

**NEW  
MEASURES  
ADDED IN  
2024**



## Small Businesses Can Enjoy Big Savings!

### Small Business Direct Install (SBDI) Program

The Small Business Direct Install (SBDI) Program makes it easy for NIPSCO's small business customers to receive an incentive for their natural gas and electric energy efficiency projects. The program is designed to help small businesses by offsetting the upfront cost of energy efficiency measures, and in some cases, by providing energy-saving measures at no added cost.

Updates must be installed by an approved SBDI Trade Ally. Energy efficiency upgrades can help businesses improve their facilities, reduce operating costs, and save on their bottom line!

Energy efficient upgrades include, but are not limited to:

- Lighting & Control Sensors
- Refrigeration
- Kitchen
- Refrigeration
- Motors
- HVAC
- Smart Thermostats
- Compressed Air

Our Trade Allies can help you get started today! Trade Allies are suppliers, firms or contractors that are involved in the installation of high-efficiency equipment or systems and have been pre-approved by TRC. Find an experienced contractor, or Trade Ally, for your project: [trcsavesenergy.com/TradeAlly/TradeAllySearch](https://trcsavesenergy.com/TradeAlly/TradeAllySearch)

### What you get:

- Enhanced cash incentives for one-for-one retrofits or replacements of existing equipment/systems with efficient equipment — in some cases, energy-saving measures are available at no added cost to customers.
- A variety of measures to choose from based on your business type.
- Installation of new efficient equipment scheduled and completed at your convenience.
- A streamlined and easy incentive application process can be handled by a program-participating Trade Ally.
- An opportunity to decrease operating costs by reducing energy use.
- Improved work and business environment for staff and customers after upgrades are made.



Discover the full list of measures and eligibility requirements.



## SBDI PROGRAM SAVINGS IN 2023

**123**  
Total Projects  
Conducted

**\$2,520**  
Average Incentive  
Earned

**20,579**  
Average kWh Saved

No natural gas projects were conducted in 2023.

## Steps to Participate



**Review List  
of Incentive  
Measures**



**Purchase  
and Install  
Equipment\***



**Submit Your  
Application and  
Documents**



**Receive  
Incentive  
Check**

\*Incentives at or greater than \$10,000 require pre-approval prior to purchase or installation.

## Eligibility

Eligible electric customers\*\* are those served under rates 520, 521, 522 or 523, who have not had a billing demand of 200 kW or greater in any month during the previous 12 months. Eligible natural gas customers are those served under rates 221, 225 or 251 (NIPSCO's Depend-a-Bill rate).

\*\*Customers participating in the Midstream Channel by purchasing qualifying equipment from a participating dealer, are not eligible to participate in the Prescriptive/Custom Program or any other NIPSCO program for an incentive on the same piece of purchased equipment. Items purchased on the Business Online Marketplace are not eligible for additional NIPSCO rebates.

## Get Started Saving!

Find a program-participating Trade Ally to help launch your project: [trcsavesenergy.com/TradeAlly/TradeAllySearch](https://trcsavesenergy.com/TradeAlly/TradeAllySearch). If you have more questions, give a program representative a call at **1-800-299-2501** or contact a TRC Field Engineer near you: [trcsavesenergy.com/Home/ContactUs](https://trcsavesenergy.com/Home/ContactUs)

## A Local Mexican Grill & Cantina Receives Big Savings through the SBDI Program

### Highland, Indiana

Incentives Earned: **\$3,806.40**

Total kWh Saved: **58,819 kWh**

Project Cost\*: **\$2,444.20**


1st Year ROI\*: **253%**

Payback\*: **0.40 Years**

**Upgrades included:** Exterior parking lot lighting, interior lighting, exit signs

\*With incentive

**This project saved 58,819 kWh, which is equal to:**

 **9.8 vehicles removed from the road**

 **82.1 homes powered for one month**

 **15.9 tons of landfill CO<sub>2</sub> emissions eliminated**