



FOCUS ON ENERGY TRIBAL OFFERING

2026 Spring Energy Symposium- WI Tribal
Communities April 15th



WHO ARE WE?



- Jason Kempen
 - Energy Advisor- Residential IRA and Focus on Energy Trade Ally Solutions



Wisconsin utilities' statewide energy efficiency and renewable energy program.

- Helps Wisconsin residents and businesses manage rising energy costs.
- Provides education, information, and incentives.
- Promotes in-state economic development.
- Protects our environment.
- Controls Wisconsin's growing demand for electricity and natural gas.

MISSION STATEMENT



Focus on Energy empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits.

FOCUS BY THE NUMBERS



Served nearly 1 million residential participants



Served 3,900 business participants

Achieved \$3.75+ in benefits for every \$1 invested



Wisconsin's official resource for

smart energy solutions

Works with residents and businesses to complete

smart energy projects

Provides rebates, technical assistance, and

smart energy resources

LEARNINGS



- Learn how each Tribal Community's goals affect program design.
- Learn of the challenges Tribal Communities face when participating in utility-sponsored energy efficiency program offerings.
- Learn how to successfully engage with Tribal Communities to establish a foundation for success.
- <https://www.youtube.com/watch?v=blH8bcZPuhg>

BACKGROUND

- 11 Tribal Communities in Wisconsin.
- Outreach was conducted to several Tribal Communities in 2022 to understand:
 - Energy efficiency needs.
 - Building portfolios.
 - Variations in fuel types.
- Primary opportunities identified included:
 - Building envelope improvements.
 - Heating equipment replacements and upgrades.
 - Training on performing energy assessments.



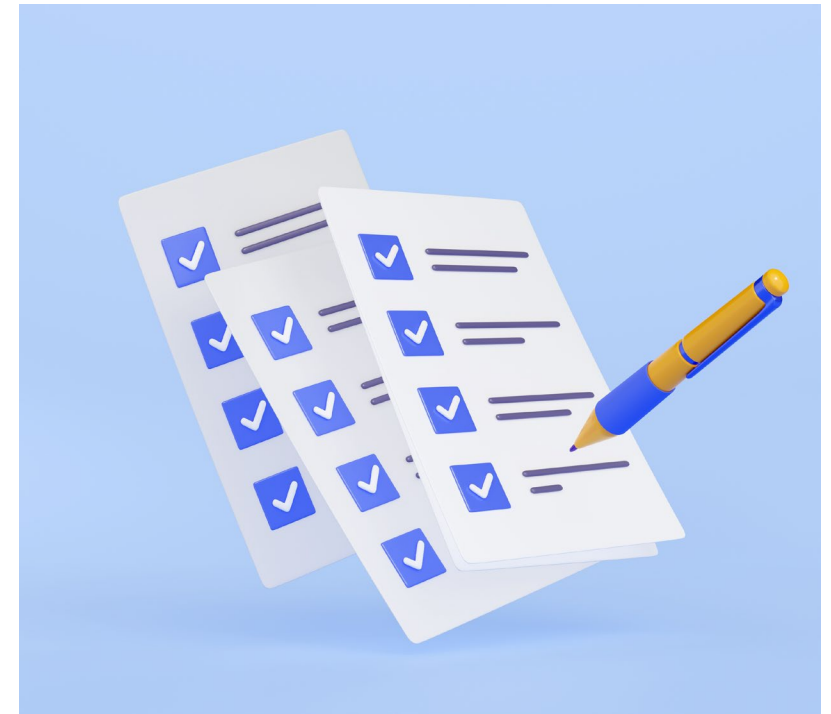
OVERVIEW

Focus on Energy has successfully engaged Tribal Communities across the residential and commercial sectors since 2022.

With several renewable energy and efficiency projects completed in 2022, the pilot was expanded into a multi-year offering for greater annual budget and completion time flexibility.



Achievements and lessons learned for other programs considering engaging Tribal Communities will be discussed.



