



UTILITY PARTNER GUIDEBOOK



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Introduction

Focus on Energy is an award-winning, nationally-recognized program that delivers cost-effective energy efficiency and renewable resources to businesses and residents in Wisconsin.

Since 2001, the Program has worked with eligible Wisconsin homeowners, renters, businesses, farms, schools and local governments to install cost-effective projects that reduce energy waste and save money.

The information, resources and financial incentives Focus on Energy provides help implement energy-saving projects that otherwise would not be completed or complete projects sooner than scheduled. These energy projects help:

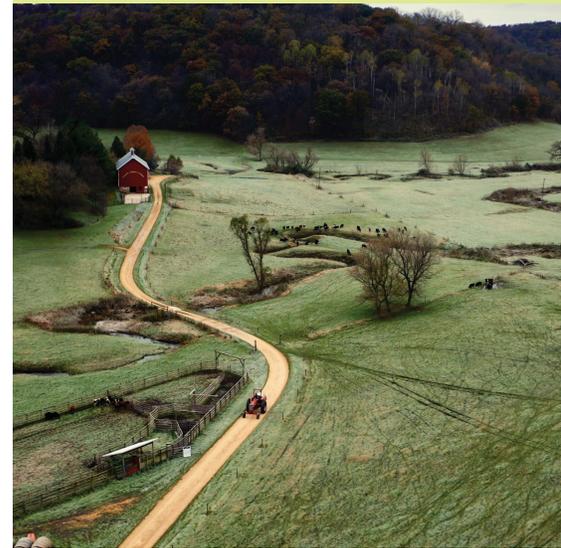
- Manage rising energy costs
- Promote in-state economic development
- Protect the environment
- Control the state's growing demand for electricity and natural gas

Focus on Energy is funded by the state's investor-owned energy utilities and participating municipal utilities and electric cooperatives. To participate in Focus on Energy offerings, residents or businesses must be customers of a participating utility or cooperative.

This guide reviews the current offerings available to eligible customers, describes the resources and services Focus on Energy offers to help utilities engage and serve their customers, and provides an overview of the history, organization and budget of the Focus on Energy Program.



\$ 4.80
for every
dollar invested*



**focusonenergy.com/evaluation*

Focus on Energy Program

Residential

Focus on Energy's Residential energy efficiency incentives and resources help residents reduce energy waste and save money by providing information and incentives necessary to prompt smart energy choices. Whether residents purchase ENERGY STAR® qualified LED bulbs, make efficiency upgrades to an existing home or request a free energy-saving pack, Focus on Energy experts offer the insight, technical assistance and financial incentives to get them started.

Focus on Energy paid nearly
\$65.7 MILLION
in incentives
to Wisconsin residents & businesses in 2019.*



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Free energy-saving packs

Focus on Energy offers FREE energy-saving packs for homeowners to help them use energy smarter.

Each pack contains a variety of products, such as:

- **ENERGY STAR qualified Light Emitting Diode (LED) light bulbs:** LEDs use at least 75% less energy than incandescent bulbs, producing less heat and more light per watt. Plus, they have an extremely long life-span, typically 15,000 hours or longer.
- **High-efficiency showerheads:** Efficient showerheads lower the gallons of water used per minute, without compromising performance – allowing you to use less water and potentially lowering water and heating bills.
- **Water-saving bathroom faucet aerators:** These simple screw-in aerators reduce water use in your sinks while providing the pressure you need to wash. Reducing your water use will save you money on the cost of heating your water.
- **Pipe insulation:** Pipe insulation is used on domestic cold and hot water pipes. It helps reduce heat loss by up to 80% through hot water pipes and stops sweating on cold water pipes.

Pop-up retail shops

Focus on Energy offers pop-up retail shops at utilities, employers and community events. These events include the opportunity to purchase an LED pack, along with other discounted lighting.

Pop-up e-tail

Focus on Energy also offers a virtual pop-up retail shop option. These are hosted through an online platform with resources and discounted products available for purchase.



In 2019, overall
residential participant
satisfaction was rated

9.3 on a
10-point scale*

**focusonenergy.com/evaluation*

Retail products

Lighting

Residential customers can get instant discounts and information on energy-efficient products at local retailers and through the Focus on Energy Online Marketplace. They can also take advantage of free informational lighting events held at participating retailers throughout the state.

- Discounts are available only at participating retailers.
- Discounts apply only to select lighting products for a limited time, while supplies last.
- Limit 25 discounted bulbs per customer.
- Discounts do not apply to ENERGY STAR qualified fixtures, fans or lamps.

Smart thermostats

Focus on Energy offers discounts on qualifying smart thermostats, available to residential customers in store at participating retailers and online. Customers can get their \$50 discount in two ways:

- Customers can purchase a qualifying smart thermostat from a participating retailer, either online or in store, and go to focusonenergy.com/smart to submit an application **within 60 days** to receive their \$50 incentive check.
- Customers can visit Focus on Energy's Online Marketplace and **save \$50 instantly** on their smart thermostat purchase.

Online Marketplace

Focus on Energy offers an online marketplace to purchase energy-efficient products from the comfort of your home. Save instantly with discounts on items such as LEDs, smart thermostats, water-saving measures and advanced power strips. Visit www.focusonenergy.com/marketplace for more information.

The screenshot shows the Focus on Energy Marketplace website. At the top, a green banner reads "Free Shipping on all orders over \$49". Below this is the Focus on Energy logo with the tagline "Partnering with Wisconsin utilities". Navigation links for "Smart Thermostats" and "LED Lighting" are visible, along with a shopping cart icon. The main content area features a large image of a man and a woman sitting on a couch. The man is looking at a tablet, and the woman is reading a book. The text "Welcome to the Focus on Energy Marketplace!" is overlaid on the image. Below the welcome message, it says "Get instant discounts on everyday products to make your home more energy-efficient and comfortable." A small note at the bottom of the image states: "Instant discounts are available to all single-family homeowners, renters, and property owners whose electric or natural gas utility partners with Focus on Energy." At the bottom of the page, there are three promotional banners: "Free Shipping" (Free shipping on all orders over \$49), "Coming Soon" (Advanced Power Strips and Water Savers), and "Instant Discounts" (Provided by Focus on Energy).

Focus on Energy generated over
\$87.8 million
in health benefits for Wisconsin in 2019.*



**focusonenergy.com/evaluation*

Insulation and Air Sealing

Homeowners who complete measures such as air sealing, HVAC duct sealing, and attic, wall and foundation insulation to make their houses more energy efficient may be eligible for incentives. There are two incentive Tiers: Standard Tier 1 and Tier 2 for income-qualified customers.



