

2026 Custom New Application Market Driver Initiative

This offering begins on March 30th, 2026, and provides an additional incentive for customers that have not submitted a Custom Incentive Application within the previous three (3) years. Eligible projects will receive a Market Driver Incentive (MDI) equal to 20% of the standard calculated incentive amount, capped at a maximum of \$20,000 per application. The approved MDI amount will be paid to the designated payee, based on the final approved application, unless otherwise requested.

To qualify for the MDI:

Only new Reservations and Final Applications for the 2026 Program Year submitted on or after March 30, 2026 are eligible.

Any project for which an Incentive Application was previously submitted and later cancelled in the CEBEEP incentive project tracking system is not eligible, even if the application is re-submitted on or after March 30, 2026.

Final Applications must be submitted by the Trade Ally or Customer no later than November 30, 2026 or by the applicable offering deadline whichever comes first.

Applications receiving this MDI will not be eligible for any additional Market Driver Initiative or other offering.

Program Limitations:

The offering pool is limited and will close once all available funds have been fully allocated.

Incentives are awarded on a first-come-first-served basis, subject to funding availability.

Offering Structure
Pre Application submitted from March 30, 2026 thru June 30, 2026 AND Final Applications received by November 30, 2026
Total Offering Pool = \$200,000

Eligibility

- This offering is paid to the Payee, unless otherwise requested.
- The Trade Ally must be in good standing to receive the MDI payment.
- Pre application is required and must be submitted prior to installation starting.
- Final application is required and must be submitted after installation is complete.
- The measure life of the project must be greater than 10 years.