PROGRAM DESIGN & IMPLEMENTATION



Created a list of measures that were applicable to the Tribal Community housing needs.



Created enhanced rebates amounting to 80% of project costs.



Developed a process that provided participation opportunities for each Tribal Community while staying within the budget.



Opted for a **controlled market** environment where projects were sourced by and through one point of contact at the Tribal Community (as opposed to through customers or contractors).

PROGRAM DESIGN & IMPLEMENTATION



The Project Bundle Workbook was created, which created flexibility for the needs of each Tribal Community. They identified their project needs and recorded their inventory of measures on the bundle workbook, which added up the requested budget amount.

The workbook bundles were reviewed and used to award each Tribal Community their allotted funding.

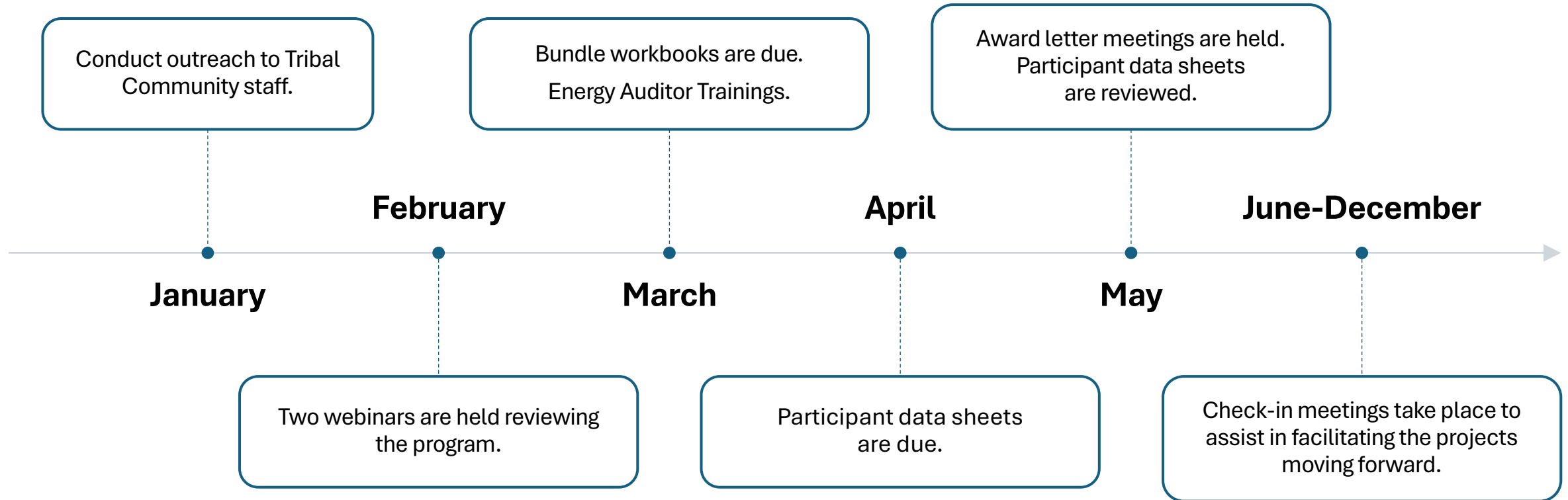
Award letters were then sent to all participating Tribal Communities.

2025 ENHANCED RESIDENTIAL REBATES



Measure	Rebate
Single-Family Weatherization	80% of project cost, up to \$4,000
Single-Family Furnace/Boiler	80% of project cost, of up to \$3,000
Single-Family Heat Pump	80% of project cost, up to \$3,000
Multifamily Heat Pump	100% of project cost, up to \$1,000 per unit/condo
Multifamily Weatherization	Existing < R-11: \$1 per sq ft of attic improved
Building Performance Institute (BPI) Training & Assessment Equipment	Training for staff; one set of equipment per Nation

