

SOLAR ELECTRIC AND GEOTHERMAL INCENTIVES

Reach next-level savings

If you've already put in the work to make your home or business as energy efficient as possible, now is the perfect time to take an even more rewarding step. FOCUS ON ENERGY® offers cash incentives for qualified solar electric and geothermal installations.

Know your renewable energy options

Solar electric

Solar electric systems, also known as photovoltaic (PV) systems, use sunlight to generate electricity. To capture sunlight, solar panels are strategically placed on roofs or ground mounted to maximize exposure to the sun. Systems are silent, very reliable and require little ongoing maintenance.

And yes—Wisconsin really does get enough sun, even in winter, to produce energy and reduce electricity bills for your home or business!

Geothermal

Geothermal systems use the earth's temperature to produce reliable and cost-effective energy for heating, cooling and water heating. Even with Wisconsin's extreme climate, temperatures remain constant a few feet below the ground's surface. Geothermal systems exchange constant below-ground heat with fluctuating indoor, above-ground temperatures. When combined with a loop field or well, this results in significantly greater efficiency than traditional heating systems.

Geothermal heat pump systems are sometimes referred to as earth coupled, ground source or water source, but they all refer to the same type of renewable energy.

Efficiency first

To optimize energy savings and correctly size your renewable energy system, Focus on Energy recommends that you maximize the efficiency of your home or business before installing a renewable system. Consider starting with an energy assessment or save on efficiency improvements such as new heating and cooling equipment or insulation and air sealing. Learn more at focusonenergy.com.



Your benefits

- Lower energy bills
- Greater energy independence
- Financial incentives
- Technical support

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Residential Customer Solar PV Incentives

Installation Type	Incentive	Max Incentive
Single Family Home	\$300 per kW (DC)	\$1,500

Business Customer Solar PV Incentives

System Size in kW (DC)	Incentive	Max Incentive
Up to 5 kW	\$300 per kW	\$1,500
5–10 kW	\$1,500 + \$200 per kW above 5 kW	\$2,500
10–100 kW	\$2,500 + \$150 per kW above 10 kW	\$16,000
100–300 kW	\$16,000 + \$120 per kW above 100 kW	\$40,000
300–500 kW*	\$40,000 + \$100 per kW above 300 kW	\$60,000

*Solar PV systems 500 kW and above will be capped at the maximum incentive of \$60,000.

Additional incentives are available for rural residential customers and agricultural producers.

- Rural residential customers will receive up to a **\$500 bonus** for installing a system. See eligible rural ZIP code list at focusonenergy.com/renewable to confirm eligibility. Bonus cannot be greater than prescriptive incentive. It will be equal to the incentive amount or \$500.
- Business customers classified as agricultural producers will 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.”

Geothermal Heat Pump System

Residential Equipment Type	Incentive
ENERGY STAR® Certified Geothermal or Ground Source Heat Pump	\$750

Note: Work with a Focus on Energy Trade Ally contractor to ensure the system you install qualifies for program incentives. Complete system requirements and eligibility guidelines are available at focusonenergy.com/renewable. Trade Ally contractors are independent contractors who you will contract with directly. Focus on Energy does not warranty or guarantee the delivery of services of your chosen Trade Ally contractor.

How to participate

- Contact a Trade Ally contractor. They will help you size a renewable system that's right for your home or business, estimate energy savings, calculate your incentive, and provide a quote. Find a Trade Ally contractor in your area at focusonenergy.com/findtradeally.
- Visit focusonenergy.com/renewable to confirm 2020 incentive funds are still available.
- Work with your Trade Ally contractor to size and price a system and reserve your solar PV incentive.
- Have your Trade Ally contractor complete the system installation.
- After your system has been installed, submit your incentive application to claim your incentive.

Learn more at focusonenergy.com/renewable or call 855.339.8866.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change. 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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