

# Income Qualified Multifamily Program

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The logo for Consumers Energy, featuring the company name in a bold, blue, sans-serif font. The text is positioned above a green swoosh that curves under the letters. Below the swoosh, the slogan "Count on Us®" is written in a smaller, blue, italicized font.

**Consumers Energy**

*Count on Us®*

# Presentation Topics

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**Collaboration**

# Multifamily Program Overview

**Energy Savings Potential**

Program Element	Investment for Property Owners	Upgrade Examples
In-Unit Direct Install	Free; small to medium time commitment	LED lighting, showerheads, bath & kitchen faucet aerators and pipe wrap.
Common Area Direct Install	Free; small time commitment	LED lighting, showerheads, bath & kitchen faucet aerators and pipe wrap.
Prescriptive	Small to medium investment; small to medium energy savings	Incentives for HVAC, Lighting, and Building Envelope.
Custom	Typically larger investment for creative and/or comprehensive projects; higher energy savings	Custom incentives developed for non-prescriptive upgrades not found in the MEMD
Comprehensive	Greatest investment; potential for deepest energy savings	Whole building upgrades, HVAC + Building Envelope, and in-unit plus common area direct install.

# 2018 Program Goals & Objectives

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- Savings Goals – IQ Multifamily
  - Lifetime:
    - 28,196 MWh
    - 386,283 MCF
  - Annual:
    - 2,286 MWh
    - 32,905 MCF
- Objectives
  - Serve a wide variety of multifamily housing including apartments, dorms, assisted living and income qualified housing stock
  - Provide increased incentives to income qualified segment
  - Partner with industry stakeholders to offer robust program offering
  - Offer different levels of assessments

