



## Important Program Information

**To:** **Participating Builders and Consultants**

**From:** Gregory Nahn, Program Manager, Wisconsin ENERGY STAR® Homes Program

**Date:** June 22, 2007

**Subject:** Program Changes for July 1, 2007

I apologize for the delay in providing you this information on program changes for the upcoming year. After nearly eight months of planning that included multiple builder/consultant roundtable meetings, the following was approved at the end of May. In addition to this memo, the program is planning a series of update meetings scheduled for July 16-19, 2007, in the Madison, Eau Claire, Green Bay and Milwaukee area to provide further explanation on program changes. Builders interested in attending these meetings can call program assistant Dawn Felton at (888) 509-3247, ext. 323, to confirm attendance, time and location. Participating builders and consultants can also contact their regional coordinator or appropriate program staff with questions or concerns (see contact information on back page).

### **Certification Rewards: *Availability based on gas utility***

- For new homes started on or after July 1, 2007, certification rewards are only available to builders building certified homes in the services territory of a participating gas utility. For a listing of participating gas utilities visit our Web site at [focusonenergy.com](http://focusonenergy.com).
- For homes entered into the program prior to July 1, 2007, but after June 30, 2006, the certification reward will carryover until June 30, 2008, and be paid pending certification of the home. *Note:* these homes are not affected by the above change and rewards will be paid provided the home is built in the service territory of either a participating gas or electric utility.
- As of July 1, 2007, the certification rewards for all eligible homes entered into the program prior to July 1, 2006, are discontinued.

Builder Category	Number of Homes	Required Site Visits	Certification Reward <sup>1</sup>
New	Less than 3	3 site visits (2 pre-drywall, 1 final testing)	\$200 (up to 3rd home)
Experienced	3 or more	2 site visits (1 pre-drywall, 1 final testing) <sup>2</sup>	\$100 (4th and future homes)

<sup>1</sup> All rewards are based on receipt of final testing and building file documentation from the consultant. Rewards are paid automatically within 45 days upon certification of the eligible home.

<sup>2</sup> Documentation of cavity insulation installation grades is required per national rating standards. Documentation may be obtained by having the consultant complete a pre-dry wall insulation site visit (site visit 2) in place of, or in addition to, the framing pre-drywall site visit (site visit 1) in 1 of 7 consecutive homes with the resulting grades applying to all 7 homes. Builders meeting specific air tightness and participation criteria are exempt from the pre-drywall site visit requirement provided 1 in 7 homes is sampled for purpose of documenting insulation grades. Contact the program manager for more information on qualifying for this exemption.

**Renewable Ready Rewards: Availability based on electric and/or gas utility**

- For new homes started on or after July 1, 2007, Renewable-Ready Rewards are available to builders building new homes rendered ready for a future renewable energy installation in the service territory of a participating electric or gas utility. See the table below for reward amount and utility participation requirements per planned system type.

System Type	Approximate System Size	Reward Amount <sup>1</sup>	Utility Requirement
Solar thermal system	2 to 4 panel solar hot water	\$100	Gas
Solar electric system <sup>2</sup>	Minimum 1 kilowatt photovoltaic	\$100	Electric
Solar thermal and electric	See above	\$150	Both required

<sup>1</sup> Reward amounts are in addition to federal tax credits and Focus on Energy rewards for the installation of renewable energy technologies. For more information, visit our Web site at [focusonenergy.com](http://focusonenergy.com) or call the residential renewable energy project manager at (608) 249-9322, ext. 319.

<sup>2</sup> Requires installation of at least one electrical energy saving technology as a prerequisite (see form for details). Incentives are available for prerequisite technologies through Focus on Energy's Efficient Heating and Cooling and ENERGY STAR Lighting Programs.

- Builders and consultants are required to use the Renewable-Ready Pre-Qualification, Site Verification and Reward form to claim rewards for eligible homes. Forms are posted on our Web site in the new homes area at [focusonenergy.com/newhomes](http://focusonenergy.com/newhomes), under the Builder/consultant tools and consultant site visit forms section.
- Only certified eligible homes made ready for a viable renewable energy system can qualify for a reward.

**New Guideline Rewards: Availability based on electric and/or gas utility**

- For new homes started on or after July 1, 2007, guideline rewards are available to builders building new homes with increased efficiency (through the implementation of voluntary energy efficiency guidelines) in the service territory of a participating electric and/or gas utility. See the table below for a description of eligible guideline measures, criteria, reward amounts and utility participation requirements.

