



# MUNICIPAL AND AGRICULTURE PUMP ASSESSMENT

Oversized, unbalanced, and inefficient pumps are often to blame for poor performance and high electric bills. Conducting a comprehensive assessment of your pumping system helps identify performance issues and opportunities for energy efficiency improvements.

Examples of potential energy-saving upgrades identified by your pump assessment include:

- Reduce motor HP or modify system elements, like distribution pipes and nozzles.
- Rebuild the pump with new impellers, trimmed impellers, or replace the pump.
- Add a VFD or modify the existing pump control method.
- Install a Premium+ Efficiency motor.

FOCUS ON ENERGY® is offering a rebate of \$500 per pump assessed, up to 100% of the assessment cost. Qualifying pumps must be **40 HP or greater** and operate a minimum of **500 hours per year**. A **participating electric utility** must serve the site.

Schedule a pump assessment today\* with a Focus on Energy Trade Ally and uncover the potential energy savings within your reach. Additional standard rebates or custom incentives may be available for projects identified as part of your assessment. **NOTE:** Receive a 50% bonus, up to \$2,000, for installing a VSD on your pump within six months of the pump assessment. Visit [focusonenergy.com/specialofferings](http://focusonenergy.com/specialofferings) for details.

## Enrollment Process

1. Choose a Trade Ally to perform the pump assessment.
2. Your Trade Ally will complete the Pump Assessment Data Collection form for each pump.
3. Submit the completed application with data collection form(s), a copy of the itemized invoice(s), and pump curve(s) to [business@focusonenergy.com](mailto:business@focusonenergy.com).
4. Receive the payment upon application review and approval.

\*Consult with an Energy Advisor the best time to conduct a pump assessment to avoid additional demand charges.

*Even if it is normal operating hours, the pump might be underutilized and firing it up/testing it could cause a new peak.*

## Looking for a Trade Ally?

1. Visit the Trade Ally Tool at [focusonenergy.com/findatradeally](http://focusonenergy.com/findatradeally).
2. Select **Business**.
3. Choose **Mechanical and Pump Systems** from the service options.

Home      Business

What service do you need?

Mechanical and Pump Systems

### 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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# PUMP ASSESSMENT REBATE APPLICATION

FOR ASSESSMENTS COMPLETED BY 12/31/2026



Complete all sections. Incomplete applications cannot be processed and will delay payment of rebates. **Applications must be submitted within 60 days of completed project installation**, no later than January 31, 2027. For additional copies of this form, visit [focusonenergy.com/catalogs](http://focusonenergy.com/catalogs).

## section 1

### ACCOUNT AND CUSTOMER INFORMATION

**Tax Identification Number** (Check one)  FEIN or  SSN\*

\*If you use a Social Security Number (SSN) as your Tax Identification Number, **do not provide it below**. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal, if it is not already on file. **You must list an email address in Section 3**.

FEIN \_\_\_\_\_

### TAX CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

Sole Proprietorship  S Corporation  Partnership  
 C Corporation  LLC - S Corp  LLC - Partnership  
 LLC - C Corp  Single-Member LLC  
 Other \_\_\_\_\_

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER) \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY? (CONTACT NAME) \_\_\_\_\_

## section 2

### JOB SITE INFORMATION

(Refer to your utility bills for account numbers below.)

JOB SITE BUSINESS NAME \_\_\_\_\_

ELECTRIC UTILITY AT JOB SITE \_\_\_\_\_ ELECTRIC ACCOUNT # \_\_\_\_\_

GAS UTILITY AT JOB SITE \_\_\_\_\_ GAS ACCOUNT # \_\_\_\_\_

JOB SITE ADDRESS IS SAME AS LEGAL ADDRESS  
 JOB SITE ADDRESS IS DIFFERENT (COMPLETE BELOW)

JOB SITE ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

## section 3

### CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME \_\_\_\_\_

PRIMARY PHONE # \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

Preferred method of contact:  Call  Email  Text

If Focus on Energy has a question about this application, we should contact:  Customer  Trade Ally  Other \_\_\_\_\_

## section 4

### TRADE ALLY INFORMATION

TRADE ALLY CONTACT NAME \_\_\_\_\_

PRIMARY PHONE # \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

TRADE ALLY COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

## section 5

### BUSINESS PAYMENT INFORMATION

Payee is responsible for any associated tax consequences.

