



Focus on Energy – Targeted Markets
Summary of Services and Incentives

Effective through March 31, 2012

OVERVIEW

The goal of Focus on Energy's Targeted Markets (TM) program is to educate Wisconsin's agribusinesses, commercial businesses, industrial businesses, and schools and governments about the benefits of energy efficiency technologies and provide implementation assistance.

To view all of the Focus on Energy offering details, visit www.focusonenergy.com/Business/

Focus on Energy also offers Special promotions that are updated frequently and are not reflected in this summary. To explore the Special Promotion offerings, visit http://www.focusonenergy.com/Business/Special_Promotions.aspx

EFFICIENCY INCENTIVES SUMMARY

Focus on Energy's TM program offers both custom and prescriptive incentives for efficiency projects. These incentives are designed to motivate customers to upgrade equipment, or implement energy efficiency projects that they would not have done otherwise.

- The custom incentive structure for efficiency improvements currently has two tiers; Tier 1 for projects that involve proven technologies that do not quite fit into the Focus on Energy prescriptive incentive offerings, and Tier 2 reserved for technologies which have either longer payback periods (e.g. over three years) or higher perceived risk to the customer (e.g. newer technology to the market in Wisconsin).
- Focus on Energy prescriptive incentives offer specific dollar amounts for specific measures. The customer completes a project, and then submits an application form specific to the technology installed or replaced. Specific technology qualifications and incentive amounts can be found on the application form.
- Focus on Energy only offers incentives for customers of qualifying electric and natural gas providers. Other heat sources (such as propane and district steam) do not qualify for gas measures.

1. Custom

Current custom incentive levels are calculated based on estimated first year energy savings associated with a project/technology.

- Tier 1* technologies/projects - \$0.03/kWh, \$100/peak kW** and \$0.30/Therm
- Tier 2* technologies/projects - \$0.045/kWh, \$150/peak kW** and \$0.45/Therm

* Custom tier 1 and 2 incentive levels are subject to change.

**Peak kW is determined by the average kW load reduction occurring between 1PM and 4PM on weekdays during June, July and August.



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Other custom Incentive requirements:

- Custom incentives will not be provided for projects with a payback less than 1.5 years without special approval.
- Based on project type, technology and situation projects may be limited to those with less than a four year payback.
- Custom incentives are limited to no more than 30% of a project's cost without special approval.
- The maximum incentive for a custom project is \$250,000.
- The maximum incentive an individual customer may receive per calendar year is \$500,000.
- Customers must work with a Focus on Energy Advisor prior to project initiation (ordering equipment or processing purchase orders) to apply for custom incentives. Grant approval will be contingent upon receipt of necessary documentation, such as energy savings calculations and an indication that funds are needed to get the project implemented.

2. Prescriptive

The following prescriptive incentives are available for products purchased and installed between July 1, 2011 and March 31, 2012. Incentives are subject to change or termination without notice. Visit

<http://www.focusonenergy.com/Incentives/> for the most up to date information.

- Customers of a participating electric utility will be eligible for electric technology incentives only
- Customers of a participating natural gas utility will be eligible for gas savings technology incentives only
- Customers who have both a participating electric and a participating gas utility will qualify for all technology incentives.
- Applications must be submitted within 45 days of project installation. Last day to submit applications is March 31, 2012.



