg. Non-ENERGY STAR home size is 3,900 sf

\*Avg. home of ENERGY STAR home size is 2,700 sf

## Program Homes Participating Measure Data 2021

Want to see where your  
builds stack up against  
program averages?  
Reach out for a review!



Efficiency Measure (Unit)	Program Average
<b>HERS Score Average</b>	55.0
<b>House Infiltration Rate (ACH50)</b>	2.70
<b>Water Heater Eff (UEF)</b>	0.74
<b>Heating System (AFUE)</b>	96.11
<b>Cooling System (SEER)</b>	13.28
<b>Duct Leak (CFM25)</b>	36.32
<b>Ceiling Insulation (R-Value)</b>	41.52
<b>Wall Insulation (R-Value)</b>	16.88
<b>Window Efficiency (U Value)</b>	0.31

## Program Homes Participating Incentive Data 2021

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Want to see where your  
builds stack up against  
program averages?  
Reach out for a review!



Average Incentive by Rebate Type			
Rebate Path	Combo	Electric	Gas
HERS Path	\$816	\$295	\$458
ENERGY STAR	\$1,402	\$762	\$1,294

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# 2022 Program Overview and Incentives

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# Program Purpose

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To increase the energy efficiency of residential new construction and drive market transformation in Michigan by:

- Partnering with local builders and raters
- Providing builder incentives
- Providing field and technical training, and sales/marketing support
- Conducting comprehensive quality assurance
- Driving increased consumer awareness of and demand for energy-efficient new home construction

# Home Eligibility

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Homes are eligible for incentives based on fuel type provided by utility

Qualifying structures include:

- Site-built single-family residential homes
- Modular Homes
- Detached condominiums
- Connected townhomes (no limit on number of units in building)
- Connected condos and duplexes (limited to buildings with four units or fewer)
  - Must have individual meters for natural gas and/or electricity, individual heat and domestic hot water equipment, and individual entrances to each unit

Manufactured homes are not eligible



# Program Eligibility

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Builder must work with a program-approved RESNET Home Energy Rating System<sup>®</sup> (HERS<sup>®</sup>) Rater in order to participate in program

Rater must complete two inspections during construction:

1. Pre-Drywall/Rough Inspection (visual inspection of insulation and air sealing)
2. Final/Post Construction Inspection (includes diagnostic testing - duct blaster and blower door)

All homes must meet program prerequisites

- DTE = HERS 60 or less
- Consumers Energy = HERS 56 or less, or ENERGY STAR

Programs are funded through Dec. 31, 2022 or through depletion of funds

- All homes must be submitted prior to Dec. 31, 2022

# Incentive Structure – Single Family Detached Homes

For homes with a rough HERS inspection on or after Jan 1, 2022.

Eligible connected housing will receive a 25% discounted rebate on equipment and ENERGY STAR bonuses.



Builder Incentives	Silver	Gold	Platinum
Furnace	<b>\$200</b> 96% AFUE	<b>\$250</b> 97% AFUE	
Air Source Heat pump (forced air and ductless mini-split)		<b>\$750</b> 18 SEER+; 9+ HSPF	<b>\$850</b> 19 SEER+; 10+ HSPF
Ground Source Heat Pump		<b>\$800</b> 17 EER+; 9+ HSPF	<b>\$900</b> 19 EER+; 10+ HSPF
Infiltration	<b>\$125</b> 3.25-2.76 ACH50	<b>\$200</b> 2.75-2.26 ACH50	<b>\$275</b> 2.25 or less ACH50
Water Heater (Gas)	<b>\$75</b> 0.66 UEF+ (tanked)	<b>\$100</b> 0.82 UEF+ (tankless)	
Heat Pump Water Heater (Electric)		<b>\$750</b> 3.0 UEF+	<b>\$850</b> 3.5 UEF+
Windows (up to 10 units)		<b>\$100 per Window</b> .24 or less U value	<b>\$150 per Window</b> .20 or less U value
Ceiling Insulation		<b>\$500</b> R 49-59	<b>\$600</b> R 60+
Wall Insulation			<b>\$700</b> R 26+
Slab Insulation			<b>\$700</b> R 15+
Lighting			<b>\$100</b> 100% LED
Pay for performance	<b>\$10/MCF of natural gas saved</b> <b>\$0.25/kWh of electricity saved</b>		
ENERGY STAR bonus	<b>\$350 per house (natural gas and combo homes)</b> <b>\$300 per house (electric only homes)</b>		