Improvements are made through a Focus on Energy Trade Ally contractor who will guide homeowners through the process and complete the installations. Our partnering Trade Allies receive specialized training and program resources that set them apart from other contractors.

Single-family home insulation and air sealing	Tier 1 incentive	Tier 2 incentive
ENERGY STAR qualified air sealing	\$450 - Effective April 1, 2021	\$750 - Effective April 1, 2021
Attic insulation	\$350 - Effective April 1, 2021	\$450 - Effective April 1, 2021
Foundation insulation	\$100	\$150
Wall insulation	\$300	\$300
Duct sealing and insulation	\$50	\$50

Multifamily

Multifamily properties can choose from a range of insulation and air sealing incentive measures resulting in lower operating costs and increased comfort.

Multifamily property insulation and air sealing	Incentive
Attic insulation + air sealing, existing < R-11	\$0.70 per sq. ft. of attic space - Effective April 1, 2021
Attic insulation + air sealing, existing R-12 to R-19	\$0.40 per sq. ft. of attic space - Effective April 1, 2021
Wall insulation	\$0.80 per sq. ft. of wall area - Effective April 1, 2021

DIY incentives for insulation and air sealing

For residents who prefer a do-it-yourself approach to home improvement, Focus on Energy offers \$200 cash back for self-installed attic insulation and air sealing. Qualified projects:

- Improve year-round comfort
- Lower heating and cooling costs
- Help prevent common issues like condensation and ice dams

Residents can review the eligibility requirements at [focusonenergy.com/diy](https://www.focusonenergy.com/diy).

Heating and Cooling

Homeowners can choose from a menu of energy-saving options, including a new furnace, boiler or smart thermostat and may receive incentives for each individual improvement or make multiple upgrades at once. There are two incentive Tiers: Standard Tier 1 and Tier 2 for income-qualified customers.

Heating, cooling and lighting measures for multifamily common areas and shared heating and cooling systems for buildings with four or more units apply for business incentives from Focus on Energy. Contact your business Energy Advisor at focusonenergy.com/ea-map for more information.



Heating and cooling equipment	Tier 1	Tier 2
	Incentive	Incentive
95% AFUE Single- or Multi-Stage Natural Gas Furnace	\$50	\$350
96% AFUE Single- or Multi-Stage Natural Gas Furnace	\$100	\$450
97%+ AFUE Multi-Stage Natural Gas Furnace	\$150	\$550
Air Source Heat Pump, 16+ SEER, 8.4+ HSPF (propane, oil or electric furnace only; cannot be a mini-split or ductless system)	\$300	\$300
Dual-Fuel Heat Pump, 16+ SEER, 8.4 HSPF (natural gas only) - effective April 15	\$1,000	\$1,000
ECM Replacement (must replace existing PSC Motor)	\$25	\$25
95%+ AFUE Natural Gas Home Heating Boiler	\$400	\$550
Indirect Water Heater installed at the same time as a qualifying boiler	\$100	\$150
95%+ AFUE Natural Gas Combination Boiler	\$500	\$675
Smart Thermostat installed by a qualified HVAC contractor. For use with natural gas furnace, natural gas boiler or air source heat pump only.	\$50	\$50
Single Package Vertical Unit, ≥ 90%+ Thermal Efficiency, NG, ≥ 10.0 EER Cooling	\$150	\$150
Single Package Vertical Unit, ≥ 90%+ Thermal Efficiency, NG	\$100	\$100
Packaged Terminal Heat Pump < 8,000 BTUh, ≥ 10.7 EER and ≥ 3.1 COP	\$100	\$100
Packaged Terminal Heat Pump 8,000–9,999 BTUh, ≥ 10.4 EER and ≥ 3.0 COP	\$100	\$100
Packaged Terminal Heat Pump 10,000–12,999 BTUh, ≥ 9.9 EER and ≥ 2.9 COP	\$100	\$100
Packaged Terminal Heat Pump ≥ 13,000 BTUh, ≥ 9.3 EER and ≥ 2.9 COP	\$100	\$100
ENERGY STAR Certified Geothermal or Ground Source Heat Pump	\$750	\$750
Geothermal system with auxiliary electric resistance/LP	\$750	\$750
Geothermal system with auxiliary natural gas	\$750	\$750

New Construction

Incentives are available for newly-constructed homes, including single-family residential or multifamily buildings with three units or less. Focus on Energy connects prospective home buyers with builders and energy experts to construct new homes that are greater than 25% more efficient than homes built to Wisconsin's Uniform Dwelling Code.



Incentives

Incentive levels	Type A	Type B
Level 1: 25 - 29.9% better than current Wisconsin UDC	\$0	\$0
Level 2: 30 - 34.9% better than current Wisconsin UDC	\$150 + \$15/MMBtu saved	\$350
Level 3: 35 - 39.9% better than current Wisconsin UDC	\$200 + \$30/MMBtu saved	\$550
Level 4: ≥40% better than current Wisconsin UDC	\$200 + \$40/MMBtu saved	\$1,000

Participating utility type

Type A:

- Home receives natural gas & electricity from participating utilities
- Home receives natural gas only from a participating utility
- Home receives electricity only from a participating utility and electricity is the primary space heating fuel (excludes electric resistance heating)

Type B:

- Home receives natural gas and electricity from a participating utility but natural gas is not the primary space heating fuel
- Home receives electricity only from a participating utility and propane is the primary space heating fuel

2021 Bonus incentives

Incentive levels	
98%+ AFUE furnace	\$150
Heat pump water heater	\$200
+R-5 Exterior insulation	\$400

Learn more about Focus on Energy's residential programs:

focusonenergy.com/residential
800.762.7077

Midstream

The Midstream incentive offering leverages distributors and their contractor networks to cost-effectively provide incentives and achieve energy savings for participating utilities and their customers.

Midstream offerings currently include incentives for ENERGY STAR heat pump water heaters, ENERGY STAR tankless natural gas water heaters, variable speed mini-split and multi-split heat pumps, and high performance circulation pumps. See page 15 for more details on key benefits of midstream offerings for businesses.

Solar Electric (PV) systems

Focus on Energy provides funding for solar electric (PV) systems. Solar electric system incentives are available on select qualifying solar photovoltaic equipment.

Residential rural customers are eligible for a \$500 bonus for installing a solar electric (PV) system. Visit our website to see eligible rural ZIP code list to confirm eligibility.

Residential solar electric (PV) system incentives	
Solar Electric (PV) system	Incentive
Single-family home	\$500 per system

Incentive amounts and availability subject to change. Refer to focusonenergy.com/renewable for current incentive rates and availability.

