

Market Provider Frequently Asked Questions

FACT SHEET



BIOMASS



SOLAR



WIND

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

What is Focus on Energy?

Focus on Energy is Wisconsin's energy efficiency and renewable energy program. It is a statewide partnership that works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy programs help residents and businesses save energy and money, promote in-state economic development, protect our environment and help control the state's growing demand for electricity and natural gas.

Who oversees and funds Focus on Energy?

Focus on Energy was created through state legislation and is a partnership between the Public Service Commission of Wisconsin (PSC), Wisconsin's utilities and several other public and private entities. The PSC has general oversight of Focus on Energy, and funding for the program is provided by the state's participating utilities. The PSC is an independent state agency that oversees Wisconsin's public utilities and ensures ratepayers are provided with reliable and affordable services.

Who is eligible for Focus services and incentives?

Customers who purchase their electricity and natural gas from participating utilities are eligible for Focus services and incentives, such as Cash-Back Rewards. For example, if your electric utility participates in Focus, you can receive incentives for electric measures. Similarly, if your natural gas utility participates in Focus, you can receive incentives for measures that offset your natural gas usage. You and your customers can find out what measures you're eligible for by using the Eligibility Tool located at focusonenergy.com/resources or by calling 800.762.7077. A list of participating utilities can be found at focusonenergy.com/utilities.

When should a customer apply for an incentive?

Customers must apply for incentives and receive an approved application from Focus *before* they purchase, order or install any equipment or services.

When and how do customers receive payment of a Focus incentive?

Once the renewable energy system is installed and operating, the customer (with the installer's help) must submit a Notice of Installation (NOI) form. Once the NOI form is approved by Focus on Energy, the Cash-Back Reward will be paid by check to the customer within 60 days. For Business & Marketing Grants, Feasibility Study Grants and Development Grants, a report and invoice are required to receive payment.

What is the recommended process for customers interested in installing renewable energy systems?

1. For homeowners, make sure the home is as energy efficient as possible. If an existing home, arrange for a Home Performance with ENERGY STAR® energy evaluation. Or, build a new energy efficient Wisconsin ENERGY STAR Home. For businesses, first call the Information Center or visit the Web site to learn what steps to take to ensure building energy efficiency. See the FOR MORE INFORMATION section on the back of this sheet for links to these Focus on Energy Programs.
2. Focus recommends a renewable energy site assessment to determine placement options, sizing and estimated costs.
3. Use the Focus on Energy Full Service Installers lists (focusonenergy.com/fullserviceinstallers) to request a bid for a system. Focus on Energy recommends that customers receive two to three bids before choosing an installer.
4. To qualify for incentives, a customer should work with the installer to fill out and submit a Cash-Back Reward or grant application along with a bid and receive Focus approval before purchasing, ordering or installing any equipment or services.

For more information, consult the fact sheet [Guiding You Through the Process](#) at focusonenergy.com/reliterature.

Does Focus offer incentives to encourage energy efficiency measures?

Residential customers who implement energy efficiency measures based on a Focus on Energy Home Performance with ENERGY STAR energy evaluation and receive a post-test before the solar system is installed, or who own a Wisconsin ENERGY STAR Home, **they automatically qualify for a \$500 bonus Reward** on the solar system. For details visit focusonenergy.com/solarbonus.



focus on energy™

The power is within you.

What does a site assessment provide?

A renewable energy site assessment conducted by a certified assessor gives customers the opportunity to talk with an experienced, objective professional about whether the site is a good location for a renewable energy system. The assessor will analyze the customer's energy needs, make recommendations and provide a general cost estimate for the system, and mail the customer a written report containing this information. For details, consult the fact sheet [Assess Your Property's Renewable Energy Potential](#) at focusonenergy.com/re literature.

Is a renewable energy site assessment required in order to receive a Cash-Back Reward?

Focus on Energy requires a site assessment when you apply for a wind energy incentive, and site assessments are recommended, but optional, for other projects seeking Focus incentives.

What technologies does the Renewable Energy Program support? What incentives are available?

The Renewable Energy Program supports five target markets:

Solar Electric

- Cash-Back Rewards support systems with a capacity of 0.5 kilowatts (kW) to 20 kW
- Solar Electric Implementation Grants support systems with a capacity of greater than 20 kW and no more than 50 kW

Solar Water Heating

- Cash-Back Rewards support systems that offset 5,000 therms or less
- Solar Water Heating Implementation Grants support systems that offset more than 5,000 therms per year

Wind

- Cash-Back Rewards support systems with a capacity of up to 20 kW
- Wind Implementation Grants support systems with a capacity of greater than 20 kW and no more than 100 kW
- Development Grants can support systems with a capacity of between 100 kW and 15 MW

Non-residential Biomass Combustion

- Cash-Back Rewards support systems with a capacity of 5,000 therms or less
- Biomass Combustion Grants support systems with a capacity of up to 500 kW and/or 5,000 to 750,000 therms annually

Anaerobic Digester Biogas

- Anaerobic Digester Grants support systems with a capacity of up to 500 kW and/or 5,000 to 750,000 therms annually
- Development Grants support systems with a capacity of greater than 500 kW and/or more than 750,000 therms/year

How do customers and Market Providers obtain renewable energy forms and information sheets?

These are available for everyone online (see FOR MORE INFORMATION) or by calling the Info Center at 800.762.7077. Market Providers may use the Marketing Materials Allotment form to request ten or more hard copies of marketing materials. All Renewable Energy Market Provider forms may be found at focusonenergy.com/remppforms.

Why do Cash-Back Rewards and grants have expiration dates?

To ensure you are working from the most up-to-date information at any given time. Focus reviews its Cash-Back Rewards and grants every six months to ensure accuracy and consistency across its programs. Occasionally, we make adjustments at these intervals to improve ease of use and to respond to changes in the marketplace.

Why does Focus require customers to work with a NABCEP/NABCEP in-progress installer to receive a Cash-Back Reward for a Solar Electric System?

The reason is quality assurance. The North American Board of Certified Energy Practitioners (NABCEP) provides training and certification to ensure a qualified renewable energy professional workforce in Wisconsin. Currently, Focus requires NABCEP certification or NABCEP "in-progress" status for solar electric installers in order for the customer to receive financial incentives. NABCEP certification became available for solar thermal installers in 2006, and plans are in the works for wind installer certification as well. In time, Focus will require NABCEP certification for solar thermal installations receiving financial incentives.

FOR MORE INFORMATION Renewable Energy Program

Program Overview:

focusonenergy.com/renewable

Information Sheets:

focusonenergy.com/re literature

Cash-Back Reward Forms and Grant Applications:

focusonenergy.com/reincentives

Site Assessment Request Forms:

focusonenergy.com/siteassessments

For Market Providers

Market Provider Program and Cooperative Advertising Information:

focusonenergy.com/remppforms

Program Coordinator:

888.476.9534 ext. 320; renewinfo@focusonenergy.com

Other Focus on Energy Programs

Residential Energy Efficiency Programs:

focusonenergy.com/residential

Business Energy Efficiency Programs:

focusonenergy.com/business

Home Performance with ENERGY STAR®:

focusonenergy.com/existinghomes

Wisconsin ENERGY STAR® Homes:

focusonenergy.com/newhomes