# Max Rebates – Single Family Homes and Connected Housing

For homes with a rough HERS inspection on or after Jan 1, 2022.



The maximum level of incentives allowed for <u>detached housing</u> are as follows:					
(HERS 60 or less)			(HERS 45 or less, and a cold-climate heat pump must be used as the primary heating/cooling equipment)		
	Standard	ENERGY STAR®		Standard	ENERGY STAR
<b>Electric</b>	\$1,500	\$1,800	<b>Electric*</b>	\$3,500	\$3,800
<b>Combo</b>	\$2,100	\$2,450	<b>Combo</b>	\$3,500	\$3,850
<b>Gas</b>	\$1,300	\$1,650	*If home's only energy provider is DTE, then DTE will honor \$350 ENERGY STAR bonus		

The maximum level of incentives allowed for <u>attached housing</u> are as follows:					
(HERS 60 or less)			(HERS 45 or less, and a cold-climate heat pump must be used as the primary heating/cooling equipment)		
	Standard	ENERGY STAR®		Standard	ENERGY STAR
<b>Electric</b>	\$1,125	\$1,350	<b>Electric*</b>	\$3,500	\$3,800
<b>Combo</b>	\$1,575	\$1,840	<b>Combo</b>	\$3,500	\$3,850
<b>Gas</b>	\$975	\$1,240	*If home's only energy provider is DTE, then DTE will honor \$350 ENERGY STAR bonus		

# Incentive Structure – Single Family Homes

Consumers Energy Service	ENERGY STAR Rebate		HERS Rebate
	Single Family HERS 57 or more	Single Family HERS 56 or less	Single Family HERS 56 or less
Combo	\$1,000	<b>\$2,000</b>	\$1,000
Gas-Only	\$700	<b>\$1,400</b>	\$700
Electric-Only	\$300	<b>\$600</b>	\$300
<b>Exceptions*</b>			
*Combo without A/C	\$700	\$1,400	\$700
*Electric-Only Geothermal/Heat Pump	\$1,000	\$2,000	\$1,000

# Incentive Structure – Connected Housing

CE Service	Connected Housing	
	ENERGY STAR OR HERS 56 or less	Townhome/Duplex Savings Bonuses
Combo	\$700	Savings of 30 MCF AND 1,000 KWH or Greater <b>\$300</b>
Gas-Only	\$550	Savings of 30 MCF or Greater <b>\$150</b>
Electric-Only	\$150	Savings of 1,000 KWH or Greater <b>\$150</b>
<b>Exceptions*</b>		
*Combo without A/C	\$550	
*Electric-Only Geothermal/Heat Pump	\$850	

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# Participation Process

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# Program Participation Process

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## Complete program enrollment

- No new builder enrollment needed if you participated in 2021
- Raters are required to sign 2022 Program Terms and Conditions

## 2022 participation

- Provide any updated contact information
- Provide 2022 projected home details by end of February

## Support QA/QC efforts

Builder must work with rater, who will submit home applications on behalf of Builder

# Facilitation of QA/QC

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Each program participant will be required to participate in program QA/QC (above what RESNET requires)

QA/QC team is comprised of ICF staff

- ICF is an accredited, non-competing HERS Training Provider

Communication between builders/raters/program staff is required to ensure coordination and minimize rebate delays

Up to 5% of total program participating homes will be randomly selected

- Non-intrusive, will not select a home that is move-in ready
- A PDF of home plans may be requested

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# Home Registration and Incentive Process

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# 2021 Submissions

Submit 2021 builds by end of February.

