

FOCUS ON GETTING STARTED



FOCUS ON ENERGY® can support developing an energy efficiency strategy for your facility. Below are frequently asked questions to help you get started on your next project.

Who should I contact first?

Start by contacting your Energy Advisor. They will help you confirm eligibility and select qualifying equipment. Find your Energy Advisor's contact information on the back of this flyer. Then work with a registered Trade Ally to complete your project. Search for a Trade Ally at focusonenergy.com/trade-allies.

How can I maximize the benefits of Focus on Energy?

Consult your Energy Advisor during the planning phase of your project. This allows you to qualify energy-efficient equipment and obtain pre-approval if necessary. Our team of technical experts can help you maximize your energy savings and improve your return on investment.

Maintaining communication with your Energy Advisor can also unlock additional benefits, including support for facility audits, guidance on emerging technologies, access to training sessions, and assistance in strengthening your internal energy team.

What rebates and incentives are available?

Rebates are offered for common equipment upgrades like lighting and HVAC, and can be found at focusonenergy.com/catalogs. Instant Discounts provide instant savings directly on your invoice when purchasing qualifying HVAC, water heating, or commercial kitchen equipment. Visit focusonenergy.com/instantdiscounts to confirm qualifying equipment. Custom incentives apply to non-standard technologies or projects that do not involve a one-for-one replacement. Custom incentive amounts are determined by the estimated first-year of energy savings when upgrading to energy-efficient equipment. Work with your Energy Advisor to receive pre-approval before purchasing equipment or completing upgrades.

How can I include Focus on Energy in the bidding phase of a project?

Incorporate Focus on Energy in your Request for Proposal (RFP) by including language specifying your expectations for Trade Allies to use qualifying energy-efficient equipment. Use the sample language provided below or contact your Energy Advisor to discuss alternative language to include in your bid documents.

Sample RFP Language *(include in your next RFP)*

[Name of customer] intends to involve Focus on Energy in the design and construction process to maximize energy savings and receive financial rebates and incentives for installing energy-efficient systems and equipment. The architect or engineer commissioned for this project shall work with Focus on Energy by providing services, including but not limited to, participation in meetings with Focus on Energy to identify energy-saving measures, selection and specification of qualified equipment, and contractor cooperation in providing invoices and other documentation for qualifying equipment incentives before project close-out.

Questions?

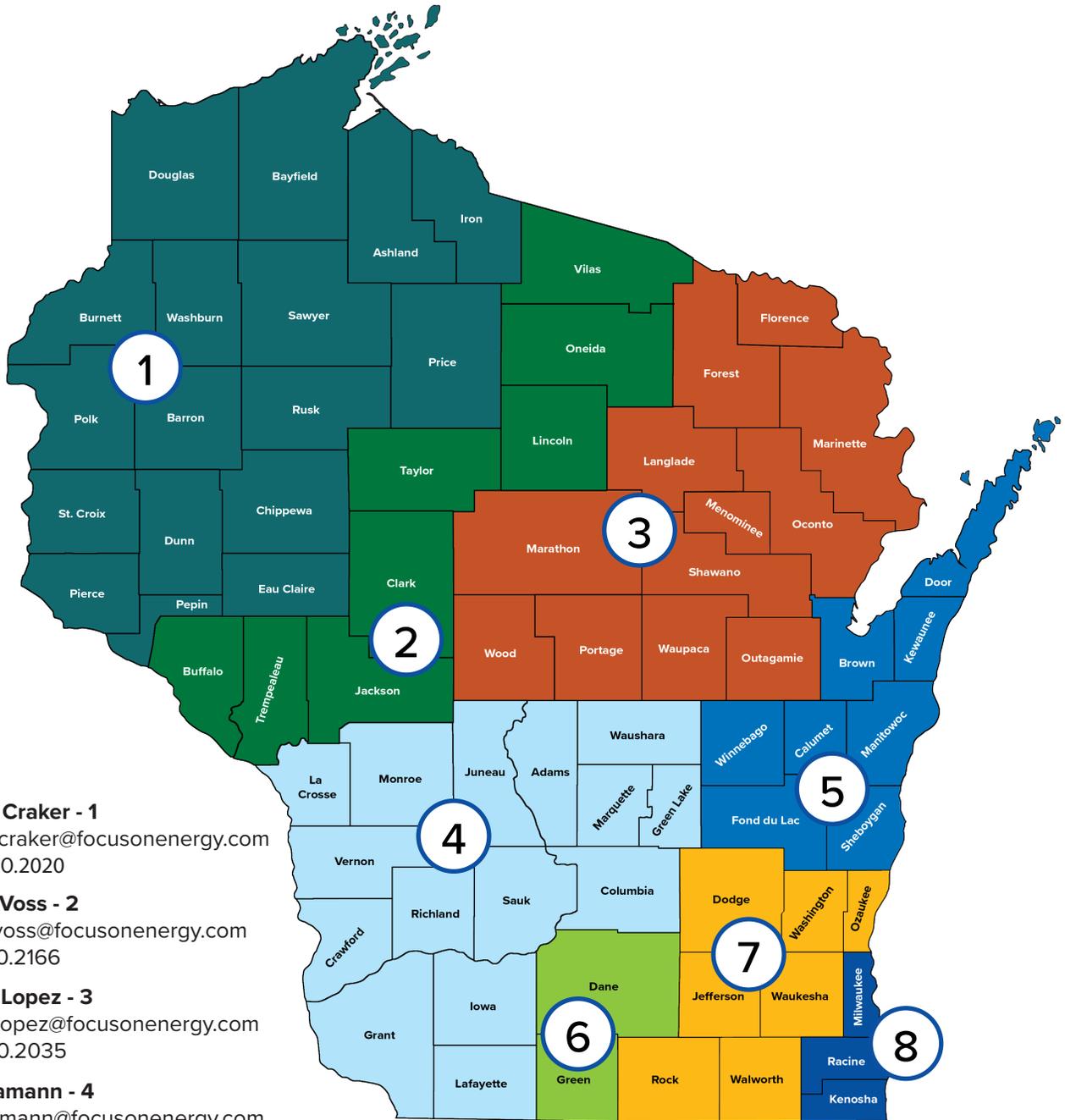
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2026 ENERGY ADVISOR TERRITORY MAP ASSIGNMENTS

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REDUCING ENERGY WASTE ACROSS 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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