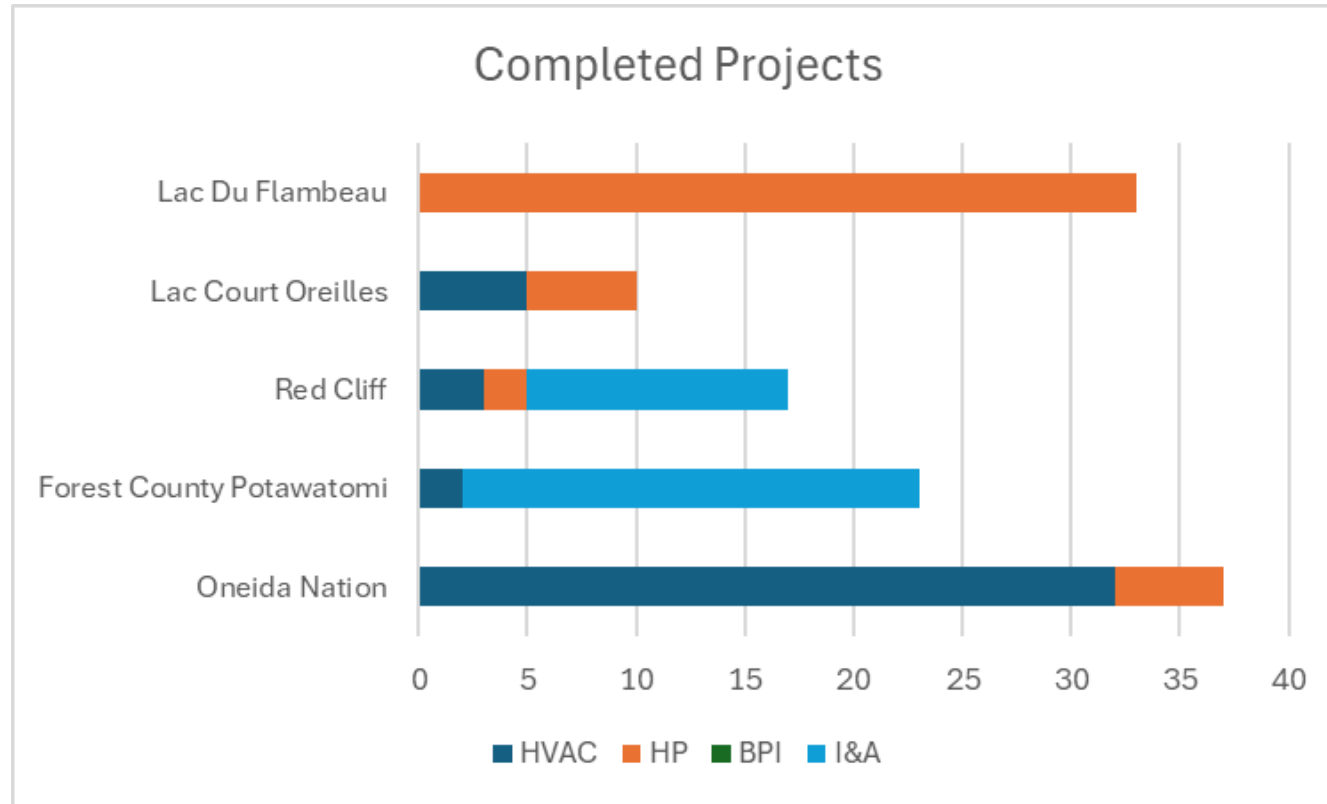
PROGRAM TIMELINE



COMPLETED PROJECT TO DATE



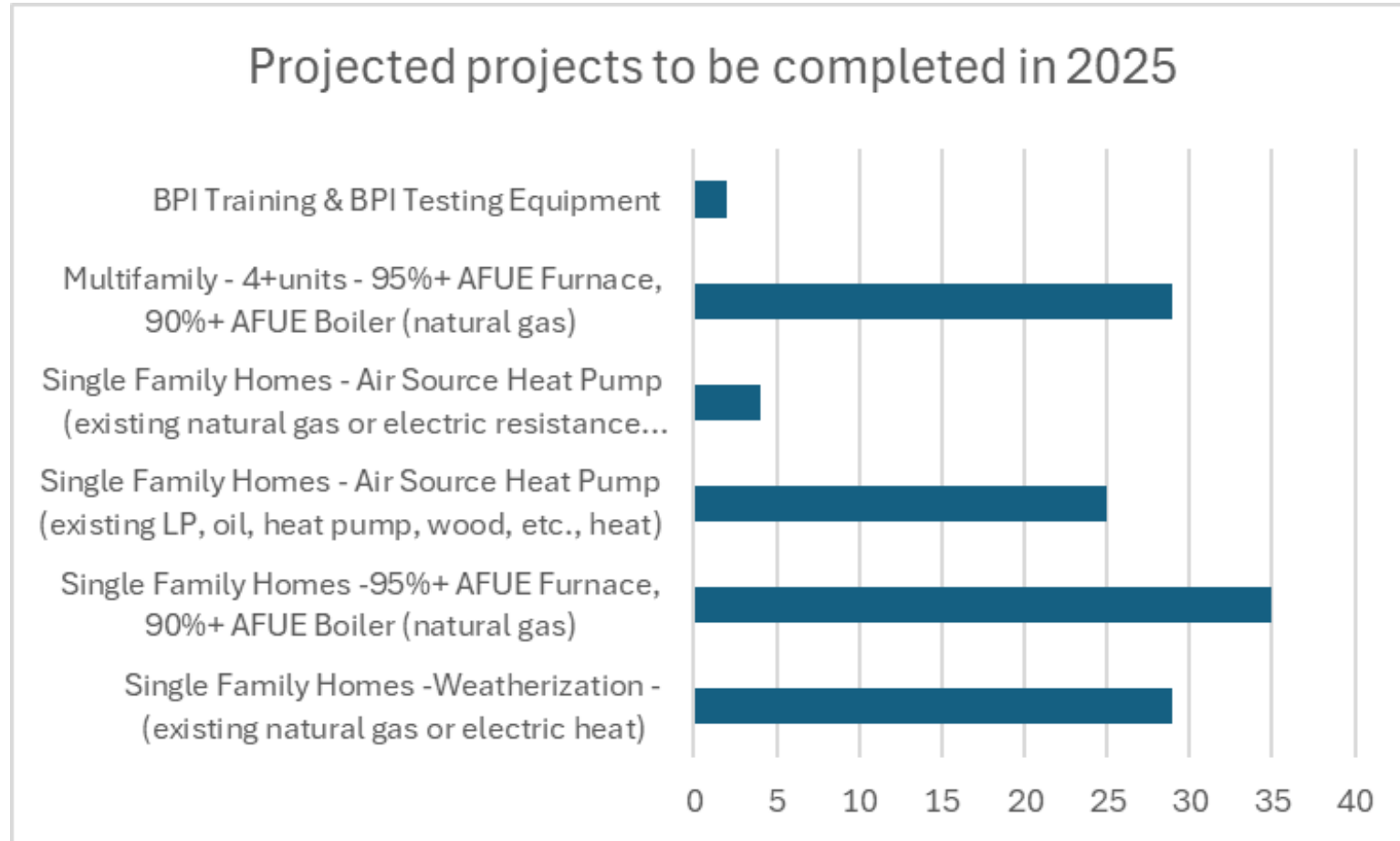
The chart below shows the completed project since the Tribal Offering inception.



2025 PROJECTED PROJECTS



Projected projects to be completed in 2025



BPI TRAINING



Provides an opportunity to train staff on how to perform home energy assessments and create a scope of work for staff/crew.



BPI analyst certifications include in-class and field training components.



Building Science Principles (BSP), Building Analyst Technician (BA-T) and Building Analyst Professional (BA-P) training are available to staff members.