Heating, Ventilation, and Cooling Systems		Retrofit Incentive	New Construction Incentive
*Modulating Hot Water Boiler ≥90% AFUE, <175 MBh Input		\$200	\$200
*Modulating Hot Water Boiler ≥90% AFUE, <175 MBh Input to <300 MBh Input		\$250	\$250
Modulating Hot Water Boiler ≥85% Thermal Efficiency, 300-1000 MBh Input, Bonus: \$0.10/MBh for each 1% Thermal Efficiency over 90%		\$.60/MBh boiler input + bonus	\$.60/MBh boiler input + bonus
Modulating Hot Water Boiler ≥90% Thermal Efficiency, 300-1000 MBh Input, Bonus: \$0.10/MBh for each 1% Thermal Efficiency over 90%		\$1.50/MBh boiler input + bonus	\$1.50/MBh boiler input + bonus
Boiler Controls Outside Air Reset/Cutout Controls		\$75	Not eligible (NE)
*Furnace ≥90% AFUE w/ECM		\$150	\$150
Infrared Heater		\$1.00/MBh	\$0.50/MBh
Unit Heater ≥90% Thermal Efficiency		\$2.50/MBh input	\$1.25/MBh input
Packaged Terminal Heat Pump (PTHP) - Standard Efficiency for Existing Building		\$100	NE
PTHP - Standard Efficiency for New Construction		NE	\$100
PTHP (Packaged Terminal Heat Pump) - High Efficiency for New Construction or Existing Building		\$150	\$150
Energy Recovery Ventilator		\$0.75/CFM	\$0.75/CFM
Split System A/C <65 MBh - 14 SEER		\$100	\$100
Split System A/C <65 MBh - 15 SEER		\$150	\$150
Split System A/C <65 MBh - 16+ SEER		\$200	\$200
Electric Chiller - Air Cooled (All sizes)		Based on size & efficiency - see incentive form	Based on size & efficiency - see incentive form
Electric Chiller - Water Cooled (All sizes)		Based on size & efficiency - see incentive form	Based on size & efficiency - see incentive form
**Commercial Ground Source Heat Pump - New Closed Loop Systems (closed loop heat exchanger system with one or more heat pumps, ≤75 tons combined capacity.	EER ≥14.0 and COP ≥3.30	\$125/Ton	\$125/Ton
	EER ≥15.0 and COP ≥3.40	\$150/Ton	\$150/Ton
	EER ≥16.0 and COP ≥3.50	\$175/Ton	\$175/Ton
Boiler Combustion Management System - applies to forced draft boilers. Total incentive amount is capped at 30% of project cost	Linkageless controls	\$12/Boiler HP (output)	NE
	O2 Trim controls	\$5/Boiler HP (output)	NE



Lighting for Agriculture Facilities	Retrofit Incentive	New Construction Incentive
CFL-up to 32 Watts (Replacing 100W or less incandescent)	\$2/Bulb (Limited to 50% of project cost)	NE
Cold Cathode Lamps (Replacing 100W or less incandescent)	\$2/Bulb	NE
High Wattage CFL Lamps - 33-115 Watts (Replacing 100W or greater incandescent)	\$5/Bulb	NE
CFL Reflector Flood Lamps - up to 30 Watts (Replacing 100W or less incandescent)	\$4/Bulb	NE
Fixture Mounted Occupancy Sensor (Non-high bay applications)	\$5/Sensor	NE
Wall Mounted Occupancy sensor (Non-high bay applications)	\$7.50/Sensor	NE
Ceiling Mounted Occupancy Sensor (Non-high bay applications)	\$15/Sensor	NE
Daylighting Stepped Control (Minimum two lighting levels, not including off)	\$175/kW Controlled	\$175/kW Controlled
Daylighting Continuous Dimming Control	\$275/kW Controlled	\$275/kW Controlled
High Performance T8 4' 1L System (Replacing standard 4' T8 or T12)	\$2/Fixture	\$2/Fixture
High Performance T8 4' 2L System (Replacing standard 4' T8 or T13)	\$3/Fixture	\$3/Fixture
High Performance T8 4' 3L System (Replacing standard 4' T8 or T14)	\$4/Fixture	\$4/Fixture
High Performance T8 4' 4L System (Replacing standard 4' T8 or T15)	\$5/Fixture	\$5/Fixture
Replace or Retrofit 8' 2-Lamp T-12 with 2-4' HPT8 or Reduced Wattage Lamp	\$10/Fixture	NE
Replace or retrofit 8' 2-Lamp T-12 with 4-4' HPT8 or Reduced Wattage Lamp	\$10/Fixture	NE
Replace or retrofit 8' 1-Lamp T-12 with 2-4' HPT8 or Reduced Wattage Lamp	\$10/Fixture	NE
Replace or retrofit 8' 2-Lamp T-12HO with 4-4' HPT8 or Reduced Wattage Lamp	\$20/Fixture	NE
Replace or retrofit 8' 2-Lamp T-12VHO with 4-4' HPT8 or Reduced Wattage Lamp	\$40/Fixture	NE
Plus Start Metal Halide - Gasketed Fixture - 320W (replacing 400W HID fixture) and Suitable for Wet Locations	\$25/Fixture	\$25/Fixture
300W Induction replacing 400W HID Fixtures/components (Electrodeless lighting)	\$40/Fixture	\$40/Fixture
High Ceiling Fluorescent ≤ 155 Watts (Replacing 250-399W HID)	\$25/Fixture	\$25/Fixture
High Ceiling Fluorescent ≤ 250 Watts (Replacing 400-999W HID or equivalent)	\$50/Fixture	\$50/Fixture