Learn more about Focus on Energy's renewable energy solutions:

focusonenergy.com/renewable
800.762.7077

Focus on Energy Program

Business

All types of businesses can benefit from the energy efficiency expertise provided by Focus on Energy staff. Targeted business segments are served through a combination of engagement channels that include Energy Advisors, Trade Ally contractors, subject matter experts and technical training opportunities. Focus on Energy offers custom and prescriptive incentives for energy efficiency and renewable energy projects. These incentives are designed to motivate customers to upgrade equipment or implement energy efficiency projects they otherwise may not complete.

Prescriptive vs. Custom incentives

Prescriptive incentives	Custom incentives
<ul style="list-style-type: none">• Specific dollar amounts for completing qualifying energy efficiency measures.• One-for-one replacement for commonly installed equipment.• Technology qualifications and incentive amounts can be found in the Incentive Catalogs.	<ul style="list-style-type: none">• Incentives based on estimated energy savings for the first year of operation.• Work with your Energy Advisor (EA) to calculate peak kW, kWh, and therms to be saved with more efficient equipment.
Pre-approval	
<ul style="list-style-type: none">• Projects over \$10,000 may apply for for pre-approval to lock in incentive availability.• Projects not pre-approved are subject to program fund availability.	<ul style="list-style-type: none">• Projects must receive pre-approval before equipment is ordered.• Custom Incentive Guide can be found on the Focus on Energy website.

 **700**
manufacturing jobs
created in 2015 - 2018.*



**focusonenergy.com/evaluation*



Agribusiness

Focus on Energy's financial incentives for farms and agribusinesses help Wisconsin's \$88 billion agricultural economy. Save energy and money with financial incentives for the tune-up of specific existing equipment or the purchase and installation of new equipment for a variety of agribusinesses, including:

- Aquaculture facilities
- Dairy and livestock farms
- Grain facilities
- Greenhouses
- Irrigation systems

Commercial and Industrial

Commercial and industrial businesses generate over 53% of Wisconsin's energy consumption, totaling more than 965 trillion Btu (eia.gov). This means there is a significant opportunity for businesses in these sectors to reduce energy use and utility and operational costs. Focus on Energy's offerings can help participating businesses upgrade to more energy-efficient equipment, reduce operating costs, and improve energy management techniques to help maximize efficiency and savings. Common commercial and industrial building types include:

- Hospitality and lodging
- Restaurants
- Healthcare
- Manufacturing
- Data centers
- Multifamily
- Retail and grocery
- Offices
- Warehouses

Online assessment: Business customers use basic facility data to complete a step-by-step survey and receive a customized energy-saving action plan upon completion. Assessments are available for most business types, including but not limited to:

- Offices
- Manufacturing
- Retail
- Restaurants
- Hospitality
- Healthcare

Rural Industrial

A rural industrial customer is defined as a business whose primary activity is the processing or manufacturing of goods and materials and is located in one of the rural designated ZIP codes. The list of rural ZIP codes can be found at focusonenergy.com/ruralindustrial.

Staffing Incentive

The Rural Industrial Staffing Incentive provides an opportunity for rural industrial businesses to receive up to 20% in additional incentives to offset the staffing support needed to complete prescriptive and custom projects in 2021. Enrollment in the Staffing Incentive offering is required prior to initiating projects.

Rural Industrial Striving for Efficiency (RISE)

RISE offers a collaborative approach to identifying energy-saving opportunities within rural industrial businesses. Focus on Energy experts guide businesses through a review of their operations with emphasis on the most energy intensive processes. RISE participants will have access to:

- **Engagement incentives:** Businesses can receive up to \$1,500 for participating in a series of guided, interactive workshops with an industrial expert where energy-saving opportunities will be identified.
- **Energy rewards:** Businesses can receive up to \$1,000 for each qualifying no- and low-cost recommendation implemented, up to \$15,000 per customer. Enrolled customers can also receive custom and prescriptive incentives for qualifying energy-saving recommendations.
- **Training rewards:** Enrolled businesses can receive up to \$1000 in training reimbursements when their team attends energy-related training.

Schools and Government

Wisconsin schools have considerable opportunity to reduce energy consumption and district energy costs. According to the U.S. Department of Energy, as much as 30% of a district's total energy may be used inefficiently or unnecessarily. Installing energy-efficient lighting, heating, ventilation and commercial kitchen equipment are ways to reduce school energy costs.

Focus on Energy can guide staff through potential energy savings projects for opportunities to save energy in their lighting systems, heating ventilation and air conditioning systems, and system controls. Schools and Government offerings serve:

- K-12 schools, colleges and universities
- Federal, state, county, municipal and tribal entities
- Fire stations
- Libraries
- Office buildings
- Storage facilities and garages





New Construction

Focus on Energy provides technical and customer support for new construction projects, regardless of the stage in the design and construction process. Qualifying new construction projects include:

- Site preparation, design and construction of new facilities
- Major renovation (buildings undergoing a change-of-use or adding walls as part of a renovation)
- Additions that are significant extensions to existing facilities

Opportunities for business customers are available through Energy Design Assistance, Energy Design Review and Product/Equipment incentives.

New Construction Online Tool

Business owners should use the New Construction online application at focusonenergy.com/newconstruction as early in the design process as possible to submit their contact and project information. A Focus on Energy representative will contact them to discuss their project and determine which path is best. From there, they will be guided through easy steps to complete their project and maximize energy savings and financial opportunities.

Participation by small
businesses increased by
46%
from 2015 - 2018.*



**focusonenergy.com/evaluation*

Midstream

The Midstream incentive offering leverages distributors and their contractor networks to cost-effectively provide incentives and achieve energy savings for participating utilities and their customers. Key benefits include:

- **Ease of Participation:** Customers are made aware of the Focus on Energy incentives through local contractors and incentives are provided to customers as instant discounts at the time of sale.
- **Cost-effectiveness:** By leveraging distributor contractor networks, midstream incentives can reach greater numbers of customers with lower Trade Ally management costs than traditional downstream programs.
- **Scalability:** The Midstream offering is designed to be scalable so any qualifying efficient equipment types sold to customers through distributor/contractor supply chains can be added as the offering grows. Focus on Energy will work to evolve this offering by identifying existing and emerging technologies best suited for midstream.
- **Market Transformation:** In addition to providing energy savings through traditional incentives for customers, midstream also influences key supply chain members to purchase and stock more efficient equipment and at higher efficiency levels.

