



Custom Incentive Program

For *Indiana* Commercial & Industrial Customers

The Custom program is designed for Indiana Michigan Power's commercial and industrial **Indiana customers** that are looking for unique ways to achieve long-term energy savings. Not finding what you're looking for in the Prescriptive Rebates program? The Custom Incentive program may be right for you.

Eligibility

- Must be a commercial or industrial customer in the I&M Indiana service territory.
- All Custom projects must be pre-approved before equipment can be purchased and installed.
- Projects saving more than 500,000 kWh require pre- and post-monitoring to verify energy savings.

To Participate

- Step 1:** Contact any Trade Ally or contractor to determine your energy efficiency opportunities. Contact the program at 888-444-9085 or visit ElectricIdeas.com for more information.
- Step 2:** Submit application via email to receive pre-approval and an incentive offer.
- Step 3:** Sign and return incentive offer to program within 30 days.
- Step 4:** Purchase and install approved energy efficiency measures.
- Step 5:** Submit completion form and all required documentation to program.
- Step 6:** Project will receive final review and incentive check will be issued.

Lighting fixtures must be on one of the following qualified products lists:

DesignLights Consortium – <http://bit.ly/designlights>

CEE – <http://bit.ly/CEEproducts>

ENERGY STAR® – <http://bit.ly/EnergyStarDisplay> (or marked with ENERGY STAR® logo)

If a proposed lamp is not on the CEE, ENERGY STAR or DesignLights Consortium list, approval must be requested from the program staff.

Custom Incentive Cap

- Custom lighting incentive: \$0.07/kWh saved annually
- Custom non-lighting incentive: \$0.08/kWh saved annually
- \$150,000 per site and \$300,000 per company per program year – across all programs.

Popular Measures:

- Lighting (Non-Prescriptive)
- HVAC
- Building Controls
- Refrigeration
- Compressed Air Systems
- Retro-Commissioning
- Industrial Process

Deadline Information:

Energy efficiency project(s) that have a signed incentive offer on file from the customer will receive their associated rebates and/or incentives upon completion of the project(s) by the terms of the signed incentive offer at completion but no later than December 11, 2020. Funds are limited and paid on a first come, first served basis. Projects submitted after December 11, 2020 will be subject to the incentive levels associated with the 2021 programs.



An **AEP** Company