



Recent state law requires that all Michigan utilities undertake “energy optimization” plans to assist customers in reducing their energy costs.

The Holland Board of Public Works presents the first of its new energy-saving Energy Smart programs, beginning in 2009, designed to help our electric customers lower their energy use and save money.

\$SAVE

To learn more about the HBPW's 2009-2012 Energy Optimization Plan, visit the HBPW Website:
www.hollandbpw.com.

Being energy smart means using energy more efficiently. It's more than simply the right thing to do – it will save you money on your energy bills and help the environment as well. In addition to the HBPW providing you with safe, reliable, and affordable electric service 24/7 – over the next four years we will be providing energy efficiency services including rebates, incentives, education, and more.

Be Energy Smart!

Call toll free **877-674-7281** for more information.



HOLLAND BOARD OF PUBLIC WORKS
625 Hastings Avenue
Holland, MI 49423



Holland Board
of Public Works

ENERGY SMART
PROGRAMSM

HOLLAND BPW



The HBPW Energy Smart Program is a portfolio of energy efficiency programs designed to assist residential and business electric customers in reducing their energy usage. Over the next four years, a number of programs will be offered. The portfolio includes the following programs which will become effective during 2009.

Energy Efficient Lighting Program

In cooperation with participating area retailers, the HBPW will be helping customers save money when buying new high efficiency **ENERGY STAR**® light fixtures and ceiling fans



by offering \$15 rebates. Later in 2009, the HBPW will be sponsoring compact fluorescent light bulb and light-emitting diode (LED) holiday light incentives.



Residential Refrigerator/Freezer Turn-in & Recycling Program

Holland BPW electric customers who have an older working refrigerator or freezer can take advantage of this program. We'll have the refrigerator or freezer picked up at no cost to the customer and recycle the appliance in an environmentally safe manner. In addition, the HBPW will send the customer a check in the amount of \$30 for helping to reduce their energy usage.



EARN

Commercial & Industrial Customer Incentive Programs

HBPW commercial and industrial customers can receive technical assistance and financial incentives that help buy-down the cost of implementing energy efficiency projects. A Prescriptive Program provides incentives when a customer replaces inefficient equipment with high-efficiency electric technologies on a one-for-one basis.

A Custom Program provides financial assistance to those large business customers engaged in manufacturing, education, and healthcare who wish to make qualified, pre-approved improvements outside the parameters of the Prescriptive Program. (Funding for these programs is limited. Applications will be accepted on a first come, first serve basis while funds are available.)



CONSERVE

Assistance for Residential Customers with Limited Incomes

This program will provide recommendations, education and energy efficient lighting to customers with limited income to help them reduce their electric energy usage and manage utility costs.