Lighting for Existing Buildings (Non-Agriculture)	Retrofit Incentive	New Construction Incentive
CFL - up to 32W (Replacing 100W or less incandescent)	\$2/Bulb (Limited to 50% of product cost up to \$2/bulb)	NE
Cold Cathode Lamps (Replacing 100W or less incandescent)	\$2/Bulb	NE
CFL Reflector Flood Lamps - up to 30 Watts (replacing 100W or less incandescent)	\$4/Bulb	NE
High Wattage CFL Lamps - 33-115W (Replacing 100W or greater incandescent)	\$5/Bulb	NE
CLF Fixtures- Permanently wired new fixture containing pin-based CFL (Replacing incandescent fixtures)	\$15/Fixture	NE
Ceramic Metal Halide (CMH) Complete Hardwired Fixture - 20-70W (Replacing incandescent fixtures)	\$25/Fixture	\$25/Fixture
CMH Integral Ballast Lamps ≤ 25 Watts (Retrofit existing 70-100W incandescent flood or spot lamps)	\$15/Fixture	NE
LED Recessed Downlights ≤ 18 Watts (replacing 60-100W incandescent)	\$25/Unit	\$25/Unit
High Efficiency, Low Glare 2'x4' Recessed 2 Lamp Fixture or Retrofit Module (Replacing 3 or 4 lamp F32T8 or F40T12)	\$10/Fixture	\$10/Fixture
*High Performance T8 (HPT8) 4' 1L System (Replacing standard T8/T12)	\$2/Fixture	\$2/Fixture
*High Performance T8 4' 2L System (Replacing standard T8/T12)	\$3/Fixture	\$3/Fixture
*High Performance T8 4' 3L System (Replacing standard T8/T12)	\$4/Fixture	\$4/Fixture
*High Performance T8 4' 4L System (Replacing standard T8/T12)	\$5/Fixture	\$5/Fixture
*Reduced Wattage T8 System - 25W or 28W 4' 1L	\$2/Fixture	\$2/Fixture
*Reduced Wattage T8 System - 25W or 28W 4' 2L	\$3/Fixture	\$3/Fixture
*Reduced Wattage T8 System - 25W or 28W 4' 3L	\$4/Fixture	\$4/Fixture
*Reduced Wattage T8 System - 25W or 28W 4' 4L	\$5/Fixture	\$5/Fixture
*Relamp existing 4' 32W T8 Lamp with 25W or 28W T8 Lamp	\$0.50/Lamp	NE
*Relamp existing 8' 59W T8 Lamp with 54W 8' T8 Lamp	\$0.50/Lamp	NE
*HP T8 or RW T8 4' w/2L or 4L System (Replacing 8' 2L T12)	\$10/Fixture	NE
*HP T8 or RW T8 4' 2L System (Replacing 8' 1L T12HO)	\$10/Fixture	NE
*HP T8 or RW T8 4' 4L System (Replacing 8' 2L T12HO)	\$20/Fixture	NE
*HP T8 or RW T8 4' 4L System (Replacing 8' 2L T12VHO)	\$40/Fixture	NE
Pulse Start Metal Halide (PSMH) - 320W (Replacing 400W HID fixture)	\$25/Fixture Replaced	NE
320W Electronic Ballast and Pulse - Start or CMH Lamp (Replacing 400W HID fixture/components)	\$50/Fixture Replaced	\$50/Fixture
750W PSMH (Replacing 1000W HID fixture/components)	\$50/Fixture Replaced	\$50/Fixture
High/Low HID Control	\$15/Controlled Fixture	\$15/Controlled Fixture
High Bay Fluorescent ≤ 155W Total Fixture Watts (Replacing 250-399W HID)	\$25/Fixture	\$25/Fixture
High Bay Fluorescent ≤ 365W Total Fixture Watts (Replacing 400-999W HID)	\$25/Fixture	\$25/Fixture
High Bay Fluorescent ≤ 250W Total Fixture Watts (Replacing 400-399W HID)	\$50/Fixture	\$50/Fixture