Update 'Expected Completion Date' as necessary.

Resubmit project to program using the 'Submit Project' drop down and selecting the appropriate utility.

Any homes with Final inspection completed in 2021 and submitted **after 2/28/2022** may require builder and rater clarification before processing.

**Unpaid homes from the end of 2021 are being processed and will be paid throughout February.**

The screenshot shows a web form with the following fields and values:

Field	Value
Submission Status	Under Construction
Enrolled Builder	PK Builders
Expected Start Date	Wednesday June 3, 2020
Rough Inspection Date	Thursday August 13, 2020
Expected Completion Date	Tuesday December 15, 2020
Electric Meter Number	232
Gas Meter Number	232
Electric Utility	Consumers Energy
Gas Utility	Consumers Energy

Buttons: Cancel, Save

The screenshot shows the ekotrope dashboard for 'Shaw Residence 2'. The 'Submit Project' dropdown menu is open, showing options for 'Consumers Energy' and 'DTE Energy'. The dashboard also includes an 'Upload your Photo' button, 'Analyze', 'Reports', and 'Component' sections.

# Who Will Submit Program Incentive Applications

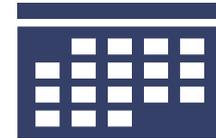
Rater must submit incentive applications, via Ekotrope, on behalf of builder

- A Confirmed Ekotrope or REM/Rate file is required for each registered home
- Use up-to-date Ekotrope Version in accordance with RESNET requirements.



Raters must:

Action	Reason	Timing	Status
<b>Register Homes</b>	Reserve incentives	As soon as you have home lot/address	"Under Construction"
<b>Submit Final Ratings</b>	Expedite builder incentives	Within two weeks of completion	"Final Submission"
<b>Cancel Ineligible Homes</b>	Avoid confusion for anticipated incentives	Upon learning HERS score does not qualify or home does not meet code	"Canceled"



# How Do Raters Know The Estimated Rebate Amount

The screenshot shows the 'ekotrope' software interface for a 'DTE Energy Efficiency Program'. The left sidebar contains project details for 'DJB52143', including 1 floor above grade, 3 bedrooms, 3,308 sq ft of conditioned floor area, and an infiltration volume of 29,912 ft³. The right sidebar shows 'Quick Results' with a HERS score of 55 and an annual energy bill of \$1,269. A red box highlights the 'Consumers Energy Michigan' and 'DTE Rebate Program' sections. The rebate details are as follows:

Category	Amount
Total rebate	\$1,000.00
• Furnace - Silver	\$200.00
• Infiltration - Gold	\$200.00
• Water Heater (tank) - Silver	\$75.00
• Gas rebate	\$637.26
(Maximum allowed rebate)	\$1,000.00 + \$350 ENERGY STAR bonus



# How Often Will Program Incentives Be Paid?

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**Unpaid homes from the end of 2021 are being processed and will be paid throughout February.**

DTE and Consumers Energy mail incentive checks directly to Builders on a weekly basis

All homes approved within the same week will be paid in the form of a single incentive check (per energy provider)

In order to process incentive, home must have an active residential account

- Projects submitted with Commercial and Industrial accounts will be updated at the beginning of the next month and processed in the first week

## Home Submission Summary

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An email will be sent to Builders and Raters every Friday, automatically, detailing home submission status.

