

# PRESCRIPTIVE VS. CUSTOM INCENTIVES

## DOCUMENTATION CRITERIA AND TIMING REQUIREMENTS

### PRESCRIPTIVE INCENTIVES

- Specific dollar amounts for completing qualifying energy efficiency measures
- Direct one-for-one replacement for commonly installed equipment
- Technology qualifications and incentive amounts can be found on the application forms



### CUSTOM INCENTIVES

- Incentives based on energy saved in 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

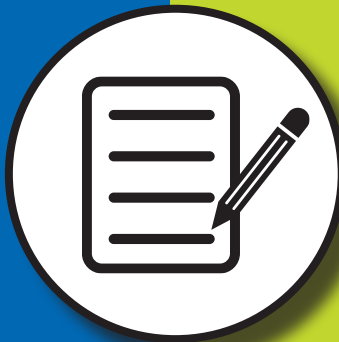
- Projects over \$10,000 may apply for pre-approval to lock in incentive availability
- If application is over \$25,000, projects not pre-approved are subject to program fund availability



- Projects must receive pre-approval before equipment is ordered
- Custom Project Information Form can be found on the Focus on Energy website

### DOCUMENTATION PROCESS

1. Complete Project
2. Submit completed Incentive Application within 60 days of installation
3. Attach itemized invoice and applicable Supplemental Data Sheet
4. Receive incentive check in the mail!



1. Prior to starting - Complete Custom Project Information Form (if first time working with Focus on Energy)
2. Provide Energy Advisor detailed scope of work and project information
3. Once pre-approved - Sign Incentive Agreement (IA)
4. Upon completion - Sign Completion Notice and provide a detailed invoice
5. Receive Incentive check in the mail!

### MORE INFORMATION

Contact your EA for more information and to get started on your next project



Don't know who your EA is?  
Call 888.947.7828 or visit  
[focusonenergy.com/ea-map](http://focusonenergy.com/ea-map)  
to find an EA in your area

### SAVING ENERGY AND MONEY FOR 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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