#### Make rebate check payable to:

Customer  Trade Ally  Other Payee  Rebate Administrator  
If Other Payee is selected, the relationship to the utility account holder must be identified below:  
 Tenant  Building Owner  Other (specify) \_\_\_\_\_

#### For All Payees this Section MUST be Filled Out

**Mail check to:**  Customer Legal Address  Job Site Address  
 Trade Ally Address  Alternate Address

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ATTENTION TO (OPTIONAL) \_\_\_\_\_

#### For Trade Ally, Rebate Administrator, and Other Payees

Trade Allies must be registered with the Program to receive payment. All other payees must have a current W-9 on file to receive payment.

#### Tax Identification Number (Check one) FEIN or SSN

If you use a Social Security Number (SSN) as your Tax Identification Number, do not provide it below. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal, if it is not already on file. You must list an email address below.

FEIN \_\_\_\_\_

#### Tax Classification of Payee

(Check one. Required for all businesses, including nonprofits.)

Sole Proprietorship  S Corporation  Partnership  
 C Corporation  LLC - S Corp  LLC - Partnership  
 LLC - C Corp  Single-Member LLC  
 Other \_\_\_\_\_

#### Payee Contact Information

NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

## section 6

### BUSINESS PROPERTY TYPE

Select one (1) property type that best describes your business:

- Agriculture Producer - Crop: \_\_\_\_\_
- Government - Water/Wastewater

## section 7

### REBATE PRODUCT INFORMATION

- The Trade Ally must complete a **Pump Assessment Data Collection** form for each unique pump assessed.
- If multiple pumps are assessed on the same site, list the tag/serial # for each pump.
- Rebate is \$500/pump assessed.
- Rebates are capped at 100% of assessment cost.

**SITE/PUMP TAG/SERIAL #**

(Example) North Field/Pump #1

<b>Itemized Invoice(s) Attached:</b>	Yes <input type="radio"/>	<b>(A) # OF PUMPS ASSESSED x \$500</b>	\$
<b>Pump Curves Attached:</b>	Yes <input type="radio"/>	<b>(B) TOTAL INVOICE</b>	\$
<b>REBATE TOTAL* = LOWER OF (A) OR (B)</b>			\$

## section 8

### CUSTOMER SIGNATURE

I, the Customer, attest that I am the ratepayer (utility account holder) for the site(s) listed in Section 2. If applicable, I assign the right to participate in and receive rebates from the Focus on Energy Program to the Other Payee identified in Section 5.

**CUSTOMER SIGNATURE**

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NAME (PRINT)

DATE

Submit applications and supporting documentation to:

**MAIL:** Focus on Energy  
725 W. Park Avenue  
Chippewa Falls, WI 54729

**EMAIL:** [business@focusonenergy.com](mailto:business@focusonenergy.com)

\*Rebate may be adjusted based on project caps. See measure requirements and Terms and Conditions for more information.



# 2026 PUMP ASSESSMENT DATA COLLECTION

COMPLETE A SEPARATE FORM FOR EACH PUMP ASSESSED

Date of Assessment: \_\_\_\_\_

Technician Name: \_\_\_\_\_

Job Site Name: \_\_\_\_\_

Job Site Address: \_\_\_\_\_

Pump Tag/Identifier: \_\_\_\_\_

Annual Hours of Operation: \_\_\_\_\_

## Existing Equipment Information (Complete all applicable fields.)

Motor Information		Pump Information		Well Information
Manufacturer:	Voltage:	Manufacturer:	Discharge Pipe Dia. (in.):	Well Depth (ft.):
Model:	RPM:	Model:	Stages/Bowls:	Column Length (ft.):
Rated HP:	Full Load Power Factor:	Rated Flow (GPM):	Pump Type:	Column Diameter (in.):
Full Load Amps:	Efficiency:	Rated THD (ft.):	Total Length (ft.):	
Comments:				

## Measured Data (Complete all applicable fields).

- Test conditions should reflect operating conditions.
- Take measurements at multiple system conditions to provide a basis for recommendations or savings calculations.
- Use the additional lines provided for various system conditions.

Amps	kW Input <sup>1</sup> (calculated)	Static Head <sup>2</sup> (ft.)	Well Drawdown <sup>3</sup> (ft.)	Total Dynamic Head <sup>4</sup> (ft.)	Pump Flowrate <sup>5</sup> (GPM)
(A)				(B)	(C)
Comments:					

<sup>1</sup>kW input: Calculate using the following equation (Volts x Amps x Power Factor x 1.732 / 1000). If you don't have Power Factor (PF), assume 0.9 PF.

<sup>2</sup>Static Head: Feet of total vertical lift while pump is operating (including well drawdown if applicable).

