Everything you ever wanted to know about electric rates, and energy efficiency…in 8 minutes!

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kWh is a measure of **how much** energy you consume. kW is the **rate** at which you use it. Think of kW as the headroom or capacity; you might not need it at all times, and you might not need it for long, but when you flip the switch, you expect it to be there.

Depending on the account size, you could be paying anywhere from 5 cents to 15 cents per kWh. But you’re paying around $13 **per kW**, so you really want to reduce demand where possible!

*Electricity is most expensive when everyone wants it at the same time!*
Go to indianamichiganpower.com, and scroll to the bottom. Choose “Rates and Tariffs”

There are a variety of rates available to businesses, depending on the voltage power is delivered to you, how much you use, and what your demand is.
Prescriptive Rebate: Opportunities

100+ MEASURES

• Lighting
• Occupancy Sensors
• VFDs ≤ 20 HP
• Refrigeration
• HVAC
• Commercial Cooking
Prescriptive Rebate: 

*Guidelines*

- Pre-Approval required for rebates >$10,000
- Must be a One-for-One replacement
- Measures listed on the *Qualified Measure List*
- Install projects within 90 days of invoice
- Incentive Caps:
  - Incentive cannot exceed 75% of total cost
  - per site $150,000 & per company $300,000
Custom Incentives:

Opportunities

- Lighting re-designs
- Compressed Air Systems
  - Leak Repair, Piping Mod
- VFDs > 20 HP
- Industrial Process
- Building controls
- Chillers / HVAC
Custom Incentives:  
*Guidelines*

- Pre-Approval **required for all Custom projects**
- Purchase & install material *after* incentive offer received
- Offer is valid for 30 days from date of acceptance
- Incentive rates is **$0.06/kWh**
SBDI: Opportunities

- Fluorescent Lighting, LED Lighting, LED exit signs
- Occupancy Sensors
- Refrigeration Controls
- Cooler/Freezer Door Closers
- Walk-in Cooler/Freezer Strip Curtains
- Refrigeration Night Covers
- ECM Refrigeration motors
SBDI: Guidelines

- Electric Demand must be less than 150 kW per site
- Equipment listed on the Qualified Measure List
- Incentive Cap
  - Per site $3,000 or $21,000 per Company across multiple sites