

# High performance new buildings are a smart investment for businesses

### EFFICIENT NEW BUILDINGS

Research shows that energy-efficient buildings are good for people, good for the environment, and good for the bottom line. That's why Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, offers free services to help you:

- Save money and cut operating costs
- Implement energy efficiency and renewable energy into your design
- Increase occupant comfort, health, and productivity

Focus on Energy is your source for objective third-party information and advice about practical ways to save energy and money. Our services for new construction extend to all types of Wisconsin businesses that are:

- Constructing a new facility
- Adding on to a facility
- Renovating an existing building

### HOW FOCUS CAN HELP

Rely on us for free support and services to help you identify and install cost-effective energy-efficiency and renewable energy upgrades. Our services include:

- **Expert assistance** to identify energy-saving opportunities
- **Technical expertise** to help you select and implement cost-effective projects and practices
- **Financial incentives** to help cover the costs of energy-saving equipment and upgrades

#### In addition, we can help you:

- Coordinate throughout the design process
- Review plans to identify energy-saving opportunities
- Analyze energy savings

### INFORMATION, EDUCATION, & TRAINING OPPORTUNITIES

The more you know about saving energy, the easier it is to make smart decisions that will save you money.



We have compiled a library of valuable fact sheets, case studies, and more that you can find at [focusonenergy.com/ncresources](http://focusonenergy.com/ncresources).

Focus also provides a variety of educational and training opportunities to learn about energy-saving technologies and best practices. We sponsor training courses at locations around the state. For a list of events and workshops, visit [focusonenergy.com/calendar](http://focusonenergy.com/calendar).

### FINANCIAL INCENTIVES

Focus on Energy offers two types of financial incentives for new construction: **design** and **measure**. **Design incentives** are available to the building owner or design team and help offset the cost of developing energy-efficient designs. To be eligible for these incentives, a New Construction Design Incentive Agreement application must be completed and submitted before starting design work. **Measure incentives** are available to the building owner to help lower the cost barriers to install energy-efficient options.

Incentives available depend on whether your project follows the Systems Track or Whole-Building Track (outlined further below). Focus will help you determine which track and incentives best suit your project. For

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more information about incentives and corresponding applications and forms, call **800.762.7077** or visit **[focusonenergy.com/financialincentives](http://focusonenergy.com/financialincentives)**.

## Renewable energy

Incentives are also available for renewable energy technologies including: solar electric, solar hot water, wind electric, biomass, and biogas systems. Visit **[focusonenergy.com/renewable](http://focusonenergy.com/renewable)** for more information.

## PARTICIPATION TRACKS

Focus offers two tracks to help provide the technical assistance and financial incentives necessary for your new-construction project.

### Systems Track

The Systems Track is intended for projects using fairly straightforward energy-efficiency measures and for projects that are further along in the design and construction process. If your project includes energy-efficient improvements such as the installation of a specific piece of equipment or system, or if you've already completed the design and are looking to substitute with higher-performance equipment, then your project follows the Systems Track.

Qualifying projects in the Systems Track can receive standard or custom incentives. Standard incentives are one-for-one equipment upgrades and are easily obtained by completing and submitting an incentive application form. Custom incentives are for more complex energy-saving projects and are based on the estimated energy savings. To qualify for custom incentives your projects must meet specific requirements, you must work with a Focus energy advisor, and have a signed grant agreement prior to starting the project.

Visit **[focusonenergy.com/ncincentives](http://focusonenergy.com/ncincentives)** for more information on standard and custom incentives.

### Whole-Building Track

The Whole-Building Track takes a comprehensive approach to energy efficiency and uses energy modeling as the basis for incentives. It's intended for projects that are early to midway through the design process, meet the minimum square foot requirement, and contain more complex energy-efficiency measures.

This track starts with a review of the proposed building design, identifying potential efficiency improvements, costs, and energy savings. We then work with the building owner and design team to determine which upgrades to include in energy modeling. The energy modeling is conducted by either Focus or your design team. Once the baseline modeling is finished, we work with the design team to evaluate improvements and develop a second energy model.

Focus will use information from the two models to determine annual energy and demand savings and financial incentives. Incentives are calculated using dollars per energy unit saved (dollar per kW, kWh, and Therm). After the installation, we perform a post-installation verification to confirm that all energy-efficiency measures were installed correctly and are operational.

Financial incentive rates for the Whole-Building Track are tiered based on the percent of energy cost savings over the baseline. A minimum of 10 percent savings over baseline is required to obtain incentives. For current incentive rates, refer to the Whole-Building Track Project Information Form. You can find this, as well as additional applications and information at **[focusonenergy.com/ncincentives](http://focusonenergy.com/ncincentives)**.

### STAY CURRENT AND CONNECTED!

Join our online conversation at **[focusonenergy.com/socialnetworks](http://focusonenergy.com/socialnetworks)** to connect with people who share your interest in saving energy and money at home and work. Also, visit **[focusonenergy.com/incentives](http://focusonenergy.com/incentives)** for the latest incentives and requirements as Focus offers are subject to change.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state's growing demand for electricity and natural gas. For more information, call **800.762.7077** or visit **[focusonenergy.com](http://focusonenergy.com)**.



**focus on energy**<sup>™</sup>  
*The power is within you.*