

## Focus on Energy Programs

### **Residential Programs**

#### **Home Performance with ENERGY STAR**

The Home Performance with ENERGY STAR Program encourages comprehensive energy efficiency retrofits in single-family and multifamily homes with three or fewer units. Focus on Energy designed the Program to address customers uncertainty about home improvements, their possible costs, and the potential for energy savings, by providing information and recommendations specific to each customer's home. The Program offers three paths for participation: a whole home path for building shell improvements, an HVAC path, and a renewables path. The Program has always offered home energy assessments and incentives for building shell improvements, which make up the whole home path.

#### **New Homes Program**

The New Homes Program provides information, implementation assistance, and incentives for builders of new single-family homes in Wisconsin that meet energy efficiency requirements set by the Program.

#### **Retailer Lighting and Appliance Program**

The Retailer Lighting and Appliance Program partners with retailers and manufacturers to provide education on qualified lighting and appliance products and instant discounts of lighting products to residential customers throughout Wisconsin. The Program provides a wide range of retail support activities such as retail staff training, in-store display materials, and CFL recycling at select participating retailers.

#### **Simple Energy Efficiency Program**

The Program mails no-cost and low-cost energy-saving packs containing various combinations and quantities of LEDs, faucet aerators, high-efficiency showerheads, and/or smart strips directly to residential customers living in residential properties with one to three units.

#### **Multifamily Energy Savings and Multifamily Direct Install Programs**

Through the Multifamily Energy Savings Program and Multifamily Direct Install Program (collectively referred to as the Multifamily Programs), Focus on Energy provides education and energy-saving opportunities to multifamily customers by offering incentives for energy-efficient upgrades and free direct install measures.

### **Nonresidential Programs**

## **Agriculture, Schools, and Government Program**

Focus on Energy launched the Agriculture, Schools, and Government Program in CY 2015 to address the specialized needs of these target markets.

The following customer groups are eligible for the Program: - Agricultural producers (such as producers of grain, livestock, milk, poultry, fruits, vegetables, bees and honey, fish, and/or shellfish, as well as greenhouses, grain elevators, and feed mills) - Educational entities (such as K-12 schools, two-year University of Wisconsin colleges, and private four-year colleges) - Government entities (such as counties, cities, towns, villages, tribes, and state and federal agencies) - Municipal wastewater treatment facilities

## **Business Incentive Program**

Through the Business Incentive Program Focus on Energy offers prescriptive and custom incentives for installation of energy efficiency measures to customers in the commercial and industrial sectors. Customers with an average monthly demand of 1,000 kW or less and who are not eligible for the Agriculture, Schools and Government, or Chain Stores and Franchises Programs may participate in the Business Incentive Program.

## **Chain Stores and Franchises Program**

Through the Chain Stores and Franchises Program, Focus on Energy offers financial incentives to businesses (in sectors such as retail, food sales, and food service) that have at least five locations in Wisconsin. Focus on Energy offers two incentive paths, custom and prescriptive, and allows participants to consolidate projects at multiple locations on one rebate application. The Program also offers direct installation, through which the Program Implementer installs a limited set of energy efficiency products (e.g., LED lamps, faucet aerators, pre-rinse sprayers) at no cost to eligible customers.

## **Design Assistance Program**

Through the Design Assistance Program, Focus on Energy provides incentives to participating customers and their design teams to design and build new energy-efficient buildings or to complete substantial renovations of existing buildings.

## **Large Energy User**

Through the Large Energy Users Program, Focus on Energy provides custom and prescriptive incentives to customers who had a utility bill of at least \$60,000 in at least one month in the last year, and an average monthly demand which exceeds 1,000 kW or 100,000 therms. An Energy Advisor is assigned to help each participating customer identify savings opportunities in its facility (the facilities are in the commercial, industrial, municipal, and institutional sectors).

## **Small Business Program**

Through the Small Business Program Focus on Energy encourages customers with a monthly peak demand of less than 100 kW to install affordable, energy-efficient products at their business facilities. Focus on Energy offers a free lighting assessment, a consultation on energy-efficient upgrades, and direct installation of the energy-efficient products by a Trade Ally. Customers work with the Trade Ally to assess and select energy-efficient products. Focus on Energy passes along the product discounts directly to the customers to help reduce upfront costs. Trade Allies, who are registered with Focus on Energy's Trade Ally Network, then receive incentives for the products and installation on behalf of their customers.

