



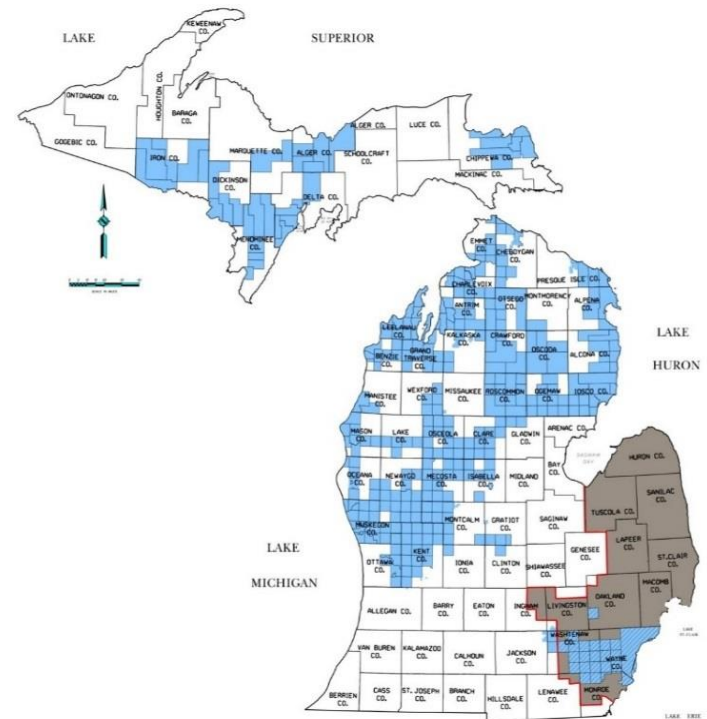
DTE Energy Midstream Platform

MS Lighting
MS Food Service
MS HVAC

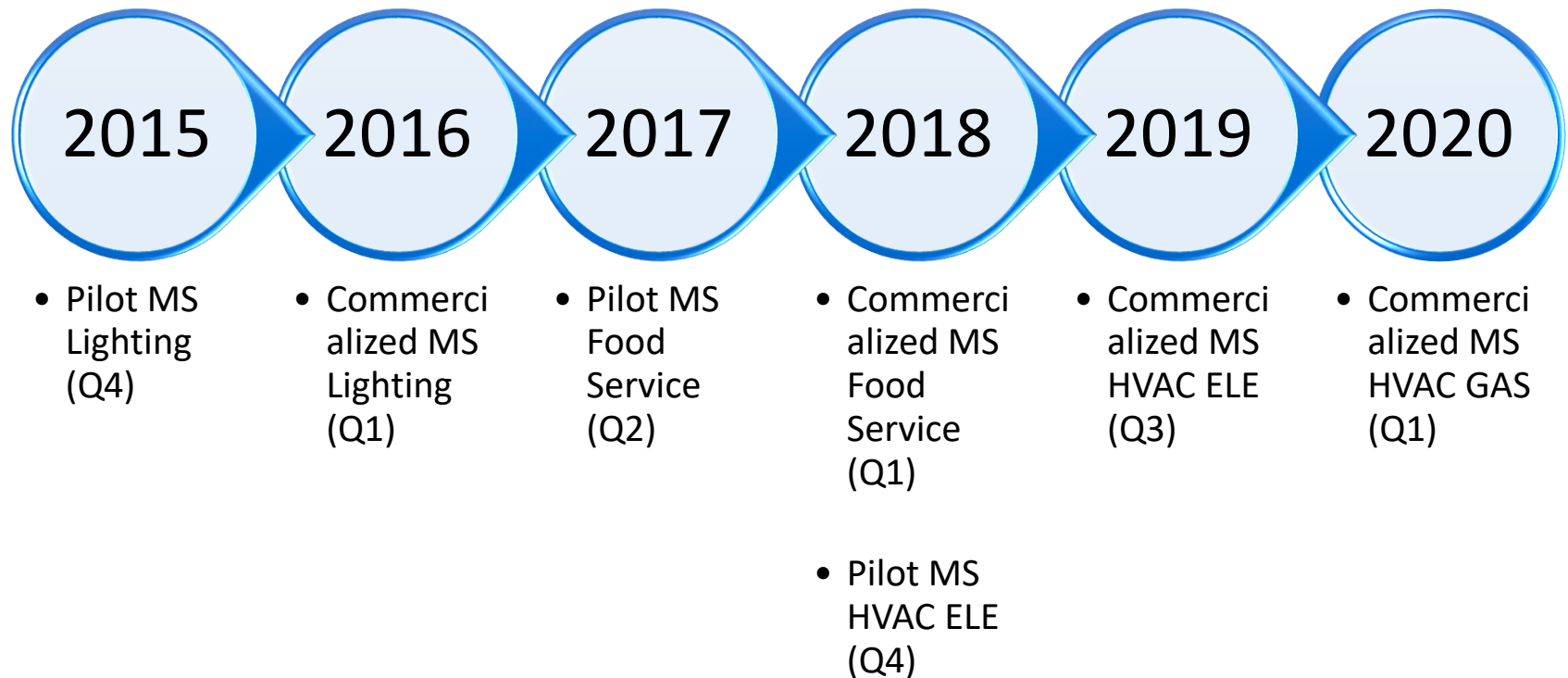
Sarah Tocco, Midstream Platform Manager
2/2021