Midstream offerings currently include incentives for ENERGY STAR commercial kitchen equipment, ENERGY STAR heat pump water heaters, ENERGY STAR tankless natural gas water heaters, ductless mini-split heat pumps and high performance circulation pumps.

Learn more about Focus on Energy's business solutions:

focusonenergy.com/business
800.762.7077

Renewable energy

The Renewable Rewards offering provides business customers with prescriptive incentives for solar electric (PV) systems.

Solar electric system equipment and property requirements

- Select qualified models from the Solar Electric Qualified Equipment List
- System capacity must be 0.5 kWDC or greater
- All projects within 90 degrees of due South (Compass Direction of 90 to 270 degrees) will be eligible for incentives and will receive the same incentive amount, regardless of azimuth
- Must have less than 10% obstacle shading based on analysis of an industry-accepted tool
- Both modules (panels) and inverter must be installed to receive an incentive

Additional incentives are available for rural residential customers and agricultural producers.

- Residential rural customers will get up to a \$500 bonus for installing a system. See eligible rural ZIP code list at focusonenergy.com/renewablefunding to confirm eligibility. Bonus received cannot be larger than prescriptive incentive. It will be equal to the incentive amount or \$500.
- Business customers classified as agricultural producers will qualify for an incentive match up to \$10,000. Agricultural producers are defined as “businesses engaged in the production of grain, livestock, milk, poultry, fruits, vegetables, bees and honey, fish, shellfish, or other common agricultural products including greenhouses.



Business solar electric (PV) system incentives		
System size in kW (DC)	Incentive	Max Incentive
Up to 5 kW	\$200 per kW (DC)	\$1,000
5 - 10 kW	\$1,000 + \$150 per kW above 5 kW	\$1,750
10 - 100 kW	\$1,750 + \$125 per kW above 10 kW	\$13,000
100 - 300 kW	\$13,000 + \$100 per kW above 100 kW	\$33,000
300 - 500 kW	\$33,000 + \$85 per kW above 300 kW	\$50,000
500+	\$50,000 + \$0 per kW above 500 kW	\$50,000

Incentive amounts and availability subject to change. Refer to focusonenergy.com/renewable for current incentive rates and availability.

Renewable Energy Competitive Incentive Program (RECIP)

RECIP also provides business customers with incentives for cost-effective renewable energy projects through a competitive Request for Proposals (RFP) which is issued three times per year. Eligible technologies include biogas, biomass, wind and solar thermal. For more details, visit focusonenergy.com/RECIP.

Technical support

Community outreach

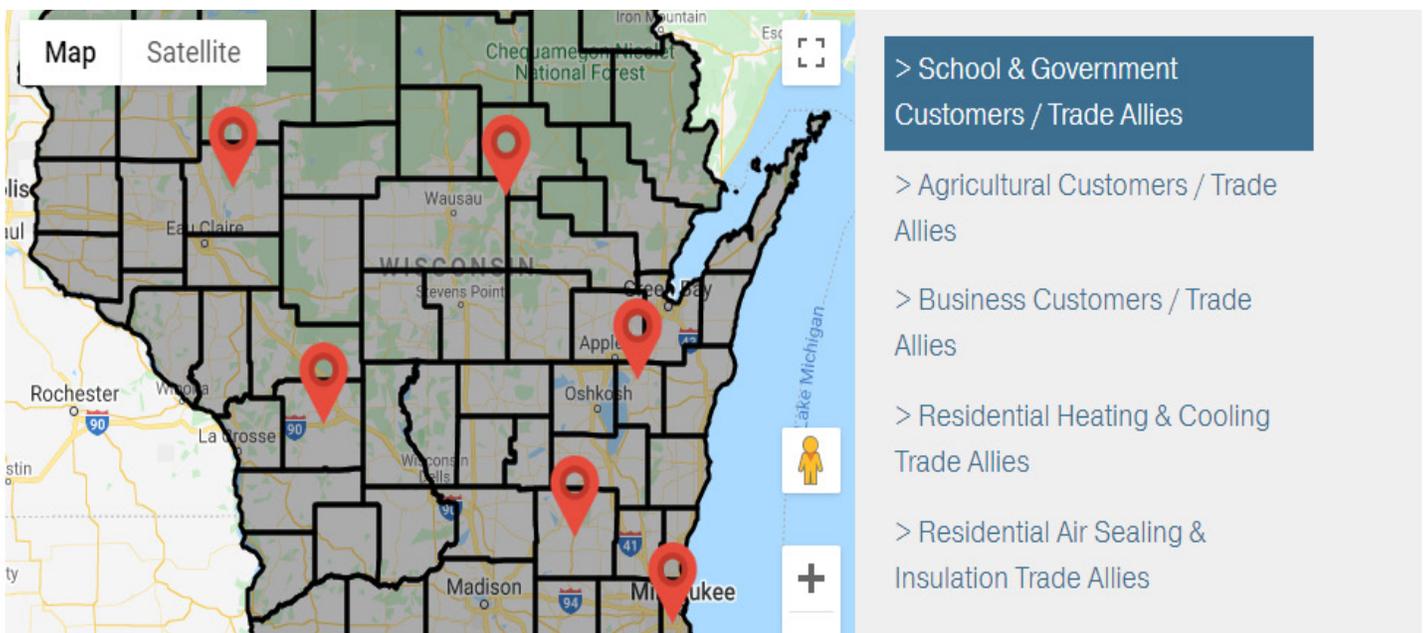
Focus on Energy's community outreach service provides support in the form of literature, presentations and/or event staffing. This service is available to participating utilities and cooperatives for utility, community and customer events. Partnering utilities may request these services via a simple Community Outreach request form, located on our website at focusonenergy.com/about/community-outreach-request. Community outreach services are based on Focus on Energy staff availability.

COVID-19 precautions

As businesses re-open across the state, Focus on Energy has updated its COVID-19 health and safety procedures for staff. In addition to virtual meeting options, Focus on Energy personnel are meeting in-person with customers and Trade Allies following health and safety guidelines.

Statewide Energy Advisor network

Energy Advisors from Focus on Energy are available to help guide residential and business program participants through the energy efficiency improvement process. Energy Advisors help participants find the right offering, verify offering and product qualifications, and assist with the incentive application process. Program participants can find their local Energy Advisor by using the interactive Energy Advisor Map on the Focus on Energy website at focusonenergy.com/ea-map or by calling 800.762.7077.



Sample of online Energy Advisor map

Statewide Trade Ally network

Trade Allies are valuable contractors and service providers who partner with Focus on Energy to deliver energy efficiency and renewable energy products and expertise directly to Wisconsin residents and businesses. Program participants can find offering-specific Trade Ally contractors by using the Find a Trade Ally tool located on the Focus on Energy website at focusonenergy.com/findatradeally.