Training will be held with each interested Tribal Community in a central location.



Successful participants receive equipment to complete a BPI home energy assessment (blower door, gas leak detector, combustion analyzer, etc.).

BPI TRAINING AND EQUIPMENT

- Tribal Members become the experts

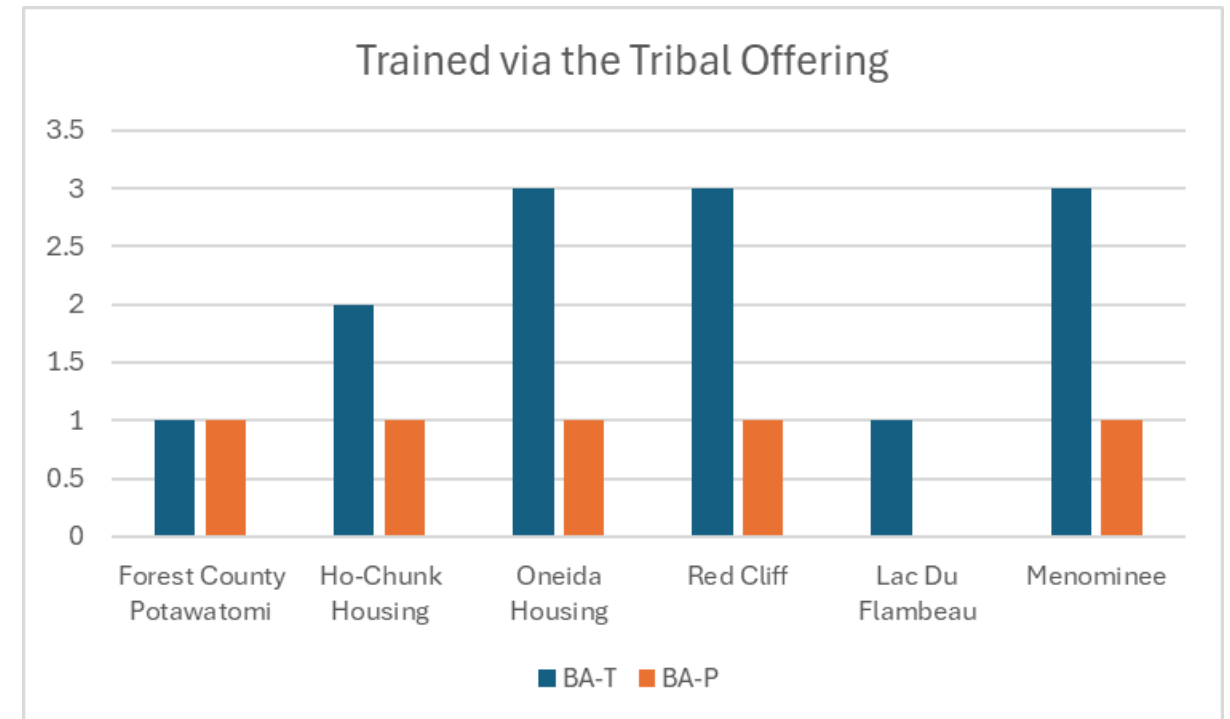


BPI TRAINING OUTCOMES



Since 2022 Tribal Staff have been trained to complete Energy Assessments by completing their Building Performance Institute Professional Certifications.

- **Building Analyst Technicians BA-T**, completes the technical evaluation of the home and gathers the data.
- **Building Analyst Professional BA-P**, completes the evaluation report for the upgrades.



TRIBAL NATION ENGAGEMENT



- Focus on Energy has hosted a Spring and Fall a Tribal Nation Energy Symposium.
- Key insights:
 - Engaged with Tribal Nations.
 - Welcomed attendees from all 11 Tribal Nations.
 - Provided an overview of crucial topics, including:
 - Federal funding opportunities.
 - Grant application tools and techniques.
 - Green Tier Legacy Communities.
 - Community energy planning strategies.

