

Focus on Energy Updates

Randy Urness, Focus on Energy

FOCUS ON ENERGY[®]

BUSINESS PROGRAM OVERVIEW

Presented By: Randy Urness



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PROGRAM OVERVIEW

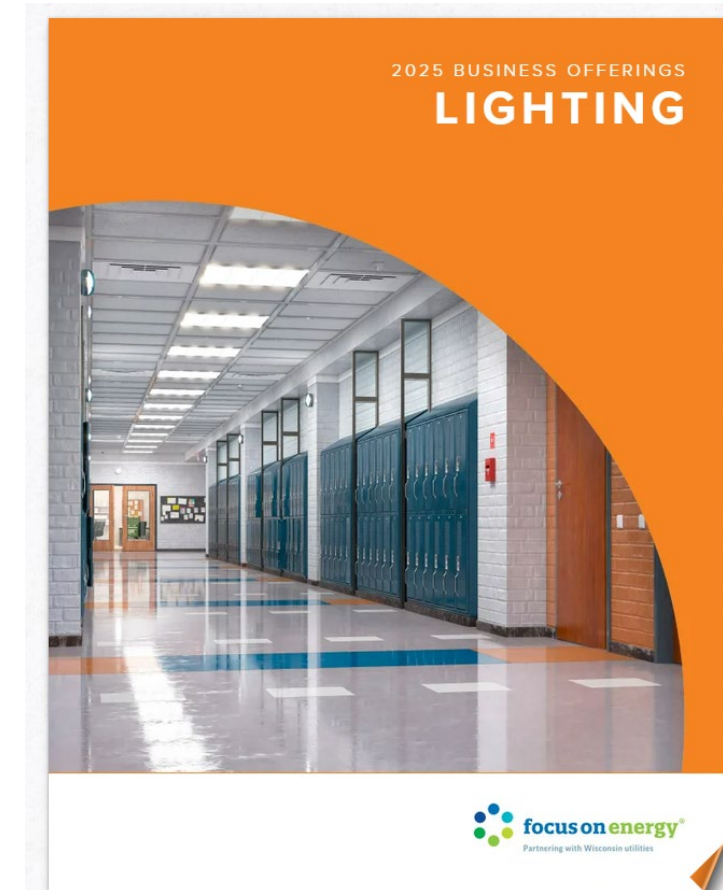


- Focus on Energy is the statewide energy efficiency and renewable energy program for Wisconsin and is available to all customers of participating utilities.
- Each customer has an [Energy Advisor](#) who can:
 - Provide no-cost site assessments to identify energy-saving opportunities
 - Estimate project energy savings and review vendor savings estimates
 - Help you apply for Focus on Energy incentives
 - Support your energy management efforts
- Focus on Energy can help move your energy efficiency goals forward through:
 - Providing financial incentives and special financing
 - Creating a business case for your efficiency projects
 - Consultation with subject matter experts
- Single project cap on incentives is \$300,000 and annual customer cap is \$400,000
 - Talk with your Energy Advisor if you have large projects that might require an exception to the incentive caps

PRESCRIPTIVE INCENTIVE OVERVIEW



- Pre-approval not required (unless specified in catalog)
- Fixed incentive rates for standard replacements.
- Incentives and requirements found in prescriptive catalogs for equipment like:
 - Lighting
 - Process Systems
 - HVAC
 - Commercial Refrigeration



