

2022 TRADE ALLY SOLUTIONS

Efficiency Starts Here

FOCUS ON ENERGY® offers several solutions for energy savings, with incentives available for improvements both large and small. Provide these incentives to your customers to show the value of your partnership with Focus on Energy.

| Home improvement incentives available for: | Insulation & Air Sealing | Heating & Cooling | Renewable Energy |
|--|---|--|---|
| |  |  |  |
| Offering Details | Insulation and air sealing Energy assessment | Heating equipment Cooling equipment | Solar electric systems |
| Description | The perfect starting point for ultimate home comfort and highest savings. | Need just heating and cooling equipment? This is the spot. | Reach next-level savings by producing your own renewable energy. |

Customer Checklist

Review these key steps with your customer to check eligibility and get started.

- 1 Visit focusenergy.com/utilities to confirm the customer's utility participates in Focus on Energy.
- 2 Determine eligibility for standard or income-qualified incentives. Customers may be eligible for the higher incentives if they are at or below the following income limits:

| Household Size | Annual Income Upper Limit |
|----------------|---------------------------|
| 1 | \$41,471 |
| 2 | \$54,231 |
| 3 | \$66,991 |
| 4 | \$79,751 |
| 5 | \$92,511 |

- 3 If the customer does not qualify for income-based incentives, you can begin completing qualifying improvements.



Program applications are available at focusenergy.com/residentialapps.

Use the online application for faster processing.

Your invoice must include:

- Customer name that matches incentive application
- Equipment make and model
- Itemized descriptions with total installed cost
- Total number of units installed
- Purchase date and installation date
- Business name, address, and phone number
- Balance due of zero, paid in full stamp, or payment terms

To Request Income-qualified Incentives:

- Submit the Income Eligibility Application and supporting documentation and receive approval.
- Complete the qualifying improvements.
- Apply for incentives.

For more information on income-based incentives, visit focusenergy.com/income.

Incentives at a Glance

Incentives effective January 1, 2022. Incentives are subject to change. Incentives cannot exceed project costs.

| Heating and Cooling Equipment | Standard | Income-Qualified |
|---|-----------|------------------|
| | Incentive | Incentive |
| 95% Single- or Multi-Stage Natural Gas Furnace | \$50 | \$350 |
| 96% Single- or Multi-Stage Natural Gas Furnace | \$100 | \$450 |
| 97%+ Single- or Multi-Stage Natural Gas Furnace | \$150 | \$550 |
| Dual-Fuel Heat Pump (Air Source Heat Pump with new or existing Propane, Electric, or Oil Furnace) Ducted Heat Pump 15+ SEER, 8.5+ HSPF | \$300 | \$300 |
| Dual-Fuel Heat Pump (Air Source Heat Pump with new or existing Natural Gas Furnace) Ducted Heat Pump 15+ SEER, 8.5+ HSPF | \$1,000 | \$1,000 |
| ECM Replacement (must replace existing PSC Motor in an existing furnace) | \$25 | \$25 |
| 95%+ AFUE Natural Gas Home Heating Boiler | \$400 | \$550 |
| 90%–94% AFUE Natural Gas Heating Boiler | \$300 | \$400 |
| Indirect Water Heater installed at the same time as a qualifying boiler | \$100 | \$150 |
| 95%+ AFUE Natural Gas Combination Boiler | \$500 | \$700 |
| 90%–94% AFUE Natural Gas Heating Combination Boiler | \$400 | \$550 |
| Smart Thermostat installed by a qualified HVAC contractor. For use with natural gas furnace, natural gas boiler, and air source heat pump only. | \$50 | \$50 |
| Single Package Vertical Unit, 90%+ Thermal Efficiency, NG | \$100 | \$100 |
| Single Package Vertical Unit, 90%+ Thermal Efficiency, NG, ≥ 10.0 EER Cooling | \$150 | \$150 |
| 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 |
| Geothermal Heat Pump System | \$750 | \$750 |

Qualified equipment lists and eligibility requirements are available at focusenergy.com/heatingandcooling. Efficiencies are based on Air Conditioning, Heating, & Refrigeration Institute (AHRI) ratings.

| Insulation and Air Sealing Single-Family Home (1–3 units) | Standard | Income Qualified | Insulation and Air Sealing Multifamily Home (4+ units) | Incentive |
|--|-----------|------------------|---|-----------------------------------|
| | Incentive | Incentive | | |
| ENERGY STAR® Certified Air Sealing* | \$450 | \$750 | Air Sealing and Attic Insulation, Existing ≤ R-11 | \$0.70 per sq. ft. of attic space |
| Attic Insulation | \$350 | \$450 | Air Sealing and Attic Insulation, Existing R-12 to R-19 | \$0.40 per sq. ft. of attic space |
| Foundation Insulation* | \$100 | \$150 | Air Sealing and Attic Insulation, Existing R-20 to R-38 | \$0.25 per sq. ft. of attic space |
| Wall Insulation | \$300 | \$300 | Exterior Wall Insulation, Existing < R-5 | \$0.80 per sq. ft. of wall area |
| Duct Sealing & Insulation* | \$50 | \$50 | | |

*Must be completed along with attic insulation installed by a Trade Ally contractor.

Residential Customer Solar PV Incentives

| Incentive | Max Incentive |
|------------|---------------|
| Per system | \$500 |

Rural residential customers will receive a \$500 bonus for installing a system. See eligible rural ZIP code list at focusenergy.com/renewablefunding to confirm eligibility.

Business Customer Solar PV Incentives

| System Size in kW (DC) | Incentive | Max Incentive |
|------------------------|--------------------------------------|---------------|
| Up to 5 kW | \$200 per kW | \$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 |

*Solar PV systems 500 kW and above will be capped at the maximum incentive of \$50,000.

Agricultural producers (business customers) can 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.

Special Sector Solar PV Incentive

| System Size in kW (DC) | Incentive | Max Incentive |
|------------------------|--------------------------------------|---------------|
| Up to 5 kW | \$1,000 | \$5,000 |
| 5–10 kW | \$5,000 + \$700 per kW above 5 kW | \$8,500 |
| 10–100 kW | \$8,500 + \$250 per kW above 10 kW | \$31,000 |
| 100–300 kW | \$31,000 + \$150 per kW above 100 kW | \$61,000 |
| 300–500 kW* | \$61,000 + \$100 per kW above 300 kW | \$81,000 |

*Solar PV systems 500kW and above will be capped at the maximum incentive of \$81,000.

Organizations, such as **nonprofits, schools, government, and Tribal Nations**, that do not qualify for the solar Investment Tax Credit (ITC) can qualify for higher incentives to offset the cost of installing solar electric systems.

For more information, call 855.339.8866 or visit focusenergy.com/myhome.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change and cannot exceed project costs. 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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