



**PROJECT ASSESSMENT  
INCENTIVE GUIDE**

**WISCONSIN**

 **focus on energy**<sup>®</sup>  
Partnering with Wisconsin utilities



# HOW TO APPLY

NEED HELP? Call 800.762.7077

The FOCUS ON ENERGY® Project Assessment Incentive is designed to share a customer's investment in the external costs of studying and developing an energy savings project. An energy assessment is considered when significant potential savings are believed to be available, but the customer is uncertain of the specific application. The Assessment results are expected to provide sufficient information to make a sound decision regarding project implementation. Use this guide to help you move through the process.

## UNDERSTANDING PROJECT ASSESSMENT INCENTIVES

The Project Assessment Incentive (PAI) provides an opportunity for commercial, industrial, and wastewater facilities to receive up to \$7,500 in financial incentives for the study and development of complex custom projects(s) increasing energy efficiency. The study is expected to result in an eligible custom incentive project.

Approval of the Project Assessment Incentive is required prior to initiating the assessment. Approval of Project Assessment Incentives is not guaranteed.

### STEP 1

#### BEFORE YOU APPLY

- Confirm your gas and/or electric utilities participate in Focus on Energy at [focusonenergy.com/utilities](http://focusonenergy.com/utilities).
- Contact your Focus on Energy Advisor for assistance. If you do not know who your Energy Advisor is, go online at [focusonenergy.com/EA-map](http://focusonenergy.com/EA-map) or call 800.762.7077 for assistance.

### STEP 2

#### WHAT YOU'LL NEED

- Project Assessment Incentive application. All sections of this form must be completed.
- A proposal detailing the following
  - The work to be performed
  - A clear statement of what is being assessed and why
  - A list of the deliverables for the final report including:
    - Summary of findings including a statement on project feasibility
    - Energy savings estimates and supporting calculations
    - Project cost estimates
    - Any data collected and used in the assessment
- A detailed report of the study containing the deliverables defined in the assessment proposal will be required prior to payment of the assessment incentive.

### STEP 3

#### UNDERSTAND YOUR INCENTIVE AND OFFERING REQUIREMENTS

- This incentive is limited to 50% of the cost of an assessment, up to \$7,500.
- The incentive cannot exceed 20% of the estimated annual cost savings based on the best available data prior to the assessment.
- Approval from Focus on Energy is required prior to beginning the assessment.
- Prescriptive measures and renewable energy projects are not eligible.
- New construction projects are not eligible.
- Other heat sources (such as propane and district steam) do not qualify for gas measures.
- Projects already approved for Focus on Energy funding do not qualify.
- The maximum total for all incentives an individual customer may receive per calendar year is \$400,000.

### STEP 4

#### SUBMIT PROJECT ASSESSMENT INCENTIVE APPLICATION

Approval for this offering is contingent upon receipt of necessary documentation, including the completed application, detailed proposal, and supporting materials for potential energy and energy cost savings estimates.

### STEP 5

#### RECEIVE APPLICATION APPROVAL

Once an application is approved, the Program will notify the customer in writing confirming their approval and specify next steps.

### STEP 6

#### COMPLETE THE ASSESSMENT

- Complete the assessment by the completion deadline indicated on your application.
- Provide the following required documentation to your Energy Advisor:
  - Final invoice for the assessment
  - A copy of the detailed assessment report containing the deliverables defined in the proposal
- Meet with Focus on Energy staff to discuss the assessment findings and identify project potential, available Focus on Energy incentives and timeline for installation.
- If it is decided the project will not be installed, the customer will be required to provide a written explanation to Focus on Energy.
- **All items identified above are required before incentive payment will be issued.**



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# PROJECT ASSESSMENT INCENTIVE APPLICATION

FOR PROJECTS ENROLLED BY 12/31/2020

THIS APPLICATION IS FOR EXISTING FACILITIES ONLY. FOR AN ELECTRONIC COPY OF THIS FORM, VISIT [FOCUSONENERGY.COM/CUSTOM](http://FOCUSONENERGY.COM/CUSTOM).

## SECTION 1

### ACCOUNT AND CUSTOMER INFORMATION

**TAX IDENTIFICATION NUMBER** (Check one.)

FEIN or  SSN \_\_\_\_\_  
FEIN OR SOCIAL SECURITY NUMBER

#### BUSINESS CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

- Sole Proprietorship  Individual  Single-Member LLC  
 C Corporation  S Corporation  Partnership  
 Limited Liability Corporation Classification C, S, P \_\_\_\_\_  
(C = C corporation, S = S corporation, P = partnership)  
 Other \_\_\_\_\_

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER) \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY ON THIS PROJECT? (CONTACT NAME) \_\_\_\_\_

How did you hear about us? (Check one.)

- Community Association/Agency  Distributor/Supplier  
 Focus Direct Mail/Postcard  Focus Email  Focus Event  
 Focus Staff/Energy Advisor  Focus Website  Internet Search  
 Manufacturer  National Rebate Administrator  Newspaper  
 Past Participation  Radio  Social Media  Trade Ally/Contractor  
 Trade Show/Fair  TV  Utility Bill Insert/Direct Mail  
 Utility Contact  Utility Email  Utility Website  
 Word of Mouth - Referral  Other: \_\_\_\_\_

## SECTION 2

### BUSINESS PAYMENT INFORMATION

Make incentive check payable to:

- Customer  Trade Ally (complete items B and C)  
 Other Payee (Complete items A, B and C)

Mail check to:

- Customer Address  Job Site Address  Trade Ally Address  
 Other Payee or Alternate Address (complete below)

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ATTENTION TO (OPTIONAL) \_\_\_\_\_

**A. For Other Payee**, specify relationship to utility account holder (this is required if check payable to someone other than Customer or Trade Ally):

- Tenant  Building Owner  Other (specify) \_\_\_\_\_

**B. If a Trade Ally or Other Payee** is receiving the incentive payment, provide the Tax Identification Number. To receive payment, a Trade Ally must be registered. Payee is responsible for any associated tax consequences.

