



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 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.
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.
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.

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

Itemized Invoice(s) Attached:	Yes	(A) # OF PUMPS ASSESSED x \$500	\$
Pump Curves Attached:	Yes	(B) TOTAL INVOICE	\$
REBATE TOTAL* = LOWER OF (A) OR (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

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

*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 ¹ (calculated)	Static Head ² (ft.)	Well Drawdown ³ (ft.)	Total Dynamic Head ⁴ (ft.)	Pump Flowrate ⁵ (GPM)
	(A)			(B)	(C)
Comments:					

¹kW 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.

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

³Well 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.).

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

⁵Pump 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 ¹ (\$/Yr)	(B) Estimated Project Cost (\$)	Estimated Return on Investment (Years) (B / A)

¹If \$/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.