- If builder or rater need an update at any other time, please contact account manager or email: [CENewHomes@icf.com](mailto:CENewHomes@icf.com) / [DTENewHomes@icf.com](mailto:DTENewHomes@icf.com)

Builders will receive an incentive check in the mail for approved homes



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# Program Resources

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# Weekly Reports

Friday Morning Builders/Raters Report automated email with excel file

- Report goes to one designated email per builder/rater
  - Reach out if email recipient needs to be updated or changed
- Emailed from: **SightlineReporting@icf.com**
  - Tip: check junk mail, add email as 'safe sender'
- Reports also available upon request

Consumers Energy New Homes Weekly Report

Builder	Report was executed on: 01/25/2021
ABCD Builders	
Paid	104
Final Submission (Approved)	5
Final Submission(Pending Approved)	10
Pending Account Validation	29
Under Construction Status	14
<b>Total</b>	<b>246</b>

Summary | Homes Paid | Homes Approved for Payment | Homes in Final Status | Homes Under Construction | Pending Acct Verification

# Weekly Reports

## Summary Tab

- **Paid:** Incentive check previously received or currently in mail
- **Final Submission (Approved):** Project approved, check to be sent ~2 weeks
- **Final Submission (Pending Approved):** Project has been received, but has not been reviewed
- **Pending Account Validation:** Project held awaiting residential account validation/other information
- **Under Construction:** Project in system awaiting final testing

### Consumers Energy New Homes Weekly Report

Builder	Report was executed on: 01/25/2021
ABCD Builders	
Paid	104
Final Submission (Approved)	5
Final Submission(Pending Approved)	10
Pending Account Validation	29
Under Construction Status	14
<b>Total</b>	<b>246</b>

# Weekly Reports

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## Homes Paid Tab

### Rater Submitted Information

- Project Name, Project Community Name, Lot/Unit #, City, Utility

### Home Data

- HERS Index, energy savings, equipment info

### Check Date and Project Number can help to associate projects to check

- DTE Report includes Check # in report
- Consumers Energy reach out for check details as needed

*Check stub example*

YOUR CONSUMERS ENERGY REBATE CHECK IS ATTACHED. You've taken a big step towards making your home and Michigan more energy efficient, cleaner and safer! For more information on other rebates and energy saving tips, visit [ConsumersEnergy.com/myhome](https://ConsumersEnergy.com/myhome). Thank you for participating!  
CONHPS15457682●●, CONHPS15457682●●, CONHPS15460194●●, CONHPS15460194●●

# Weekly Reports

## Homes Under Construction Tab

Project Number	Builder	Project Name	Project Community Name	Lot/Unit #	City	State	Zip	Gas Utility Company(Provided by Rater)	Electric Utility Company(Provided by Rater)	Customer Type (Validated)	Expected Completion Date
CONHPS1544922555	ABCD Builders	RCW010	ABC	10	FOWLERVILLE	MI	48836	Consumers Energy	Other		08/02/2020
CONHPS1544927555	ABCD Builders	OCH005	123	5	SPRINGFIELD	MI	49037	Other	Consumers Energy		08/14/2020
CONHPS1544927125	ABCD Builders	OGM059	ABC	59	HOWELL	MI	48855	Consumers Energy	Other		08/12/2020
CONHPS1544927124	ABCD Builders	STG078	123	078	BYRON CENTER	MI	49315	Other	Consumers Energy		08/10/2020
CONHPS1546339123	ABCD Builders	JJF50349	ABC	56	FOWLERVILLE	MI	48836	Consumers Energy	Other		10/09/2020

HERS rater may submit projects that are under construction. Projects with past expected completion dates will be highlighted in red.

**Rater Action Required:**

- Submit backlogged final ratings, or
- Update expected completion date

**Builder Action Required:**

- Ask rater if additional information is needed for rating to be submitted, or
- Provide HERS rater with updated expected completion date

# Technical Bulletins

Program participants receive technical and program bulletins, the first Tuesday of every month

## Topics Include:

- Air Sealing Checklists
- Duct Quality Installation
- Ventilation Best Practices
- Construction Safety
- Insulation Improvements
- Window Selection

Let us know if you have a request for a specific topic!

**TECHNICAL BULLETIN:  
INSULATION AND TOP PLATE GASKET ISSUES**

Insulation installation and canned foam top plate gaskets have the potential for large impacts on energy savings and comfort in the home. This technical bulletin covers some frequently overlooked items that builders and raters should check when inspecting insulation and canned foam top plate gasket installation.

