

Assessing the renewable energy potential of your home or business



Harnessing energy from the sun and wind is intriguing, but is it right for your home or business? Focus on Energy, Wisconsin utilities' statewide energy efficiency and renewable energy program, is here to help you find out.

When it comes to renewable energy system installations, Focus recommends that you obtain an evaluation from a certified site assessor prior to moving forward with a renewable energy project. A site assessment can help you determine whether your home or business property is an appropriate location for a renewable energy system. In fact, Focus requires that a site assessment, in compliance with its Small Wind Site Assessment policy, be completed to qualify for Focus wind incentives.

BENEFITS OF A SITE ASSESSMENT

A renewable energy site assessment conducted by a certified site assessor provides an opportunity for you to talk with a knowledgeable party about the characteristics of your property and occupant behavior, and learn about a variety of equipment and options.

After the on-site assessment has been completed, you'll receive a report that details your site assessor's conclusions and professional recommendations. This report will provide you with the information necessary to make an informed purchasing decision. This report can serve as an effective tool for organizations and municipalities who are considering renewable energy when presenting information and options to a group of decision makers such as a board of directors or a budget committee.

SELECTING A SITE ASSESSOR

Certified site assessors will provide information you can use when you begin talking to vendors about purchasing and installing a system at your home or business. Some site assessors can evaluate multiple technologies during the site assessment—keep this in mind when determining which assessor to hire.

Renewable energy system vendors and installers may offer an overview or analysis of your site's potential for a renewable energy system as part of their services. These businesses may charge a separate fee for this service and deduct it from the cost of the system if you buy from them, or it may be provided free of charge.

Costs for site assessments vary depending on the type and complexity of the renewable energy system and typically range from \$300 to \$1,000. A list of certified site assessors can be found on the Midwest Renewable Energy Association's website at midwestrenew.org/siteassessors.

For more information,
call 800.762.7077 or visit focusonenergy.com.

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PREPARING FOR A SITE ASSESSMENT

In order to fully analyze your site, the site assessor may need to inspect the roof, attic, utility room, garage, or basement. Make sure these areas are accessible to help expedite the site assessment. Energy use records may be requested. If you don't have this information readily available, it can easily be obtained from your utility.

THE SITE ASSESSMENT

During the site visit, the assessor will:

- Visit your property.
- Answer questions you may have.
- Conduct a basic analysis of your energy needs.
- Recommend energy efficiency measures to lower your energy use.
- Evaluate the renewable energy resource at your site.
- Recommend the size and type of system appropriate for your site.
- Estimate the output of the system.
- Recommend the best place to locate the system.
- Provide a cost estimate.
- Provide a list of available incentives.
- Outline the next steps you need to take to make the system a reality.

WHY EFFICIENCY FIRST?

Before you purchase any renewable energy system, it's important to first maximize the energy efficiency of your home or business. The smaller your energy needs, the lower your monthly energy bills and the less you'll need to spend on a renewable energy system.

And now, home and business owners who invest in energy-efficiency upgrades prior to installing a solar electric, solar hot-water, or wind system may be eligible to receive enhanced financial incentives of up to double the standard Focus incentives. To learn more about these enhanced efficiency incentives, visit focusonenergy.com/efficiencyfirst.

TAKE ACTION TODAY. SEE RESULTS TOMORROW.

Lower energy costs. Cleaner air and water. A healthier home or business. These are the results when Wisconsin businesses and residents tap into energy efficiency and renewable energy. To find out how you can reduce energy costs, call Focus on Energy at **800.762.7077** or visit focusonenergy.com/renewable.

STAY CURRENT AND CONNECTED!

Join our online conversation at 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 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.



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Partnering with Wisconsin utilities