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Lighting for Existing Buildings (Non-Agriculture) [Continued]	Retrofit Incentive	New Construction Incentive
High Bay Fluorescent ≤ 800W Total Fixture Watts (Replacing 1000W HID)	\$50/Fixture	\$50/Fixture
High Bay Fluorescent ≤ 500W Total Fixture Watts (Replacing 1000W HID)	\$100/Fixture	\$100/Fixture
High Bay Occupancy Based Control	\$15/Controlled Fixture	\$15/Controlled Fixture
Controls - Fixture Mounted Occupancy Sensors (Non-high bay applications)	\$5/Sensor	NE
Controls - Wall Mounted Occupancy Sensors (Non-high bay applications)	\$7.50/Sensor	NE
Controls - Ceiling Mounted Occupancy Sensors (Non-high bay applications)	\$15/Sensor	NE
Daylighting Stepped Control for T5 or T8 Lighting (Minimum two lighting levels, not including off)	\$175/kW Controlled	\$175/kW Controlled
Daylighting Continuous Dimming Control for T5 or T8 Lighting	\$275/kW Controlled	\$275/kW Controlled



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Information Systems	Retrofit Incentive	New Construction Incentive
PC Network Energy Management (Limited to 50% of the project cost)	\$6/PC Controlled	\$6/PC Controlled
Variable Frequency Drive (VFD)	Retrofit Incentive	New Construction Incentive
VDF- Limited to pumping or air handling (i.e., fan or blower) applications up to 500HP. (System must operate a minimum of 2000 hours annually)	Lesser of \$40/HP or 30% of total project cost (500 HP limit)	Lesser of \$30/HP or 30% of total project cost
Compressed Air System Audit	Retrofit Incentive	New Construction Incentive
System Audit	Lesser of the following: 1) \$4/HP, 2)50% of audit cost, 3) \$7,500 max	NE
Air Compressor Equipped with Variable Speed Drive (VSD)	Retrofit Incentive	New Construction Incentive
Air Compressor with VSD (Variable speed rotary vane compressor or variable speed screw compressor)	\$55/Nominal HP of VSD Compressor	\$55/Nominal HP of VSD Compressor
Energy Efficient Repulper Rotor and Pressure Screen Rotor	Retrofit Incentive	New Construction Incentive
Energy Efficient Repulper Rotor and Pressure Screen Rotor	\$50/HP	\$50/HP
Extraction Plate	\$15/HP	\$15/HP
Pressure Screen Rotor	Lesser of \$70/HP or 50% of installed costs	Lesser of \$70/HP or 50% of installed costs
Energy Efficient Radiant Heater Bands for Plastics	Retrofit Incentive	New Construction Incentive
Radiant Heater Bands	Lesser of \$75/kW or 50% of project costs	Lesser of \$75/kW or 50% of project costs
Energy Efficient Radiant Tube Inserts for Heat Treating	Retrofit Incentive	New Construction Incentive
Energy Efficient Radiant Tube Inserts	\$100/Insert	NE



