

EFFICIENT NEW CONSTRUCTION MAKES DOLLARS & SENSE

Wisconsin Focus on Energy Business Programs Incentives



FINANCIAL INCENTIVES FOR NEW CONSTRUCTION

The Focus on Energy New Construction Program offers financial incentives to customers on a variety of energy efficiency products, including HVAC, electric chillers, lighting, NEMA premium motors, variable frequency drives, commercial specialty measures and foodservice equipment.

WHY YOU SHOULD PARTICIPATE

According to Focus on Energy research, new construction projects for businesses account for roughly one-third of the annual growth in electric and natural gas use in Wisconsin. Construction of new high performance buildings saves energy and money through:

1. **Reduced Operating Costs** – High performance buildings use less energy and can reduce peak demand charges. Over the lifetime of a building, savings in operating costs far outweigh most initial investments in energy efficiency.
2. **Increased Productivity** – Studies show that high performance buildings reduce absenteeism due to illness while increasing occupant productivity and morale. Such gains in health and productivity can produce financial savings several times greater than the savings achieved by reduced energy and operating costs in a high performance building.
3. **Reduced Carbon Footprint** - Increased energy efficiency means high performance buildings use less energy and therefore reduce carbon emissions from power plants and combustion of natural gas.

HOW MUCH WILL YOU SAVE?

The energy savings from a high performance building will vary based on the type of building (warehouse, school, office, healthcare, etc.) and comprehensiveness of the energy efficiency measures that are incorporated into the project. Compared to a baseline building that has annual energy costs of \$1.00 to \$1.50 per square foot, an energy efficient new building could save \$0.10 to \$0.45 per square foot per year depending on the efficiency measures incorporated into the project.

Rewards are available to eligible business customers that are constructing a new building, an addition to an existing building, or undertaking a major renovation (gut/rehab, change of use, etc.). A detailed list of available incentives for new construction can be found at focusonenergy.com/financialincentives.

APPLYING IS EASY

1. Call 800.762.7077 for an application form or download the application from focusonenergy.com/newconstruction.
2. Select and install qualifying equipment.
3. Fill out the application, attach an itemized invoice and send it to Focus on Energy.
4. For custom incentives (including whole building track projects), contact Focus on Energy prior to project planning.

HOW DO YOU APPLY FOR AN INCENTIVE?

Simply help your customer select and install qualified equipment, including HVAC, electric chillers, lighting, NEMA premium motors, variable frequency drives, commercial specialty measures and foodservice equipment.

Custom incentives are also available. To qualify for custom incentives, you must contact Focus on Energy prior to purchasing any equipment.

Lastly, an additional program track is available for New Construction projects: the Whole Building Track. This process uses energy modeling software to determine the energy savings and associated incentive between the proposed building and a baseline building. This track is intended for more complex and interactive energy efficiency measures, and requires that the project be in early to mid-design when Focus on Energy is contacted.

PROGRAM INCENTIVES

PROGRAM TRACK	INCENTIVES	INCENTIVES
Systems Track - Prescriptive	Refer to incentive form	These incentives are similar to those for existing buildings, but in a single form.
Systems Track- Custom	Based on kW, kWh, and Therms saved	To qualify for custom incentives, contact Focus on Energy prior to purchasing any equipment.
Whole Building Track	Varies based on % of energy cost saved	Energy modeling software is used to determine the energy savings and incentives between the proposed building and a baseline building. This track is intended for more complex and interactive energy efficiency measures, and requires that the project be in early to mid-design when Focus on Energy is contacted.

- Equipment must meet the high efficiency standards and must be installed beginning July 1, 2007 to be eligible. Focus on Energy reserves the right to change or discontinue this program at any time.
- Only Wisconsin customers of participating Wisconsin utilities are eligible for Cash-Back Rewards. Customers of some Wisconsin electric cooperatives or municipal utilities may not be eligible. Call 800.762.7077 for more information.
- **Prescriptive Measures.** We offer standard prescriptive incentives for additional, specialized technology measures. Some examples include: 1) ENERGY STAR® qualified commercial kitchen equipment for food service operations; 2) anti-sweat heater controls for refrigeration units; 3) guest room energy management systems for the lodging industry; 4) compressed air systems; 5) HVAC systems; and 6) efficient lighting.
- **Custom Incentives.** Focus on Energy offers incentives for custom projects that don't fit our prescriptive measures. You must work with a Focus on Energy Advisor prior to project initiation to obtain custom incentives. Visit www.focusonenergy.com/financialincentives for further details.
 - **Agriculture and Rural Business Program.** For more information, please contact Focus on Energy at 800.762.7077 (option 2) or visit www.focusonenergy.com/agriculture.
 - **Commercial Program.** For more information, please contact Focus on Energy at 800.762.7077 (option 2) or visit www.focusonenergy.com/commercial.
 - **Industrial Program.** For more information, please contact Focus on Energy at 800.762.7077 (option 2) or visit www.focusonenergy.com/industrial.
 - **Schools and Government Program.** For more information, please contact Focus on Energy at 800.762.7077 (option 2) or visit www.focusonenergy.com/schools.

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.