Utility web portal (Coming soon)

Focus on Energy will soon release a utility web portal on its website for utility partners, which will include links to the collateral store, reports, training, social media content, a marketing calendar, and utility newsletters. The portal will also allow for secure file sharing activities.

Business incentive catalogs and best practices guides

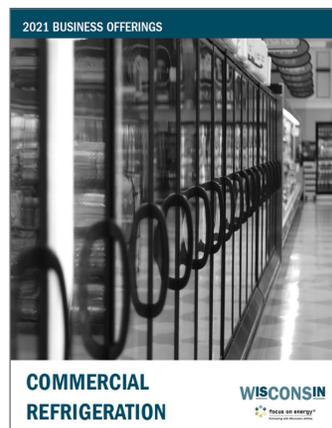
Business incentive catalogs are available in PDF form on the Focus on Energy website at focusonenergy.com/catalogs. Hard copies are available upon request. Catalog incentive categories include:

- Agribusiness
- Commercial Refrigeration
- HVAC/Plumbing
- Lighting
- Process Systems
- Custom Incentive Guide



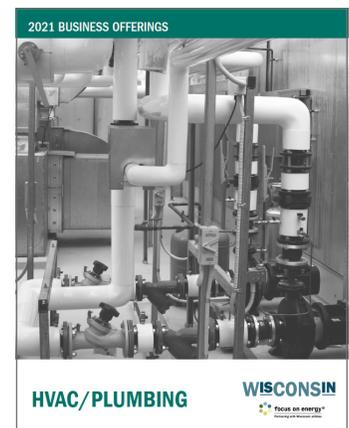
AGRIBUSINESS

- Specialty Equipment
- Lighting
- Fans
- VFDs and Compressed Air
- Space Heating Equipment
- Water Heating Equipment



COMMERCIAL REFRIGERATION

- Refrigeration Equipment
- Refrigeration Controls



HVAC/PLUMBING

- Heating Systems
- Cooling Systems
- Ventilation and Controls
- Plumbing
- Building Envelope



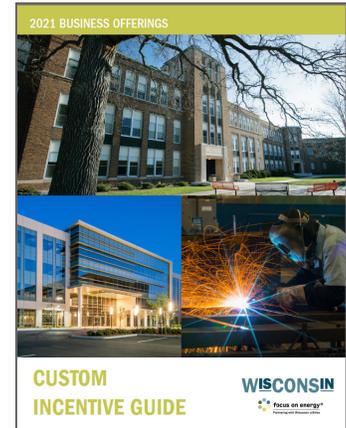
LIGHTING

- Interior Fixtures and Lamps
- Exterior Fixtures and Lamps
- Lighting Controls



PROCESS SYSTEMS

- Compressed Air and Vacuum Pumps
- Steam and Hot Water Systems
- Variable Frequency Drives
- Data Center and Telecom Facilities
- Process and Specialty Equipment



CUSTOM INCENTIVE GUIDE

- Understanding Custom Incentives
- What You'll Need
- Custom Incentive Application

Businesses can also download Focus on Energy's best practices guides for recommendations and general best practices to reduce energy use and operating costs. Visit focusonenergy.com/business/ee-best-practice-guides for:

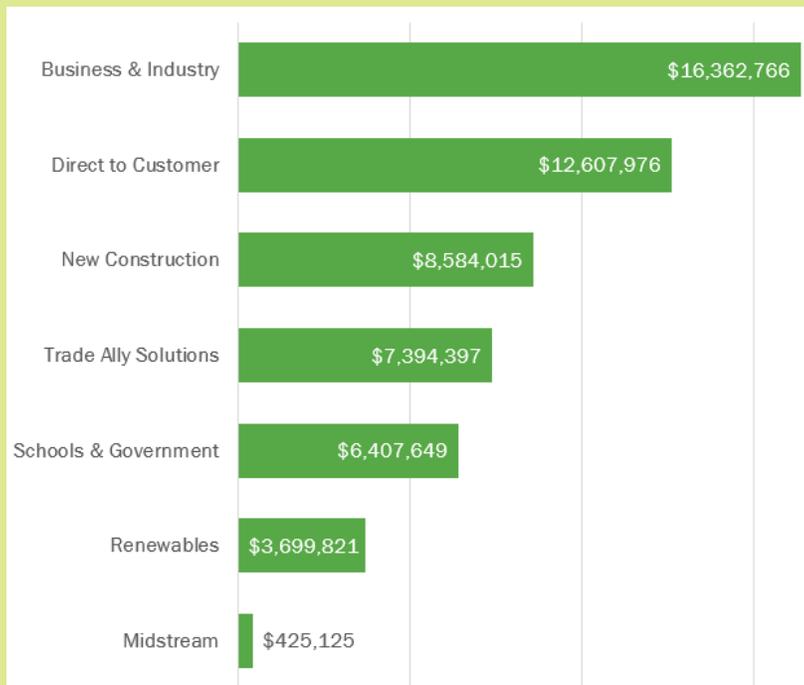
- | | |
|---------------------|------------------------|
| • Agriculture | • Plastics |
| • Dairy Processing | • Pulp & Paper |
| • Ethanol | • Schools & Government |
| • Metal Fabrication | • Water & Wastewater |

Residential programs saved almost
103 Million kWh
 for Wisconsin in 2019.*



*focusonenergy.com/evaluation

Incentives paid by Solution



Customer participation reports

Customizable dashboard report

Each participating electric or gas utility and electric cooperative can track its customer or member offering utilization progress through a customizable online report. The report shows participation levels, incentives and energy savings by offering. The report may be modified by the user to show specific offerings and/or specific date periods.

Detailed participation data

Each participating electric or gas utility and electric cooperative has access to detailed year-to-date offering participation data for every energy efficiency measure completed by its customers or members. Data is viewable in Excel spreadsheets.

Training and education

Focus on Energy offers a wide variety of courses designed to meet the educational needs of Trade Ally contractors and energy efficiency professionals who work for residents and businesses throughout Wisconsin. Training topics may include but are not limited to:

- Energy Management & Technology
- Compressed Air Challenge
- Residential Trade Ally Coaching
- Building Performance Institute (BPI) Certification
- Air Sealing
- Operations & Maintenance
- HVAC Applications for Commercial, Small Industrial, Schools & Government Facilities
- Building Operator Certification Level 1
- Building Operator Certification Level 2
- Industrial Ventilation, Process Heat and Heat Recovery
- Motors, Pumps, Fans and Variable Frequency Drives
- Commercial Building Energy Savings
- Industrial Refrigeration
- Advanced Network Lighting Controls (DesignLights Consortium®)
- PV System Operations & Maintenance

Focus on Energy also hosts in-store and virtual lighting demonstrations at retail locations throughout the state. These demonstrations teach retail customers about lighting technologies, efficiencies and bulb color temperatures. Customers can also shop in-store or online for instant discounts on LED bulbs.

