

MADE IN MICHIGAN PROGRAM

RESIDENTIAL HEATING, COOLING AND WATER HEATING

CONTRACTOR GUIDELINES
2017



Consumers Energy
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Program Sponsor

Consumers Energy is one of the nation’s largest combination utilities, providing electric and natural gas service to nearly 6.6 million of Michigan’s 10 million residents in all 68 counties of Michigan’s Lower Peninsula.

As part of its Energy Optimization program filing, Consumers Energy has developed a strong portfolio of energy management programs for the residential, commercial and industrial sectors. These programs align with the goals of the 2008 Clean, Renewable and Efficient Energy Act to help Michigan residents and businesses save energy and money.

Program Description

Made in Michigan (MIM) is a program that helps support the local Michigan economy and helps Consumers Energy customers save even more on energy efficiency home improvement projects. The program promotes the use of state-manufactured products (containing content that is at least 50 percent Michigan-made) by offering additional rebates for the installation of energy-efficient products that were manufactured in Michigan. The program is a new offering under the existing Consumers Energy Residential Heating, Cooling and Water Heating (HVAC) Program.

General Requirements

1. Customers must participate through a Consumers Energy HVAC Program Trade Ally to be eligible for incentives under the Consumers Energy MIM Program.
2. Incentives offered under the MIM Program are available through the HVAC Program for natural gas and combination customers.
3. Incentives are only available for products listed in any of the pre-approved manufacturer’s affidavits posted on the Trade Ally website, ConsumersEnergyTradeAlly.com/mim. New qualifying products are welcomed and encouraged. To qualify a new product, submit a request by email to Rob.Busby@icf.com, listing the product and contact information for the manufacturer. Rebate requests will not be considered for products that do not have a pre-approved manufacturer’s affidavit.
4. Only HVAC customer applications submitted between January 1 and December 31, 2017, will be eligible for incentives under the MIM Program.
5. Program information—including contractor guidelines, manufacturer affidavits, incentive sheets and applications—is available on the Consumers Energy Trade Ally website, ConsumersEnergyTradeAlly.com/mim.

Rebate Application Instructions

1. All completed MIM rebate applications are to be submitted simultaneously with the corresponding HVAC application through the online intake tool.
2. The MIM application is to be included as a support document. Select a Tank Water Heater > 0.67 EF in the gas dropdown menu and include the MIM application as a support document, along with all other required support documents.
3. MIM rebate applications will be processed at the same time as the corresponding rebate application.
4. HVAC rebate checks for MIM applicants will only be paid to the utility customer, unless both the utility customer (and/or property owner) and the contractor have completed the Rebate Reassignment section of the rebate application.

Program Implementer

ICF works on behalf of Consumers Energy to implement the MIM Program. ICF provides:

- Program design
- Contractor participation recruiting, training and account management
- Evaluation of project paperwork and periodic onsite verification of improvements
- Marketing outreach and review of marketing materials developed by participating contractors
- Point of contact for all program activities

ICF Program Contact

Account Management staff are available to provide participating contractors with one-on-one or team training, assist with application questions and provide program materials. These materials are available for use with customers and include a program fact sheet and rebate applications. For additional information, call 855-263-5390.