- Common insulation problem areas:
1. **Electrical wires, Termite Systems, and 2x4 obstructions:** Areas approximately 1' from the bottom plate tend to have termite systems or 2x4 obstructions. In addition, electrical wires can easily be found by looking for metal plates on studs. Insulation should be cut to fit around these obstructions to comply with RESNET's grade 1 definition. For a video description on RESNET's grading definitions, follow this [link](#).
  2. **Rolled or tucked batts:** Inspect the top and bottom of wall cavities. Often, insulators roll or fold insulation into the bottom or top of wall cavities instead of trimming insulation to fit cavities properly.
  3. **Overfilled cavities:** To save time, insulators will place small pieces of batts behind wires and place a full batt over top of the wire. This does not constitute grade 1 installation and causes compressions and overfilling.



**TECHNICAL BULLETIN:  
WINDOW SELECTION**

In new homes, windows represent just 7% of the envelope area, but can represent 10% of the total envelope heat loss. The typical ~R3 (0.33 U-value) code compliant "STANDARD" window in Michigan is double glazed, and this has not changed much over the last 20 years. A shift from double to triple glazing, or a more efficient U-Value), would greatly reduce window heat loss and improve comfort.

To streamline the window selection process, the Efficient Windows Collaborative (EWC) joined with the National Fenestration Rating Council (NFRC) to create a variety of resources including [design guidance](#), [window installation guidance](#), and [window selection guidance](#).

The [Window Selection Tool](#) takes you through a series of design conditions pertaining to your home and location. It is a step-by-step decision-making tool to help determine the most efficient window for your build and helps to locate manufacturers who offer products within the categories shown.



Resources on windows visit [www.efficientwindows.org/new-process/](https://www.efficientwindows.org/new-process/)

**System - Rated Components**

The NFRC Energy Star label can be found on all ENERGY STAR certified windows, doors, and skylights and provides performance ratings in five categories:

# Energy Efficiency Learning Center

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ICF's Energy Efficiency Learning Center allows program participants to complete e-learning trainings.

Trainings are made available for free to participants, courses cover:

- Technical Building Science Topics (HVAC, Heat Pumps, Manual J, etc.)
- Marketing and Sales
- Programmatic Topics
- Technical Bulletins Archive (video demo →)
- COVID-19 Resources

If you, or any employee are interested in signing up for the EELC please email us!

- [Consumersenergy.learnupon.com](https://www.consumersenergy.learnupon.com)
- [Dte.learnupon.com](https://www.dte.learnupon.com)



# On-site Training

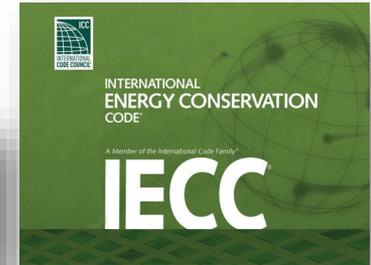
Builders may be encouraged to participate in training provided under the Program

## Technical/Field Training

- Code compliance
- ENERGY STAR compliance
- Envelope air sealing
- Duct air sealing
- Insulation improvements

## Equipment Loaning

- ICF Field Staff has equipment that can be loaned to raters while your equipment is being repaired or calibrated



# Marketing Resources

## DTE Builder/Rater Portal

[michiganrebates.com/newhomes](http://michiganrebates.com/newhomes)