Marketing support

Improved website

In 2018, Focus on Energy's website earned Gold in the Hermes Creative Awards, an international competition, for major upgrades made to the site near the end of 2017 that included a new design, new navigation tools and a simplified user experience. Website users can easily navigate the site to find information, resources and financial incentives to help them implement energy efficiency and renewable energy projects.

Utility landing pages

Focus on Energy offers website landing pages for its utility and cooperative partners to create a uniform and more streamlined user experience for Program participants. The landing pages are co-branded for each utility, which reinforces the partnership between Focus on Energy and its utility stakeholders. Focus on Energy maintains the pages so Program participants always have access to the most current offering information.

Online marketing collateral store

Focus on Energy's Online Marketing Collateral Store offers a variety of informational materials that utility and cooperative partners can order at no charge in limited quantities. Some materials are co-brandable with the utility's logo and many of the materials are customizable.

Newsletter and social media content

The Focus on Energy marketing staff provides monthly newsletter and social media content to utility and cooperative partners so they can keep their customers and members informed of the latest energy efficiency offerings and news.

Focus on Energy also regularly uploads energy-saving tips and tricks to its blog at [focusonenergy.com/blog](https://www.focusonenergy.com/blog). The Program also began a Focus Friday Five video series to share educational information about energy efficiency with followers, which premiere one Friday per month on the Program's Facebook page. Visit [facebook.com/focusonenergy](https://www.facebook.com/focusonenergy) to share the videos with your customers.



Focus on Energy social media accounts

Keep your customers up to date with Focus on Energy on social media at the URLs below.



facebook.com/focusonenergy



instagram.com/focusonenergy_wisco



twitter.com/focusonenergy



linkedin.com/company/focusonenergy

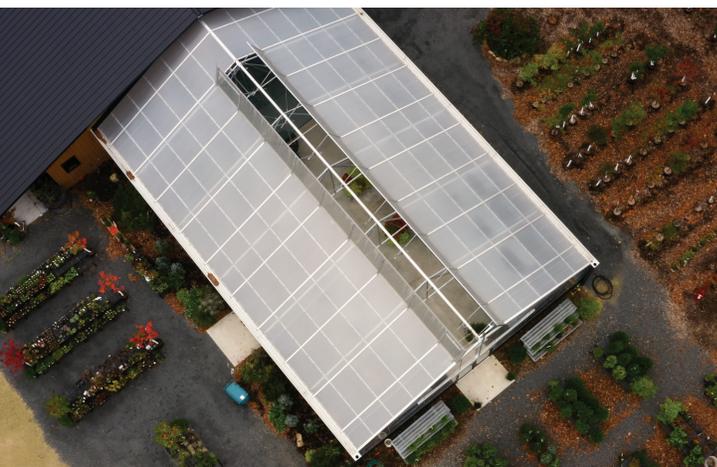
Public relations and news media

Focus on Energy devotes dedicated and experienced staff to work with utility stakeholders, Trade Allies and field staff to identify Program successes and share them with potential participants, with the end goal of increasing awareness of Focus on Energy and understanding of the benefits it provides. Examples include news releases, success stories, participant interviews and social media events. Public Relations staff also works with Wisconsin media outlets to bring Program messages to a broader audience. Focus on Energy press releases are available at focusonenergy.com/newsroom and success stories are available at focusonenergy.com/success-stories.

20th anniversary campaign

To celebrate 20 years of operations in 2021, Focus on Energy released a new, enhanced logo for its year-long campaign reminiscing the Program's progress, successes, and other noteworthy events. The Program also plans to release a 20-year overview on its website featuring a timeline highlighting significant events and successes throughout its history.

Past program participants will soon be able to submit their stories and experiences with Focus on Energy for a chance to be featured and to share the widespread impact the Program brought to its greater Wisconsin community. The historical timeline is available at focusonenergy.com/20 and the form to share a Focus on Energy participant story can be found at focusonenergy.com/shareyourstory.



Wisconsin runs
the **most cost-effective**
energy efficiency programs
in the country.[†]

[†]emp.lbl.gov/publications

Utility engagement

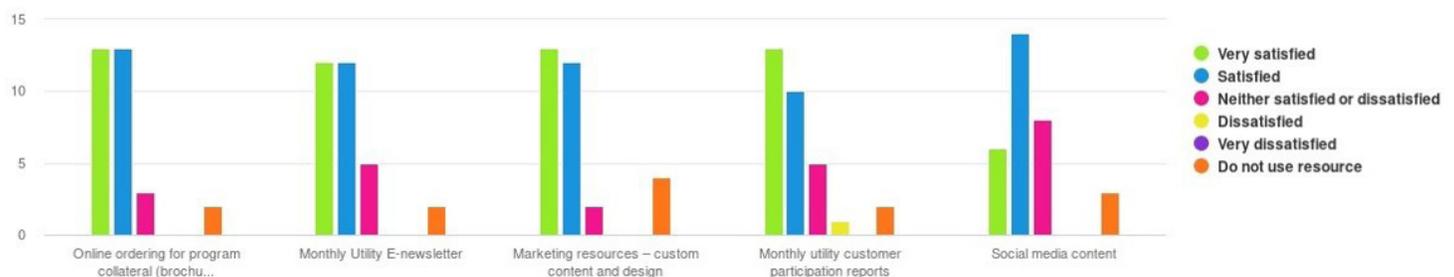
Utility forums

Focus on Energy hosts an annual utility and cooperative forum to provide Program updates and results and facilitate feedback from and dialogue with our partners.

Utility surveys

Focus on Energy periodically surveys utility and cooperative partners to gauge their satisfaction with the Program and identify areas for improvement.

Focus on Energy provides a variety of resources and information to utility partners. Please rate your experience with the following resources:



Trade Ally meetings

Focus on Energy hosts regional Trade Ally meetings on an annual basis. The meetings are open to registered Trade Allies, Trade Allies who would like to know more about the Program and utility representatives. Participants learn about the benefits of being a Focus on Energy Trade Ally, ways for Trade Allies to leverage Focus on Energy for their businesses and receive offering update materials. The meetings also allow Trade Allies to provide helpful feedback for improving offerings and processes.