<sup>3</sup>Well Drawdown: Feet of drawdown when pump is turned ON. This is the difference between the elevation of water in the well when pump is OFF and elevation of water in the well when pump is ON. Well drawdown should be included in Static Head (ft.).

<sup>4</sup>Total Dynamic Head: Sum of Static Head and System Head (ft.) when pump is operating.

<sup>5</sup>Pump Flowrate: Gallons of water discharged per minute by the pump while operating.

## Measured Pump System Efficiency = Water Horse Power (WHP)/Brake Horse Power (BHP)

- 1.0 = specific gravity of water
- 3,960 = constant to convert horsepower to gal/min/ft.
- 0.746 = constant to convert horsepower to kilowatts

Measured Pump System Efficiency
(D) WHP = B x C x 1.0 / 3,960 = : _____
(E) BHP = A / 0.746 = : _____
Overall system efficiency (D / E) = : _____

Provide existing and proposed pump curves with pump operating parameters indicated  
(If applicable for recommendations.)

Existing Pump System (If measured pump system efficiency was not calculated.)	Proposed Pump System
(A) Pump efficiency (from curve): _____	(D) Pump efficiency (from curve): _____
(B) Motor electrical efficiency (from nameplate): _____	(E) Motor electrical efficiency (from nameplate): _____
(C) Drive electrical efficiency (if applicable): _____	(F) Drive electrical efficiency (if applicable): _____
Overall system efficiency (A x B x C): _____	Overall system efficiency (D x E x F): _____

**Recommendations** (e.g., rebuilding pump with new impellers/trimming impellers, pump replacement, add VFD, reducing motor HP, modify pump system distribution pipes/nozzles/auxiliary equipment).

**Savings Potential** (Estimated energy saving from implementing recommendations above. Show your calculations below or provide an unlocked spreadsheet.)

Estimated Annual Savings (kWh)	(A) Estimated Annual Cost Savings <sup>1</sup> (\$/Yr)	(B) Estimated Project Cost (\$)	Estimated Return on Investment (Years) (B / A)

<sup>1</sup>If \$/kWh rate is unknown, use \$0.08/kWh

# PARTICIPATION REQUIREMENTS

NEED HELP? Call **800.762.7077**

Use the eligibility requirements below to see if your business qualifies for program rebates and incentives. You can also visit **focusonenergy.com** to find savings opportunities specific to your business.

## INFORMATION AND REQUIREMENTS

Before you start your project, make sure you are familiar with participation requirements, program information, and Terms and Conditions.

### General Terms and Conditions

Review the Focus on Energy Terms and Conditions at **focusonenergy.com/terms** or call **800.762.7077** to request a copy.

### Rebate and Incentive Limits

Rebates and incentives are limited to \$300,000 per project and \$400,000 per customer per calendar year for all Focus on Energy rebates (standard and custom). Depending on the business tax classification of the payee, the entity receiving the rebate or incentive payment may receive IRS form 1099 for incentives totaling over \$600 in a calendar year.

**Reminder: Rebates and incentives are capped at 100% of equipment cost unless otherwise noted. Equipment cost is the amount paid by the customer for qualifying equipment, excluding any Focus on Energy rebate or incentive credit, shipping, and sales tax. Like-for-like equipment replacement due to recall, warranty replacement, etc. is not eligible for a rebate or incentive.**

### Trade Ally Information

A Trade Ally represents the company who provided/installed the equipment for a project or performed the service for which a Customer is seeking a rebate or incentive. Trade Allies who have signed an agreement with Focus on Energy are allowed to enjoy certain program benefits, one of which is to receive direct payment of rebates or incentives at the Customer's request. Rebates and incentives can only be paid directly to a registered Trade Ally who has a W-9 on file with Focus on Energy. For more information on becoming a registered Trade Ally, visit **focusonenergy.com/tradeally**.

The Federal Employer Identification Number (FEIN) and Tax Classification of the Trade Ally is required when the rebate or incentive is paid directly to the Trade Ally. In this scenario, the credit must be clearly labeled as the Focus on Energy rebate or incentive and deducted from the amount due on the Customer's invoice.

If your project was completed by more than one Trade Ally (example, equipment was purchased from one Trade Ally but installed by another Trade Ally) and the rebate or incentive is being paid to you the Customer, enter the information of the Trade Ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, enter the information of the Trade Ally from whom you purchased the equipment.

### Assignment of Rebates and Incentives to Other Payee

The Customer for the project site listed on the application may assign their right to participate and receive rebates and incentives to Other Payee. The Customer must sign Section 8 and identify the Other Payee in Section 5.