



REQUEST FOR CONCEPTS PITCH DAY 2026

RESPONSE TO BIDDER QUESTIONS

July 1, 2026

Pitch Day Submission Process and Eligibility

1. **Is there a cost-effectiveness target for Pitch Day pilots?**
 - a. No. Cost-effectiveness may be a scoring metric, but pilots do not need to hit a specific target.

2. **Do submissions have to follow the submission format in Appendix A?**
 - a. Yes. Submissions must provide the requested information found in the submission format in Appendix A but do not have to use the exact table formatting.

3. **Can pilot concepts target customers already served by a program?**
 - a. Yes. Pilot concepts may serve customers already eligible for an existing program, but they must not duplicate current efforts. Submissions should explain how program overlap will be managed and how coordination with existing Implementers will occur.

4. **Is there a limit to the number of concepts that can be submitted? Can applicants lead on one application and act as support on other applications?**
 - a. Yes. Applicants may submit up to one concept paper per category or subcategory. Applicants may lead one application and serve in support roles on other applications in the same category.

5. **Can applicants submit an idea to both Renter-Focused Solutions sub-categories?**
 - a. Yes. Applicants can submit an idea to both Renter-Focused Solutions sub-categories.

6. **Are trade allies required to be official partners?**

- a. No. Trade Allies do not need to be identified as a part of a concept submission. Trade Ally contractors supporting work being completed as part of a pilot should plan to become a registered Trade Ally with Focus on Energy if they are not currently.
7. **Who would be giving 'the pitch'? The project lead(s)?**
- a. If the concept is selected for Pitch Day, it is expected the project leads will pitch the idea to a panel of judges.
8. **Are applicants without audited financial statements eligible to submit concepts, and if selected, how would the audited financial requirements be handled?**
- a. At the Administrator's discretion, the selected Applicant may be asked to provide audited financial statements so the Administrator can evaluate the financial soundness of the selected Applicant. In the absence of audited financial statements, alternative financial documentation, such as balance sheets, income statements, or other evidence demonstrating financial capacity and organizational solvency may be submitted. Financials uploaded via Formstack will be encrypted, and all documents will be stored securely. Access will be restricted to the procurement team and the Focus on Energy Financial Manager.
9. **Will Focus on Energy utilize AI to evaluate concepts, such as for initial compliance screening or scoring?**
- a. AI will not be used to evaluate concepts for Pitch Day.

Funding, Budget, and Contracting

10. **Is there a budget template that we would need to fill out to detail the staffing plan?**
- a. No. There is not a budget template. Applicants can indicate rates and pricing as they wish, but should, at minimum, indicate incentive and non-incentive budgets and whether outside funding will be leveraged. Note: A staffing rate table is not required at the time of submission.
11. **Is there an actual cash award for the project? Are projects paid through a refund model or upfront model?**
- a. Concepts selected for funding will go through a procurement period including contract negotiations. In this period, budget structures are determined and agreed upon. However, all Pitch Day projects are paid upon completion of work. An example budget table can be found in the [Sample Implementation Contract Template](#).
12. **What expenses could be reimbursed by the Focus on Energy grant? – staff, consultants, technologies?**
- a. Reimbursable project expenses are detailed in the [Focus on Energy Policy Manual](#). See page 56 for *Expense Types* and the following page for *Costs*.
13. **How many awards does the panel of judges plan to make?**

- a. There is not a set number of concepts judges will award.
- 14. Is the \$1,200,000 annual funding available per concept category, or is it a total pool across all submitted concepts?**
- a. The total amount of funds allocated to Pitch Day is \$1,200,000 annually, which includes concepts submitted across all categories.
- 15. Are we able to provide matching dollars if selected for this project?**
- a. There is no expectation of matching dollars, but partnerships are always encouraged.
- 16. Is there any restriction on costs associated with labor, equipment, supplies, travel expenses, customer incentives, TERO fees, or any other budget category?**
- a. Refer to *Costs* in the [Focus on Energy Policy Manual](#) and review “General Allowable Cost Principles” on page 57. Travel costs are not reimbursable and should be factored into any proposed budget. The Program does not wish to acquire any equipment and discourages its acquisition.
- 17. If selected, who retains intellectual property rights to the pilot program concept, deliverables, and work products developed during implementation?**
- a. Any concepts, deliverable, or work products where the time associated with their creation and development was billed to Focus on Energy will remain the property of Focus on Energy. This language will be included in the contractual agreement between Focus on Energy and the implementation team.
- 18. Can you please provide a link to Appendix B Sample Implementation Contract Template?**
- a. [Sample Implementation Contract Template](#)

Pilot Scope and Program Fit

- 19. Is Focus on Energy looking to fund “installation and study” of technologies or could a “planning study” for the respective technologies also funded?**
- a. Pitch Day aims to fund pilots ready to serve business or residential utility customers. Technology related studies should be submitted through [Future Focus](#) for further consideration.
- 20. Is renewable energy eligible or are you entirely focused on energy efficiency?**
- a. This Pitch Day is not looking for ideas related to renewable energy.
- 21. Are there any types of work, such as pre-weatherization repairs, weatherization work, post-weatherization improvements, initial feasibility studies for solar, that would not be allowable under Pitch Day?**
- a. Ideas funded through Pitch Day should result in measurable demand or energy savings. Pilot concepts involving repairs, feasibility studies, or similar activities should clearly explain how those efforts will result in demand or energy savings.