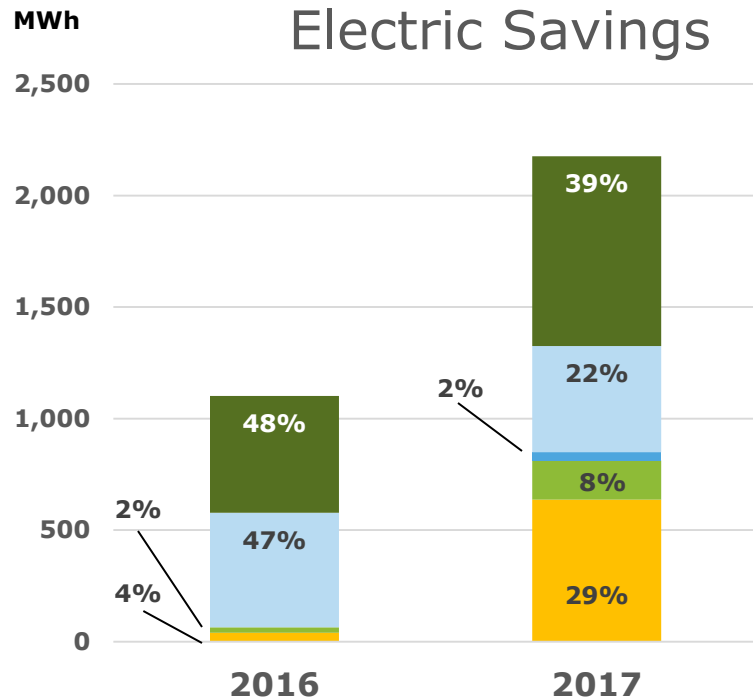
# 2018 Income Qualified Initiatives

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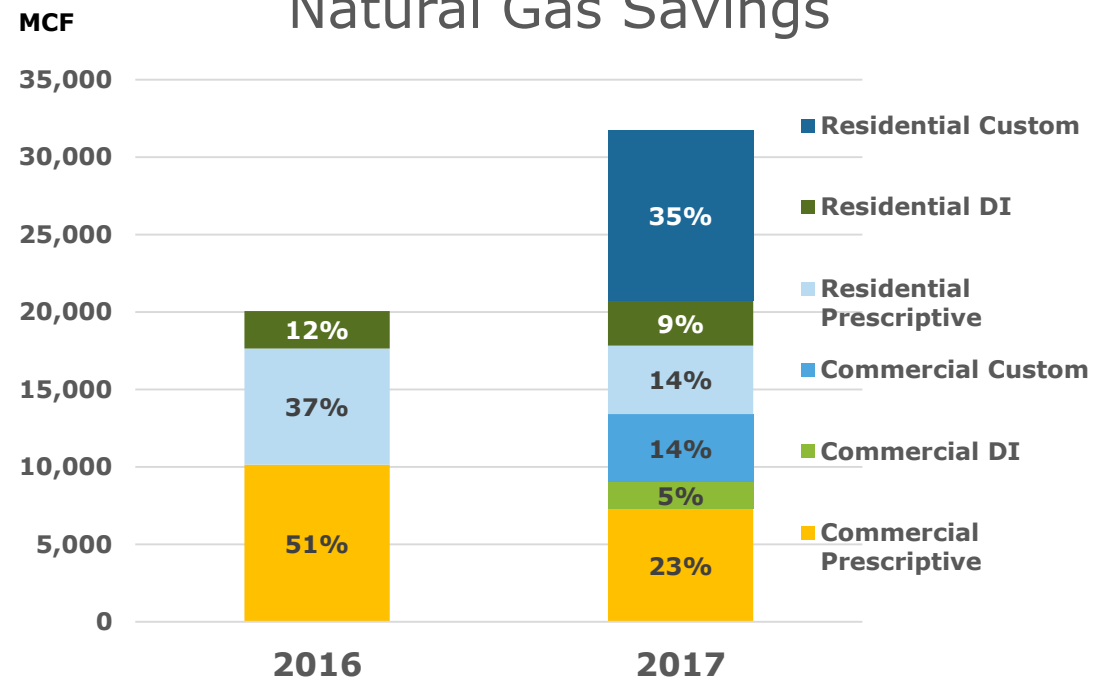
- Increased incentives
  - 150% of market rate incentives
  - Incremental cost covered on average is 50% higher on electric and 19% higher on gas
- Special Offerings
  - ENERGY STAR® Refrigerators
  - Water Heaters
  - Wi-Fi Thermostats
- Clipboard Assessments
- ASHRAE Level 2 – LIHTC applicants