PRESCRIPTIVE INCENTIVES



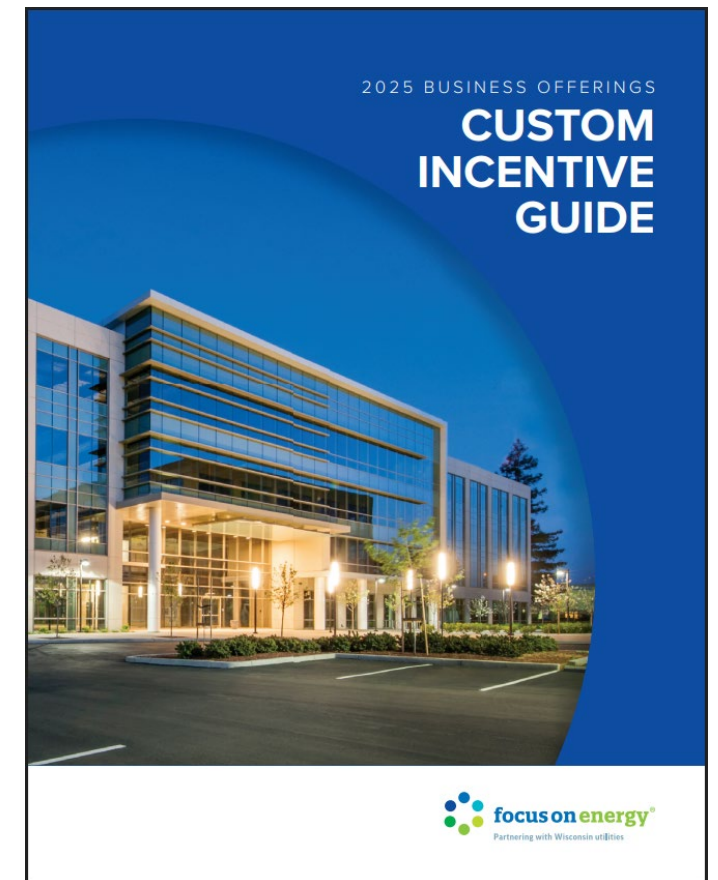
Steps to complete a prescriptive project:

1. Reference the prescriptive [catalogs](#) to review incentive requirements
 - i. Incentives available for Solar PV – [Online Reservation Form](#)
2. Contact your Energy Advisor with equipment eligibility questions prior to purchasing
 - Pre-approval required for: General wattage reduction/fixture elimination (if incentive >\$10,000), compressed air load shifting, multiple Variable Speed Drives (VSD) compressors, and process exhaust filtration incentives
3. Install the equipment
4. Fill out an [application](#) **after** the project is complete. Your Energy Advisor can help get you started if you need assistance.
 - i. Attach all invoices pertaining to the project with the application (**itemized with model #'s**)
 - ii. Attach spec sheets for all applicable equipment
5. Submit completed application within 60 days of project completion to business@focusonenergy.com or directly to your Energy Advisor.

CUSTOM INCENTIVE OVERVIEW



- Offered for projects where a prescriptive incentive does not exist or is not a one-for-one replacement
- Pre-approval is required **prior to** purchasing equipment or beginning work
 - This includes the signing of purchase orders or proposals
- Incentive is based on estimated first-year electric and gas energy savings
- Projects must pay back between 1 and 10 years



CUSTOM INCENTIVES

- Must work with your Energy Advisor for pre-approval
- 2025 custom incentive rates:
 - \$100 per kW saved
 - \$0.05 per kWh saved
 - \$0.95 per Therm saved



CUSTOM INCENTIVES



- **Low Payback Incentives** (for projects with <1 year payback)
 - Requires pre-approval – must work with your Energy Advisor
 - Low Payback Incentive Rates
 - \$0.02 per kWh saved
 - \$0.20 per Therms saved
 - Up to 50% of the project cost on large projects or \$50,000 on small projects
- Renewable Incentives available for Biogas, Biomass, Wind, and Solar Thermal
 - Established incentive rates - \$125/kW, \$0.10/kWh, \$1.25/therm
 - Maximum payback of 20 years
 - Incentive cap of \$300,000 per project, limited to 50% of project cost
 - Requires pre-approval – must work with your Energy Advisor

NEW CONSTRUCTION



- Includes free-standing buildings, adaptive reuse, substantial renovations, and major additions to existing buildings
- Assistance available at any stage of the project:
 - Energy Design Assistance
 - Energy Design Review
 - Product and Equipment Incentives found in prescriptive incentive catalogs
 - Express Energy Design Assistance
- [New Construction Online Tool](#)