LESSONS LEARNED



Start the process early in the year!



Understand Tribal Communities' capacity/time constraints.



Know who is the decision maker.



Do not assume anything (takes repeated outreach).



Learn how big their internal team is.



Understand internal procurement requirements.



Each Tribal Community is unique. Bundles allow customization.



Fuel sources and participating electric utility can affect participation.



Fostering the relationship is the key to success!

2025 ENERGY EFFICIENCY EXCELLENCE AWARD - RED CLIFF CHIPPEWA HOUSING AUTHORITY



- Focus on Energy® awarded a 2025 Energy Efficiency Excellence Awards to Red Cliff Chippewa Housing Authority. Energy efficiency is more than a way to save on their bottom lines. Award winners work with Focus on Energy, and partner utilities, discovering the sometimes “unique” energy solutions we can provide that will reduce the amount of energy used and wasted.
- Red Cliff is deeply committed to cross-community collaboration and knowledge sharing. In March 2022, the Tribe helped Focus on Energy develop Residential Tribal Offerings by surveying Wisconsin Tribal communities. This important collaboration identified specific energy efficiency needs, building types, and actionable improvement opportunities, including building envelope enhancements and training for local energy assessors.



2025 ENERGY EFFICIENCY EXCELLENCE AWARD - RED CLIFF CHIPPEWA HOUSING AUTHORITY



- Since 2023 alone, Red Cliff has proudly completed 75 energy-efficient projects, tangibly demonstrating its dedication to providing healthy, comfortable, and affordable homes. Projects have included insulation upgrades, air sealing improvements, smart thermostats installations, and modernizing heating equipment such as furnaces, boilers, and heat pumps.
- Beyond internal improvements, the Tribe plays a pivotal role regionally as the largest employer in Bayfield County. Its diverse operations include governmental services, cultural events, healthcare, elder care, fisheries, family support, emergency services, and more, making it integral to the area's economic prosperity and social well-being.



TRIBAL COMMUNITY RED CLIFF BAND OF LAKE SUPERIOR CHIPPEWA



Focus on Energy was very instrumental in assisting the RCCHA with this “first of a kind” energy efficient undertaking. Their guidance throughout the entire process enabled the RCCHA to assess several additional households for energy efficient installation of heat pumps or weatherization activities. Without Focus on Energy, these much-needed energy saving devices would not be present in the Red Cliff community.

- Ray DePerry Executive Director
Red Cliff Chippewa Housing Authority



TRIBAL COMMUNITY FOREST COUNTY POTAWATOMI



Focus on Energy's continued support throughout the year helped us achieve our goals and overcome unforeseen events. In addition to the weatherization, we also have installed heat pumps to help stabilize tribal members' heating costs. Partnering with Focus on Energy has expanded what we are able to offer our tribal community.

- Alexander Lange, Sustainable Energy Specialist
Forest County Potawatomi Community



TRIBAL COMMUNITY LAC COURTE OREILLES BAND OF LAKE SUPERIOR CHIPPEWA



Focus on Energy was very instrumental in the Lac Courte Oreilles Housing Authority replacing furnaces and smart thermostats. Focus on Energy was helpful from beginning to end. We are very grateful and thankful to Focus on Energy and everything they provided to the Housing Authority.

- Jean Thayer, Executive Director
Lac Courte Oreilles Housing Authority



TRIBAL COMMUNITY LAC DU FLAMBEAU BAND OF LAKE SUPERIOR CHIPPEWA



The greatest part of the Focus on Energy program I feel is that it is very flexible to work into any Tribal program as long as we each do our part as far as planning ahead and to keep communications open with your Focus on Energy team members. I highly recommend everyone to take advantage of the programs offered through Focus on Energy to promote energy efficiency and improve indoor air quality of all our homes.

- Jeff Ackley Jr Housing Administrator
Lac du Flambeau Housing Authority



QUESTIONS/FEEDBACK



Questions?