

SOLAR ELECTRIC INCENTIVES

Clean energy for Wisconsin

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 systems.

Power your home or business with solar

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!

Getting started

There are a few things to consider before installing a PV system:

- Electrical use at the site
- Shading
- Roof age and condition, as well as the direction of your roof if considering a roof mount system

Contact an installer to obtain bids and site assessments. Be sure to ask about the local permitting and interconnect processes, utility rates and net metering policy, and local references.

For additional resources and tips, see [energy.gov/energysaver/planning-home-solar-electric-system](https://www.energy.gov/energysaver/planning-home-solar-electric-system).

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](https://www.focusonenergy.com).



Your benefits

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

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Partnering with Wisconsin utilities

Residential Customer Solar PV Incentives

Incentives effective August 14, 2020.

Installation Type	Incentive
Single Family Home	\$500 per system

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.

Additional incentives are available for agricultural producers. 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.”

How to participate

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

Learn more at focusenergy.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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