Program history, funding and structure

Program history

Originally formed by the Wisconsin Legislature as part of 1999's Act 9 and funded by the Utility Public Benefits Fund (PBF), Focus on Energy delivers energy efficiency and renewable energy services for residential, business and renewable customers throughout the state. In 2001, the Department of Administration rolled out the Focus on Energy Program statewide. In partnership with consumers, utilities, businesses, nonprofit organizations and governmental agencies, the Program helps residents and businesses make smart energy choices. Per the legislation, Focus on Energy aims to:

- Reduce the amount of energy used per unit of production in Wisconsin while improving energy reliability.
- Enhance economic development and make Wisconsin firms more competitive.
- Reduce the environmental impacts of energy use.
- Expand the ability of markets to deliver energy-efficient and renewable energy goods and services to consumers and businesses.
- Deliver quantified financial returns on public investments in energy improvements.

The original legislation required utilities to fund energy efficiency programs and renewable energy programs through (1) a public benefits fee that utilities collect directly from customers and (2) mandatory utility "contributions," which utilities recover from customers in rates. The amount of the charge was based on levels of utility expenditures for energy programs prior to the enactment of Act 9. In addition, the state's five major investor-owned utilities administered and funded several related programs required by the WPSC, which included energy efficiency projects, renewable energy projects, load management and related measures.

Focus on Energy was restructured in March 2006 by 2005 Act 141. This law, most of which took effect July 1, 2007, replaced existing renewable energy and energy efficiency PBF programs with programs that utilities create and fund through contracts with private program administrators, with oversight and approval by the Wisconsin Public Service Commission (WPSC). Since Act 141 requires utilities to pay directly for programs, the state is unable to transfer or otherwise use these funds for general obligations. (From 2002 to 2006, the governor and legislature transferred or reallocated more than \$108 million from the PBF to the state's general fund or for other uses.)

Learn more:

focusonenergy.com

800.762.7077

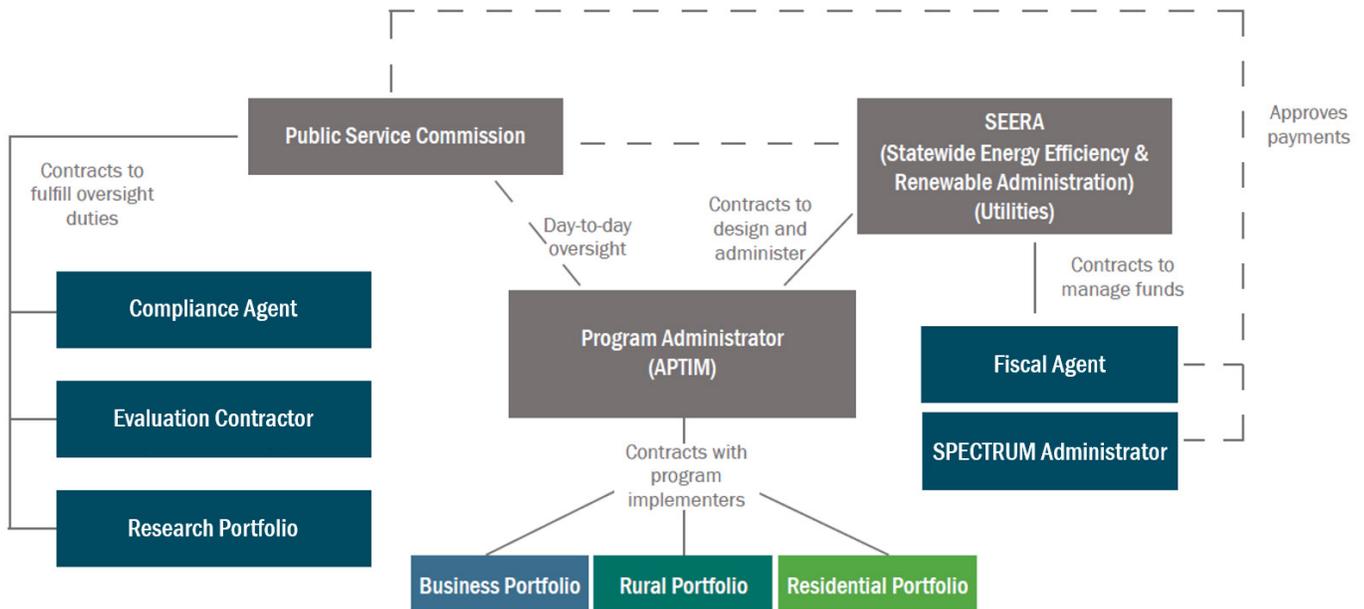
Program funding

Each electric and natural gas investor-owned utility is required to spend 1.2% of the latest three-year average of its gross operating revenue on energy efficiency offerings and renewable resource offerings. With WPSC approval, a utility may retain a certain portion of the revenue it is required to spend on statewide offerings to administer or fund a new energy efficiency offering for the utility’s large commercial, industrial, institutional or agricultural customers.

The state’s municipal utilities and electric cooperatives have the option of participating in the state Program or operating their own “commitment-to-community” programs, which are similar to Focus on Energy. There is a cap on fees for these programs of the lesser of \$375 per month or 1.2% of the total other monthly charges. The WPSC does not oversee “commitment-to-community” programs, but cooperatives and municipal utilities are required to submit annual program audit reports to the WPSC.

Program structure

There are a number of parties involved in the establishment, funding, oversight and management of the Focus on Energy Program. SEERA (Statewide Energy Efficiency and Renewables Administration) creates and funds Focus on Energy and contracts with the Program Administrator, the Systems Administrator and the Fiscal Agent. The PSC (Public Service Commission of Wisconsin) contracts with the Evaluator and the Compliance Agent and is responsible for setting policy and providing guidance to the Focus on Energy Administrator.