- 22. Can you share project summaries and budgets for the projects selected and funded from previous Future Focus Pitch Days?**
- a. Examples of past projects funded by Pitch Day can be found on the Future Focus website at the following links:
 - i. [Accessible Efficiency](#)
 - ii. [Empowering Faith Communities](#)
 - iii. [Home Energy Upgrades](#)
- 23. Are there any previously funded pilots that are similar to the Categories provided that would not be of interest to Focus on Energy?**
- a. Previous pilot projects can be found on the [Future Focus Initiative](#) landing page. The [Home Energy Upgrades Pilot](#) is an example of a pilot that should not be replicated under the Expanding Service to Communities of Focus category.
- 24. Is Focus on Energy interested in receiving scopes that include train-the-trainer type activities to educate Focus on Energy staff on how to continue outreach and engagement within Communities of Focus in addition to the Pilot to promote ongoing relationships once the Pilot concludes?**
- a. Proposals including train-the-trainer activities or capacity-building components may be submitted if they are in conjunction with a larger pilot concept. These elements will be scored alongside other proposed concepts to determine their potential value.
- 25. How does Focus on Energy view the role of emerging technologies within this year's Pitch Day? Is the intent to prioritize pilots centered on established measures and delivery models, or is there interest in evaluating newer technologies that are not yet widely deployed within the portfolio?**
- a. Emerging technology research ideas can be submitted through [Future Focus](#). Pitch Day is seeking implementation-ready pilots addressing one of the three concept categories.
- 26. Is Focus on Energy seeking pilots that can be replicated statewide following successful demonstration, or should proposals focus on a single community or organization?**
- a. The ability to expand a successful pilot to a statewide effort is a desired outcome, but not a requirement. Focus on Energy anticipates some pilot designs may be most successful when maintaining a community or organization-specific delivery model even after the pilot phase is complete.
- 27. Beyond energy savings, what evaluation metrics will be considered when assessing pilot success?**
- a. Non-energy related evaluation metrics are often determined based on the pilot objectives and are agreed upon between Focus on Energy and the implementer prior to the pilot being launched. Examples of non-energy evaluation metrics may include number of customers served, cost savings per

customer, delivery costs for savings achieved, customer reported non-energy benefits, or customer satisfaction.

28. Are pilots permitted to include temporary equipment deployment or other short-term customer support activities when they serve as part of a broader pilot objective?

- a. Per [Focus on Energy Terms and Conditions](#), equipment must remain in service at least two years to receive an incentive; however, it is preferred equipment be permanently installed to allow Focus on Energy to claim savings for the full lifecycle of the equipment. The duration of customer support activities will be dependent upon the pilot concept and desired outcomes.

Technology and Measure Eligibility

29. Are there any technologies (such as solar, storage, heat pumps, etc.) not of interest or as allowable expenses?

- a. Technologies resulting in energy savings or demand reduction are of interest for this Pitch Day.

30. Would load shifting using backup generators (e.g., peak shaving or emergency dispatch) be considered eligible under this category, or would that fall outside Focus' scope?

- a. No. Generators are not eligible for incentives from Focus on Energy; therefore, pilot concepts should not include this option as a mechanism for delivering demand savings or supporting load shifting practices.

31. Are commercial/industrial batteries in scope for business load flexibility? And are there any preferences around ownership models (customer-owned vs. third-party vs. program-owned)?

- a. Commercial and industrial battery applications may be included in proposals and will be evaluated alongside other concepts. Equipment must be customer-owned.

Customer Eligibility, Data Privacy, and Legal Requirements

32. Are there any requirements for labor, such as Davis-Bacon or Wisconsin prevailing-wage rules?

- a. No, there are no prevailing wage requirements.

33. Are final project details and data disclosable under Wisconsin public-records law, and if so, would some customer or culturally sensitive tribal information be anonymized or withheld?

- a. Focus on Energy operates under Public Service Commission of Wisconsin (PSC) oversight. Any requests for project records or information would be reviewed and evaluated by the appropriate authority in accordance with applicable law, regulatory requirements, and contractual confidentiality obligations. To the extent disclosure is required, Focus on Energy and its

- partners would seek to protect confidential business information, personally identifiable information, and culturally sensitive tribal information through appropriate redaction, anonymization, or other protections permitted by law.
- b. Customer-specific information could only be disclosed with customer authorization as detailed in the [Focus on Energy Policy Manual](#).

34. Are there eligibility criteria for business customers? (E.g. NAICS, size, location)

- a. As identified in the [Focus on Energy Policy Manual](#), a business customer is one “that purchases energy or distribution services from a participating Utility that pays into the Focus on Energy Program”. Specific eligibility criteria for a pilot concept is at the discretion of the implementer and should be identified in the RFC response.