Project Type and Timing Considerations

PLANNING AND DESIGN	CONSTRUCTION DOCUMENTS	BIDDING/ ESTIMATING	CONSTRUCTION	MOVE-IN
Optimal Timing	Opportunities Still Available		Fewer Opportunities	Too Late*
				
Energy Design Assistance	Energy Design Review		Prescriptive Incentives	*60+ days post-occupancy
Solar Ready Buildings				
Express Energy Design Assistance: Multifamily, Warehouse, and Retail				

SPECIAL OFFERINGS



- **Capital Planning Incentive (CPI)**
 - Requires a scheduled meeting with your Energy Advisor to discuss capital project plans and available incentives.
 - Earn \$2,500 by completing the meeting and submitting a Capital Planning Incentive Application with your Energy Advisor
 - Available once every 12 months per customer site

UNLOCK \$2,500 FOR YOUR CAPITAL PLANNING WITH FOCUS ON ENERGY®



Include Focus on Energy in your capital planning process and gain access to expert energy support at no cost and receive **\$2,500** for your time. Plus, your business may qualify for up to \$400,000 in incentives per year to support your capital plan.

HOW TO PARTICIPATE



Schedule a meeting that includes your Energy Advisor and Plant Manager (or equivalent*) to review your capital project list.



Complete the capital planning meeting to discuss how Focus on Energy can help fund capital projects based on energy efficiency impacts.

Sign the Capital Planning Incentive Application and your Energy Advisor will submit the application for payment.



Receive your \$2,500 Capital Planning Incentive. Keep your Energy Advisor updated on the status of projects identified as eligible for Focus on Energy incentives to **earn up to \$400,000** per year in incentives.

*Facility Management with authorization to submit capital expenditure requests.

Eligibility Requirements

- Available to Large Industrial customers only.
- Available once a year per customer site address.
- Limited to a first-come, first-served basis, while funds last.

CONTACT YOUR ENERGY ADVISOR TO GET STARTED!

REDUCING ENERGY WASTE ACROSS WISCONSIN

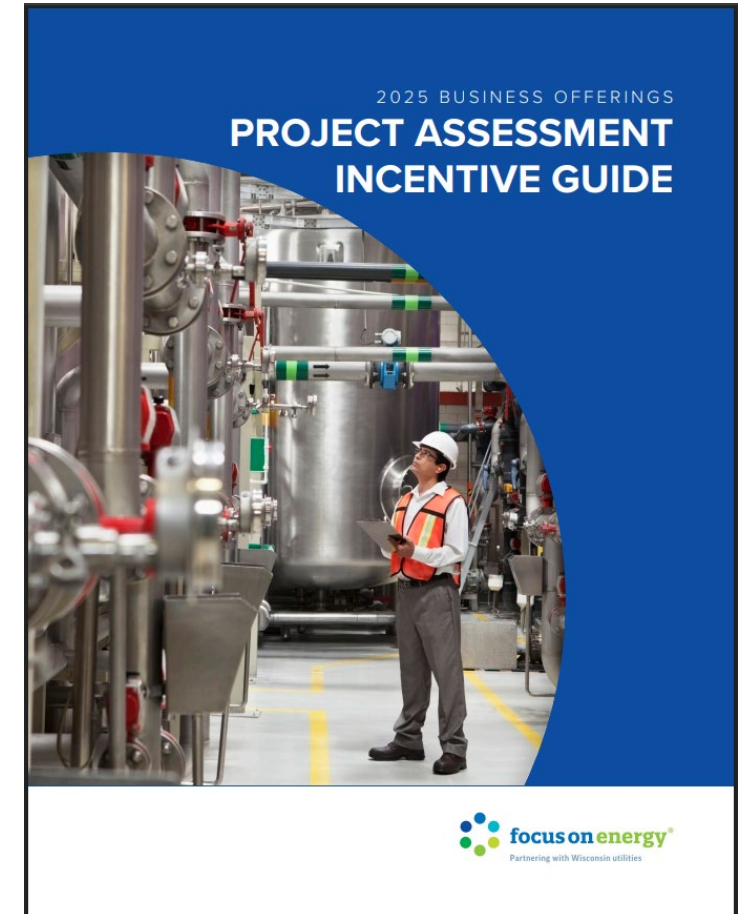
Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and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