Commercial Refrigeration		Retrofit Incentive	New Construction Incentive	
Anti-sweat Heater Control (Freezer and cooler case)		\$40/Door	\$40/Door	
Efficient Reach-in Case Door:	Low-Heat Freezer	\$50/Door	\$50/Door	
	No-Heat Freezer	\$100/Door	\$100/Door	
	No-Heat Cooler	\$10/Door	\$10/Door	
Occupancy Sensors for LED Lighting in Reach-In Cases		\$10/Door	\$10/Door	
Reach-In Freezer or Cooler Case Evaporator Fan Motors (Replacing shaded pole or PSC motors)		\$30/ECM motor <1/20th hp	\$30/ECM motor	
Walk-in Freezer or Cooler: ECM Evaporator Fan Motors Replacing Shaded Pole or PSC Motors		\$30/ECM motor <1/20th hp	NE	
		\$60/ECM motor >1/20th hp	NE	
		\$40/ECM motor > 1/10th hp	NE	
Night Curtains for Open Coolers		\$9/Linear foot	\$9/Linear foot	
Beverage Cooler Controls		\$50/Cooler	\$50/Cooler	
Specialty Measures (Commercial)		Retrofit Incentive	New Construction Incentive	
Lodging	Guestroom Energy Management Control	\$75/Room	\$75/Room	
Water Heaters	Residential Type Energy Efficient Water Heaters (Does not apply to water heaters used in dairy farm milk houses - see Dairy & Livestock section)	Power-Vented Natural Gas (Energy Factor .64 to .79)	\$50/Water heater	\$50/Water heater
		Power-Vented Natural Gas (Energy Factor .64 to .79)	\$100/Water heater	\$100/Water heater
		Power-Vented Natural Gas (Energy Factor .64 to .79)	\$150/Water heater	\$150/Water heater
		Indirect Water Heater Integrated with >90% AFUE Modulating Boiler	\$200/Water heater	\$200/Water heater
		Electric Tank-type Water Heater (Energy Factor >0.93)	\$50/Water heater	\$50/Water heater
	Residential - Type Water Heater Fuel conversion	\$250/Water heater	NE	
Vending	Vending Machine Controls	\$15/Snack machine controlled, \$60/Cold beverage machine controlled	\$15/Snack machine controlled, \$60/Cold beverage machine controlled	
	Energy Star® Vending Machines	\$100/Machine	\$100/Machine	
Truck Loading Docks	Truck Loading Dock Seals	Dock Door Seals	\$200/Door sealed	NE
		Leveler Ramp Pit External Seals	\$100/Ramp pit sealed	\$100/Ramp pit sealed
	LED Dock Light Fixture	\$25/Fixture	\$25/Fixture	



Food Service		Retrofit Incentive	New Construction Incentive
*ENERGY STAR® Steamers: 3-4 Pans (Electric)		\$100/Pan	\$100/Pan
*ENERGY STAR® Steamers: 5-6 Pans (Electric or electric)		\$100/Pan	\$100/Pan
*ENERGY STAR® Griddles: Electric		\$65/Linear Foot	\$65/Linear Foot
*ENERGY STAR® Griddles: Gas		\$35/Linear Foot	\$35/Linear Foot
*ENERGY STAR® Convection Ovens: Electric or Gas		\$200/Cavity	\$200/Cavity
*Combination Ovens: Electric		\$1000/Oven	\$1000/Oven
*Combination Ovens: Gas		\$400/Oven	\$400/Oven
*Rack Ovens		\$500/Compartment	\$500/Compartment
*ENERGY STAR Hot Holding Cabinets		\$200/Cabinet	\$200/Cabinet
*ENERGY STAR Commercial Solid Door and Glass Door Refrigerators and Freezers		\$50/Unit less than 15 cubic feet	\$50/Unit less than 15 cubic feet
		\$75/Unit less than 15-29 cubic feet	\$75/Unit less than 15-29 cubic feet
		\$150/Unit less than 30-49 cubic feet	\$150/Unit less than 30-49 cubic feet
		\$200/Unit for > 50 cubic feet	\$200/Unit for > 50 cubic feet
*Kitchen Hood Ventilation Controls, Temperature Sensing Only (Not to exceed 50% of total project cost)	New Ventilation System:	Retrofit Incentive	New Construction Incentive
	Exhaust fan only	\$200/hp	\$200/hp
	Bonus for controlling make-up unit fan	\$50/hp BONUS	\$50/hp BONUS
	Adding Controls to Existing Ventilation System:	Retrofit Incentive	New Construction Incentive
	Exhaust fan only	\$250/hp	NE
	Bonus for controlling make-up unit fan	\$50/hp BONUS	NE
*Kitchen Hood Ventilation Controls, Temperature and Optical Sensing (Not to exceed 50% of total project cost)	New Ventilation System:	Retrofit Incentive	New Construction Incentive
	Exhaust fan only	\$600/hp	\$600/hp
	Bonus for controlling make-up unit fan	\$80/hp BONUS	\$80/hp BONUS
	Adding Controls to Existing Ventilation System:	Retrofit Incentive	New Construction Incentive
	Exhaust fan only	\$700/hp	NE
	Bonus for controlling make-up unit fan	\$100/hp BONUS	NE
Consortium for Energy Efficiency (CEE) Tier 2 Ice Machines	<499 lbs/day	\$50/Unit	\$50/Unit
	500-1000 lbs/day	\$100/Unit	\$100/Unit



