

New Construction Program

Program Summary

FACT SHEET

OVERVIEW

Focus on Energy, Wisconsin's energy efficiency and renewable energy program, is committed to uncovering opportunities to improve energy usage in our state. Our New Construction Program—created for the business market—provides an excellent way to do just that.

Business new construction projects (facilities built under the Wisconsin Commercial Building Code) currently account for roughly one third of the state's electric and natural gas load growth. The New Construction program gives Focus on Energy the chance to integrate energy efficient solutions from the ground up—and lets us have a powerful impact on Wisconsin's energy usage.

The program is staffed by a dedicated team that offers a wealth of construction- and energy-related expertise. They understand the realities of the design and construction process, and can offer the support, technology know-how and financial assistance you need for project success, without causing unnecessary delays—or costly headaches!

WHO'S ELIGIBLE FOR THE PROGRAM

To qualify, your project must be served by an eligible utility and fall into one of these three categories:

- Construction of a new facility
- Construction of an addition to an existing facility
- Major renovation of an existing building (gut/rehab or change in use)

To confirm eligibility, visit focusonenergy.com and use the eligibility tool on the top right of the screen. You'll need to know the county where the project will be located and the electric and natural gas utilities that will provide service to the building.

PROGRAM ELEMENTS

Education and training: Focus on Energy sponsors courses on a variety of topics at locations around the state. Learn how to improve your facility's energy efficiency and enhance productivity with one of these courses. Check for upcoming training events at focusonenergy.com/calendar.

Technical assistance: Building owners and design teams can count on our experienced staff for unbiased, third-party expertise. We can help facilitate the design process, review plans to identify energy saving opportunities, analyze energy savings and verify installation of selected energy saving measures.

Financial Incentives: We offer two types of financial incentives: design and measure.

Design incentives are offered for new construction projects and are paid to the building owner or the design team. They are used to help to offset the cost of developing energy efficient designs. A Design Incentive Agreement form, available at focusonenergy.com/newconstruction, must be submitted prior to beginning the design work.

Measure incentives are paid to the owner to help lower the cost barriers to energy efficient options. The incentives available depend on whether your project follows the Systems Track or the Whole-Building Track. Focus on Energy can help you determine which track is best for your project.

PROGRAM PARTICIPATION TRACKS

You can participate in the New Construction program in one of two ways:

Systems Track

You'll fit into this track if you improve energy efficiency with the installation of a specific piece of equipment or process—or if you've already completed design and are looking to substitute originally specified equipment with higher efficiency equipment.

Qualifying projects can receive prescriptive incentives (for a standard improvement, such as high efficiency rooftop air conditioners) or custom incentives (for a tailored upgrade that requires input from the Focus on Energy team).

To learn more about Focus on Energy, call 800.762.7077 or visit focusonenergy.com

For prescriptive incentives:

- Download prescriptive financial incentive applications at focusonenergy.com/financialincentives.
- If your project falls under the prescriptive dollar limit/eligibility requirements identified on the new construction form, purchase and install the equipment. If you're uncertain if your project or specific equipment qualifies, or it exceeds the dollar limit, contact Focus prior to purchasing the equipment.
- Complete the incentive application, attach a copy of a form of proof of purchase (invoice, shipping bill, bill of lading) showing manufacturer and model numbers, and mail to Focus on Energy for processing.

If the energy efficient technology for your project isn't found under prescriptive incentives, you may qualify for a custom incentive:

- Contact a member of the New Construction Program team or your energy advisor for an evaluation of your project. They'll work with you to establish the baseline situation and calculate projected energy savings and incentive amount.
- Sign an incentive agreement.
- Purchase and install your equipment.
- Contact Focus on Energy when the project is complete. We'll verify the installation and then process your custom incentive application.

Custom incentive rates for the systems track of the new construction program are based on the same two-tiered system used in Focus on Energy's Business Programs:

Custom Incentive Rates			
Tier 1	\$125/kW	\$0.04/kWh	\$0.40/Therm
Tier 2	\$200/kW	\$0.06/kWh	\$0.60/Therm

Whole-Building Track

To qualify for this track, your project team should be in the early stages of planning or design, and taking a comprehensive approach to energy efficiency. To get started on a whole-building track project, complete and submit the Application to Participate, which is available for download at focusonenergy.com/newconstruction.

The process will start with a review of the proposed building design, with a focus on identifying potential energy efficiency improvements, along with their potential cost and energy savings. Focus staff will then discuss the results of this review with the owner and design team to jointly determine the energy efficiency improvements to include in energy modeling.

The baseline will either be the New Construction Program's "standard practice" baseline or other mandatory design and construction practices the building must follow (e.g., local ordinances or corporate facility design requirements), whichever is more efficient. For additional details on the baseline, refer to the Whole Building Track Baseline fact sheet available at focusonenergy.com/newconstruction.

The energy modeling will be conducted by either Focus on Energy staff or your design team (who can receive a financial incentive for handling this task). Once the baseline modeling is finished, our New Construction staff will work with your design team to evaluate potential energy efficient improvements and develop a second energy model that incorporates them.

The New Construction team will use information from the two models to determine annual energy and demand savings, and we'll base our incentives on the improvements you make. These will be calculated using dollars per energy unit saved (dollar per kW, dollar per kWh and dollar per therm). Our figures will take interactive effects into account, such as a good daylighting design that reduces air conditioning loads and reduces need for artificial lighting.

Focus on Energy staff will be available for some consultation during construction—as requested by the owner or design team—such as reviewing specific value engineering changes or change orders for energy efficiency.

You, or your design team, will notify Focus on Energy when installation of energy efficiency measures is complete and measures are operating as intended. Focus will then perform a post-installation verification to confirm that all energy efficiency measures were installed and are operational. If some measures were not installed, the energy model will be updated accordingly and the financial incentive will be re-calculated.

The financial incentive rates for the whole building track are tiered based on the percent of energy cost savings over the baseline, with higher incentive rates for a higher savings percent over the baseline. A minimum of 10 percent savings over the baseline are required to obtain an incentive.

Energy Cost Saved	Whole Building Track Incentive Rates		
10-20%	\$125/kW	\$0.04/kWh	\$0.40/Therm
20-30%	\$160/kW	\$0.05/kWh	\$0.50/Therm
30%+	\$200/kW	\$0.06/kWh	\$0.60/Therm

Note: kW incentive is for the average electrical demand from 1 to 4 PM, Monday through Friday, June through August.

READY TO IMPROVE YOUR ENERGY EFFICIENCY?

Focus on Energy is here to help. To learn more how you can incorporate energy efficiency and renewable energy into your project, contact us today at 800.762.7077 and ask to speak to a member of the New Construction Team or visit focusonenergy.com/newconstruction.