Background

- What was the goal of midstream?
 - Making it easier for DTE customer to participate in Energy Efficiency Programs
 - Targeting small and mid-size customers
 - Easy accessibility for customers
 - Not customer application required
 - Instant rebate at point of purchase, no wait time
 - Clear pre-set rebate amounts



DTE Energy Midstream Timeline



Lessons Learned

- Benchmark
 - No two programs are the same
 - ASK, ASK, ASK!
- Market studies
 - Know what has the most potential in your market
- Know your local market
 - Who are key distributors and manufactures?
 - Who can you turn to for questions?
 - Know what your talking about
- Look downstream
 - Where are the gaps?
 - Is it applicable to a midstream model?



Lessons Learned cont.

- Control Growth
 - Signup windows
 - Introductory budgets
 - Slowly add new products
- Round Table Events
 - Satisfaction and ease of program
 - Ideas for growth
- Flexibility
 - How rebates are set up?
 - How do you do outreach?
- Creativity!
 - Virtual verification
 - Create competition among distributors



Success

Midstream Lighting

- More than **1.7 million** LED lamps, fixtures and occupancy sensors rebated from October 2015 through November 2020
- 35+ distributors participate in the program

Midstream Food Service

- In 2020 alone, **709 units** of food service equipment have been incentivized through the program
- 26 local and national Dealers/Consultants are part of the FS program

Midstream HVAC

- More than **1,700 units** processed since the start of the program in June 2018
- 25+ local and national distributors representing both electric and gas equipment manufacturers

Midstream Lighting

dteenergy.com/midstream-lighting

Midstream Food Service

foodservice.dteincentives.com

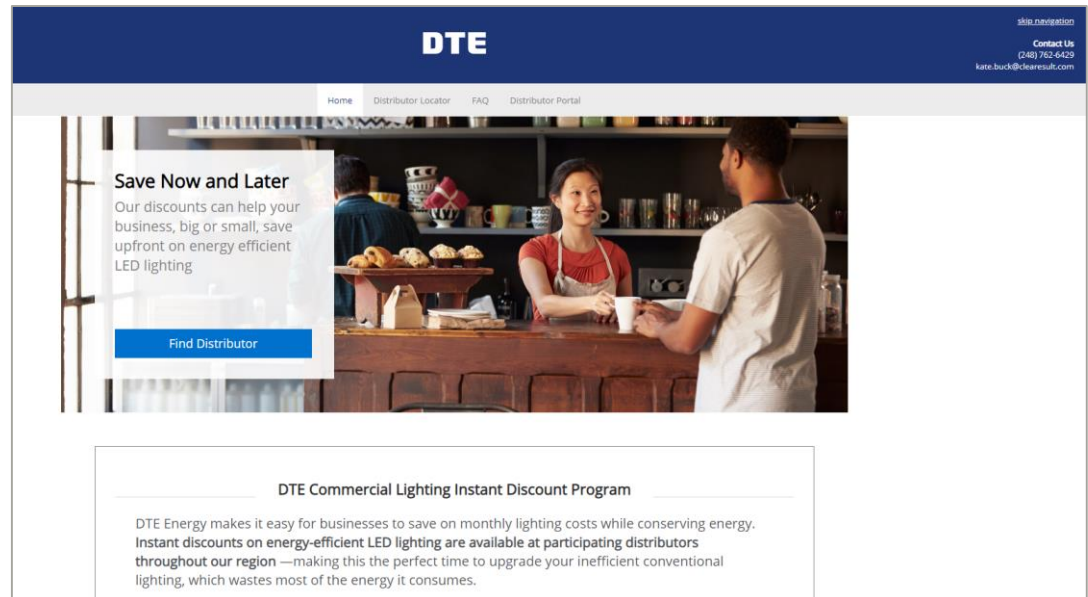
Midstream HVAC

dteincentives.com

Contact Information

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The screenshot shows the DTE website header with the logo and navigation links: Home, Distributor Locator, FAQ, and Distributor Portal. A contact link is also present: skip navigation, Contact Us (248) 762-6429, kate.buck@clearresult.com. The main content area features a large image of a woman in a red shirt and apron serving a customer at a counter. Overlaid on the image is a white box with the text: "Save Now and Later. Our discounts can help your business, big or small, save upfront on energy efficient LED lighting." Below this text is a blue button labeled "Find Distributor". Below the image is a section titled "DTE Commercial Lighting Instant Discount Program" with the following text: "DTE Energy makes it easy for businesses to save on monthly lighting costs while conserving energy. Instant discounts on energy-efficient LED lighting are available at participating distributors throughout our region —making this the perfect time to upgrade your inefficient conventional lighting, which wastes most of the energy it consumes."