Guideline Description	Guideline Criteria	Reward	Utility Requirement
Low Solar Heat Gain Windows NFRC SHGC rating = 0.25 or less	Min of 75 sq. ft. combined east/west glazing <sup>1</sup>	\$50 per house	Electric
R10 Foundation Wall Insulation	Minimum of R10 interior or exterior full height continuous foundation wall insulation <sup>2</sup>	\$150 per house	Gas
High Efficiency Heating and Cooling Package <sup>3</sup>	90%+ AFUE modulating boiler 90%+ AFUE Furnace with ECM 14+ SEER Central AC	\$50 per package	Electric (and Gas if installing a modulating boiler)
High Efficiency Heating, Cooling and Water Heating Package <sup>4</sup>	Same as above plus .64+ EF power vented water heater	\$100 per package	Electric and Gas

<sup>1</sup> Includes southeast and southwest orientations, not all homes may qualify. Excludes garage windows and any other windows not directly adjacent to conditioned space or covered by large roof overhangs or decks.

<sup>2</sup> Allows for combination of continuous interior or exterior insulation.

<sup>3</sup> Equipment specifications defined through Focus on Energy's Efficient Heating and Cooling Program. Incentive is in addition to individual technology incentives available through Efficient Heating and Cooling Program and participating contractors.

<sup>4</sup> Gas Water heating specification defined through Focus on Energy's Appliance Program.

- All Guideline measures are required to be field verified during site visits with documentation required on final testing form provided by the consultant.
- Guidelines rewards where applicable and verified will be either added to the certification reward or sent via separate check for eligible homes/technologies and paid automatically within 45 days of home certification.

**New Initiatives and limited Rewards: Availability based on electric and/or gas utility**

- For new homes started on or after July 1, 2007, the Wisconsin ENERGY STAR Homes Program is introducing several new initiatives designed to expand energy efficiency beyond a home's heating and cooling load. Builders who want more information, or are interested in participating in these initiatives, should contact their regional coordinator or the program manager (see contact list).

<b>Initiative Description</b>	<b>Initiative Criteria</b>	<b>Reward</b>	<b>Utility Requirement</b>
Structural Plumbing (anticipated date October 2007)	Minimum criteria to be announced <sup>1</sup>	\$200 per house	Gas
Grey water heat recovery (anticipated date October 2007)	Minimum criteria to be announced <sup>2</sup>	\$100 per unit	Gas
Solar Domestic Hot Water / Solar Electric (PV) install	Installed at time of new construction <sup>3</sup>	\$175 per house	Gas or Electric depending on install
Lighting package (5 fixtures)	ENERGY STAR labeled <sup>4</sup>	\$75 per pkg <sup>5</sup>	Electric

<sup>1</sup> Requires redesign of plumbing layout (limiting maximum lengths and diameters of piping), temperature sensors and flash pump to be effective. Training and design review required for builders and subcontractors interested in implementing structural plumbing and claiming the reward. Training dates to be announced.

<sup>2</sup> Limit two rewards per household. Requires modified plumbing to separate drain pipes of showers, dishwashers or other dedicated hot-water sources to maximize energy saving potential.

<sup>3</sup> Requires pre-approval through Focus on Energy's residential Renewable Energy Program. Limited number of rewards available on a first-come first-serve basis. Reward includes renewable-ready incentive.

<sup>4</sup> Requires dedicated pin-based fixtures – combination of interior or exterior applications. Available for both program and non-program homes through approved contract sales. Requires agreement with lighting supplier.

<sup>5</sup> Reward is available as a direct buy-down to lighting manufacturer and/or lighting supplier to reduce builder's purchase price of qualified lighting. Builders interested should contact project manager Dave Kinyon at (888) 509-3247, ext. 281 for more information. Reward must be pre-approved through program staff and in agreement with lighting distributor.

**Program Marketing: Marketing material folder and notice of changes sent June 5, 2007**

A folder containing the new Marketing Tools Overview brochure and sample of program marketing material was sent along with updated marketing forms to all participating builders. Builders who did not receive the folder can call advertising and events coordinator Amy Lord at (888) 509-3247, ext. 314 to request a copy. The following summarizes marketing changes and upcoming plans for the program year starting July 1, 2007.

- Effective July 1, 2007 the availability of cooperative advertising funds has change. Partners will have an initial \$500 in cooperative funds for the program year and can increase the initial amount through participation (an additional \$100 per certified home) with a maximum of \$3,000. Homes are not cumulative and the total number of homes will start over each program year. Ads will be reimbursed up to 50% of a partner's available funds. There is also a 10% bonus for renewable-ready advertising.
- Marketing plans for the upcoming year include pursuing a consumer campaign to compliment cooperative advertising and the use of program marketing material.
- All 2007-2008 program year marketing forms are updated and posted on the Web site *focusonenergy.com* in the building a new homes area under the participating Builder/consultant Tools section.