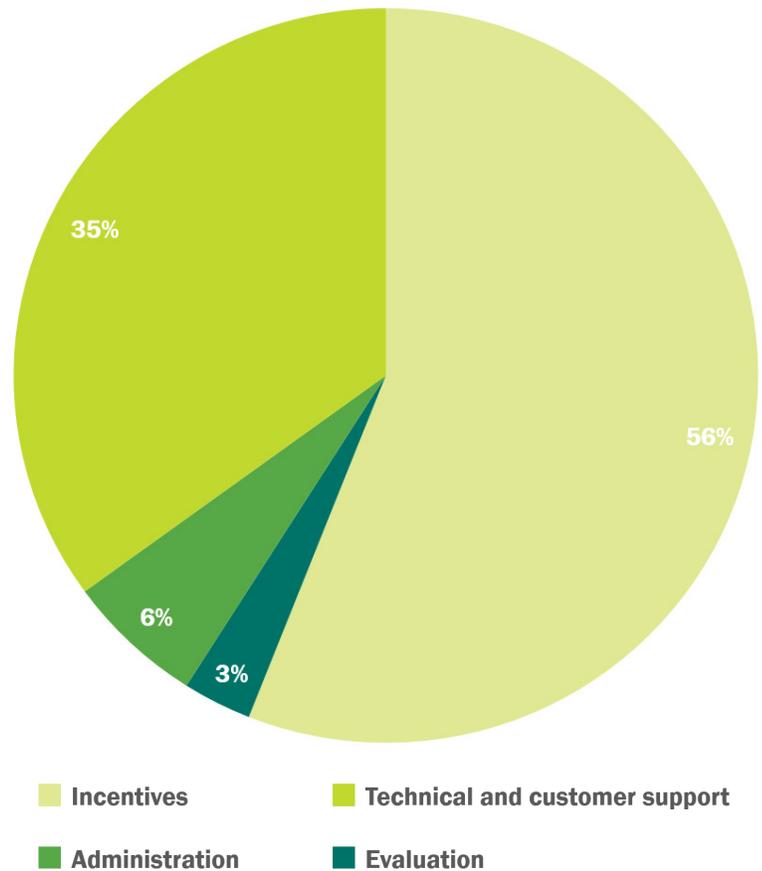


Program/Portfolio funding allocation

Program allocation

Expenditure categories were revised in 2016 to provide clarity and more accurately reflect Program costs. The four categories include Administrative, Technical and customer support, Incentives, and Evaluation. The definitions are as follows:

- **Administration** costs are the costs not directly associated with a specific offering activity but which are necessary to the development and administration of programs, including record keeping, payroll, accounting, auditing, billing, business management, budgeting and related activities, overhead allocation, and other costs necessary to direct the organization of the Program. This does not include Program evaluation.
- **Technical and customer support** costs are those associated with project identification, engineering calculation and modeling, inspection of installed projects, Trade Ally contractor outreach, technical training, and customer service.
- **Incentives** costs are cash incentives payable to Customers and Trade Allies and instant discounts received at point-of-purchase at participating retail locations.
- **Evaluation** costs are those associated with independently verifying offering energy savings and supporting continuous offering improvement through the analysis of markets, technologies and offering operations.



Portfolio allocation

The Focus on Energy Program currently allocates approximately 60% of its budget to solutions for business customer classes and approximately 40% to solutions for residential customers. This funding allocation is consistent with the historical proportion of funding collected from each type of customer and the breakdown of future energy savings opportunities identified in a 2017 potential study.

Focus on Energy participating utilities

Utility eligibility

Customers are eligible for electric-saving measures if they purchase electricity from one of the utilities on the participating electric provider list. Customers are eligible for gas-saving measures if they purchase natural gas from one of the utilities on the participating natural gas utility list. This list is subject to change.

Electric utilities

Adams-Columbia Electric Cooperative	Juneau Utilities	Richland Center Utilities
Algoma Utilities	Kaukauna Utilities	Richland Electric Cooperative
Arcadia Electric Utility	Kiel Utilities	River Falls Municipal Utilities
Argyle Electric & Water Utility	La Farge Municipal Utilities	Rock Energy Cooperative
Bangor Municipal Utility	Lake Mills Light & Water	Sauk City Utilities
Barron Light & Water	Lodi Utilities	Scenic Rivers Energy Cooperative
Belmont Municipal Light & Water	Manitowoc Public Utilities	Shawano Municipal Utilities
Benton Electric & Water Utility	Madison Gas and Electric Company	Sheboygan Falls Utilities
Black Earth Electric Utility	Marshfield Utilities	Shullsburg Electric Utility
Black River Falls Municipal Utilities	Mazomanie Electric Utility	Slinger Utilities
Bloomer Electric & Water Utility	Medford Electric Utility	Spoooner Municipal Electric Utility
Boscobel Utilities	Menasha Utilities	Stoughton Utilities
Brodhead Water & Light	Merrillan Electric & Water Utility	Stratford Water & Electric Department
Cadott Light & Water Department	Mount Horeb Utilities	Sturgeon Bay Utilities
Cashton Light & Water	Muscoda Utilities	Sun Prairie Utilities
Cedarburg Light & Water	New Glarus Utilities	Superior Water, Light & Power
Clintonville Utilities	New Holstein Utilities	Taylor Electric Cooperative
Clark Electric Cooperative	New Lisbon Municipal Light & Water	Trempealeau Municipal Utilities
Columbus Water & Light	New London Utilities	Two Rivers Water & Light
Cornell Municipal Light Department	New Richmond Utilities	Vernon Electric Cooperative
Consolidated Water Power Company	North Central Power Co. Inc.	Viola Municipal Electric Utility
Cuba City Light & Water	Northern States Power (Xcel Energy)	Waterloo Utilities
Cumberland Municipal Utility	Northwestern Wisconsin Electric Company	Waunakee Utilities
Dahlberg Light & Power Company	Oakdale Electric Cooperative	Waupun Utilities
Eagle River Light & Water Utility	Oconomowoc Utilities	Westby Utilities
Eau Claire Energy Cooperative	Oconto Falls Municipal Utilities	Westfield Electric Company
Elkhorn Light & Water	Oconto Electric Cooperative	Whitehall Electric Utility
Elroy Electric & Water Utility	Pardeeville Public Utilities	Wisconsin Dells Water & Light Utility
Evansville Water & Light	Plymouth Utilities	Wisconsin Electric Power Company (We Energies)
Fennimore Municipal Utility	Pierce Pepin Cooperative Services	Wisconsin Power & Light (Alliant Energy)
Florence Utilities	Pioneer Power & Light Co.	Wisconsin Public Service
Gresham Water & Electric Plant	Prairie du Sac Utilities	Wisconsin Rapids Water Works & Lighting Comm.
Hartford Electric	Princeton Light & Water Department	Wonewoc Water & Light Department
Hazel Green Light & Water Utility	Reedsburg Utility Commission	
Hustisford Utilities	Rice Lake Utilities	
Jefferson Utilities		

Gas utilities

City Gas Company	St. Croix Gas	Wisconsin Gas (We Energies)
Madison Gas and Electric	Superior Water, Light & Power	Wisconsin Power & Light (Alliant Energy)
Midwest Natural Gas, Inc.	Wisconsin Electric Power Company (We Energies)	Wisconsin Public Service
Northern States Power (Xcel Energy)		

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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