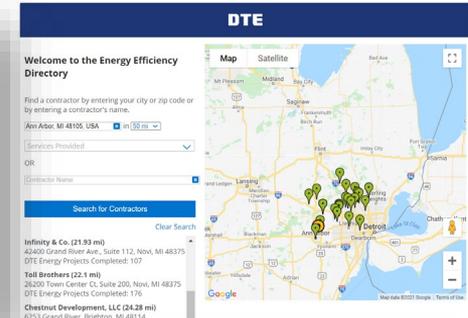
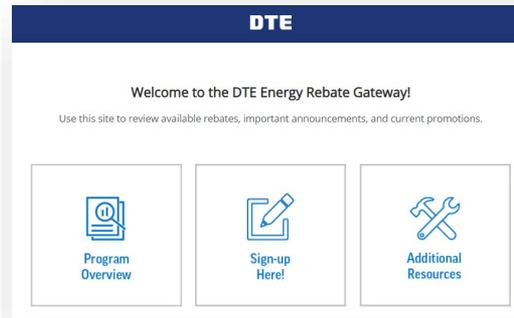
- Customer Brochure for Builders
- Builder Recruitment Flyer for Raters

## Find a Builder/Contractor Site for Customers

- <http://dteenergy.com/eed>

## Social Media Marketing

- Social Media Toolkit to market your company
  - 2 examples of content pictured
- Facebook Campaign Ad to generate leads



# Marketing Resources

## Consumers Energy Builder/Rater Portal

<https://consumersenergytradeally.com/>

- Customer Brochure for Builders
- Builder Recruitment Brochure for Raters

## Find a Builder/Contractor Site for Customers

• <https://consumersenergyeed.com/>



# Upcoming in 2022

## HVAC Contractor and Rater ENERGY STAR Training Scholarship Pilot

- Increase the number of ENERGY STAR certified trades to support ENERGY STAR homebuilding

## Automated Design Assistance Tool (Ekotrope Add-on)

- Piloted in 2021, determined to be successful/useful tool
- Embedded Savings Recommendations
- Rebate opportunities are automatically calculated and shown to the rater

## Single rebate form/tab in Ekotrope for Raters

- DTE and Consumers Energy merge

## 2022 Excellence and Energy Efficiency Banquets

- Award winners and top performers will be invited



Site Info	Rating Info	Utility Rates	DTE/Consumers
Submission Status			Under Construction
Enrolled Builder			
Expected Start Date			Saturday January 1, 2022
Rough Inspection Date			Friday April 1, 2022
Expected Completion Date			Friday July 1, 2022
Electric Meter Number			
Gas Meter Number			
Electric Utility			Consumers Energy
Gas Utility			Other



# Resource Links

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[Consumers Energy Builder/Rater Portal](#)

[Rater Contact Directory](#)

[DTE Energy Builder/Rater Portal](#)

[Energy Star Certification Benefits](#)

[DTE Energy - EELC](#)

[Federal Tax Credits](#)

[Consumers Energy - EELC](#)

[2021 IECC](#) (MI is still on 2015 code)

# Contact Us



## DTE Energy

- Avrie Dunsmore – [Avrie.Dunsmore@dteenergy.com](mailto:Avrie.Dunsmore@dteenergy.com)

## Consumers Energy

- Amber Hicok – Amber M. Hicok [Amber.Hicok@cmsenergy.com](mailto:Amber.Hicok@cmsenergy.com)

## ICF

- Jenni Abraham (DTE) – [Jennifer.Abraham@icf.com](mailto:Jennifer.Abraham@icf.com)
- Rob Riley (DTE) – [Robert.Riley@icf.com](mailto:Robert.Riley@icf.com)
- Sheryl Tembe (Consumers Energy) – [Sheryl.Tembe@icf.com](mailto:Sheryl.Tembe@icf.com)
- Rob Murawski (Consumers Energy) – [Rob.Murawski@icf.com](mailto:Rob.Murawski@icf.com)
- Patrick McCafferty (DTE/Consumers Energy) – [Patrick.McCafferty@icf.com](mailto:Patrick.McCafferty@icf.com)

## Ignite Social Media

- Brandi Royal Washington – [Brandi.Washington@ignitesocialmedia.com](mailto:Brandi.Washington@ignitesocialmedia.com)

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# Questions?

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**DTE**



Thank you!

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