# Annual Savings Results

## Electric Savings

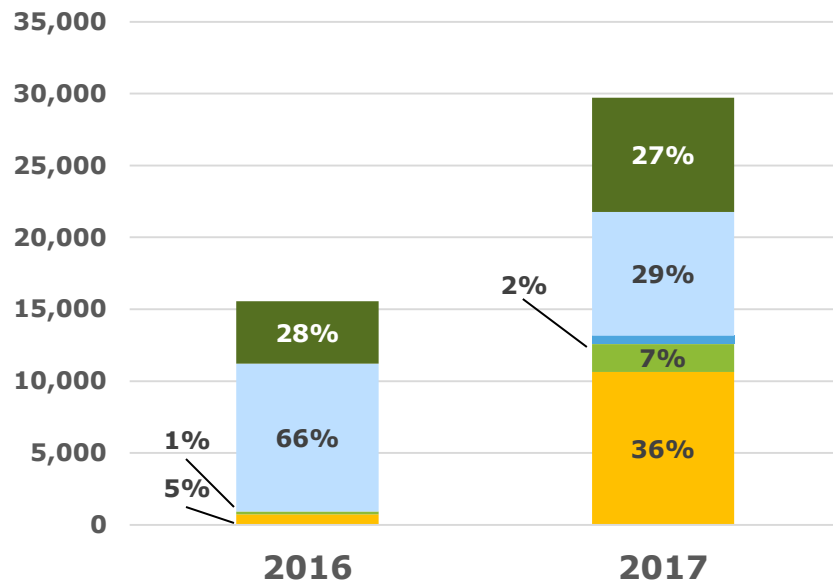


## Natural Gas Savings

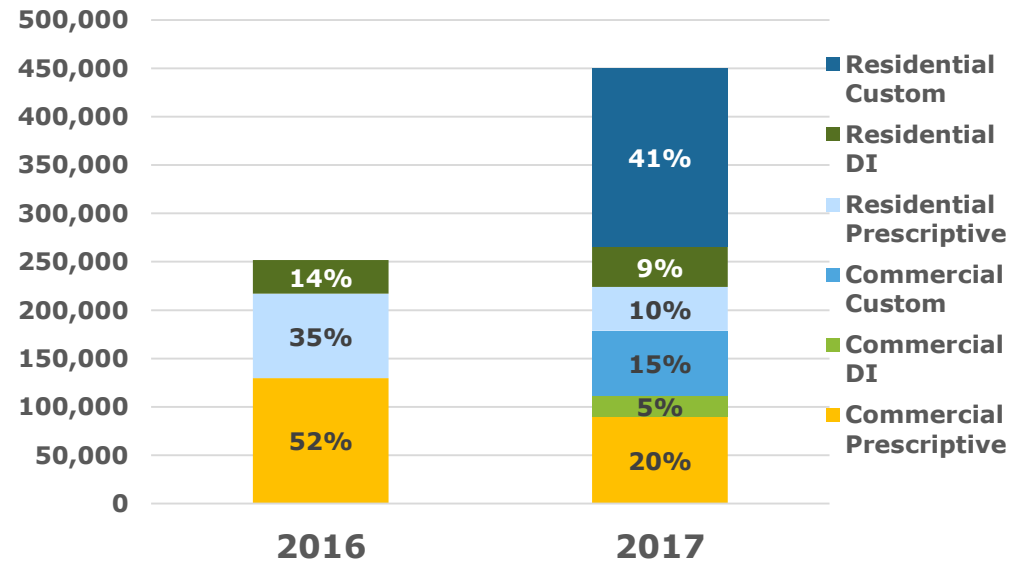


# Lifetime Savings Results

## Electric Savings

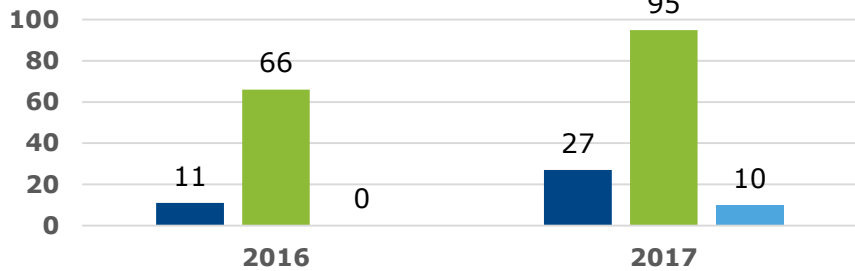


## Natural Gas Savings

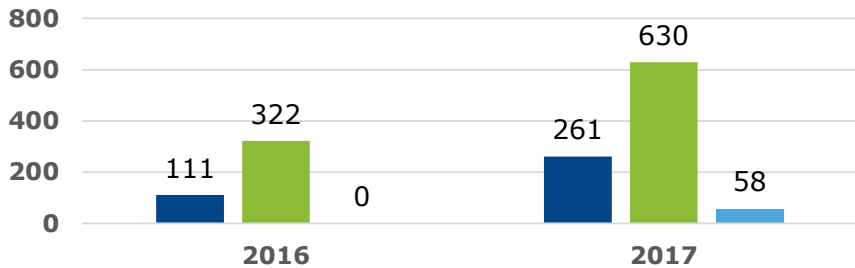


# Additional Results

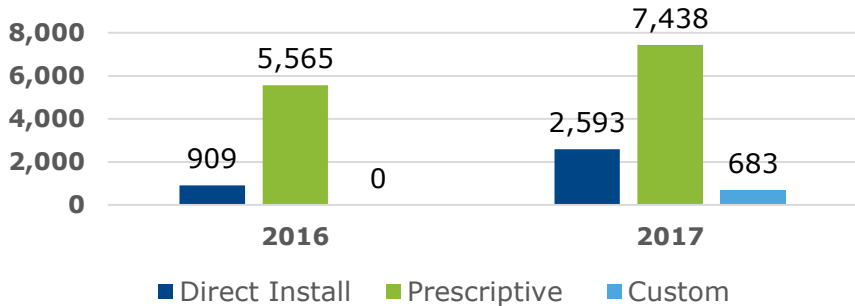
## Number of Properties



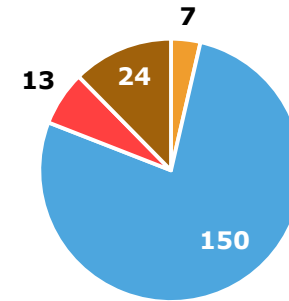
## Number of Buildings



## Number of Units

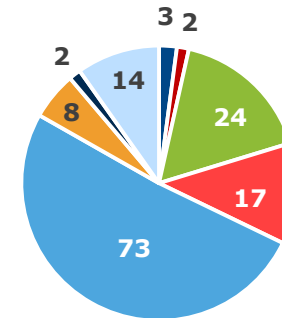


## 2016 Measure Mix



Appliances HVAC Water Lighting

## 2017 Measure Mix



Appliances HVAC Water  
 Bonus Lighting Custom  
 Insulation HVAC Maintenance



# 2017 Customer Satisfaction Results



# Big Rapids Housing Commission

- Free assessments at Evergreen Village & Parkview
- LED lighting upgrades and refrigerator replacements
- Combined rebate value of \$98,000
- 53,079 kWh savings

“On average, residents’ energy bills declined 24 percent in comparison to a year ago,” said Laurie H., Assistant Director

“One tenant said she saw her bill go down around \$15 a month after the Energy Star fridge was installed. The LED’s emit better brilliance and save energy.” – Laurie H.

# Challenges

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- Wide diversity and complexity of market
  - Building vintage
  - Heating types
  - Number of units
- Program awareness
- Program education
- Program engagement

# Collaboration

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- On-going collaboration on direct install between DTE and CE
  - Monthly collaboration calls
  - Quarterly in-person collaboration meetings
- ASHRAE Level 2 audits and DTE pilot – share results and collaborate on EE projects
- Joint Trade Ally Forum – NEW in 2018
- National Housing Trust collaboration
  
- Looking for more ideas!

# Thank You

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