## CONTACT LIST

### Regional Coordinators:

**Southwest:** Dave Kinyon  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
Phone: (888) 509-3247, ext. 281  
Fax: (608) 249-0339  
E-mail: davek@weccusa.org

**Southeast:** Terry Lenhart  
Advanced Energy of Wisconsin  
W68 N 1084 Kensington Avenue  
Cedarburg, WI 53012  
Phone: (262) 376-9786  
Fax: (262) 376-9752  
E-mail: lenhartaew@aol.com

**Northeast / Technical Advisor:** Joe Nagan  
Home Building Technology Services  
W804 County Trunk ZZ  
Kaukauna, WI 54130  
Phone: (920) 766-7578  
Fax: (920) 766-7539  
E-mail: jnagan@hbs.net

**Northwest:** Dave Hepfler  
Harmony Energy Factor Systems  
3821 Tower Drive  
Eau Claire, WI 54703  
Phone: (715) 839-8823  
Fax: (715) 839-8823  
E-mail: hefs@presenter.com

### Program Staff:

**Program Manager:** Greg Nahn  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
Phone: (888) 509-3247, ext. 390  
Fax: (608) 249-0339  
E-mail: greg@weccusa.org

**Program Assistant:** Dawn Felton  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
Phone: (888) 509-3247, ext. 323  
Fax: (608) 249-0339  
E-mail: dawnf@weccusa.org

**Project Manager:** Dave Kinyon  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
Phone: (888) 509-3247, ext. 281  
Fax: (608) 249-0339  
E-mail: davek@weccusa.org

**Marketing Manager:** Amy Wollangk  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
Phone: (888) 509-3247, ext. 317  
Fax: (608) 249-0339  
E-mail: amyw@weccusa.org

**Advertising & Events Coordinator:** Amy Lord  
Focus on Energy  
431 Charmany Drive  
Madison, WI 53719  
Phone: (888) 509-3247, ext. 314  
Fax: (608) 249-0339  
E-mail: amyl@weccusa.org

## Eligibility for Focus on Energy Programs

Eligibility for Focus on Energy Cash-Back Rewards is determined by the electric and/or natural gas utility providing service to the home. If the customer purchases either electricity or natural gas from the following list of participating utility companies, they are eligible for the applicable electric and or gas savings technology rewards.

### Electric Utilities in Wisconsin ENERGY STAR Homes

Adams-Columbia Electric Cooperative	New Glarus Light & Water
Algoma Utilities	New Holstein Utilities
Alliant Energy	New Richmond Utilities
Argyle Utility	North Central Power Co.
Belmont Municipal Light & Water Utility	Northwestern Wisconsin Electric Co.
Benton Electric & Water Utility	Oconomowoc Utilities
Black River Falls Municipal Utilities	Pardeeville Public Utilities
Bloomer Electric & Water Utility	Pioneer Power & Light Co.
Boscobel Utilities	Plymouth Utilities
Brodhead Water & Light	Price Electric Cooperative
Cadott Light & Water Department	Princeton Light & Water Department
Cashton Municipal Light & Water Plant	Reedsburg Utility Commission
Centuria Municipal Electric Utility	Rice Lake Utilities
City Gas Company	Richland Center Municipal Utility
Columbus Water & Light	Richland Electric Cooperative
Consolidated Water Power Co.	River Falls Municipal Utilities
Cornell Municipal Electric Utility	Rock Energy Cooperative
Cuba City Light & Water	Sauk City Utilities
Cumberland Municipal Utility	Scenic Rivers Energy Cooperative
Dahlberg Light & Power Co.	Shawano Municipal Utilities
Eau Claire Electric Cooperative	Shullsburg Municipal Electric Utility
Elroy Electric & Water Utility	Spooner Municipal Utilities
Evansville Water & Light Department	St. Croix Valley Natural Gas
Gresham Municipal Water & Electric	Stoughton Utilities
Jefferson Utilities	Stratford Water & Electric Utility
Kaukauna Utilities	Sturgeon Bay Utilities
Kiel Utilities	Sun Prairie Water & Light
La Farge Municipal Utilities	Superior Water, Light & Power Co.
Lake Mills Light & Water	Two Rivers Water & Light
Lodi Utilities	Viola Municipal Electric Utility
Madison Gas & Electric	Waterloo Utilities
Manitowoc Public Utilities	Waunakee Utilities
Marshfield Utilities	Waupun Utilities
Mazomanie Electric Utility	We Energies (formerly WI Elec, WI Gas)
Medford Electric Utility	Westfield Milling & Electric Light Company
Menasha Utilities	Wisconsin Dells Water & Light Utilities
Midwest Natural Gas Co.	Wisconsin Public Service Corp.
Mount Horeb Utilities	Wonewoc Municipal Water & Light Department
Muscoda Utilities	Xcel Energy (formerly NSP)

### Gas Utilities in Wisconsin ENERGY STAR Homes

Alliant Energy	St. Croix Valley Gas
City Gas Company	Superior Water & Light & Power
Madison Gas & Electric	We Energy
Midwest National Gas Inc.	Wisconsin Public Service
	Xcel Energy

