

2017 Small Business Program Updates

In 2017, the Small Business Program will adjust its Program offerings to closely align with other Focus on Energy Business Programs to help create greater consistency and simplify participation. Below is a high-level overview of the changes customers and Trade Allies can expect for 2017.

Customers and Trade Allies are encouraged to view the [Small Business Program Webinar](#) which provides more details on the Program for 2017. Continue to check out the [Small Business Program](#) site for updates throughout the year.

	2016	2017
DEFINITION OF AN ELIGIBLE SMALL BUSINESS PROGRAM CUSTOMER	<ul style="list-style-type: none"> A customer with an average monthly demand of less than 100 kW 	<ul style="list-style-type: none"> A customer with an average consumption of 40,000 kWh or less during the months of July and August
DOCUMENTATION OF ELIGIBILITY	<ul style="list-style-type: none"> Utility bills for any month could be provided to the Program to verify eligibility 	<ul style="list-style-type: none"> Utility bills for July and August are required to be submitted with the incentive application Applications with missing utility bills will be delayed or disqualified
CUSTOMER ELIGIBILITY WITHIN OTHER BUSINESS PROGRAMS	<ul style="list-style-type: none"> Business Incentive Program (BIP) and Agriculture, Schools and Government (AgSG) Program customers were eligible to participate Chain Stores and Franchise customers were not eligible 	<ul style="list-style-type: none"> BIP customers are eligible to participate Franchise operators with 9 or fewer locations are now eligible AgSG customers are not eligible
MAXIMUM INCENTIVE AMOUNTS	<ul style="list-style-type: none"> \$7,500 per project 	<ul style="list-style-type: none"> \$10,000 per site \$25,000 per customer



focus on energysm

Partnering with Wisconsin utilities

Certified to ISO 14001:2004

1 South Pinckney, Suite 340 • Madison, WI 53703

phone: 800.762.7077

fax: 608.230.7035

focusinfo@focusonenergy.com

www.focusonenergy.com

	2016	2017
PROGRAM DESIGN	<ul style="list-style-type: none"> • Customers worked exclusively through participating Trade Allies to install energy efficiency measures • Customers were charged a separate co-pay by Trade Allies for installation of energy efficiency measures • Trade Allies were reimbursed by the Program for a portion of the project costs, up to \$7,500, for measures installed 	<ul style="list-style-type: none"> • Customers can work through any Trade Ally to take advantage of prescriptive incentive opportunities • Customers are not charged a separate co-pay by Trade Allies for prescriptive incentives • Customers or Trade Allies work directly with the Program to apply for financial incentives • Additional opportunities for no- and low-cost measures and services, known as Complimentary Measures and Services, will be available in April 2017
APPLICATION DEADLINES	<ul style="list-style-type: none"> • Within 15 days from installation of equipment 	<ul style="list-style-type: none"> • Within 60 days from installation of equipment
CUSTOMER AND PROJECT PRE-APPROVAL	<ul style="list-style-type: none"> • Advanced verification of customer eligibility was required • Project pre-approval was required prior to starting 	<ul style="list-style-type: none"> • Advanced verification of customer eligibility is not required, but strongly encouraged • Pre-approval is not required • Measures may require reservation codes in advance
TRADE ALLY ELIGIBILITY	<ul style="list-style-type: none"> • Trade Allies were required to be registered with Focus on Energy and completed a separate agreement with the Small Business Program to participate • Customers worked exclusively with a registered Small Business Program Trade Ally to participate in the Program and receive incentives 	<ul style="list-style-type: none"> • Any Trade Ally can participate in the prescriptive portion of the Program • Agreements will be required for those Trade Allies who choose to offer Complimentary Measures and Services (CMS), available in April 2017 • Customers can work with the Trade Ally of their choice to receive prescriptive



focus on energysm

Partnering with Wisconsin utilities

Certified to ISO 14001:2004

1 South Pinckney, Suite 340 • Madison, WI 53703

phone: 800.762.7077

fax: 608.230.7035

focusinfo@focusonenergy.com

www.focusonenergy.com

	2016	2017
REQUIRED TOOLS OR SOFTWARE TO PARTICIPATE	<ul style="list-style-type: none"> An iPad equipped with EnergySnapshot 	<p>incentives. CMS is available exclusively through Trade Allies who have signed up to provide this offering</p> <ul style="list-style-type: none"> None. Trade Allies and customers are not required to use any specified tools or software to participate.
WALKTHROUGH ASSESSMENTS	<ul style="list-style-type: none"> Offered by participating Small Business Trade Allies and includes a formalized report upon completion. 	<ul style="list-style-type: none"> Not offered, however, customers still work through Trade Allies which often will complete a walkthrough to identify opportunities A formalized report is provided at the Trade Ally's discretion
CUSTOMER LEADS FOR TRADE ALLIES	<ul style="list-style-type: none"> Yes, Trade Allies had the opportunity to receive customer leads directly from the Program 	<ul style="list-style-type: none"> Yes, more information will be available on this opportunity in April 2017
LOW OR NO COST PRODUCTS AND SERVICES	<ul style="list-style-type: none"> Customers could choose from a select set of measures to have installed with a customer co-pay starting at \$199 Measures included low flow showerheads and aerators, pipe insulation, lighting, and refrigeration measures 	<ul style="list-style-type: none"> Customers will have access to no and low cost products and services. This may include low flow showerheads and aerators, lighting, and refrigeration measures as well as tune-ups for air conditioning, furnaces, and boilers. Details on this offering will be available in April 2017
PROGRAM SUPPORT	<ul style="list-style-type: none"> Trade Allies worked with an Energy Advisor on the Small Business Program for support 	<ul style="list-style-type: none"> Trade Allies will have a single dedicated contact to help support participation in both the Small Business Program and the Business Incentive Program



focus on energysm

Partnering with Wisconsin utilities

Certified to ISO 14001:2004

1 South Pinckney, Suite 340 • Madison, WI 53703

phone: 800.762.7077

fax: 608.230.7035

focusinfo@focusonenergy.com

www.focusonenergy.com

	2016	2017
	<ul style="list-style-type: none">• Trade Allies participating in other Business Programs had a separate point of contact with those Programs	<ul style="list-style-type: none">• Trade Allies who have existing relationships with Business Incentive Program staff can continue to work through those contacts• Trade Allies can identify a Program contact by referencing the Small Business Energy Advisor map located on the Focus on Energy website