35. Will Focus on Energy share historic interval energy data with the program implementation team for all eligible customers at the start of the program to support outreach and M&V activities?

- a. Focus on Energy requires individual customer authorization to access energy data, therefore data for all eligible customers will not be provided at the start of the pilot to support outreach. Customer data needed for M&V activities can be requested individually at any point during the pilot.

Load Flexibility and Demand Response

36. Given Focus’ primary mandate around energy efficiency and the fact that demand response typically sits with individual utilities, should proposed concepts be framed strictly around EE measures with optional load flexibility (where individual utilities can enroll in DR)?

- a. As noted in the RFC, demand response concepts should not be submitted under this topic as demand response remains a utility function. Concepts should center on energy efficiency measures capable of delivering demand savings, either by reducing a site’s overall demand or by enabling customers to independently implement load-shifting practices on site. We encourage and welcome EE measures with optional load flexibility, including those allowing individual utilities to enroll customers in demand response programs where available. Enrollment options are limited for business customers, so this capacity isn’t required for a strong concept, but proposals incorporating it are viewed favorably.

37. Definition of “customer-managed load shifting”: Does Focus intend this to include behavioral or tariff-driven load shifting approaches (e.g., time-of-use response, operational/process changes), or should concepts focus primarily on technology-enabled solutions?

- a. Proposals including technology-enabled solutions, behavioral or tariff-driven load shifting approaches will be accepted and scored alongside other concept submissions. Load shifting includes technologies or practices implemented by the customer to move load from peak to off-peak periods, as defined by Wisconsin’s peak electric demand (see question 41). Concepts must

demonstrate measurable and reliable peak demand reduction through an ongoing, repeatable shift in usage patterns – not a one-time or event-driven curtailment triggered by a utility request during a peak period (load shedding), which falls outside this topic's scope.

- 38. If DR is utility-led today, how does Focus envision coordination with utilities for any load flexibility pilots? Are concepts expected to be utility-aligned or utility-optional (opt-in)?**
- a. Utility demand response offerings for businesses are limited; therefore, load flexibility benefits are mentioned for future consideration and should not be the basis of a pilot concept. Permanently reducing a site's demand either through load shifting or energy efficiency measures is the desired outcome. Because enrollment in a demand response program is not intended to be a component of pilot concepts, utility coordination will follow typical Focus on Energy practices.
- 39. How does Focus plan to define and evaluate demand savings? Is this expected to be aligned with traditional DR metrics (kW reduction during events), or broader EE-style savings frameworks?**
- a. Pilot concepts should not use demand response as a mechanism for delivering demand savings. Concepts should focus on permanently reducing a sites demand during peak electric demand. In Wisconsin, this occurs weekday afternoons from 2:00 p.m. to 6:00 p.m. from June through September for summer, and weekday mornings from 8:00 a.m. to 12:00 p.m., and afternoons from 5:00 p.m. to 9:00 p.m. in January, February and December for winter. This is documented in the 2026 Focus on Energy TRM (page 4).
- 40. What demand (kW) measurement and verification expectations does Focus have for pilots in this category — is interval/AMI-based M&V of peak-period reduction an acceptable methodology?**
- a. Yes, interval/AMI-based M&V of peak-period reduction is an acceptable methodology. Pilot concepts should address the demand measurement and verification methodology that will be used.
- 41. Regarding the Demand Savings and Load Flexibility for Business Customers category, can you please provide a definition of the peak summer demand period (e.g. 2 p.m. to 6 p.m. on weekdays during June, July, August, and September), and clarify if the same definition is used for the statewide peak period?**
- a. Focus on Energy assumes the peak electric demand in Wisconsin occurs weekday afternoons from 2:00 p.m. to 6:00 p.m. from June through September for summer, and weekday mornings from 8:00 a.m. to 12:00 p.m., and afternoons from 5:00 p.m. to 9:00 p.m. in January, February and December for winter. This is documented in the [2026 Focus on Energy TRM](#) (page 4).
- 42. The Demand Savings and Load Flexibility category excludes demand response and load-shedding concepts as "a utility function." Can Focus clarify the intended boundary between excluded demand response and eligible customer-managed**

load shifting? Specifically, are approaches that give the customer operational tools and information to self-manage peak-period consumption — with no utility dispatch or third-party event control — considered in-scope?

- a. Yes, approaches providing customers with operational tools and/or information to self-manage demand are in scope. Pilot concepts should generate long-term, verifiable, and persistent demand savings, rather than temporary demand reductions.

43. Would a concept that achieves peak demand reduction through operational practices and customer-side controls optimization (rather than installed dispatchable load-control equipment) qualify under this category?

- a. Yes, approaches achieving demand reduction through operational practices and customer-side controls are in scope. Pilot concepts should generate long-term, verifiable, and persistent demand savings, rather than temporary demand reductions.

44. Is the category seeking concepts that deliver demand savings only (peak kW), or are concepts that pair persistent energy savings (kWh) with peak demand reduction equally eligible?

- a. Concepts providing demand savings only or demand savings with persistent energy savings are both of interest.