		>1000 lbs/day	\$150/Unit	\$150/Unit
Food Service			Retrofit Incentive	New Construction Incentive
*ENERGY STAR® Commercial Dishwashers	High Temperature		\$250/Undercounter unit	\$250/Undercounter unit
			\$450/Door type unit	\$450/Door type unit
			\$600/Single tank conveyor unit	\$600/Single tank conveyor unit
			\$600/Multi tank conveyor unit	\$600/Multi tank conveyor unit
	Low Temperature		\$500/Undercounter unit	\$500/Undercounter unit
			\$300/Door type unit	\$300/Door type unit
			\$300/Single tank conveyor unit	\$300/Single tank conveyor unit
			\$500/Multi tank conveyor unit	\$500/Multi tank conveyor unit
BONUS: Multiple Equipment Bonus: purchase more than one type of qualifying equipment (i.e. Steamer and a Hot Holding Cabinet)				

Agricultural Irrigation Systems		Retrofit Incentive	New Construction Incentive
Pump Motor Horsepower Reduction (Up to 30% of project cost)		\$65/HP Reduced	NE
Dairy and Livestock		Retrofit Incentive	New Construction Incentive
Low-energy Livestock Waterer - Minimum 2-inch insulation and heating element maximum of 250W		\$50/Waterer	\$50/Waterer
Exhaust Fan		\$2/Blade inch	\$2/Blade inch
Circulation Fan		\$2/Blade inch	\$2/Blade inch
High Volume Low Speed Fan		\$1,500/Unit	\$1,500/Unit
Milk Pre-cooler (Dairy farm, parlor, milk house)		\$750/Unit	\$750/Unit
Heat Recovery Tank (Dairy farm, parlor, milk house)	Water must be heated by electric or natural gas	\$500/Unit	\$500/Unit
	All other water heating sources	\$200/Unit	\$200/Unit
Variable Speed Controller for Vacuum Pump (Dairy farm, parlor, milk house)		\$750/Unit	\$750/Unit
Scroll Compressor Replacement (Dairy farm, parlor, milk house)		\$250	NE
In-floor Radiant Heating System (Dairy farm, parlor, milk house)		\$250/System	\$250/System
Electric to Non-electric Commercial Water Heater (Dairy farm milk house)		Lesser of \$1,500 or 50% of cost unit	Lesser of \$1,500 or 50% of cost unit
Electric to Electric Commercial Water Heater (Dairy farm, milk house)		\$250/Heater	\$250/Heater
Natural Gas to Natural Gas Commercial Water Heater (Dairy farm, milk house)		\$250/Heater	\$250/Heater



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Variable Frequency Drive (Limited to 30% of the total project cost and subject to application requirements)	\$40/Hp	\$40/Hp
Greenhouse	Retrofit Incentive	New Construction Incentive
Exhaust Fan	\$2/Blade inch	\$2/Blade inch
Unit Heater (Natural gas only)	\$2.50/Input MBh	\$1.25/Input MBh
Greenhouse Climate Controls (Natural gas only)	\$0.03 /Square foot of floor area controlled	\$0.03 /Square foot of floor area controlled
Triple Polycarbonate Glazing (8 mm thickness and minimum 10 year life)	\$0.07/Square foot	\$0.07/Square foot
Thermal Curtain (Natural gas only)	\$0.25/Square foot	\$0.25/Square foot