**TAX IDENTIFICATION NUMBER** (Check one.)

FEIN or  SSN \_\_\_\_\_  
FEIN OR SOCIAL SECURITY NUMBER

#### C. BUSINESS CLASSIFICATION

(Check one. Required for all businesses, including non-profits.)

- Sole Proprietorship  Individual  Single-Member LLC  
 C Corporation  S Corporation  Partnership  
 Limited Liability Corporation Classification C, S, P \_\_\_\_\_  
(C = C corporation, S = S corporation, P = partnership)  
 Other \_\_\_\_\_

## SECTION 3

### TRADE ALLY INFORMATION



TRADE ALLY CONTACT NAME \_\_\_\_\_

PRIMARY PHONE # \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

TRADE ALLY COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

## SECTION 4

### JOB SITE INFORMATION

(Where the project will occur.)

JOB SITE BUSINESS NAME \_\_\_\_\_

PROJECT CONTACT NAME \_\_\_\_\_

JOB STREET ADDRESS (PHYSICAL ADDRESS) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PROJECT CONTACT PHONE \_\_\_\_\_ PROJECT CONTACT EMAIL \_\_\_\_\_

BUILDING TYPE (FOOD PROCESSING, METAL CASTING, WASTEWATER PLANT, ETC.) \_\_\_\_\_

ELECTRIC UTILITY AT JOB SITE \_\_\_\_\_ ELECTRIC ACCOUNT # \_\_\_\_\_

GAS UTILITY AT JOB SITE \_\_\_\_\_ GAS ACCOUNT # \_\_\_\_\_



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SECTION 5

### ASSESSMENT INFORMATION

**A) Potential Energy Cost Savings Estimate** - This estimate is based on information known before the assessment. Indicate the estimated potential savings here and attach information supporting this estimate. \$ \_\_\_\_\_

**B) Requested Incentive (lesser of 50% of assessment cost, 20% of potential energy cost savings or \$7,500.)** \$ \_\_\_\_\_

**C) Describe what the project assessment intends to study:**

**D) List the key decision points for moving ahead with the project the study will address:**

**E) If the project(s) found in the assessment are to be implemented, what is the anticipated completion date?** \_\_\_\_\_

SECTION 6

### APPLICATION CHECKLIST

- Detailed assessment proposal
- Supporting materials for potential energy and energy cost savings estimate

SECTION 7

### CUSTOMER SIGNATURE

I, the Customer, attest I am the ratepayer (utility account holder) for the site(s) listed in Section 4. If applicable, I assign the right to participate in and receive incentives from the Focus on Energy Program to the Other Payee identified in Section 2.



\_\_\_\_\_  
CUSTOMER SIGNATURE

\_\_\_\_\_  
NAME (PRINT)

\_\_\_\_\_  
DATE



#### Submission Information

**MAIL:** Focus on Energy  
725 W. Park Avenue  
Chippewa Falls, WI 54729

**E-MAIL:** business@focusonenergy.com

# PARTICIPATION REQUIREMENTS

NEED HELP? Call 800.762.7077



Before you start your project, make sure you are familiar with participation requirements, program information and Terms and Conditions.

## INFORMATION AND REQUIREMENTS

### General Terms and Conditions

Review the Focus on Energy Terms and Conditions at [focusonenergy.com/terms](http://focusonenergy.com/terms) or call 800.762.7077 to request a copy.

### Incentive Limits

Incentives are limited to \$300,000 per project and \$400,000 per customer per calendar year for all Focus on Energy incentives (prescriptive and custom).

Depending on your business tax classification, you may receive IRS form 1099 for incentives totaling over \$600 in a calendar year.

### Trade Ally Information

A Trade Ally represents the company who provided/installed the equipment for a project or performed the service for which a customer is seeking an incentive. Trade Allies who have signed an agreement with Focus on Energy are allowed to enjoy certain program benefits, one of which is to receive direct payment of incentives at the Trade Ally's request. Incentives can only be paid directly to a registered Trade Ally who has a W-9 on file with Focus on Energy. For more information on becoming a registered Trade Ally, visit [focusonenergy.com/tradeally](http://focusonenergy.com/tradeally).

The Federal Employer Identification Number (FEIN) and Business Classification of the Trade Ally is required IF you received your incentive as a credit on your invoice, whereby the incentive is paid directly to the Trade Ally. In this scenario, the credit must be clearly labeled as the Focus on Energy incentive and deducted from the amount due.

If your project was completed by more than one Trade Ally (example, equipment was purchased from one Trade Ally but installed by another Trade Ally) and the incentive is being paid to you the customer, enter the information of the Trade Ally who installed your equipment in Section 3: Trade Ally Information. If the equipment was self-installed, enter the information of the Trade Ally from whom you purchased the equipment.

### Assignment of Incentives to Other Payee

The Customer for the project site listed on the application may assign their right to participate and receive incentives to Other Payee. The Customer must sign Section 7 and identify the Other Payee in Section 2.

#### REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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