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SPECIAL OFFERINGS

- **Project Assessment Incentive (PAI)**
 - PAI provides incentives for the study and development of complex custom project(s) completed by a third-party
 - Fill out [PAI Application](#) and attach proposal
 - Submit to business@focusonenergy.com
 - Incentive up to 50% of cost of assessment or 20% of estimated energy savings, up to \$15,000
 - Includes Biogas/Biomass Feasibility Study Incentives

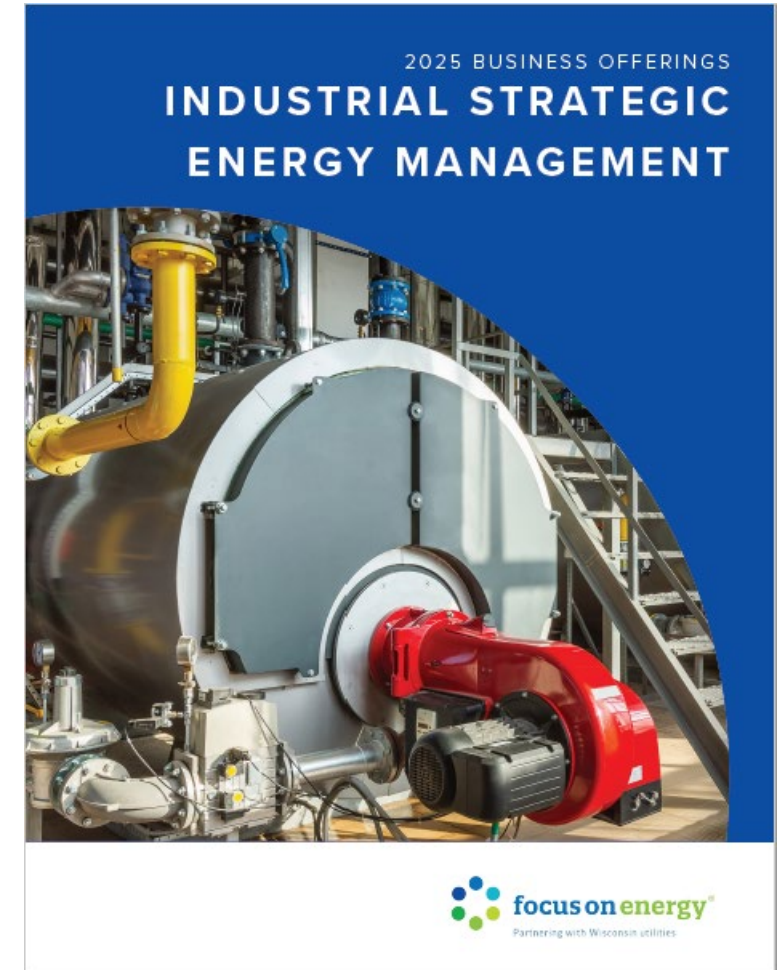


SPECIAL OFFERINGS



- **Strategic Energy Management (SEM)**

- Provides technical support and financial incentives for energy savings driven by process or operational improvement
- Establishes a continuous energy-management improvement process resulting in low- and no-cost operational energy improvements
- Requires enrollment – discuss with your EA for more info
- Incentives for operational and maintenance improvements
 - \$0.02/kWh, \$0.20/therm saved



RESOURCE LINKS



- [Prescriptive Incentive Catalogs](#)
- [List of Participating Utilities](#)
- [Find a Trade Ally](#)
- [2025 Training Calendar](#)

CONTACT INFORMATION

Name: Randy Urness

Email: randy.urness@focusonenergy.com

Phone: 715-498-9607