## **Renewable Energy Competitive Incentive Program**

The Renewable Energy Competitive Incentive Program (RECIP) offers financial incentives for eligible, cost-effective renewable-energy projects to Wisconsin business customers through a competitive bid process. The Program Administrator selects winning proposals and the Program Implementers process the awarded projects similar to the custom program path requirements of the Business Incentive, Agriculture, Schools, and Government, and Large Energy Users programs.

## **Renewable Energy Loan Fund**

Focus on Energy designed the Renewable Energy Loan Fund to reduce the cost of installing renewable systems, make it easier for customers to obtain financing, and help the financial sector gain experience and become more comfortable with offering loans for renewable installations. Focus on Energy used the Fund to support financing by private sector lenders (Partner Lenders) for eligible renewable projects. The Partner Lender served as the primary lender and retained the direct relationship with the customer but could offer improved terms because of a zero-interest cost loan from Focus on Energy. The Fund was open to all customers of Focus on Energy participating utilities. Participants could choose to work with any lender in the state.

## **Pilot Programs**

### **Manufactured Homes Pilot**

The Manufactured Homes Pilot delivered direct installation of energy efficiency measures and duct sealing to customers who own manufactured homes in La Crosse County. Its objectives were to generate energy savings results that could be evaluated for cost-effectiveness and to assess the potential for a larger, ongoing program exclusively for manufactured homes.

### **Seasonal Savings Pilot**

The Seasonal Savings Pilot used an algorithm to make small, energy-saving adjustments to thermostat setpoints during peak summer and/or winter months in qualifying homes with Nest thermostats. Its objective was to generate kWh and therms savings through these minor setpoint changes without affecting homeowner comfort.

## On Demand Savings Pilot

Focus on Energy funded the On Demand Savings Pilot, a program for select commercial and industrial customers of Madison Gas and Electric (MGE). The Pilot sought to test how a rate change to higher monthly charges, lower energy charge per kWh, and higher demand charges per kW would affect business customer behavior. The Pilot offered customers incentives to limit on-peak electrical demand in their facility. The Pilot offered incentives for measurable kW reductions during MGE peak usage times of 10:00 a.m. to 9:00 p.m., Monday through Friday, during the months of June through September, excluding holidays.

## Sector Descriptions

### Residential Segment

The Sectors within the Residential Segment are aligned with Single and Multifamily homes.

- **NC-Residential - Multifamily:** Residential Multifamily, New Construction
- **NC-Residential - Single Family:** Residential Single Family, New Construction
- **Residential - Multifamily:** Residential Multifamily, Existing Construction
- **Residential - Single Family:** Residential Single Family, Existing Construction

In addition, the **Upstream** sector offers discounts to residential customers through retail stores.

### Nonresidential Segment

The Sectors within the Nonresidential Segment are aligned with business activities.

- **Agriculture:** producers of grain, livestock, milk, poultry, fruits, vegetables, bees and honey, fish and/or shellfish, as well as greenhouses, grain elevators, and feed mills
- **Commercial:** sales, storefronts, and offices
- **Industrial:** manufacturers and facilities with process equipment
- **Schools & Government:** K-12 schools, two-year University of Wisconsin colleges, private four-year colleges, counties, cities, towns, villages, tribes, state and federal agencies, and municipal wastewater treatment facilities
- **NC-Agriculture:** new construction for producers of grain, livestock, milk, poultry, fruits, vegetables, bees and honey, fish, and/or shellfish, as well as greenhouses, grain elevators, and feed mills
- **NC-Commercial:** new construction for sales, storefronts, and offices
- **NC-Industrial:** new construction for manufacturers and facilities with process equipment
- **NC-Schools & Government:** new construction for K-12 schools, two-year University of Wisconsin colleges, private four-year colleges, counties, cities, towns, villages, tribes, state and federal agencies, and municipal wastewater treatment facilities

- **All Market Sectors:** trade allies servicing Focus on Energy programs